

CONFERENCE PROGRAM



**INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES
30TH ANNUAL CONFERENCE – EMERYVILLE, CALIFORNIA
APRIL 6 – 8, 2018**

THE INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES

30TH ANNUAL CONFERENCE

*** OFFICIAL PROGRAM ***

April 6 – April 8, 2018

San Francisco, California, USA

Hilton Garden Inn San Francisco/Oakland Bay

1800 Powell Street | Emeryville | CA | 94608

IABD PRESIDENT

Paul A. Fadil, University of North Florida

PROGRAM CHAIR

Cindi Smatt, University of North Georgia

SPONSORING INSTITUTIONS AND INDIVIDUALS

University of North Florida, Coggin College of Business

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IABD President's Welcome

My Dear Friends,

I would like to take this opportunity to welcome you to the 30th annual conference of the International Academy of Business Disciplines (IABD), on the San Francisco Bay. I know that we all enjoy this time every year where we strengthen bonds with old friends and forge new ones, all while supportively sharing knowledge and ideas. As usual, we have been fortunate to have IABD members coming from all over the world. This year we have members representing: Argentina; Chile; Iran; Sweden; Jordan; Great Britain; Spain; India; Turkey, China, and South Korea.

IABD is truly a melting pot of numerous cultures and ethnicities from throughout the world. Simply put, we not only talk the talk, we walk the walk. We are not only organizing international conferences every year, we are truly an international organization. It is not just what we do, it's who we are, and we are all quite proud of it.

Once participants attend their first IABD conference, they almost always come back for more. We have numerous 10 – 20 year attendees and many of us (myself included) have attended more than 20 of these conferences over the years. We will continue to work with you in the coming years to move IABD forward while maintaining the “personal touch” that has become synonymous with our mission.

I would like to take a moment to thank our Board of Directors. Their support and direction have been invaluable to IABD accomplishing its goals. Many of these Board members have been with the organization for over 10 years and are past presidents, so they are incredibly invested in the workings of our organization. They are truly my compass and have become the counsel upon which I rely.

I would also like to recognize and thank the heart and soul of IABD, our Track Chairs. Without these Track Chairs, who also double as our editorial board for our signature journal, The Quarterly Review of Business Disciplines, IABD would not be able to logistically complete the necessary tasks for our annual conference or put a quality journal together. You all have my undying gratitude for all that you have done and continue to do for IABD.

IABD has put together one of the best team of officers with whom I have ever had the pleasure of working. Thus, I would like to express my sincere appreciation to the following people: Dr. Margaret Goralski for heading up the publishing arm of IABD; Dr. Saurabh Gupta for creating and maintaining our websites; Dr. Cindi Smatt, for continuing to excel in the Program Chair duties; Dr. John Fisher, for editing our Proceedings; Dr. Lou Falk, for creating the journal's website and forcing us to honor past; Dr. Greg Payne, for continuing to provide energy to our conference by opening it up to students; Dr. Reza Eftekhazadeh for being our treasurer for many years; Dr. Kaye McKinzie for filling the role of Associate Editor for QRBD and vice treasurer; and Dr. James Weber for his amazing job as Proceedings liaison.

For many of us, IABD is truly a labor of love. As we come together for our 30th meeting, please enjoy the scholarship, venue, and opportunities that our organization provides. We truly believe that the discussions that happen outside the presentation rooms are just as important as the formal discussions that take place inside these rooms. Let us continue to advance the values of our institution by exchanging ideas in a supportive atmosphere, understanding the interdisciplinary nature of the conference, and promoting a truly international experience through constructive dialogue and global understanding. I wish you a pleasant experience at our 2018 IABD Conference.

Sincerely,

Paul A. Fadil

Paul A. Fadil

IABD MISSION AND OBJECTIVES

The International Academy of Business Disciplines is a global, nonprofit, and non-partisan organization established to foster education in all business disciplines. The objectives of IABD are to stimulate learning and understanding and to exchange information, ideas and research results around the world. In addition, the Academy seeks to bridge the gap between theory and practice in the international marketplace.

Furthermore, we hope to create an environment where learning, teaching and research and the practice of management, marketing, economics, finance, accounting, management information systems, and communications can be advanced. Our main focus is on unifying and extending knowledge in these areas to ultimately create an integrated theory that applies across national boundaries. Membership in the organization is open to scholars, practitioners, public policy makers, and concerned citizens who are interested in advancing knowledge in various business disciplines and related fields. More information is available on home page of IABD at www.iabd.org.

ACKNOWLEDGMENTS

To all our supporters and host organizations we express our thanks and appreciation. We hope that you will continue your support of our volunteer organization. With your continued help and cooperation we continue to build one of the most respected organizations in the profession.

