Conference Abstracts

ANALYZING PERCEPTIONS AND ATTITUDES OF TOURISTS THAT LEAD TO CUSTOMER SATISFACTION: AN APPROACH TO EXPAND TOURISM

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The State of Maryland has been a strong proponent of tourism, especially in both western and eastern parts of Maryland. In 2016, Maryland Governor Larry Hogan mandated a later date after Labor Day for students in an effort to rake in more money from the tourism industry. The purpose of this study is to understand what leads to customer satisfaction in the tourism industry in general and specifically in Western Maryland. Business and government organizations in Western Maryland may utilize this critical information to efficiently and effectively utilize their resources to improve tourism in the region. This study, a text analytic approach is utilized to extract the underlying themes of customers' reviews on tourism related businesses located in Allegany and Garret counties, Maryland, USA. For this purpose, customers' reviews of tourism businesses located in the two western most counties of Maryland are obtained from Yelp and TripAdvisor websites by means of a clustering algorithm. Then the underlying theme of each cluster and customer satisfaction in that theme is analyzed and determined. At the end, using a fuzzy set qualitative comparative analysis (fsQCA), the researcher will extract and comprehend how customer satisfaction on each theme affects the overall satisfaction of a customer.

AN APPROACH TO THE COMMUNICATION ON VALUES: AESTHETICS, ETHICS AND RELIGION

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When we describe objects and facts, our words attempt to draw a picture of something. Quite often our description is not exact. In this case, we try to find other words to depict the thing or the fact well enough to clarify what we are referring to. If our picture agrees with the reality, it is correct, it is true. If the picture fails to agree it is incorrect, it is false. The aim of this presentation is to discuss how to communicate values in aesthetics, ethics and religion. They are crucial in our everyday activity because they determine our priorities in making decisions since they show us if anything is desirable or useful. They are absolutely essential in politics, business and every kind of institution. In a rational, and free society, values cannot be imposed. The communication of values must be aware of the fragility of any evidence about the advantage of a particular value, and the plurality of political projects and styles of life with their particular sets of different values. To facilitate setting up efficient strategies of communication we will try to sketch out double inquiry: (a) about the language, based on the Austrian philosopher Ludwig Wittgenstein, and (b) about the state of political projects and styles of life, based in the art critic and media theorist Boris Groys, who depicts contemporary art as a *field strictly structured according to the logic of contradiction*.

ASSESSING TAM WITH USER-GENERATED CONTENT: AN ALTERNATIVE TO SURVEYS

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Technology adoption has captured the imagination of IS researchers for decades. Over that time, many different models have been presented with various levels of complexity and success. Given that technology adoption relates to behavioral inquiry, investigators often measure individual factors such as attitudes, intentions, and perceptions of usability and usefulness. Although an abundance of pertinent factors has been presented over time, a common linkage among most adoption research is the method of acquiring measurements of these factors, specifically surveys. This research intends to ascertain the efficacy of mining user-generated content for data relating to technology adoption as an alternative to traditional survey instruments. Utilizing Twitter as the content provider, we collected over 795,000 messages relating to the original iWatch consumer release that cued us to over 305,000 unique users. A variety of filtering rules were used to remove potential automated or spam-generating accounts ultimately identifying over 26,000 unique authors. These authors' entire timeline was collected for an approximately 4-month period. Messages related to the focal product were then subjected to a battery of pre-trained Naive Bayesian Classifiers. The classifiers correspond to the traditional Technology Acceptance Model (TAM) (Davis, Bagozzi & Warshaw, 1989) factors.
Each classified message is then analyzed to provide a numeric sentiment value that is a proxy for the user's value relating to that specific TAM construct. These time-tested factors provide a substantial base of statistical expectations that we leverage to validate the results of this research that will be presented at the IABD conference.

ASSESSING THE PERCEPTIONS AND USAGE OF AGILE SOFTWARE DEVELOPMENT PRACTICES IN ACADEMIC SETTINGS

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This paper examines the usage of Scrum as a holistic approach in software engineering course. The research strives to realize the following two objectives: a) to investigate whether adoption of Scrum framework works better to achieve learning goals, and b) to investigate whether engaging in Scrum helps teachers find more alternative ways to examine the effectiveness of teaching and learning experience. A self-report survey that evaluates the perception and usability of Scum was conducted. The analysis result from students' self-report indicated that Scrum helped students to take ownership and accountability in delivering a working software based on the expected project outcomes. Moreover, the results also indicated that employing Scum empowers students the freedom on how to accomplish the assigned tasks based on the acceptable criteria. Overall, the result suggests that employing agile practices using Scrum in college environment with a hands-on approach could help students gain industry level experience.

THE ASSOCIATION BETWEEN BITCOIN PRICES AND VIX INDEX: APPLICATION OF GRANGER CAUSALITY

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There is tremendous interest in the growth and development of cryptocurrencies, the most notable being the Bitcoin. Interest in such currencies is global, and the price movements is said to be highly speculative, volatile and “bubble-like.” Since these cryptocurrencies do not have a regulatory authority behind them, there is concern that they can destabilize the current economic systems of countries. Due to the ‘regulatory-free’ nature of the currencies, it can be hypothesized that their prices are partly determined by the uncertainty, volatility and regulatory nature of existing financial markets. In this paper, we consider VIX index to be a proxy for the regulated, uncertain financial markets, and relate that to the growth and development of the cryptocurrency markets. We perform Granger causality tests to determine if the VIX index Granger-caused the bitcoin prices to move up or down. We collect data on VIX from finance.yahoo.com and on bitcoin prices from the coinbase.com database for the period July 19, 2010 through February 16, 2018. Our results indicate that there is no Granger causality running between the VIX and bitcoin prices. More research needs to be done to see if there is any relationship between other asset prices (such as gold) and international markets and other cryptocurrencies besides bitcoin prices.

BUSINESS SCHOOLS, BRAND INNOVATION AND ARCHETYPAL TRADEOFFS

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In today’s ultra-competitive education industry many business programs may be in danger of closing within the next 20 or 30 years. As universities face enrollment, funding, and non-traditional student support difficulties - the pressure increases. These troubles stem from the growth in the popularity of business degrees among employers, while applications decline, demographics change, and the quality of non-traditional offerings are questioned. This upheaval has the potential to force a "shakeout" phase in academia, where institutions are scrambling to adapt and grow before falling victim to predicted closures. The use of academic branding has emerged as a tool in this struggle for viability/sustainability. The ultimate goal of branding for a business school is to provide an impression leading to a positive reaction. While brand archetypes are commonly utilized in other industries, the application of brand archetypes to business schools has not been completely embraced. This paper explores types of brand innovativeness developed by Beverland, Napol and Farrelly, links them with the 12 brand archetypes popularized by Mark & Pearson and explores their tradeoffs within business school branding strategies.

CHANGES TO OBAMA-ERA BANKING REGULATIONS AND ITS IMPACT ON US BANKING SYSTEM

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After the financial crisis of 2008, the Obama administration imposed the toughest regulations on the financial institutions, especially the banking industry. Eager to create jobs and increase in U.S economic growth, and also believing in the potential negative impact of overregulation on the investment and small banks, the Trump administration, has decided to roll back most of such regulations. As a first step, On June 12 The regulator, the Office of the Comptroller of the Currency, which oversees the nation's biggest banks, has made it easier for Wall Street to offer high-interest, payday-style loans. It has softened a policy of punishing banks suspected of discriminatory lending. And it has clashed with another federal regulator that pushed to give consumers greater power to sue financial institutions. This paper reviews the costs of the regulations in general and specifically the impact of the regulations and deregulations imposed on the banking system and the potential outcomes of the recent regulatory changes.

CHINESE CAPITAL IN SPANISH FOOTBALL: A CASE STUDY OF RCD ESPANYOL NEW MANAGEMENT TRENDS AFTER RASTAR PURCHASE

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Global soccer industry is changing clubs' corporate identities. Historically, European soccer had deeply strong local roots; sport organizations represented local values and fandom was regionally based. However, sporting competitiveness push clubs to search for new investors, as well as, foreign European investors are attracted by the popularity of European soccer. In this presentation, we are going to analyze how Chinese capital and brands arrived to Barcelona thanks to the bargaining of a soccer club in 2016: Real Club Deportiu Espanyol (RCDE). Currently, 4 clubs taking part to the Frist Division of the Spanish Professional Football League (LFP) have Chinese stakeholders (Atlético de Madrid, Granada CF, Girona FC and RCD Espanyol). RCDE is the second laureate club in Catalonia, after FC Barcelona, since the beginning of the 20th Century. Today, not only has one of the most modern stadiums in Spain – designed using a business approach perspective–, but also we can understand that it become a global corporate ambassador for the Chinese governmental strategy to become a "world football superpower" by 2050. Using a case study approach, researchers will analyze management and corporate identity change in this organization according to the new Chinese owner: Rastar Group.

A CLOSER LOOK AT THE PLIGHT OF FARMERS IN INDIA

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The agriculture sector is one the largest employers in Indian economy. It contributes to 17.32% share of its GDP. India ranks second worldwide in farm output. More than 70 % of Indian population till date is directly and indirectly depended upon agriculture. Yet more than 60,000 farmers have committed suicide from 2012 to 2016 and the percentage is on rise. And more than 75% of these farmers want to give up farming. Gradual shift from agrarian to service economy and growing apathy of the State towards farmers have augmented their depleting condition in India. We wanted to have a closer look to find out why Indian farmers are in dire straits. Our in - depth interviews and case studies of fifteen farmers in different villages across northern region of India revealed their abject conditions. We have explored and discussed how to address their pathetic situation from their perspectives. Our paper contributes acknowledging the need of the State in forming and implementing proactive policies to improve condition of the farmers. We also suggest corporate houses to invest in sustaining the economic development of the marginalized distressed agriculturists and participate in preserving the agricultural independency of the nation.

THE CONCEPT OF IMC: THE RISE, DECLINE AND FUTURE

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The history of the communication industry can be examined as an evolution of agencies compete for budgets by developing new ways of providing services. In the early 1990s advertising industry saw an opportunity in proving its value by offering an integrated approach to managing various communication functions under the managerial control of advertising agencies. It was an attempt to consolidate the budgets by offering a “one-window” approach to outsourcing communication services. However the approach faced certain difficulties in proving its value. First, it turned advertising agencies into consulting service providers, which started to compete with their own research centers. Second, is was difficult for such “full-service” agencies to prove that they were equally competent in all the disciplines (advertising, direct marketing, sales promotions and public relations). Stripped off of their implementation functions, they were left with only one major function - coordination. But given that brand-management was done largely in-house, the only activity that the agencies were left with was overseeing brand book requirements in coordinating messages - something very well-known from the 1960’s. When agencies realized that IMC failed to become a competitive advantage for consolidating the budgets, the allure of the IMC paradigm started to decline, and by early 2010s the term largely went out of fashion.

COMMUNICATION, PERFORMANCE AND LEGITIMACY IN THE HEALTH CARE SYSTEM

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Previous researchers have analyzed the relationship between communication and organizational results. They have proved that a good communication drives to a greater participation, better relationships and greater satisfaction among employees. Notwithstanding, these results can be also explained by the Institutional Theory because the interaction between individuals leads, through the exchange of their points of view, to the construction of mutual understanding, which determines the organizational legitimacy and favors the creation and development of institutions. For this, the purpose of this research is to analyze the effect of communication on legitimacy and performance by means of a structural equation model. In addition, it examines to what extent this structural model is influenced by the human resources (health and non-health) and the patients. The empirical analysis is made over 705 surveys of human resources and patients from the public hospitals of the Spanish Health System from Madrid. The results of the structural model indicate that the communication of the hospitals influences their legitimacy as well as the results obtained. They also indicate that this influence varies by the role of personnel (health and non-health). Finally, this research contributes to extend the knowledge on the field of organizational legitimacy by providing evidence and explaining the influence of communication in the management of organizations.

A COMPARATIVE STUDY OF CRISIS COMMUNICATION PLANNING IN SOUTHEAST EUROPE AND THE UNITED STATES

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This study examines crisis communication planning of organizations, both private and public, in Southeast Europe and the United States. While scholars look more at the theoretical underpinnings of effective crisis communications, governments focus more on the practical approaches of how to do crisis communication planning. The study answers the questions: How do organizations, both private and public, in the United States, Kosovo, and Macedonia plan crisis communications? How do their plans compare to the framework recommended by the U.S. Department of Homeland Security and the Federal Emergency Management Agency (FEMA)? What can be learned from practice that can be applied in developing a theoretical framework for crisis communication planning?

CONNECTING SOCIO-POLITICAL TENDENCIES OF THE MILLENNIAL CONSUMER WITH BRAND CHOICE AND LOYALTY

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Designing and conducting consumer opinion research via focus group sessions or qualitative interviews, to better inform advertising agencies and their clients, is nothing new in campaign planning or market research. However, to better understand the spending habits and brand alliances of consumers, today's advertisers and media planners must also try to identify the consumer's sociopolitical alliances. This study examines the current and most sought-after consumer, the millennial. It attempts to answer the following questions: (1) Does the millennial marketplace align itself with brands that are in sync with their own sociopolitical viewpoints? (2) Is brand loyalty rooted in community and/or family identity, or is it based solely on the individual's access to a one-click, online global marketplace? (3) Are routine millennial spending habits and brand loyalties for domestic goods based on simple household economics, or are the brand choices more mindful? The research seeks to discover how and why a successful advertising campaign for a national brand should incorporate sociopolitical and economic alliance research of consumers—both verbally and visually. The purpose is to better understand target consumers' brand alliance and potential brand loyalty of a product or service. This issue is critical for advertisers who need to create a targeted, cost effective campaign that results in long-term brand relationships with their millennial consumer. Lastly, the study designs, tests and applies these ideas by conducting parallel consumer opinion and brand awareness research of a national brand, alongside social, economic and political alignments of a target public.

CURRENT STAGE OF INTERNATIONAL STRUCTURE PRESENT IN THE USE OF VIRTUAL CURRENCIES

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We live in an increasingly connected world. If before physical distances were a hindrance to any type of communication or to doing business, today this is no longer a problem. Through the worldwide computer network, people were able to acquire things outside their countries. In most cases, these acquisitions are carried out through credit card transactions, but recently a new way of acquiring goods and services has emerged. This is the use of so-called crypto-coins, a means that has revolutionized the way how we buy and sell in the virtual world. Concerned about how governments will regulate this new type of behavior, we have made an article that will examine the global regulatory landscape applied to digital currencies. We understand that this new type of currency tends to promote economic globalism, although we also believe that there will be a tendency to create extremely nationalist rules for the use, purchase, sale and exchange of digital coins.

A CUSTOMER DEVELOPMENT MODEL APPROACH TO THE SUBSCRIPTION BASED VIDEO GAMING INDUSTRY

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The Video Gaming Industry has experienced significant growth from its humble beginnings in the 1950s to its introduction into homes in the mid-1970s, to its crash and subsequent re-birth in the 1980s. Today, platforms from companies such as Sony, Microsoft, Nintendo, Google, and Apple dominate this industry with other smaller companies competing for their own slice of the market. Contemporary video games can be purchased either online, through a retail store, or electronically as a download. These games are typically downloaded and played through a platform whether it is a console, such as an Xbox, PlayStation, Switch, or PC. While virtual reality (VR) gaming is positioned to be the next big trend in the video game industry, consumers will begin to experience more games that emphasize robust, real-time, realistic 3-D environments. The trend of graphic intensive games is demanding a stronger need for cloud-based services combined with cloud-based rendering capability in the gaming industry. In a cloud-based rendering model, gamers can opt-out of purchasing expensive consoles for graphic processing, and instead would depend on cloud technology to perform the intensive work and then present the impeccable visuals on the users' high-definition viewing device. Through the lens of the Customer Development Model developed by Steven Blank, this paper posits a larger customer base is in demand of cloud-based rendering games in the form of a software as a service or SaaS. A Likert scale instrument was employed to examine 42 respondents through the Customer Discovery Process. Implications are discussed.

CYBERVETTING IN HIRING PROCESS

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In the era of emerging communication technologies, the pre-employment background check, referred to as cybervetting, usually includes screening social media network profiles on such platforms as Facebook and LinkedIn. An examination of cybervetting as a growing business practice is vital to understand how online activity can impact organizational hiring practices for job candidates and organizations. This project examines existing research on cybervetting and reviews its advantages and disadvantages as well as candidates' perception of this practice. Since cybervetting spans several professional areas such as law, psychology, management, and communication, these areas are considered in order to consolidate all points of view. While cybervetting provides numerous benefits for the employers, it also poses risks of legality and reliability. Moreover, potential employees are considered and a review of their reactions shows that the privacy issues are a common concern. Cybervetting is a pressing matter that needs further research about its procedures and regulations in order to decrease possible risks for employees and employers.

DAVID AND THE NEW HORSE OWNER: SOCIAL IDENTITY, INFORMATION, AND INFLUENCE IN THE EQUINE INDUSTRY

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We conducted an original and independent survey yielding responses on demographics, reasons for horse ownership, media and personal sources of information/influence and factors considered on horsemanship and hoof care, group affiliations, names of providers, details on horses, how they are kept, used and shod from 928 owners of 4217 horses in Arizona. Conditional logit analyses demonstrate that social influence was by far the dominant factor in explaining owners hoof care choices, outweighing functional factors, such as the age, breed, and use of each horse, economic factors, such as costs, distribution, and popularity of each option, and owner characteristics, such as age, education, years of horse experience, discipline, beliefs, motives, vocation and other avocations. Farriers, trainers, and associations prove to be agents of tradition while veterinarians are the single most progressive source of social identity--often overturning or reshaping the influence of the other social referents. We also find that an owner's background in terms of vocation and motives for initially getting into horses explain how and why they identify and rely on the differential sources available in the industry, outweighing any functional explanation based on how an owner uses, keeps, or obtained horses. An intellectual vocation and lifestyle/hobby motive are the key determinants of owners' citing veterinarians as sources of information and influence on shoeing decisions, as contrasted to farriers.

A DECADE LATER: ARATIONAL DECISION CYCLES IN POST-HURRICANE KATRINA DISASTER MANAGEMENT

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A decade ago, considerable analysis focused on the breakdown of rational decision making in the emergency preparedness efforts of local, state, and federal officials that had contributed to the Hurricane Katrina disaster. At the time, the collapse of the decision-making process was shaped by independent moderating forces, such as the expertise of the decision makers, resource constraints, and imperfect information. Additionally, arational mediators, including favored decision premises, political agendas, and personal opportunism impacted the decision-making process. This paper explores the extent that the same failures persist today, post-Katrina, in disaster decision making processes—exploring propositions based on the premise that the longer the interval between disasters, the more disaster planning and decision making will revert to the same dysfunctional and corrupt patterns witnessed pre-Katrina. Today, information has improved with advances in technology and use of social media. Leadership has also improved with the appointment of competent directors to agencies at the federal, state, and municipal levels. However, despite these improvements, arational mediators remain an issue in the crisis decision-making process. In response to the continued adverse consequences of arational mediators, we propose solutions that can potentially ameliorate their negative impact.

DECONSTRUCTING ORGANIZATIONAL FORMS AND INSTITUTIONAL LEGITIMACY OF MNES IN AFRICA

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What organizational forms do Multinational Enterprises (MNEs) employ when entering foreign countries; and are the adopted organizational forms adaptive or maladaptive? While these questions are applicable to any MNE, they are of particular importance to MNEs investing in the complex environment in Africa. Drawing from institutional theory, this research studies the effect of institutional legitimacy on the preference of MNEs for different organizational forms when investing in Africa. We find that MNEs prefer internal and hybrid organizational forms that engage in host country SOE involvement. We analyze MNE-SOE relationships, focusing on inter-partner transaction costs and legitimacy in formal and informal institutions. We find that MNEs' adopted organizational forms intensify misaligned interests of MNEs and SOEs and decrease MNE legitimacy in informal institutions, therefore, are more likely to distress the investment.

DEEP LEARNERS PERCEPTIONS OF ONLINE HOMEWORK

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Do deep learners perceive on-line homework systems (OHS) differently from surface learners? This question is important because accounting instructors control the assignment of OHS to both kinds of learners. A second question is if one of the groups benefits from the use of OHS at the expense of the other group? Prior studies document students' satisfaction with OHS, but not from the lens of deep/surface learning theory. This study analyzes survey results from 207 accounting students to compare responses between deep and surface learners. Survey questions focused on perceptions of long-term retention, study attitudes, solving accounting problems and overall satisfaction. The survey results suggest that deep learners perceive OHS assignments similarly to surface learners, but five statistically significant exceptions were discovered: (1) more surface learners feel they are using OHS to get a grade or (2) to pass the course, (3) more deep learners find OHS helpful for long-term memorization, (4) deep learners are more likely to believe OHS is best suited for "A" students, and (5) deep learners are more likely to prepare in advance of an OHS session. Additional study is recommended. While this study found that the perception of OHS is favorable for both deep and surface learners, it also found that in both types of learners approximately 30% would prefer to use pencil and paper and create their own study tools.

DEEP LEARNING AND MARKETING

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The contribution of Machine Learning (ML) in Marketing has long been recognized in the field. It has revolutionized the way modern Marketing such as automated recommendation system, search Engine optimization, Ad display and many other activities are performed. However, the field of Machine Learning is always evolving and a branch within ML named deep learning is becoming very useful and popular in the academic community. It is predicted that deep learning will help automate and optimize the whole customer experience. Deep learning works by extracting information from unstructured data. It is inspired by the structure and function of the brain often called artificial neural network (ANN). Although traditional ANN has been around for a long time, deep learning uses the basic concept of neural network and revised it as Deep Neural Network (DNN). Unlike tradition ANN, it includes many interconnected neurons and large dataset. Companies are collecting data at every customer touch point and the collected unstructured big data can be fed to deep learning algorithms to uncover right customer and right product or ad combination. The opportunity is unlimited. It is already been used for Search Engine Optimization, real time ad display, customer profile accumulation, customer sentiment analysis etc. In this paper, we discuss about the future of Marketing with deep learning and what we as marketers should know about it. The paper also outlines the various activities that can be performed by applying deep learning in practice.

DEFENDNG PROFESSIONALISM: EXPLORING ACCOUNTING STEREOTYPES IN AMERICAN MOVIES

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American moviemakers want to create shows that attract the movie viewing population. This creation is often done with intense storylines, interesting topics, and popular characters or actors. Sometimes this dramatization overemphasizes commonly held beliefs or audience expectations. By contrast, the accounting profession wants to be portrayed in the most professional manner possible. Sometimes this is completed by overemphasizing characteristics the profession deems desirable such as integrity. This clash in portrayals is a phenomenon that researchers studied. Little research exists today on this subject. Researchers developed a list of eight common stereotypes portrayed in American movies based on profession expectations, the perception the public has of accountants and portrayal of accountants in American movies. This research studied 17 American movies released since 1982 featuring strong accounting characters. These movies were measured against these eight common accounting stereotypes. This research found; American movies glamorize the profession, American movies enhance professional traits and American filmmakers manipulate the accounting professional's greatest strength of integrity into a weakness for individual accountants.

DESIGNING A GROUP ASSIGNMENT IN A DIGITAL ERA

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Millennials, also called "digital natives," adopt all new communication technologies and fully integrate them into their daily activities. But do they? Much research considers how faculty can effectively use the newest education technology to enhance coursework materials. Expectations are high regarding student use of these new technologies to complete and comprehend course assignments and materials. Using results from an exploratory study involving two focus group interviews, a sixty-six item questionnaire was developed to test these assumptions. We collected responses from 82 students at a Midwestern United States university. Our research question is: Do students' experiences with and preferences for increased/enhanced technology in the completion of group assignments support and encourage an increased emphasis on technology-based interaction. We collected data regarding student experiences with both virtual meetings and social media and compared them with face-to-face group member interactions in the completion of class assignments involving group projects. Results indicate students prefer face-to-face meetings over virtual meetings, and believe that FTF interactions are both more effective and create a better process or environment for successful group completion of project assignments. This result is true whether comparing FTF with social media or virtual meetings. Surprisingly, student observations find neither virtual meetings nor social media to have significantly more positive impact on groups than face-to-face interaction along any dimension studied.

DIGITALIZATION AS ENABLER FOR A HOLISTIC CORPORATE PERFORMANCE MANAGEMENT

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A holistic approach to digitization enables decision-makers to achieve new efficiency in corporate performance management. The digitalization improves the quality, validity and speed of information retrieval and processing. At present, most corporations are confronted with the problem of not being able to organize, categorize and visualize decision-relevant information. To meet the challenges of information management, the Management Cockpit provides an information center for managers. In accordance with the specific working environment for the executives, the Management Cockpit offers a quick and comprehensive overview of the company's situation. Today, the current situation of a company is no longer only influenced by internal factors, but also by its public image. Social media monitoring and analysis is therefore a crucial component for the external factors of successful management. Real-time monitoring of the emotions and behaviors of consumers and customers thus contributes to effective controlling of all business areas. The intelligent factories promise to collect data for internal factors, but the current reality in manufacturing looks different. Production often consists of a large number of different machines, with varying degrees of digitization and limited sensor data availability. In

order to close this gap, we developed a compact sensor board with network components, which allows a flexible design with different sensors for a wide variety of applications. The sensor data enable decision makers to adapt the supply chain based on their internal and external observations in the Management Cockpit. In combination with Corporate Performance Management, the Management Cockpit provides a multi-dimensional view of the company.

DOES BRAND PERSONALITY MATTER? A LOOK AT USING TEMPERAMENT-BASED COMMUNICATIONS FOR ORGANIZATION-PUBLIC RELATIONSHIPS

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This study was designed to determine if brand personalities impact the strength of organization-public relationships (OPR) and their dimensions. Utilizing the familiar Myers-Briggs Type Indicator measurement typically used for human temperament differences, it was believed that organizations could choose to present general communication in one of these temperament styles for positive impact. The purpose was to determine if an organization could use small changes to everyday language in order to create better relationships with its publics. Focus was placed on generalities like biographies and Twitter interactions. By changing the content to reflect specific personality types for studied organizations, exploration could show what type of impact the choice in brand personality through language might have. To test hypotheses, research subjects were given material to read about fictitious brands that represented different temperament language, or brand personality. Participants responded to questions relating to dimensions of OPR—trust, satisfaction, control mutuality, and commitment—chosen as indicators for positive or negative connections. Results were mixed but ultimately showed language can reflect a temperament for an organization in general communication, and brand personality can positively or negatively impact relationships between organizations and their publics.

DOES WHAT YOU TEACH OR YOUR EXPERIENCE MATTER?

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While it can be argued that having industry experience seems a logical requirement for a college professor, the actual impact of having industry experience in the classroom has rarely been explored. Faculty are evaluated on teaching, research, and service. One of the primary feedback measures we have in academia to measure our success in the classroom are the student evaluations. The purpose of this study is to identify the impact of having industry experience on one's student evaluations of teaching in relation to the level of the course and the department of the course. It can be argued that the more experience one has in industry the better they are at relating to students and they should have higher student evaluations. Using 355 sets of student evaluations of teaching (SET) along with demographic information of the instructors, this study seeks to determine if either years of industry experience or years of teaching experience significantly impact the SET in relation to the level of the course or the subject area of the course across five dimensions of evaluation: objectives, preparedness, communication, encouragement, and availability.