We extend acknowledgments and thanks to all participants who submitted their work and supported IABD activities leading up to the 2018 conference. We also thank all those who have provided us with their professional contributions such as reviewing papers, chairing sessions and serving as discussants. And more importantly, we acknowledge the herculean contribution of our track chairs. They are one of the most important groups in IABD. Truly, there would be no IABD program without the hard work and dedicated efforts of the track chairs.

HOTEL CONTACT

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

Hilton Garden Inn
San Francisco/Oakland Bay
1800 Powell Street
Emeryville, CA 94608
Tel: 510-658-9300

<http://hiltongardeninn.hilton.com/en/gi/groups/personalized/S/SFOBBGI-UNF-20180331/index.jhtml>

REGISTRATION

Take time to fully enjoy the IABD experience, meet other participants, and partake in the many opportunities afforded in San Francisco. At the conference, pick up your registration materials, conference badge and other information at the IABD registration desk setup in front of the meeting rooms. Keep this program with you. This is the only program that you will receive. A receipt will be provided when you pick up materials at the registration desk.

REGISTRATION SCHEDULE

Friday, April 6, 2018	7:30 AM – 5:00 PM	Main Lobby
Saturday, April 7, 2018	7:30 AM – 5:00 PM	Main Lobby

PRESENTING YOUR RESEARCH

We encourage you to take advantage of the special atmosphere at IABD meetings, rather than be an “in-and-out” presenter. The Academy provides a unique international/interdisciplinary forum for professionals and faculty in business schools, communications programs, and other social science departments to discuss common interests. Attendees include scholars, corporate executives, and policy makers from many countries experts in more than 30 specialties.

WEBPAGE ADMINISTRATOR

The Academy maintains an active webpage at www.iabd.org.
For more information, please contact: Saurabh Gupta, Email: sgupta7@kennesaw.edu.

2018/2019 QUARTERLY REVIEW OF BUSINESS DISCIPLINES (QRBD)

Editor-in-Chief: Margaret A. Goralski

Associate Editor: Kaye McKinzie

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

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

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

JOURNALS AND PERIODICALS

IABD publishes and/or collaborates in producing:

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

NEXT YEAR'S CONFERENCE

2019 is just around the corner. The **31st Annual IABD Conference will be in ????????**

MESSAGE BOARDS

A message board will be located in the vicinity of the IABD Registration Desk for your convenience. Any correction or change in the conference program schedule will be posted on a special bulletin board by the IABD Registration Desk.

SPECIAL EVENTS AT THE IABD 30TH ANNUAL CONFERENCE:

- **IABD BOARD OF DIRECTORS MEETING:** Friday, April 6, 2018, 7:30 – 9:30 p.m., Top of the Bay
- **IABD OFFICERS MEETING/WORKING LUNCHEON:** Friday, April 6, 2018, 12:00 – 1:30 p.m., TBD
- **ALL ACADEMY SESSION (1st):** Friday, April 6, 2018, 5:00 – 6:30 p.m., Placer
- **ALL ACADEMY SESSION (2nd):** Saturday, April 7, 2018, 5:00 – 6:30 p.m., Placer
- **ALL ACADEMY GALA RECEPTION/DINNER:** Saturday, April 7, 2018, 7:30 – 9:30 p.m., Top of the Bay
- **IABD TRACK CHAIR & OFFICERS LUNCHEON:** Saturday, April 7, 2018, 12:00 – 1:30 p.m., TBD

AWARDS & RECOGNITIONS



2018 Best Paper Awards

“A Decade Later: A Rational Decision Cycles in Post-Hurricane Katrina Disaster Management”

Robert A. Smith, Southern Connecticut State University

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

Kauther Badr, Southern Connecticut State University

“Assessing the Perceptions and Usage of Agile Software Development Practices in Academic Setting”

Tamirat Abegaz, University of North Georgia

2018 Outstanding Track Chair

Saurabh Gupta

Information Systems & E-Learning Track

2018 David P. Twomey III Public Diplomacy Award

“Islam and Web 2.0: A Case Study of How a United States Urban Mosque is Using Facebook to Promote Civic Engagement and Political Participation”

Susannah Marcucci, MA Candidate, Emerson College

2018 Zulene Payne Global Communication Award

“Cybervetting in Hiring Process”

G Mila Yudina, MA Candidate, Emerson College

AWARDS & RECOGNITIONS



The 2018 Annual IABD Lifetime Achievement Award



J. Gregory Payne, Emerson College

Greg is Chair of Communication Studies at Emerson College in Boston, and Co-Director of the Emerson Blanquerna Center for Global Communication. He also has taught at Tufts, Yale and Blanquerna School of Communication and International Relations – Barcelona. As Chair, he and colleagues initiated MA Programs in Public Relations, Political Communication and Sports Communication, Global Marketing Communication, a joint Health Communication program with Tufts School of Medicine, collaborative global programs in Barcelona, and Rosarito, Mexico, and presently establishing immersive academic programs in Australia, Hong Kong, India and Chile.