DOWNSWING IN GLOBALIZATION? THE SELF, IDENTITY PERSPECTIVE

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The issue of rise and fall of civilization at the macro level is not the concern of this paper. Yet, the link between market economy and democracy needs recognition when assessing the status of globalization (Attali, 1997). Globalization has been intensifying for centuries, particularly after the two World Wars, ushering in a wealth of benefits for all Mankind. A multiplicity of factors created an inexorable prophesy of the rise and rise of globalization especially after the general acceptance of the triad of institutions (World Bank, IMF, WTO), the breakup of the USSR, the movement towards European Union and the increasing regional trade and investment linkages. The Multinational Corporation and corporate based global capitalism had much to do with this success. However, the 21st Century appears to be suggesting, at least in perception, that there may be risky consequences of this success. A host of factors may lie behind this perception or reality. This paper focuses on the 'micro' elements of the self and identity (Cheng 2005, Hermans & DiMaggio 2007; Mineva 2009; Fombelle 2012). The paper, while delving into the psychological processes, attempts to build a base to the discussion of potential 'identity crises'. The background includes global capitalism, the geometric rise of technology in general & the Internet in particular, the absorbing capacity of man and the role of change, the desire for status quo, resource-scarcity, tribalism/nationalism, geo-political forces and the rise of the modern corporation. The aim is to understand the inter-relationships of elements leading to possible de-globalization with self, identity as the prime focus.

ECG-BASED WEARABLE AUTHENTICATION: USING BIG DATA VALUE CHAINS TO PROTECT PERSONALLY IDENTIFIABLE INFORMATION

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The availability, affordability and pervasiveness of mobile and wearable devices is at an all-time high. New applications are constantly being developed and deployed to increase the functionality and usefulness of wearable devices in order to enhance and improve quality-of-life areas such as fitness, communications, workplace productivity and electronic commerce. With every device and every application, data is collected and stored by many organizations, mostly by those in the private-sector who rely on Big Data, Data Mining and Structured or Unstructured Data to create models for predictive analytics. Such models can leverage a wide variety of methodologies to define trends, establish or predict future outcomes and identify behavioral profiles. At the same time, the increasing magnitude of security breaches associated with identify theft and financial records fraud in the past five years have reached alarming rates. In spite of the availability of tools to protect our records, such as the use of multi-factor authentication protocols, possession protocols, or inherence protocols, the threat remains persistent. This paper will explain the potential of big data applications for on-body (OB) ECG-based wearable authentication within business security models as well as within personally identifiable information security. The framework of this paper extends work in the area of Big Data Value Chains when applied to wearable authentication devices in order to define and evaluate the capability of preventing fraudulent activities by validating identity, granting access or authorizing usage based on historical ECG data streams.

ECONOMIC RECESSIONS: HOW THEY IMPACT FIRMS' MARKETING BUDGET AND STRATEGIES

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Economic recessions are a fact of life. They have significant impact on our economy and how firms and managers make decisions with respect to their marketing budgets and overall marketing strategies. Traditionally, as economic contractions occurred, firms have a tendency to adopt defensive strategies, and cut their marketing budgets and programs and layoff workers (specifically in areas such as customer service, customer support, advertising, and marketing research, etc.). However, it is at precisely this point that academic and professional research suggests that firms should adopt more aggressive marketing strategies and actually increase (or at least maintain) their existing marketing budgets. This qualitative presentation briefly examines recessions, presents comprehensive roadmap for assessing where a firm is in the business cycle, and provides recommendations that firms and managers can use to become more aggressive in their marketing strategies during periods of economic contraction.

EDUCATIONAL METHODOLOGIES FOR MOBILE SIMULATION UNITS

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Simulation is an established educational method for teaching healthcare students and healthcare professionals alike. Simulation can be used to improve the knowledge, skills, and abilities of learners in a realistic environment, while providing a safe space for addressing deficiencies. Human patient simulators respond physiologically; the simulated patient is programmed to improve or decline based upon the cares given. Mobile simulation units are simulation labs set on trucks, taking learning directly to the learners. Outreach training occurs within local communities who do not have access to advanced training facilities. Additionally, these communities may be miles away from a critical access hospital, making response time and quality of care even more crucial. Pre-hospital and hospital emergency personnel have the opportunity drill low-frequency, high-intensity patient cases in order to be better prepared to respond in emergency situations where seconds count. Emergency responders can drill together and/or expand training to mutual aid organizations and hospital personnel. The emergency responders have vast experience and established professional identities. Thus, the educational methodologies used must take these experiences into consideration. Adult learning theory and training best practices will be applied to facilitate effective training of career healthcare professionals.

ELECTRONIC LOGISTICS MARKETPLACES: WHAT'S IN IT FOR THE CARRIERS

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Electronic Logistics Marketplaces (ELMs) come in various configurations. There are several instances in the literature that deal with ELMs designed to optimize shipper's operations and carriers are invited to participate. The trade literature speculates that as such exchanges are geared towards improving the performance of shippers, this may happen at the cost of participating carriers. In other words, carriers may be worse off by participating on such exchanges. We simulate the shipping operations of a given shipper using rules of shipper exchanges and compare carrier performance under various scenarios. We do find that in some instances, it is indeed possible for carriers to be worse off. However, we also find that carriers may benefit too by simply participating on such exchanges. Our results suggests that the key to the outcome may be that there should be transparency in how the exchanges would execute the shipping operations. It is likely that the carriers' interests may not be adversely affected on neutral exchanges.

ERROR RATE IMPACTS ON DECISION EFFICACY: ACTIVITY-BASED COSTING SYSTEMS IN SMALL BUSINESS

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Activity-based costing (ABC) systems research has extensively studied and theorized the benefits of implementing ABC in comparison to traditional costing systems. ABC systems can improve firm profitability by the use of sophisticated cost drivers, improved cost pool measurement, and through the ability of capturing the cause/effect relationship of product costing and firm pricing decisions. However, the accounting literature often lacks empirical evidence through firm level data. This paper fills this gap by testing the customer profitability differences between complex and simple ABC system using two-years of disaggregated, product cost information in the small to medium sized distributors in the fine paper service industry. The outcome shows that increases in measurement error for activity cost drivers and cost pools using a simplistic ABC system appears to demonstrate robustness in decision usefulness for these firms. Therefore, evidence is provided that a complex system may not outweigh the time and cost required to implement a successful system in smaller firms.

EVALUATION OF SERVICE QUALITY OF AIRLINE COMPANIES IN CUSTOMER'S EYES

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Today, the intense global competition environment is crucial for airline companies to increase service quality due to changing customer demands, expectations and needs from day to day. The quality of service, which is regarded as the crucial factor in customer satisfaction, customer loyalty and long-term financial performance in airline companies, is one of the most important criteria in providing sustainable competitive advantage. This survey, aimed at evaluating airline operators from a customer perspective, used secondary data provided by Skytrax, which has hosted the most prestigious aviation awards since 2001. The study assessed the service quality of 8 of the airline operators with the highest number of passengers in the world in 2016 and the evaluation scores of passengers on various factors of pre-flight and on-flight services, were taken into consideration as evaluation criteria for the study. In this study, which evaluates the service quality of airline companies operating on a global basis, multi-criteria decision-making methods have been used as integrated. In this context, criterial weights were analyzed and then service quality performances of airline companies were evaluated.

EXECUTIVES' MORALITY AND SUSTAINABILITY

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As sustainability issues have become a major concern for the majority of the world's population, businesses have reacted in different ways. Some CEOs of major corporations have espoused several pillars of sustainability, but this is not yet a widespread phenomenon. In this paper, executives are classified in terms of their position on sustainability. In addition, the paper explores the link between the morality of executives and their attitudes towards sustainability.

EXPLORING BRAND ASSOCIATIONS IN LOCAL SOCCER TEAM

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Branding soccer teams and soccer team brand management are becoming important in recent days. There are many soccer clubs with million-dollar brand values in the sports industry. Brand image can be defined as association sets in the minds of consumers. In order to understand brand image, it is therefore necessary to identify such association sets. This study set out to identify brand association sets for a local soccer team called Eskişehirspor. Data was collected from 159 participants by utilizing a mind mapping survey and analysing with a social network analysis technique. In the first stage of analysis, each mind mapping survey was content analysed. The unit of analysis in the survey was each association filled in by the respondents. Associations explored in the content analysis were accepted as nodes and connections between associations were accepted as ties for the network analysis. Fifteen brand associations were identified for Eskişehirspor. According to the results, fan identification, club logo and colors, culture and values are the central brand associations. Findings show that the prominence of attributed types of brand associations match Keller's categorization of types in this context.

FACTORS CONTRIBUTING TO THE MOST POPULAR SPORTS IN THE MOST POPULOUS COUNTRIES

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It is well known that organized sports are important. Organized sports seem to transcend across all ethnic, racial, economic, and cultural boundaries. The core of sports starts with the population at the local level. In many countries there are organizations (profit & non-profit) that are specifically designed to manage sports, whether it is local, regional, national, or international. These groups tend to start grass roots activities designed to increase sports participation. The population in conjunction with popularity feeds the growth of the sport. Without either the organization would wither. The culture of the population contributes to popularity of the sport. If a specific sport related activity is frowned upon – the sport in all likelihood will not be popular. This would could explain why various sports are popular in different countries. This paper will attempt to uncover the factors contributing to why a particular sport is the most popular within large population countries.

FC BARCELONA IN THE US SOCCER MARKET. THE ANALYSIS OF ITS BRAND POSITIONING THROUGH THE INTERNATIONAL PRESS

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The objective of this paper is to analyse the brand positioning of FC Barcelona in the US market through the international press. The opening of the New York office of the club one year and a half ago was the starting point of a marketing strategy with the aim to consolidate the FC Barcelona brand as a significant soccer brand for US sport fans. Using media coverage of 200 news items, the authors want to analyse the storytelling that international media created regarding this strategy. The authors also analysed the press releases that the club sent to media during that moment, as well as, they interviewed the Marketing Vice-president of the Club, Manel Arroyo, and one of the Catalan journalists that covered these commercial actions. They conclude: the internationalization of the brand *Barça*, the economic and social focus of its corporate discourse can contribute to reinforcing the slogan "more than a club in the world"; however, corporate values have evolved from traditional values rooted in the Catalan local heritage to universal values that are accepted worldwide. After one year and a half, however, not all the objectives have been fulfilled: the responsible of the office will be fired at the end of the season, the NWSL franchise will start in 2019 and only 36% of the sport fans recognise the brand.

FEMALE ENTREPRENEURS IN RURAL AREAS IN DEVELOPING COUNTRIES

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Female entrepreneurs play a substantial role in growing their economies. To date challenges reported for female entrepreneurs in developing countries were usually focused on certain topics and findings were generalized. There are specific cultural, geographic and infrastructural differences between urban and rural areas in developing countries. Therefore there is a need to study rural and urban regions separately; consider many environmental institutions and build more theoretical explanations to better understand unique circumstances faced by female entrepreneurs in rural areas in developing countries. Within a multidisciplinary theoretical framework the paper focuses on challenges in rural areas in developing countries and highlight the obstacles faced by rural female entrepreneurs. The paper suggests that addressing various context and content factors in developing countries will be helpful in understanding rural female entrepreneurs' environment and better provide suggestions for future research directions. The paper concludes that addressing the needs of rural female entrepreneurs will help policy makers in proper utilisation of local resources, employment generation, fostering economic development, reducing disproportionate growth of towns and cities and entrepreneurial development and preventing large scale migration from rural areas to urban areas.

FINDING KEY INDICATORS OF FACULTY EXCELLENCE USING PSYCHOLOGICAL CAPITAL AND PSYCHOLOGICAL OWNERSHIP

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Over these three decades, stalwart philosophers like Avolio, Bass, Bennis, Burns, Gardner, and Greenleaf have each presented philosophies of leadership, and management effectiveness. Bass and Avolio have improved their constructs of organizational effectiveness. Bennis's seminal concept of "becoming a leader" became a milestone in leadership thought. Burns invented transformational leadership, and developed criteria of such leadership. Garner also wrote many treatises on exceptional leadership qualities from an ethical standpoint. And Greenleaf, a professor from Yale, invented a term not accidentally, but showed in practice that applied "servant leadership" as a reverse psychological paradigm "servant as leader" in university atmosphere. Individually taking their cues of essential premises of leadership effectiveness, this empirical research of university professors will apply those leadership fundamental concepts from such eminent gurus in academia and test applicable hypotheses on psychological capital and psychological ownership. Impact of psychological capital (hope, optimism, resiliency, and self-efficacy-attitudinal), and psychological ownership (territoriality, ease of belonging, accountability, self-efficacy- behavioral, and relational identity) will be measured on professors' leadership effectiveness.

FORECASTING OF ATTENDANCE IN A MOVIE THEATRE USING MULTIPLE REGRESSION ANALYSIS

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Forecasting number of attendees in a motion picture has often been considered a wild guess since there are many factors or variables involved in forecasting the numbers. There are many contributing factors to consider when attempting forecasting theatre attendance. Among many possible variables the ones with the most significant impact that are considered in this study are; the day that movie is playing, the time of day that movie plays, the ranking of the movie, the genre of movie which suggests the audience that it will cater to, the length of time that the movie has been released and finally whether the School is in or out. For the most part, these are quantifiable measures and thus should be able to derive an accurate forecasting module. Multiple regression analysis is used in this study based on sample of 731 observations. Using SPSS statistical software, a model is developed to forecast the number of attendees and the model provides $R^2 = 0.760$ which is a strong predictor.

FORCED PASSENGER REMOVAL: A PUBLIC RELATIONS DISASTER FOR UNITED AIRLINES

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On April 9, 2017, after passengers were seated in United Express flight 3411 from Chicago to Louisville, Kentucky, a United gate agent announced that the airline needed to remove four ticket holders to accommodate four company employees who had to cover an unstaffed flight at another location. Three of the four passengers selected by computer agreed to leave. The fourth passenger, David Dao, an Asian-American doctor from Elizabeth, Kentucky, refused to vacate his seat, claiming he had patients to see the next day at his clinic. The stalemate was broken when Dr. Dao was harshly removed from his seat by security officers. In just few hours videos of the incident were posted to various social media sites containing scenes showing injuries to his head and mouth. Dr. Dao was hospitalized but remained bitter about his experience. Multiple smartphone videos transformed it into a global public relations disaster for parent company United Airlines. This case study assesses how United Airlines used public relations to alleviate its damaged reputation and brand. The authors note that UA reacted quickly to counteract the crisis but its objectives were not clear. The company released a sizable amount of information to various media about its policies and common practices and told social media followers that corrective measures would be taken. The authors recommend an outline that articulates specific, measurable and time-bound objectives, proposes a theme and pertinent messages and suggests tools to measure the outcome.

FUNGIBLE ASSIGNMENTS IN THE HIGHER EDUCATION: DEMONSTRATING MASTERY VIA CHOICE

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The path of learning requires that students demonstrate the mastery of both skills and concepts in any class. In the traditional model of mastery in higher education, both formative and summative assessments are conducted via a rigid set of assignments, activities, and tests that require all students to perform the same set of skills for each concept mastery demonstration. The idea of choice in the classroom is a concept of Universal Design for Learning (UDL), and while choice can be easily produced for content delivery (text, audio, video, interactive materials), assessment of both skills and concept mastery is not addressed in most classrooms. This leads to the development of homogenous courses and assignments where many students show objective mastery via exams and subjective mastery via writing. Students can be given choice on their demonstration of mastery without undue burden on the faculty member while also creating increased mastery of skills important to their respective fields. In business, a fungible asset is one that is mutually interchangeable. In this case, I am applying the concept of fungibility to learning assessment. Faculty can give students choice; but, in order to create fungible assignments that do not, faculty must ensure that proper design of instruction and assessment is used. Allowing students to choose how they show their knowledge of concepts and mastery of skills gives them control over their learning and ultimately improving educational outcomes.

GENDER INEQUALITIES IN INTERNATIONAL TRADE

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The goal of this paper is to identify ways to address gender inequality in international trade. In line with the United Nations strategy, this paper seeks to contribute to the achievement of United Nations Sustainable Development Goal 5 (SDG5): to reduce gender inequalities and empower all women and girls. Data provides evidence that there is a need to support women in trade. Gender disparities reduce the gains that can be achieved in terms of international trade opportunities, countries' competitiveness, and economic growth. Organizations such as the WTO, the International Trade Centre (ITC), UN Women and The World Bank are shedding light on the fact that gender equality matters as an instrument for economic development through international trade activities. We defend that gender discrimination in international trade has multiple dimensions: women as producers, entrepreneurs, traders, workers and policy decision makers. Inequalities exist in many different areas, in multiple sectors and affect a myriad of fields of knowledge. Using a holistic approach, this paper has two goals: to reduce gender inequalities in trade procedures, and more importantly to facilitate trade for women. To this end, this paper provides guidance for the implementation of gender mainstreaming which includes tools, policies and implementation strategies.

HAS BRITISH PETROLEUM RECOVERED FROM THE DEEPWATER HORIZON OIL SPILL? AN ANALYSIS OF ITS PUBLIC RELATIONS TO REGAIN TRUST

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On April 20th, 2010, Deepwater Horizon, a rig leased by British Petroleum, suffered a massive explosion in the Gulf of Mexico. This unfortunate incident, known as the worst oil spill in the United States history, killed 11 people, injured 17 others, and caused widespread environmental damages in several states. It is estimated that BP has spent $56.4 billion in court fees, penalties, and clean-up costs and the company will continue to distribute funds to affected states over the next 12 years. The explosion forced BP to exert public relations efforts to revamp its damaged reputation. This case study investigates how BP handled this crisis. Based on our secondary research, we noted that BP attempted to pursue a two-way communication with various target publics but the oil company was not successful because it did not have a proper crisis management plan in place to deal with a disaster of that magnitude. BP ended up facing growing opposition from consumers and media after the company attempted to deflect the blame and presented inaccurate information. After many setbacks, BP finally hired a proper public relations team capable of working on improving its tarnished reputation. BP seemed to have learned how to address safety concerns and changed its priorities to move forward. In assessing the campaign's strengths and weaknesses, the authors offer some recommendations as to how this crisis could have been handled differently.

HOW DO GLOBALISM AND NATIONALISM IMPACT AMERICA'S INTERNATIONAL BUSINESS COMPETITIVENESS?

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America's business competitiveness in the global marketplace is dependent upon the stability, infrastructure, policies and practices of the nations with which it does business. A nation's competitiveness is fundamentally interconnected with its businesses. The World Economic Forum has been measuring the competitiveness of nations since 1979. Its metrics include several components that determine the level of productivity in a country. There are many internationally recognized indices that offer standard-based, objective perspectives on what constitutes national competitiveness within the international, comparative context. These approaches measure the dimensions of competitiveness related to economic, political and social factors. In the final analysis, although nations may be ranked by these competitive indices, it is business firms that must compete in the world marketplace, both at their macro and micro levels of the firm, with or without the supports provided by their governments. This paper utilizes the constructs of business competitiveness in the context of several internationally accepted indices, such as the World Economic Forum's "Global Competitive Index" and the World Bank's "Ease of Doing Business". Further, it analyzes America's international business competitiveness over the past 40 years through the lens of U.S. Presidents' initiatives to advance America's international commerce and determine if there is alignment with the international standard measured by these indices

HOW SOUNDSCAPE INFLUENCES CUSTOMER SATISFACTION IN THE RESTAURANT INDUSTRY

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Previous studies showed that unpleasant sounds can influence customer satisfaction. Noise level is the top complaint in restaurants. The purpose of the study is to investigate the relationship between soundscape and customer satisfaction in a restaurant setting. Soundscape includes three components: background sounds, physical sounds, and situational sounds. This study applied experimental design with eight scenarios (2 x 2 x 2) to evaluate how the three independent variables: Background Sound (BS), Physical Sound (PS), and Situational Sound (SS) problems impact the dependent variable (customer satisfaction). One hundred twenty customers who dined in a mid-scale restaurant in an east coast metropolitan city participated in this study. Fifteen participants were assigned to each scenario. The results of t- Test and Factorial ANOVA analyses indicated that background sounds, physical sounds, and situational sounds indeed influence customer satisfaction. Therefore, restaurant managers should select the appropriate background music at a volume and tempo that fits their restaurant setting. Sound-absorbing carpeting on the floor and acoustical absorbing panels can also contribute to noise reduction.

HOW TO FOSTER HORSEBALL DEVELOPMENT INTERNATIONALLY: CROSS-CULTURAL COMMUNICATION IN SPORTS

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As we progress into the 21st century, the perspective of local cultures is changing. The same forces that allow globalization encourage local cultures. Something that starts local can become global very easily in today's interconnected world, thanks to the role of present communication networks. This case study aims to contribute to the discussion, using the emerging sport of Horseball as an example of how a new local sport can become global. We analyze the role played by cross-cultural communications, grounded in shared values. We provide recommendations to help this new sport become truly global, fostering its dream to become an Olympic sport. We used in-depth interviews and content analysis of related magazines, websites, and Facebook pages.

HUMAN RESOURCES DEVELOPMENT: A PROPOSAL FOR ENGAGEMENT IN SUSTAINABILITY

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Sustainability is most commonly associated with the natural environment, but in reality it is a multidimensional construct encompassing goals for Profit, Planet, and People. In any organization, the Human Resources Management (HRM) function should focus on achieving the sustainability goals related to People. Sustainable development in Human Resources (HR) is the difference between organizations performing and thriving. The goal of Sustainable Human Resource Management is treating people as people, not the means to the end of a financial goal. Only by doing this can an organization reach its highest potential of maximizing the potential of its "people component" to achieve its business's goals and strategy (for today and tomorrow.)
Sustainable Human Resource Management enables an organization to reach its goals, while at the same time empowering its employees to maximize their own personal potential and reach their goals in life. We present a review of the literature on sustainability and HR, and then seek to integrate these two concepts by focusing on the opportunities for implementing sustainability in HR development. We use the areas of employee training and performance appraisal as examples of the creative thinking and innovation that need to be brought into HRM in order to truly further the people component of the Triple Bottom Line.

INCREASING COURSE REVISION EFFICACY VIA FOCUSED PEDAGOGICAL TOPICS

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Course revision is a reality of daily life in higher education. Each semester, faculty review their courses to ensure that they are presenting current concepts and providing proper methods of assessment and interaction for their students. Unfortunately, most review and revision is done during periods of frantic activity just before or during the beginning of the semester. This methodology does not allow for deep consideration of issues and can negatively affect learning for students. Focused revision is a methodology of review that tasks faculty to review a course over a longer period of time and focus on one pedagogical aspect, such as interaction, content presentation, rubric development, etc. Focusing on a specific aspect of a course, to the exclusion of others, increases the efficacy of that aspect of the course while maintaining the current level of quality on the other aspects. This methodology also changes course revision from a summative process to a formative process and allows for the effective inclusion of student feedback into course design. The process also allows faculty to create efficiencies in their process to maximize time and minimize work. Multiple focused revisions may build on each other to create a synergy between course components, thus creating a more effective learning environment in both the physical and the digital classrooms, leading to increased student engagement and learning.

INDIA CHINA TRADE: ESTIMATION OF SUPPRESSED TRADE POTENTIAL WITH CONTROLLED ENDOGENEITY

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As globalization stalled at the WTO's multilateral level the worldwide spread of RTAs and BTAs firmed up. One of the most significant potential BTA is that between India and China where their mutual annual trade is about to touch $100 billion. Our paper discusses this specific dyadic arrangement utilizing the Extended Gravity Model. The potential bilateral trade is estimated, assuming a normalized neighborly relationship. Many of the past estimation models ignore the endogeneity problems in estimating trade volume. Although research findings are not unequivocal, a substantial bidirectional relationship between trade and growth is observed. Supporting casual evidence, exports are observed to *Granger-cause* economic growth, and economic growth, in turn, to *Granger-cause* imports. Because of the endogeneity problems, we extend the gravity model of trade by simultaneous estimation of economic growth and international trade. From this enhanced model, we derive the trade potential between India and China that both can realize, and that is presently suppressed due to political reasons.

INDICATORS OF VERITABLE TEACHING EFFECTIVENESS THAT PROMOTE EXCELLENCE IN INSTRUCTION, RESEARCH, SERVICE, AND PRACTICE

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Improvisations in classrooms and consequent teaching effectiveness are still the most coveted styles of professors. Stalwart philosophers like Avolio, Bass, Bennis, Burns, Gardner, and Greenleaf have each cast different kinds of philosophies of leadership, management and teaching effectiveness. Bass and Avolio improved their construct of organizational effectiveness that led to the concepts of teaching effectiveness. Bennis's seminal concept of 'Becoming a Leader' became a milestone in leadership thought and in the classroom teaching effectiveness and performance. Burns invented transformational leadership and criteria for such leadership to be applied in the classroom. Gardner wrote many treatises on exceptional leadership qualities from an ethical standpoint and professors imitated him. Bass improved charismatic leadership theory by eliminating Idealized Influence—attributed and behavior. And Greenleaf, a professor from Yale, innovated a term not accidentally, but showed it in practice, that applied servant leadership as a reverse psychological paradigm of "servant as a leader" in university's atmosphere. But no one in the western academic campuses imitated him. Individually, taking their clues of essential premises of leadership effectiveness, this empirical research of university professors will apply those fundamental concepts of classroom leadership from such eminent gurus in academia. Empirically it will test applicable hypotheses of psychological capital and psychological ownership as indicators of veritable teaching effectiveness in promoting excellence in instruction, research, service, and practice.

THE INFLUENCE OF FILM CRITICS ON MOVIE OUTCOMES

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This study complements previous research regarding the influence of word of mouth on the success of Hollywood movies. In the absence of a formula that studios can use to guarantee a predictable return on investment for movies, word of mouth has been shown to be the best determinant of a film's success. However, there are obviously other variables that play a role in this process. Therefore, as part of a series of studies intended to analyze the impact of these other variables, this study focuses on the influence of film critics on movie outcomes. Specifically, this research explores the extent to which film critics serve as influencers and predictors for wide and limited releases based on film reviews from Rotten Tomatoes. For the purpose of this study, influencers are defined as those individuals whose opinions may affect opening weekend box office revenue and predictors are defined as those individuals whose opinions may affect total box office revenue.

INFORMATION SYSTEMS RISK MANAGEMENT– THE EQUIFAX HACK

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This paper uses the case study methodology to examine the costs and consequences to Equifax stakeholders of information systems' risk management and human resources practices at Equifax. Equifax is one of the four major credit reporting agencies in the USA that collect and maintain a database of personal information on individuals. On September 7, 2017 Equifax disclosed that hackers had infiltrated its database and networks and access personally identifying information on over 143 million people. The case also examines the legal and ethical aspects of top management actions shortly after the disclosure.

AN INFORMATIONAL APPROACH TO MODEL TIME SERIES OF NATURALISTIC AUTOMOBILE DRIVER DATA THROUGH INDEPENDENT COMPONENT ANALYSIS

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Driver style identification is predominantly modeled based on certain pattern recognition techniques through use of controlled field test data or video game simulations. There have been numerous studies in the area of driver profiling using time-series data and machine learning techniques but few if any involve real-life driver data from a large, non-controlled population. Therefore, the variety of data attainment, pattern recognition approaches, and design of experiments are of significant importance to construct models of driver behavior characteristics. Normally, driver behavior characteristics must first be classified before any identification can take place. In signal processing, Independent Component Analysis (ICA) is a computational method for separating a multivariate signal into additive subcomponents. This is done by assuming that the subcomponents are non-Gaussian signals and that they are statistically independent from each other. ICA is a special case of blind source separation. A common example application is the "cocktail party problem" of listening in on one person's speech in a noisy room, thereby by pinpointing a distinct person's voice from a group of others. There is great potential for extending and applying the discrete representation on a wide class of data mining tasks. This paper extends the cocktail party problem to the realm of naturalistic driver behavior to propose a model based on raw driver accelerometer (X, Y, Z) time-series signals gathered from driver's smartphone-based sensors.