He received his B.A, M.A. and Ph D at University of Illinois at Urbana-Champaign where he was Phi Beta Kappa, an NDEA Fellow and a participant in the Big Ten Traveling Scholar Program with graduate work at Illinois, Wisconsin and the University of Southern California. He has an MPA from the Kennedy School of Government at Harvard University.

His dissertation “A Rhetorical Analysis of Selected Interpretations of the May 1970 Kent State Incident.,” spawned further creative projects, including a play Kent State: A Requiem, a book Mayday: Kent State, NBC’s Emmy Award-winning “Kent State”, VH1’s Behind the Music, five documentaries and over a hundred speaking appearances globally. He is the co author of Tom Bradley: The Impossible Dream, and has been the editor of the American Behavioral Scientist’s election issues for every presidential election since 1988.

Payne has authored academic and popular articles, book chapters and proceedings and has participated in forums, conferences and conventions internationally on topics related to political communication, crisis communication, strategic diplomacy, health communication, and sports communication. He is on the Advisory board of the Journal of Health Communication, Media Ethics, Public Relations Journal, Journal of Promotional Management.

Payne has served as speechwriter for political leaders in the U.S. and abroad, including: Senator Hillary Clinton, Senator Robert Dole, Los Angeles Mayor Tom Bradley, Boston Mayor Ray Flynn, Queen Noor of Jordan, Prince Faisal of Saudi Arabia, numerous CEO's and heads of international organizations and UNICEF. He has consulted with the U.S. State Department, Department of Defense, Department of Treasury, City of Boston, City of Los Angeles, National Republican Institute, National Institute of Health, Atomic Energy Commission, Center for Disease Control, Bechtel, Fidelity Investments, Formula One, among others.

He received the first University of Illinois' Speech Communication Alumni Award, honors from the US Treasury, Friends of the Cutler Majestic Theatre and the President's Award from the International Association of Business Disciplines He received U.S. State Department grants for work in Russia, Turkmenistan, Uzbekistan, Azerbaijan, Spain, Indonesia, and Nepal.

Greg has provided expert commentary for USA Today, The New York Times. The Boston Globe, Los Angeles Times, Chicago Tribune, Newsday, CNN, Fox News, Sky News, MSNBC, Arab News, BBC, ABC, CBS and NBC (T.V. and radio).

Greg is the co-founder of the Saudi-American Exchange. The first grassroots public diplomacy effort after 9/11 in which American students visited Saudi Arabia to promote understanding through communication. The SAE was honored at the inaugural Clinton Global Initiative and by King Abdullah of Saudi Arabia.

He is a strong advocate of civic engagement and the power of strategic communication.

IABD PRESIDENT

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

FORMER IABD PRESIDENTS

Ahmad Tootoonchi President, 2007-2012, Frostburg State University
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IABD DIRECTOR OF CONFERENCE PROMOTION

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IABD AUDIT COMMITTEE

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

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

TRACK CHAIRS OF THE 2018 IABD ANNUAL CONFERENCE

- | | |
|--|---|
| 1. Accounting Research | Dana Hart, University of North Florida
Robert Slater, University of North Florida |
| 2. Advertising & Marketing Communication | Louis K. Falk, Univ. of Texas Rio Grande Valley |
| 3. Agribusiness | Ana Galiano, Universidad Austral |
| 4. Analytics | Anthony Richardson, Southern Connecticut
State University |
| 5. Business Law | Robert A. Smith, Southern Connecticut State
University |
| 6. Cross-Cultural & Interpersonal
Communication | Jennifer Summary, Culver-Stockton College |
| 7. Economics | Dale Steinreich, Drury University
Albert Loh, University of North Florida |
| 8. Emotional Intelligence & Mindfulness | Chulguen Yang, Southern Connecticut State
University |
| 9. Entrepreneurship & Small Business | Marty Mattare, Frostburg State University |
| 10. Ethical & Social Issues | Kellye Jones, Clark Atlanta University |
| 11. Finance | Phillip Fuller, Jackson State University |
| 12. Global Corp PR, Responsibility & Culture | Enric Ordeix-Rigo, Ramon Llull University |
| 13. Health Communication & Public Policy | J. Gregory Payne, Emerson College |
| 14. Human Resources Management | Kaushik Chaudhuri, Shiv Nadar University
Diane Bandow, Troy University |
| 15. Information Systems & E-Learning | Saurabh Gupta, Kennesaw State University |
| 16. Interdisciplinary Studies | Spencer Kimball, Emerson University
Nada Farhat, Icahn University School of
Medicine at Mount Sinai, NY |
| 17. Instructional and Pedagogical Issues | Amiso M. George, Texas Christian University |
| 18. International Business | Philemon Oyewole, Howard University |