AN INTEGRATED PERSPECTIVE: SPORTS TOURISM AND SUSTAINABLE DEVELOPMENT

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Besides the enormous economic impact, sports tourism has been studied from various perspectives, including the perceived social impacts (Kim, et al., 2015; Reis & Higham, 2009; Smith, 2009), environmental responsibility (MacIntosh, et al., 2013), cultural foundation, (Kane, 2010), and political governance (Martin & Assenov, 2014). For example, Collins and Flynn (2008) demonstrated how the "Ecological Footprint" can be used to measure the environmental sustainability of a major sports event. Our study aims to propose an integrated framework of the sports tourism and sustainability by connecting the development of sports tourism with five dimensions of the sustainability construct, namely, the environmental, political, sociocultural, economic, and technological dimensions. This study also discusses the categorization of general and sustainable sports tourism activities, as well as the impact of the integrated sports tourism model on the development of sustainability. This proposed integrated framework offers us a valuable perspective to assess the impact of sports tourism on suitability and develop diverse and innovative tourism products. The marketing implications of the integrated model are also discussed in this study.

INTEGRATING KNOWLEDGE MANAGEMENT WITH TALENT DEVELOPMENT: REINFORCING CORE ORGANIZATIONAL COMPETENCIES

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Employee talent development is acknowledged as essential for organizational competitiveness. Traditional employee training has two categories, the first is related to the individual and management skills, the second is related to the development of process skills. Little research is available that links knowledge management (KM) to the development of effective process skills in human resources or talent development. Training for employees is often limited to certain skills for specific goals and may not reflect process skills of the organizations such as those in quality management, customer service, team building and communication. Talent development processes should reflect alignment with organizational KM processes to allow employees to apply skills and abilities in a context that is familiar and consistent. Without a KM strategy integrated with talent development initiatives and activities, inconsistency, lack of application, and lack of information may inhibit application of the new skills and negatively impact performance. The basic dimensions of KM, knowledge acquisition, knowledge conversion, knowledge application, and knowledge protection, can have significant and positive impacts for the entire organization with an organizational approach enabling consistent processes to apply skills, share best practices throughout the organization, learn through cycles of evaluation and improvement and potentially contribute to innovation.

AN INTERACTION BETWEEN STRATEGIC FOCUS AND BALANCED SCORECARD: INFLUENCE ON MANAGERIAL PERFORMANCE

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The environment in which an company operates namely, new entrants, substitute products, abundance of competitors with diverse strategies, lack of differentiation, origins and personalities dictates how the company should plan its internal business processes as well as its learning and growth development to satisfy customers and thus achieve enterprise performance. For this study, we used OLS regression to test hypothesized relation between the variables. We find that there is a positive relationship between Learning & growth (LG) and Technological dynamism (TD); and LG and Environmental competitiveness (EC); but a weak positive relationship between LG and Internal business process (IBP). These results support our argument that firms that confront external environment need to invest in IBP in order to succeed. We found that LG has a strong positive relationship with EC but not significant relationship with TD. While LG has a strong positive influence on Customer satisfaction (CS), IBP shows a very weak positive relationship but Financial Performance (FP) has a strong positive relationship with EC, IBP, and CS, but a relatively weak positive relationship with TD and LG. This means that a competitive environment with fast moving technology influences firms to invest in internal processes and resources, which in turn, create customer satisfaction thus have better operating results.

INTERNATIONAL LEARNING COLLABORATION: A MODEL OF DRIVERS AND OUTCOMES

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Higher education experts agree that international engagement enriches a student’s college experience, broadens thinking, and makes students more attractive to employers. American universities providing their students international experiences is becoming the norm. Harvard Business School sends its entire class to study abroad (Sood 2012). However, despite acknowledging that cross-cultural competencies provide advantages, still too few college students are in a position to participate in an international experience because of costs, time commitment, or personal concerns. In response, many business schools have implemented a variety of tactics to internationalize their programs (Orahood, Kruze and Pearson 2004). In collaboration with multiple universities, the author has developed a shorter term innovative international learning environment that exposes students from partnering schools to global issues, connects them with peer international students and international business professionals. The evolving effort encourages university students, faculty, and sport marketing professionals from Spain, Germany, and the US to meet, network, and learn together. This paper describes history of the innovative program, the model of how it has worked and evolved, and its benefits to myriad stakeholders.

IS NOW THE MOMENT TO PUSH SMALL-SCALE PUBLIC AND PRIVATE PARTNERSHIP PROJECTS?

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The number of projects financed by public and private partnerships (PPP) has grown all over the world during the last few decades. Roads, ports and other kind of infrastructures such as hospitals, dumps, or even information technologies systems have been developed through cooperation between the private and public sectors as PPP projects. Not only large projects are under the umbrella of PPPs. The flexibility of this type of cooperation could also be quite successfully implemented in small-scale public and private partnerships (SCPPPs). Although, SCPPPs have a very important role in non-developed countries, their influence is not reflected in the literature. This paper focuses on the definition and analysis of particular aspects that small-scale public and private partnership (SCPPPs) have over big-scale public and private partnerships (PPPs), with the aim of providing guidance to governments, local authorities, and practitioners to deal successful agreements to provide better services to the citizens.

ISLAM AND WEB 2.0: A CASE STUDY OF HOW A UNITED STATES MOSQUE IS USING FACEBOOK TO PROMOTE CIVIC POLITICAL PARTICIPATION

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This paper explores the concepts of civic engagement and political participation as enacted on social media in the context of the American mosque. Recent scholarship has demonstrated that mosques are complex and important locales of political and civic engagement in the United States (Bagby, 2004; Bagby, 2009; Dana, 2011; Jamal, 2005). This paper explores how mosques participate in civic and political engagement with their own members and the community writ large in ways that parallel other religious institutions, such as churches, in the United States. The paper looks at civic and political engagement as expressed digitally on social media in general, and on Facebook in particular. There is an increasing scholarly interest in how nonprofit organizations and community groups are using social media to promote their messages and galvanize citizens into action, however, this research does not extend to mosques (Chapman, Miller-Stevens, Morris, & Ohallarn, 2015; Nah & Saxton, 2012; Obar, Zube & Lampe, 2012; Ramanadhan, Mendez, Rao, & Viswanath, 2013; Waters & Low, 2012). This paper presents a case study of how one urban mosque, the Islamic Society of Boston Cultural Center, is using Facebook to promote civic and political engagement. While not generalizable, the results demonstrate that mosques can leverage their social media presence to inform followers about political and community concerns online and call them to action offline.

JOHNSON & JOHNSON CHILDREN'S MEDICINE RECALL: AN ASSESSMENT OF PUBLIC RELATIONS EFFORTS TO HANDLE THE CRISIS

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This case study examines Johnson & Johnson's 2010 recall of children's medicine products and the company's public relations activities to combat the crisis. Johnson & Johnson issued a recall of over 40 different children's and infant's medicine products. These included some of the company's most popular products from top brands such as Tylenol, Motrin, Zyrtec, and Benadryl. The recall, along with other incidents, resulted in a crisis for the company that led to: (1) an investigation from the FDA, (2) a $20 million fine, (3) a congressional hearing, (4) a sales loss of over $1 billion, and (5) significant damage to the company's reputation. The data collection involves an analysis of news articles, press releases and other documents from Johnson & Johnson, as well as statements and reports from the FDA and other sources. The study reviews each step taken by the company to combat the damage caused by the crisis. It also offers practical recommendations for the company should similar incidents reoccur in the future.

THE JUSTIFICATION OF DECISION MAKING IN AIRLINE TICKET PURCHASING BEYOND PRICING AND QUALITY ISSUES

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Although globalization has changed consumer perceptions since 1990's, consumer's national identity, group affiliation and consumer ethnocentric identity are still shaping the behavior of consumers in many countries. Consumers' preferences for domestic over foreign products have been investigated in various studies, but very few studies focus on the service industry. National identity of a person builds his or her cultural and social value system, based on which he or she forms their own personal value framework to evaluate a product or service being consumed. This study seeks to evaluate the role of national loyalty on the perception and preference of national airlines. Thus, the purpose of the study is to provide airline managers and airline reservation companies with a point of reference for understanding specific buyer characteristics and buying orientations on: (1) demographic and socio economic characteristics of airline travelers and national loyalty level, (2) the relationship between perceptions of national airlines and national loyalty, (3) the national loyalty tendencies and preference of foreign airline companies, and (4) the underlying dimensions of consumer national airline perception and their willingness to utilize foreign airlines. The findings reveal that national loyalty positively effects the perception of consumers toward national airlines and nationally loyal consumers do not intend to use foreign-service providers in the airline industry for international flights. The managerial implication is that foreign airline companies initiating new international destinations need to consider strategic alliances as an entry mode to overcome consumer resistance toward foreign airline services.

KNOWLEDGE COORDINATION IN BUSINESS PROCESS MANAGEMENT

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Knowledge coordination has been an important topic for process-oriented management fields, such as project management and supply chain management. We first identify the elements of knowledge coordination, including knowledge resources, knowledge activity dependency patterns, and knowledge coordination mechanisms. Then, we provide a theoretical framework for depicting and analyzing knowledge coordination issues in business process management. According to the framework, knowledge coordination issues facing today's business organizations can be classified into three categories: administrative coordination issues, process coordination issues, and measurement issues of coordination outcomes. Knowledge administrative coordination issues and process coordination issues anchor on coordination execution, while measurement issues of coordination effects focus on the evaluation of coordination outcomes. Administrative coordination issues are classified into two categories: knowing, and structuring. Process coordination issues are identified based on the three primary knowledge dependency patterns: flow, share and fit. Effect measurement issues involve both operational and strategic aspects. In addition, this framework depicts the interrelations among different coordination mechanisms and performance. Promising future research directions based on the framework are identified and discussed.

LEGITIMACY, REPUTATION AND IMAGE IN THE SPANISH PUBLIC UNIVERSITY: ARE THESE VARIABLES RELATED?

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Legitimacy, reputation and image have been considered as crucial elements for the performance and survival of organizations. Despite many scholars have highlighted their relevance, lack of clarity regarding the relationship and differences between them still exists. Several authors have considered them as related constructs with differences while others have used them interchangeably. Spanish Public Universities operate in a highly complex environment, competing for economic resources, talented students, prestigious professors and competent employees. Furthermore, this sector is being affected by the increasing pressure from its stakeholders in terms of meeting their expectations regarding positions in rankings. Under these circumstances, the correct management of legitimacy, reputation and image can determine the ability of Spanish Public Universities to achieve its social and economic objectives in the medium and long term. The aim of this paper is to highlight the importance of measuring legitimacy, reputation and image of Spanish Public Universities, as well as the relationships between them. This evaluation will be made considering different university´s stakeholders' perceptions.

LOGISTIC ENSEMBLE MODELS

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Predictive models that are developed, in a regulated industry or a regulated application, like determination of credit worthiness, must be interpretable and "rational" (e.g., meaningful improvements in basic credit behavior must result in improved credit worthiness scores). Machine Learning technologies provide very good performance with minimal analyst intervention, making them well suited to a high volume analytic environment, but the majority are "black box" tools that provide very limited insight or interpretability into key drivers of model performance or predicted model output values. This paper presents a methodology that blends one of the most popular predictive statistical modeling methods for binary classification with a core model enhancement strategy found in machine learning. The resulting prediction methodology provides solid performance, from minimal analyst effort, while providing the interpretability and rationality required in regulated industries, as well as in other environments where interpretation of model parameters is required (e.g. businesses that require interpretation of models, to take action or scientific research, to further understanding of the world).

MACHINE LEARNING IS NOT, BUT COULD IT BE? A FRAMEWORK FOR RATIONALIZING THE DISCOURSE

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Steven Hawkins and Elon Musk have both commented on the potential terror that could occur as machines develop true artificial intelligence powers. However, Wasserman shows that much machine learning is little different from age old statistical analysis, although supercharged by the latest computer technology. Terms such as artificial intelligence, machine learning, and deep learning can evoke emotions in the general public and in the political arena, inconsistent with the true state of the art. In this paper we debate whether a machine can truly learn and conclude that the more useful question is about the manner in which business practice and the legal environment permit a machine to operate autonomously within the decision context. In answering the latter question we develop a stage model of machine learning systems based on the decision level of the system governed autonomously by machine algorithms. The model provides a useful framework for discussion, understanding, and governance of machine learning systems and reduces the hyperbole that can follow loaded terms such as learning and intelligence.

MALE PERCEPTIONS OF GENDER DIVERSITY AND EQUALITY IN INFORMATION TECHNOLOGY: DOES ACADEMIC DISCIPLINE MATTER?

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Through the release of diversity reports, technology firms such as Apple, Facebook, Google, and Microsoft have revealed bias in their hiring and promotion practices. Women and people of color occupy a limited presence within these firms and this issue becomes more acute upon review of executive positions. Given the widespread nature of this phenomena, insights and commentary have been advanced in attempts to better understand, and in some instances, correct the imbalance. Popular remedies for this issue include examining corporate cultures which are representative of organizational values, making financial arguments about the utility of members from under-represented groups, and appealing to the need for fairness and equality in the workplace. A common thread among these solutions includes advancing the importance of male advocacy. Male advocates within the firm are believed to be essential in moving the needle on gender diversity in technology firms because they wield the majority of power and influence and they may hold sway over other males. Limited attention, however, has focused on the gender diversity and equality perceptions of males who are embarking on careers in technology firms. Insights about these individuals is salient since they are in the pipeline and comprise the next generation of technology workers, managers, and executives. The focus of the study is to examine the perceptions of gender diversity and equality held by millennial men majoring in Computer Science, Information Technology and Informatics, and Management Information Systems. The study will also explore their intent to advocate for gender diversity. Using the ANOVA technique, perceptual differences based on academic discipline will be examined.

MEASUREMENT IN-VARIANCE ISSUES IN MULTI-GROUP: A COMPARISON OF CB-SEM VS PLS-SEM

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The use of PLS based analysis has been consistently increasing in the field of information systems and marketing. However, the debate regarding the efficacy of this technique continues to rage in the discipline. A key issue that has been missing in the debate has been regarding measurement invariance in case of a multi-group analysis. While the two SEM techniques (covariance based vs partial least square) support this, there have been no studies discussing measurement invariance issues for both. More importantly, there is very limited discussion regarding measurement invariance techniques in PLS because of the underlying methodology. This paper intents to present a comparison of the two major SEM techniques – CB-SEM and PLS-SEM in a multi-group compassion. The technique provides for an in-depth test of all model assumptions, as well as the flexibility to accommodate an increasing variety of experimental designs. A detailed example is provided to illustrate the usage of the technique in an Information Systems context. Our hope is that this will enhance the discourse in this area and provide key guidelines for future use.

MEETING THE CLERY ACT'S TIMELY WARNING GUIDELINES: STUDENT COMMUNICATION PREFERENCES

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Campuses are bound by the Clery Act to provide timely communications during a crisis. The "timely reporting" requirement was put into place to help safeguard the campus community and speaks to the need for expedient crisis communication. Research has shown that the number of individuals who turn to social media in times of crisis continues to rise. Millennials, as heavy users of social media, create online social networks in addition to their interpersonal social networks. The lines between word of mouth and social media communication have become blurred, especially for those millennial aged and younger. Which communications channels do students prefer universities use to communicate with them during an emergent situation on campus? To what extent are social media are a viable solution? The current investigation surveyed students at a university located on the Great Plains.

MESSAGE STRATEGIES ON UNIVERSITY WEBSITES: A COMPARISON OF FOR-PROFIT AND NON-PROFIT UNIVERSITIES

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The recent growth of for-profit universities has resulted in increasing pressures from entities regulating their practice, as well as proposals for new forms of oversight. Much of the current concern centers on the strategies that are used to recruit students and whether the students are receiving factual information in terms of employment prospects, course offerings, etc. In short, concern centers on the messages directed at potential students. There is reason for concern, as recent research comparing the online video advertisement of for-profit and non-profit universities found that there are clear differences in the content of these online advertisements. One of the largest differences between the two groups was that for-profit universities were much more likely to talk about future opportunities created with college education. The current investigation extends that previous research to determine what messages are being portrayed by university websites; often the first place prospective students turn for additional information. An analysis of the message strategies employed by the largest non-profit and for-profit universities will be conducted to determine if differences in messages uncovered in the online, video advertising carries through to the website; where the institution has the opportunity to provide more detailed messages, not limited to the 30-seconds or less of most video advertising.

NEED FOR ROMANCE OF SELF-EMPLOYMENT: ACROSS-CULTURAL STUDY

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This study examined the differences between full-time self-employed and organizationally employed individuals in Canada (N=248) and Pakistan (N=306) with regard to quality of work and non-work life. Quality of work and non-work life was operationalized in terms of job stress, burnout, job satisfaction, health problems, time spent with family and social participation. Data were collected by means of a structured questionnaire from Canadian employees in Montreal and Pakistani employees in Lahore. One-way ANOVA, two-way ANOVA, and MANOVA were used to analyze the data. The self-employed reported higher job stress, burnout, health problems and social participation than organizationally employed in both countries. However, the self-employed spent significantly less time with family than organizationally employed, both in Canadian and Pakistani samples. No significant differences were found between the two groups in terms of job satisfaction in both countries. Results are discussed in light of previous empirical evidence on self-employment and quality of work and non-work life from a cross-cultural management perspective.

OUR PERSONAL LANDFILL: DRIVING SUSTAINABLE WASTE MANAGEMENT IN THE MODERN UNIVERSITY

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This preliminary research analyzes data accumulated during the 2017 Waste Audit, a systematic review of a facility and its operations to quantify waste generation and identify better management practices. This survey was conducted by the University of West Georgia in an attempt to discover the underlying patterns and causes of excess waste. This waste audit helps to reveal the most prolific sources of waste generated by a major university's student body, which will allow this audit to be used as a sample of the waste generation of other universities. Using our findings as a point of reference, we can then begin the necessary planning for shrinking our ecological footprint and introducing more efficient waste management systems. Our goal is to identify potential methods for increasing environmental awareness and recycling efforts while minimizing excess waste. This research highlights surprising findings while sifting through one of many dumpsters at the University of West Georgia. In addition, this paper contains calculations of the potential savings that our university, as well as many others, would experience if effective recycling measures were in place. Ultimately, we aspire to utilize our research to pave the way for better-informed, ecologically-friendly university campuses across the country. We hope to develop this into an annual interdisciplinary project with the participation of different academic departments and university operations staff.

PERCEPTIONS OF EMERGING MARKETS AS AN INTERNATIONAL CAREER DEVELOPMENT OPTION

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The fight for global talent has forced nations and corporations to compete for knowledge workers as they strive to boost competitiveness. One new pattern of labor movement that needs further investigation is the growing self-initiated movement of skilled workers from advanced industrialized economies to emerging market countries and regions for career development or career expansion purposes. However, the career attractiveness of emerging market regions is a subjective factor which is hard to predict. A major goal of the paper was to present a set of factors that could help identify which individuals were most likely to seriously consider this type of self-initiated career development move. One finding that stood out was that compared to those with technical, science and liberal arts backgrounds, business majors had the most positive view of the career attractiveness of emerging markets. This paper is not only an extension of the research on employee mobility and the fight for global talent, it also examined the increasing importance of emerging markets as potential locations for international career development.

THE PERSISTENCE OF NON-EVIDENCE BASED PRACTICES IN HUMAN RESOURCE MANAGEMENT

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Similar to the field of medicine, there has been a movement towards using more evidence-based principles in the field of management. Evidence-based management (EBM) involves using well-established scientific findings in areas such as critical thinking, human judgment, and decision making to help managers deliver better-quality results (Rousseau, 2012). Unlike management fads (Abrahamson, 1996), EBM is not an oversimplification of organizational problems and their solutions but instead focuses on using four activities when exercising management judgment: 1) Use the best available scientific findings, 2) gather and attend to organizational facts, indicators, and metrics in a systematic fashion, 3) consistent use of critical judgement and decision aids to reduce bias and improve decision quality, and 4) consider ethical issues involved in decisions (Rousseau, 2012). In this paper, we look at topics (e.g., emotional intelligence, learning styles) that are still popular in human resource management despite a lack of support from the scientific literature. Following EBM practices, we also present scientific evidence that critique these topics and present suggestions on how to move away from such non-EBM practices.

PLAYFULNESS IN ART: AN EXAMINATION OF PLAYFULNESS AS AN EMERGING THEME WITHIN SAUDI ARABIAN CONTEMPORARY ART

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In the past decade, Saudi Arabia has opened doors to facilitate and encourage creativity and art production as a means of grass roots visual communication. Various initiatives and collaborations with art museums and foundations have emerged to explore and cultivate dialogue and exchange between emerging Saudi artists and international art communities. With fewer constraints on subject matter and more acceptance of conceptual expression, a thriving contemporary art scene within Saudi Arabia has emerged sparking interest within local communities and attracting foreign audiences. Saudi contemporary art has become one of the latest platforms for artists to create personal narratives that distil interpretations of culture, religion, social reform and modernity. In recent years, the use of playful subject maters, such as animated characters, has emerged within works of several Saudi contemporary artists. Through theoretical and content analysis, along with several interviews with leading contemporary Saudi artists, this paper explores the theme of playfulness and its role in shaping Saudi contemporary art.

POLLING PEDAGOGY: AN APPLIED TEACHING METHOD FOR SURVEY RESEARCH

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The survey research industry is reported to have annual revenue of between $5 billion and $20 billion dollars. It is the Professor's opinion that undergraduate students are typically introduced to the topic of survey research in a general research methods course but then graduate unprepared to work in this industry. This discussion suggests an immersive approach to the teaching of survey research methodology through the use of electoral polling. This immersive approach to learning the methodological elements of question typology, sampling, modes of data collection, analysis and publication creates an active learning environment where students are intrinsically motivated to learn.

PRACTICAL APPLICATION AND PUBLIC RELATIONS THEORY DO GO TOGETHER: KEYS BRIDGE THE GAP

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We think it's safe to say that there's one best way to get students to think positively about theory and its uses; it's getting them to talk about it before we actually call it what it is. For whatever reason, many students hit the off button as soon as they hear the word. But, the power theory holds in promoting critical and strategic thinking is undeniable, so we all need to teach and use it. One way to do that is to develop easy-to-use tools to bridge the gap. Hansen-Horn and Horn (2018) developed one such tool set. They designed four theory-specific keys for use by all variety of students. Used by three semesters of junior public relations majors at a mid-sized Midwestern university, the keys were met with enthusiasm. Hansen-Horn and Horn's intent is to bring the practical application of theory to everyone. The keys are especially well-suited to the popular case study, a classroom mainstay. This paper discusses Hansen-Horn and Horn's theory choices, theory key development, and comparisons made possible from the application of the keys to case study analysis. In line with the purposes of theoretical perspective talking, a discussion of the kinds, limitations and strengths of cases studies is presented as a forerunner to theory application

PRETEND PRESIDENTIAL POLITICS: ENGAGING THE PUBLIC WITH FANTASY AND FICTION

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Americans have a fascination with the working dynamics behind the doors of the Oval Office. Media relations staff work with news outlets to provide photo or video opportunities to media consumers. Social media has made it possible for public relations professionals and the public to share images/content, retweet, Like/Favorite, and provide comments. The "social" in social media provides an interactive platform among participants. Social media has no boundaries for discussion topics. The public creates communities around shared and opposing interests. Social media provides a space for "real" and "fantasy" politics. We are familiar with vigor and vitriol private citizens and political candidates employed during the 2016 Presidential Election cycle and transition to the White House. In this research project, art imitates life. The interpersonal dynamics in the Oval Office are portrayed in two television series, *Scandal* and *Veep*. The strong female protagonists offer a gendered perspective on the political climate. The scriptwriters may not have anticipated the maliciousness of the 2016 Presidential Campaign but their fictional presidential teams experienced unanticipated drama and personal hardship. The television portrayal of life on the campaign trail and ethical dilemmas of a sitting president is meant for entertainment although parallel themes emerged. Participants can understand the communicative dynamics of faux-politics through the social media community. The goal of this research paper is to examine how *Scandal* and *Veep* build a shared community among its audiences.

PROGRESSING TECHNOLOGY AND THE OBSOLESCENCE OF ACCOUNTANTS

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As new technological advances are made, pressure is placed on the accounting profession. This impact on the accounting field is seen primarily through emerging software. Businesses are opting to replace professional accounting services for more affordable software, causing the profession to feel the impact of technological advances. This leads to the question if whether or not there is a threat to the profession as a whole, and if technology will one day make accountants obsolete. The research in this paper examines current uses of accounting software as well as what software cannot replace. The paper then concludes with implications of the possibility of technology one day removing the human element entirely from the accounting profession.

PROMOTING ENTREPRENEURSHIP AMONG PR STUDENTS THROUGH A FUNDRAISING EVENT

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The global economic crises of recent decades have impacted higher learning institutions' abilities to achieve their missions and goals, thereby forcing some to concentrate on a narrow set of key issues (Hazelkorn, 2013). While debate continues about how institutions struggle to sustain themselves under such circumstance, students' efforts in attracting alternative funding for their projects are becoming increasingly common. Some university programs are infusing elements of entrepreneurship in their courses to ensure that creativity, innovation and problem solving are learned simultaneously as the core course materials (Chen, 2017). This study explores the approach adapted by undergraduate public relations students at Universiti Tunku Abdul Rahman (UTAR), Malaysia, to generate funds for their term project, using a fundraising event named, 'UTAR Triathlon Challenge 2017'. The study examines the students' strategies and tactics to identify the entrepreneurial elements inherent in their approach. To maximize their profits, the student organizers approached potential sponsors to underwrite various aspects of the event. While adhering to UTAR's policy on fundraising, this exercise illustrates students' application of entrepreneurship and public relations knowledge and skills to achieve a mutually beneficial goal for themselves and the campus community. The study's audience would consist of student participants in the UTAR Public Relations course. We would use focus groups and interviews to gather information and the data would be analyzed qualitatively. The results of this paper will be most beneficial to students and professors at institutions with similar challenges and student demographics.

PUBLIC INTEREST AND THE LEGITIMACY OF MEDIA: A CONCEPTUAL APPROACH

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A fundamental requirement of any democracy is dialogue on the day-to-day affairs of society among its citizens. Such dialogue is a prerequisite for political engagement. How citizens receive information as well as what they receive impact this dialogue. This essay explores this process by examining agenda setting, framing and other components of messaging in the democratic process through traditional media as well as social media. A major focus of this essay is the how such "mediated realities" presented by the press to publics are created, and the mediation role of the press and web analytics in this process. This chapter introduces the reader into this new media scenario today and focuses on the challenges created by the contributors of today's mediated realities. Specifically by legitimizing audience preferences as a criteria for relevant news, has traditional media lost a major function of their role to engage the public with what trained journalists would earmark as relevant issues necessary for informed civic engagement?

PYTHON AS A FIRST PROGRAMMING LANGUAGE FOR BUSINESS STUDENTS

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Python has become the language of choice for introductory programming classes in computer science programs. Reasons for the rise in popularity are many, but an often cited reason is the simple syntax used in Python. As a result, instructors are able to focus on programming and problem solving concepts rather than having students be overwhelmed by the details of the language. Yet even with its more straightforward structure, Python is capable of implementing higher-level concepts like object-oriented programming. The reasons for choosing Python for introductory computer science classes also apply to similar classes delivered in schools of business. In addition, the growth in popularity of business analytics classes also makes it a good choice. Python is regularly used by analytics professionals to acquire, condition, and analyze data, and it is consistently listed as one of the most desired skills. In short, students interested in this career path need to learn Python. This paper provides an introduction to teaching a beginning programming class with Python. Our experience is based upon converting existing classes in other languages (like Java and Visual Basic) into a Python course. Many aspects of teaching with Python stay the same (e.g., basic decision structures and function creation) while many others change (e.g., dropping the emphasis on object orientation). We conclude with recommendations based upon suggestions in the literature and our experience.

A QUALITATIVE APPROACH IN UNDERSTANDING ARCHAEOLOGICAL DESTINATION BRAND PERSONALITY

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Archaeological tourism is often considered to be a variation of heritage tourism, and is associated with the term "inheritance," suggesting the transfer of cultural traditions from one generation to another (Walker, 2005). These sites attract tourists interested in archeology and history and want direct interaction with the artifacts. Archaeological tourism has shown a commendable growth with around 20 percent of global tourism incorporating some form of cultural, heritage or historical activities (Foxell and Trafford, 2010). According to Poria, Butler and Airey (2001), archaeological sites have their own historic attributes, the characteristic of the sites, and their cultural distinctions or personalities. Studies have found that brand personality helps in building the brand identity of a destination that helps destination marketers in their positioning and promotional activities (Usakli and Baloglu, 2011; Mishra, 2010). However, limited studies focus specifically on the applicability of the brand personality concept to archaeological tourism destinations. While personality has been investigated in marketing settings, the focus has been limited to using quantitative scales. This approach has the potential of leaving out rich details of personality not captured by the scale, thereby offering little helpful information for marketers. Our study would use purposive sampling methods to identify target research subjects, who would include tourists that visit archeological sites, and would use intercept interviews to collect data that would provide useful insights about topic.

RECREATIONAL USE OF THE INTERNET: AN EXAMINATION OF UNDERGRADUATE BUSINESS STUDENTS

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The Internet offers a plethora of recreational opportunities beyond the realm of social media. Given that university students have discretionary time, Internet access, and recreation needs, this longitudinal study was conducted to empirically examine how undergraduate business students utilize the Internet for leisure activities. Although this research examined nine online recreation activities, results demonstrate that students participate primarily in five activities. These include non-school related surfing, shopping, downloading music, playing games other than gambling, and instant messaging. While nearly all students participate in at least one activity, activity participation and activity time have been trending downward during the five-year study for nearly all activities. Overall, participation decreased slightly to 94% of students and total activity minutes per week declined by 16% per student. Findings also suggest that gender and academic class are factors with respect to the time spent on individual online recreation activities. Seven of the recreation activities were statistically correlated with males. Moreover, if academic class is used as a proxy for age, it appears that possibly maturation and/or education may affect the level of recreation engagement.

REDEFINING ECONOMIC OPPORTUNITIES WITH INDIGENOUS COMMUNITIES

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Designers, educators, and activists who are working with indigenous populations in rural, and urban communities around the United States, are acutely aware of the impact arts and design has on the built and economic environments. In the United States, there are currently 567 federally recognized tribes around the country facing barriers to adequate housing, transportation, healthcare, food, education, sustainable energy, political agency, and cultural and environmental resources. By leveraging the arts and design these various sectors are potential avenues for economic opportunities for these communities to thrive. This paper will explore the three conversations centered around the creative economy and examine how tribal communities from around the United States are changing the narrative and using design to inspire social and cultural paradigm shifts within their communities. First, how are tribes redefining their local economy by developing an arts and design sector which reflects their culture, community, and environment? Second, examining best practices and lessons learned of successful projects within indigenous populations located in rural and urban environments. Lastly, how might we scale and replicate successful projects and develop guidelines for tribal communities who want to create better environments for their tribal members to live and thrive in?

RETIREMENT THE FINAL CHAPTERS

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Retirement, well planned or not, is a challenging stage of life. People, as they mature, go through various stages of life. Hopefully, people start saving for retirement while they are young. The longer people delay saving for retirement the smaller their savings. As people approach retirement, they should evaluate their ability to finance their desired retirement stage of life. Besides worrying about their finances, people must plan their transition from work to their retirement stage of life. People tend to view retirement as a reward for working and being productive, and an opportunity to pursue their interests and have fun. This paper provides strategies that will enhance peoples' well-being in retirement.

THE ROLE OF ANTITHETIC POLITICAL ATIITUDES ON COUNTRY OF ORIGIN, ANIMOSITY AND CONSUMER BUYING BEHAVIOR

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Multinational American companies should know how antithetic political attitudes change the effects of consumers' behavior toward products of a specific country of origin or manufacture in global markets. Anti-Americanism conveys a consistent hostility toward the government, culture, history, or people of the United States. Previous study indicates that consumers are willing to boycott products and services from certain countries to express their disapproval of the government's policies. Some consumers withdraw from buying products originating from a specific country since they hold animosity toward the country due to antithetic political attitudes. A strong negative relationship exists between consumers' feeling of animosity toward a country and their willingness to buy products associated with the same country. The identification of potential animosity towards a country of origin is an essential precondition for promoting a product's or service's country of origin more efficiently. This study explores consumer animosity that originates from antithetical attitudes of Turkish consumers within the Turkish-American political relationships context.

THE ROLE OF MARKETING IN DEVELOPING ECONOMIES: THE NIGERIA EXPERIENCE.

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Marketing, as a discipline has been argued to play an important role in the development of the economies of developed countries. Can marketing do the same for developing countries? Until recently, however, attention has not been given to the role of marketing in the development of the economies of developing countries. This paper builds on the understanding that marketing played an important role in the development of the economies of developed countries, and outlines current research that discuss the role of marketing in the development process of economies in general, and particularly, the development process of the economy of Nigeria. The following research areas are identified: (1) marketing logistics and supportive infrastructure, (2) distribution processes, (3) marketing communications, and (4) export marketing. A conceptual framework based on the various viewpoints of the research areas that can be used to guide marketing policy and strategy formulations is presented. The potential role of marketing in the development of the Nigerian economy is discussed. Areas of future research are suggested.

SECURING THE CYBER PIPELINE: TOWARD NATIONAL STRATEGIES FOR CYBER WORKFORCE DEVELOPMENT

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As nations race to build their cyber workforces, a critical shortage of highly skilled labor in cyber is hampering efforts and weakening defensive capabilities as rogue actors progressively grow their offensive capacity. A key element of national policy and strategy will be the development of an adequate pipeline of competent, qualified cyber professionals for the next twenty years and beyond. In one such effort, the United States' National Security Agency, in collaboration with the National Science Foundation, has developed and implemented a program targeted at pipeline development from primary school through college and is sharing information on the program with the international community. This paper presents the NSA-NSF GenCyber project, along with research related to the program's effectiveness, as one approach toward multiplying both cyber and broader related fields' career interest among students in primary and secondary schools as a means to bring forth significantly greater numbers of university graduates in cyber security, computer education, and related fields. Overall, this research suggests that cyber workforce development initiatives like the NSA-NSF GenCyber project can form the basis for building the next generation of cyber professionals and researchers.

SOCIAL MEDIA POLICY IN EMERGENCY SERVICES AGENCIES IN THE U.S. AND KOSOVO

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Social media has changed the way we become informed and the way we communicate. No institution has been more impacted than the mass media. Citizen journalists now do the job of traditional professional journalists. They inform the press of news and share it through social media to members of the public. This trend challenges the veracity of the news and questions the legitimacy of the news media. First responders and other emergency personnel are on the front line of the news. They see it happen and often become reporters as well as responders. Because of the potential liabilities and privacy questions related to first responders using social media to take pictures and comment on what they are seeing and experiencing, emergency service agencies have seen the necessity of developing policy to govern how their personnel use social media. This study examines and compares social media policy in the United States and Kosovo. The United States has close to 18,000 police agencies and 27,000 fire departments. They are usually independent, loosely coupled, and report to officials on three levels of government: local, state, and federal. Each level and each agency has their own social media policy. In Kosovo, the public safety functions are unified and policy is usually made at the national level.

STANDARDIZATION VS. LOCALIZATION OF ADVERTISING: PRACTICES OF MULTINATIONAL SUBSIDIARIES IN QATAR AND THE UNITED ARAB EMIRATES

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Academicians and practitioners have debated the issue of standardized (universal) versus localized (individualized) approaches in international advertising for decades. However, much research has centered on international advertising decisions made by U.S. headquarters and a few studies have investigated the roles of American and non-American subsidiaries in planning and executing international advertising campaigns. This research examines international advertising practices in Qatar and the UAE. The two countries have been of strategic importance to the U.S. and have attracted hundreds of multinational companies since the first Gulf war in 1991. To date, however, no academic study has attempted to probe into the opinions of advertising executives in any Arab Gulf state. The objective of the research is twofold: (1) to determine if subsidiaries use standardized or localized advertising approaches in Qatar and UAE, and (2) to identify the type of standardization, if any, that subsidiaries use in the two countries. The data were collected through a survey to subsidiary executives of American and non-American multinational companies. Preliminary findings suggest that the subsidiaries were almost equally split in their use of advertising approaches. About 50.5% of the studied firms follow the localized approach and 49.5% adopt the standardized approach. The majority of the firms (86%) use some forms of standardized advertising messages but the intensity of such use did not justify the inclusion of all these firms in the standardized category.

STOCK MARKET DEVELOPMENT & ECONOMIC GROWTH: GHANA, IVORY COAST, NIGERIA, MAURITIUS, AND SOUTH AFRICA

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Developing a viable stock market has been fundamental to the domestic financial liberalization programs of most emerging markets. It plays a pivotal role in domestic financial market liberation. Recently, it has also become a major channel for foreign capital flows to emerging economies. Using a panel data set, this study investigates the effects of the stock market development on economic growth in five selected African countries (Ghana, Cote d'Ivoire, Nigeria, South Africa and Mauritius). It shows that in the long run, the growth of stock market size is not related to GDP growth. However in the short run the results confirms that the growth of the stock market seems to stoke improvement in liquidity and income growth. Our results partially support different empirical studies in the literature. Policy-wise, an increase in market capitalization, and income level and a favorable exchange rate can be used to drive economic growth in the five selected African countries in the short run. In the long run, economic growth can be achieved by improving income level, value of stocks traded and encouraging more companies to be enlisted on the exchanges.

STUDENT ENGAGEMENT IN THE INSTITUES OF HIGHER EDUCATION IN INDIA

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A consensus has been emerging among educationists and policy makers of institutes disseminating higher education, on the need to contest the issues related to student engagement in the new millennium. Student engagement has been often described as an assortment of student behavior. How students display by getting involved with their university community with respect to the time, energy and resources they devote to activities which enhance learning at their colleges and universities. Majority of studies on student engagement have been extensively conducted in the USA Australia, European and other countries belonging to developed economies. It is appalling however a very few studies has been conducted illuminating issues related to student engagement in the Indian context. This paper offers to mitigate this deficiency through an empirical evidence of student experience on their meaningful engagement in different colleges and universities located in India. Anonymous responses were drawn from a survey deployed among students pursuing bachelor and master degrees at different institutes of higher education in India.

A STUDY ON CLOUD COMPUTING ADOPTION WITHIN SMALL AND MID-SIZE BUSINESSES (SMBs)

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A growing number of organizations have difficulty scaling-up their IT infrastructure to handle their growing needs and increased resource demands. Digital Technology Platforms (DTP) have been identified by Gartner, Inc. as one of the top 10 strategic technology trends of 2017. While DTPs may be mainstream and easily adopted by large enterprise-sized organizations, there is an opportunity for such platforms within Small and Mid-Size Businesses (SMBs). The purpose of this paper is to examine how cloud computing technologies are adopted by SMBs and the respective drivers associated to costs and capability that may reduce costs for an organization. This paper explores how four variables – Robust Capability, Limited Capability, Cost Constraint, and Resource Abundance interact to impact the adoption of DTPs within SMBs. Adopters of DTPs are classified as: Efficient, Proactive, Resistive, and Reactive. With respect to adoption efficacy, a model is proposed for assessing the capability and resource readiness as correlated to SMB adoption of DTPs. A study of 12 SMBs and the implementations of DTPs is presented and posited with the proposed adoption model. Due to the extensive investments required in procuring infrastructure services –adoption enablement is imperative for SMB-sized organizations to realize return on investment. Implications are discussed.

SEPARATE BUT…..SATISFIED? AN EXPLORATION OF THE JOB SATISFACTION OF BUSINESS COLLEGE ADJUNCTS

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Academia has long lamented the plight of the adjunct. As reported by the AAUP, more than 50% of today's college faculty are part-time (2017). While much attention and research has been paid to adjuncts, almost none of this focus has been directed toward adjuncts in the business college. The purpose of this exploratory paper is to investigate and discuss the job satisfaction of adjuncts specifically within the college of business. In Study #1, a semi-random sampling of business adjuncts representing doctoral, masters, and bachelors degree-granting institutions within the United States were administered a modified version of the Minnesota Job Satisfaction Questionnaire (MSQ). Using their categorical ratings, the 192 participants' levels of intrinsic and extrinsic job satisfaction with their positions were explored in relation to demographics. In Study #2, longitudinal data was gathered from the participants to see how their job satisfaction levels had changed during a five year period as well as to investigate how many of the participants were still teaching, either in a part-time or full-time status.

A TAXONOMY OF DISABILITY CATEGORIZATIONS TO ADDRESS THE NEEDS OF BUSINESS

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Current categorizations used to discuss disabilities are typically person-centric and created by medical, government, or international organizations and are meant to address the relationship between the individual and some aspect of society. However, this focus also makes them somewhat unsuitable in other contexts, particularly in business. Specifically, an additional broad set of disability categorizations is needed to support activities related to Human Resource Management, Law and Ethics, Risk Management and Insurance, and more. This paper briefly summarizes the categorizations of disabilities found within The International Classification of Impairments, Disabilities, and Handicaps (WHA 29.35, 1976); the Americans with Disabilities Act (1990, amended 2008); and other sources. The needs for additional particular categorizations are then discussed, along with examples and current social and legal status. Next, a single summarized taxonomy of disability categorizations is given, along with a definition, examples, and primary legislation (if any) for each. Some categorizations were found to be applicable to other protected classes covered by existing legislation as well. Finally, areas for additional research are noted.

TECHNOLOGY PARADOXES, EMOTIONAL AMBIVALENCE AND USE PATTERNS

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Due to the paradoxical nature of information technology (IT), technology users often find themselves confronted with both positive and negative aspects of technology usage (e.g., fulfills needs / creates needs, control / chaos, engaging / disengaging, empowerment / enslavement, freedom / dependence, assimilation / isolation, efficiency / inefficiency, competence / incompetence, and etc.), leading to conflicting evaluations of IT, mixed emotions toward IT, and distinct IT use patterns. This paper proposes a conceptual framework of the emotional and behavioral consequences of IT paradoxes. The framework suggests that technology users' individual differences (i.e., need for cognition, construal level, and tolerance for ambiguity) moderate their feelings of emotional ambivalence (the experience of different emotions of opposite valence) arising from IT paradoxes. Emotional ambivalence, depending on how its underlying opposing emotions are appraised – whether as threat or opportunity and as controllable or not, in turn leads to different coping strategies that then become reflected in certain technology use patterns. The framework also highlights the mediating role of emotional ambivalence in the relationship between IT paradoxes and technology use patterns.

THREE LAWS OF RELATIONAL DYNAMICS: A THEORETICAL MODEL FOR THE RELATIONAL IMPACT OF PERCEPTIONS AND METAPERCEPTIONS

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Perception is based on sense experience (Hume, 1748). Whereas, metaperception is perceptions (or ideas) about perception. Relationships are comprised of individuals who develop perceptions of self, perceptions of the relational partner, and perceptions of the relational partners' perception of self and partner (metaperceptions). This paper defines perception and metaperception and describes the cognitive components which shape individual's meaning of their experience. This paper also defines and reviews research on perception and metaperception and the impact of these cognitions on relationships and relational quality. This paper further reviews more current research on couple construction based upon combinations of perceptions and metaperceptions. The paper then provides a theoretical model for describing relational dynamics as a consequence of communication emanating out of degree of agreement of perceptions and metaperceptions between relational partners. The paper further provides a direction for future research on improvement of relational outcomes. It is hoped that this theoretical model may prove useful for scholars and practitioners.

TRANSFORMING ASSESSMENT INTO AN ENGAGED PROCESS

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Communication faculty who transform the classroom into an experiential learning environment shift the power dynamic of the learning experience. Encouraging Millennials to take responsibility for group assignments can be rewarding experience when students take ownership of their work. This paper focuses on a reflective assessment tool that requires students to conduct self-assessment and peer-assessments on a regular basis. Students learn how to communicate interpersonally and strategically for improved project management skills. The reflective assessment approach collects quantifiable data from team members with the goal of promoting 1) transparent and reciprocal communication, 2) productive interpersonal dynamics, and 3) a measurable infrastructure to assess the quality of deliverables. Reflective assessment is most successful when it is incorporated throughout the duration of the project. The reflective assessment approach creates an opportunity to focus on project goals and relationship management. Measurable success markers include: goal achievement, growth in interpersonal communication, adherence to the agreed-upon time frame, and quality of the final products/deliverables. This skill is ideal to incorporate into upper-level or Capstone courses and it also prepares students to master the group communication skills prior to entering the work environment.

TRUST, VIOLATION, AND DARK PERCEPTION: THE IMPACT OF "DARK" PERCEPTION ON RELATIONAL OUTCOMES

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Interpersonal relationships depend upon trust for maintenance and positive relational outcomes. But what is trust, and what happens when that trust is violated? This paper explores the effects of trust violation in previous relationships on perceptions and metaperceptions of the partner in current relationships. Utilizing an empirical phenomenological approach, the researcher interviewed adults regarding their life experiences of interpersonal trust, trust violation and "dark" perceptions of other's motivations. The paper offers a reflexive, and self-reflexive, response to the question "To what degree do my perceptions of the other affect relational outcomes?" The paper also offers possible explanations to how negative experiences of past relationships can and do influence behavior in current relationships which may be destructive or otherwise unhealthy to the relationship. "Dark" perception occurs when an individual judges intent or motivations for the other's behaviors based upon their experiences with a third party. In determining the source of "dark" perception, scholars and practitioners may offer guidance for improvement on relational outcomes.

THE USE AND EFFECTIVENESS OF STORYTELLING ON SOCIAL MEDIA

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This applied research study examines the theory and practice of storytelling in social media. Effective storytelling has a story arc, gains the attention of the reader or audience, and motivates them to think differently about life, nature, or society or to take action. Storytelling is examined on various types of social media platforms. Also, it is analyzed using case studies of GoFundMe pages and related sites. Which story techniques captured more attention and generated more funding and media attention? Recommendations for improving storytelling techniques on social media are offered based on SEO, story content, and visuals.

USER-GENERATED RATINGS, GENRE, MPAA RATING AND TIME IN THEATER COMPARED TO U.S. MOTION PICTURE BOX-OFFICE REVENUES

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This research looks at user-generated reviews (digital word-of-mouth), genre, time in theater, and MPAA rating in relation to movie box-office and movie box-office per theater for movies by the five major studios in the United States. Currently, the largest major motion picture studios hold over three-fourths of the market share. The data for this secondary analysis was collected from online sources. IMDb and Rotten Tomatoes provided user-generated reviews (rating mean score and quantity) and Box Office Mojo provided box-office figures as well as the number of theaters in which movies played. The data were analyzed using correlations or crosstabulation with chi square test. The correlation results showed a positive relationship between the dependent measures of box-office and box-office per theater with the independent measures of IMDb user ratings, Rotten Tomatoes user ratings, as well as the quantity of reviews on both IMDb and Rotten Tomatoes. In fact, the correlation was actually stronger for the quantity/number of reviews than it was for the overall/mean rating given in the reviews. Additionally, correlation analysis found positive relationships between box office revenues and box office revenues per theater and the time in theater. However, the correlation for box office revenues was fairly weak, while the correlation for box office revenues per theater were moderately strong. The crosstabulation with chi square test provided interesting insight into the differences between the genre and the box-office revenue and box-office per theater revenue, as well as between MPAA rating and box-office revenue and box-office per theater revenue.

USING EMPLOYEE ENGAGEMENT AS AN ANALYTICAL TOOL

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This paper explores the dynamics of emotional and intellectual commitment of employees and how they can be an important tool for companies to overcome crises. Studies have shown that the energetic state in which employees are dedicated to excellent performance at work, improves their overall efficiency and productivity. This paper adopts a case study approach focusing on a Venezuelan Company – *Empresas Polar* – that overcame years of constant crisis by relying on their most important asset: their employees. We look at *Empresas Polar* as a model of a company offering its internal stakeholders a meaningful identification process with the organization. This analysis sheds light on the effects and implication of employees' organizational engagement during times of adversity and crisis. The conclusion provides insights for companies not only in Venezuela, but also organizations in the United States and internationally that aim at providing their employees with commitment to increase productivity. More generally, it outlines how employee engagement is implemented and encouraged.

"VIÑA BEAUTIFUL CITY" CONSTRUCTION OF THE CITY'S BRAND

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Cities also benefit from marketing to elaborate a communication strategy, which incorporates other aspects like urbanism, politics and administration, and whose objective is being able to compete in the world of tourism. This set of strategic tools is what is known as city branding, also known as territorial or place branding. This discipline searches for a differential identity, manifesting the values of a city and projecting its resources and qualities to internal and external publics, looking to differentiate itself with values capable of making tourists feel a unique vital experience. By using city marketing, cities create brands, slogans and communication campaigns to teach what they are, what they offer and what they promise to be. This works describes the process for creating Viña del Mar's **"Viña Ciudad Bella" ("Viña Beautiful City")** brand with the objective of transforming it in a tourist destination relevant for Chileans and foreigners, and despite the limitation of not counting with a primary source study to measure the results of the brand building with residents and tourists, presents secondary source data that shows that Viña del Mar has been for the last 5 years, the most valued city by Chileans to live in, visit, study and work. Finally, this work explores aspects to develop in order to strengthen the local tourism industry, involving residents and the primary organizations of the city so as to transform it in the favorite destination of Chileans and foreigners.

WHAT ENGAGEMENT STRATEGIES DO E-COMMERCE RETAILERS USE TO IMPACT CONSUMERS' PURCHASE INTENTS

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Nowadays, online shopping is becoming the dominant shopping method in the global marketplace. In 2015, Chinese online retail sales accounted for 12.9% of the general retail revenue. China became the spotlight of the global electronic commerce industry. As the role model, development of Chinese e-commerce becomes the main trend of the international e-commerce industry. B2C e-commerce sales in Chinese market will surpassing 499 billion U.S. dollars in 2017, and the sales are forecasted to double in only five years. As the amount of online shops increasing, competition between online retailers is more and more intense. So, it's necessary to figure out what strategies are utilized to engage the potential customer and how these engagement strategies impact customers' purchase intent in a real online shopping environment. The purpose of this essay is to investigate the engagement strategies that online retailers use to persuade customers. By analyzing a shopping experience of a canvas briefcase on Tmall, the biggest B2C online shopping platform in China, the author looks into what engagement strategies are utilized and how these engagement strategies impact customers' purchase intent. In the following passage, the author analyzes her shopping experience of a canvas briefcase on Tmall, and identifies four engagement strategies that contribute to persuade potential customers: Search Engine Optimization, Social Presence, Comments Motivation and Targeted/Personalized Content.

WHAT IS THE IMPORTANCE OF PUBLICALY TRADED STOCK MANAGEMENT AS PART OF THE EDUCATION CURRICULUM?

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One of the most important considerations regarding corporate valuation is the price of publicly traded stock. Many two and four-year institutions fail to train their students about exactly what publicly traded stock is and why this aspect of financial literacy is essential. For multiple decades this issue has raised concerns and recently authors have investigated the various decisions made by corporate management and the influence on stock value. Multiple authors have examined the missed opportunities for training in the academic classroom and the influences these areas have on the corporate boardrooms. Students often lack the comprehension of how risk management can influence corporate value. These same students often lack the understanding or decision-making capabilities involved with information assurance or even socially conscious initiatives and the force these areas play on corporate value. In this paper, we examined the multiple opportunities to include awareness and understanding of corporately traded stock and the inclusion of classes on how publicly traded stock works and the opportunities offered and missed by millions of people. Many schools are beginning to include stock valuation classes in their two and four-year degree programs, while other schools lacking these same classes have students graduating with business, organizational management, and even accounting degrees with a complete lack of comprehension into corporate valuation and stock management.

WHAT'S SO FUNNY ABOUT PEACE, LOVE, AND FREE SPEECH?

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In the digital age, the common commitment to free speech in America no longer seems quite as common. Whereas conservative activists have advanced a vision of free speech that is permissive of offensive and hateful speech, their liberal counterparts have called for restrictions to speech based on its capacity to cause harm. Using a tripartite model of public discourse, this paper attempts to examine the changes in self-representation made over the course of a year by a new free speech advocacy group in Boston, MA. By situating them in the context of the first year of Donald Trump's presidency, during which political partisanship reached new extremes, this paper also attempts to analyze shifting public perceptions of the issue of free speech. It finds that ambiguity about what constitutes acceptable speech has furthered political partisanship, and concludes that this ambiguity has widened a disconnect between the perceived self-legitimacy and actual public legitimacy of these activists.

WHO PAYS MORE IN THE INTERNATIONAL MARKET? AN EXAMINATION OF TRADE IN THE COUNTRIES OF LATIN AMERICA AND THE CARIBBEAN (LAC)

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Recent developments around the world have necessitated the importance of developing countries to intensify their participation in the global marketplace. But is the playing field level for all especially for developing countries? Are some paying more than their fair share in the international marketplace? This paper examines the terms of trade of the developing countries of Latin America and the Caribbean (LAC) and analyses these in relation to their tariffs and relative volume of trade in the international market. Results show that among the countries of Latin America and the Caribbean. Antigua and Barbuda pays the most, while Venezuela pays the least in the international market. A negative and significant correlation exists between net barter terms of trade and volume of trade as percentage of GDP but not with tariffs. Policy implications of these results for the governments of the countries of Latin America and the Caribbean are discussed, and directions for future research are given.

WILL DEMARKETING OF HEALTHCARE SERVICES CONTINUE TO BE A VIABLE STRATEGY?

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Efforts to provide equitable care in the United States may reduce the effectiveness of demarketing strategies current employed by many healthcare providers. Currently income, access to healthy food, transportation, and job opportunities have a major impact on a person's health outcomes. Native Americans have the highest incidence rate of diabetes. African American babies die before their first birthday more than twice as often as white babies. The Department of Health and Human Services (HHS 2017) is calling for health equity to be achieved through intentional efforts to reduce healthcare disparities. Kotler and Clarke (1987) define healthcare demarketing as "finding ways to discourage demand…through the use of…such steps as raising prices and reducing promotion, access, or service". While demarketing of services to segments of the market that are less profitable has historically provided financial benefits to healthcare providers, it has increased population health disparities. Current moves to provide reimbursement for healthcare services based on population health, and value based reimbursement will not reward providers who practice demarketing strategies to the extent they were rewarded by the fee for service model. Reimbursement changes along with efforts to reduce healthcare disparities by AARP, HHS, and the American Hospital Association's Campaign to Eliminate Healthcare Disparities (2017) should serve to reduce the viability of demarketing strategies in healthcare.

A WOMAN'S WORK IS NEVER DONE: PERCEPTION OF FEMALE LEADERSHIP EFFECTIVENESS OF TEAMS

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As the presence of women in the workforce continues to grow, women still face considerable challenges in the workplace, especially in leadership. A comparative analysis of male and female leadership on teams as well as a review of research regarding female leadership and follower perception reveals that women continue to face stereotyping, gender bias, and resistance when leading. While there can be no doubt that women face significant hurdles because of gender bias, a comparative review and analysis of leadership styles, follower expectations, and gender roles between men and women yield evidence to support the view that women face gender-based discrimination more often than men. This paper shows differences between male and female leadership and membership on teams as well as the ways women suffer adverse role congruity effects from preconceptions and stereotypical mindsets from team members regarding gender roles. Further, it compares agentic and communal qualities of leaders and perceptions of effective leadership. The review provides areas for future research and presents firms and senior leadership with opportunities and suggestions to aid women in effective leadership roles both inside and outside team settings.

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