19. Leadership	Robert Bennett, Georgia Southwestern State University
20. Managerial Accounting	Majidul Islam, Concordia University
21. Marketing	Felix Abeson, Coppin State University
22. Marketing Research	Talha D. Harcar, Penn State – Beaver
23. Operations Management	Shakil Rahman, Frostburg State University
24. Organizational Behavior & Theory	C. Brian Flynn, University of North Florida Tobias Huning, University of North Florida
25. Organizational Comm. & Crisis Mgmt.	Christina Jackson, Univ. of Nebraska at Kearney
26. Project & Knowledge Management	Michael Baechle, Baden Wurttemberg Cooperative State University Arthur Kolb, Univ. of Applied Sciences-Kempen
27. Public Relations & Corp. Comm.	Bonita Dostal Neff, Indiana University Northwest
28. Social Media	Karin Reinhard, Baden Wurttemberg Cooperative State University Stephan Daurer, Baden Wurttemberg Cooperative State University
29. Sport Business	Brian Larson, Widener University
30. Strategic Management	Pingying Zhang, University of North Florida
31. Student Papers	Andres Gallo, University of North Florida
32. Supply Chain Management	Rahul Kale, University of North Florida Dag Naslund, University of North Florida
33. Sustainability	Gregory Robbins, Southern Connecticut State University Chris Baynard, University of North Florida
34. Tourism, Travel, & Hospitality	Amanda Templeton, University of Central Florida

**** All Academy Early Bird Activites ****

ON YOUR OWN



Alcatraz Island

The famous island prison can be toured daily.



Fisherman's Wharf

One of the busiest and well known tourist attractions in the western United States.



San Francisco Cable Car

The world's last manually operated car system and an icon of San Francisco.



AT&T Park

Home of the San Francisco Giants of cable Major League Baseball since 2000.

Friday, April 6, 2018



Breakout Sessions

Friday, April 6, 2018

8:30 A.M. – 10:00 A.M.

Room: Placer

ADVERTISING & MARKETING COMMUNICATION / SPORTS BUSINESS

Track: Advertising & Marketing Communication / Sports Business

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

Session Title: Message Strategies, Archetype, and Recreation

Session Chair: Marina Red Madden, The University of Texas at San Antonio

1. Presentation Title: "Message Strategies on University Websites: A Comparison of For-profit and Non-profit Universities"¹

Teddi Joyce, University of South Dakota
Charles Lubbers, University of South Dakota
Michelle O'Malley, Ball State University

2. Presentation Title: "Business Schools and Brand Archetype Tradeoffs"²

Robert A. Page, Jr., Southern Connecticut State University
Louis K. Falk, University of Texas Rio Grande Valley

3. Presentation Title: "Recreational Use of the Internet: An Examination of Undergraduate Business Students"³

Carl Case, St. Bonaventure University
Darwin King, St. Bonaventure University
Todd Palmer, St. Bonaventure University

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

¹ Proceedings page 35

² Proceedings page 3

³ Proceedings page 42

Friday, April 6, 2018

8:30 A.M. – 10:00 A.M.

Room: Gold

INFORMATION SYSTEMS AND E-LEARNING

Track: Information Systems and E-learning

Track Chair: Saurabh Gupta, Kennesaw State University

Session Title: Information Systems and E-learning

Session Chair: Saurabh Gupta, Kennesaw State University

-
1. Presentation Title: "A Study on Cloud Computing Adoption within Small and Mid-Size Businesses (SMBs)"⁴
Anthony Richardson, Southern Connecticut State University
Geoffrey Mate, Southern Connecticut State University
 2. Presentation Title: "Measurement in-Variance Issues in Multi-Group: A Comparison of CB-SEM vs PLS-SEM"⁵
Saurabh Gupta, Kennesaw State University
 3. Presentation Title: "Machine Learning is Not, but Could it be? A Framework for Rationalizing the Discourse"⁶
Kenneth Walsh, University of New Orleans
Sathiadev Mahesh, University of New Orleans
 4. Presentation Title: "Male Perceptions of Gender Diversity and Equality in IT Does Discipline Matter"⁷
Kellye Jones, Clark Atlanta University

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

⁴ Proceedings page 47

⁵ Proceedings page 34

⁶ Proceedings page 33

⁷ Proceedings page 34

Friday, April 6, 2018

8:30 A.M. – 10:00 A.M.

Room: Silver

INTERNATIONAL BUSINESS

Track: International Business

Track Chair: Philemon Oyewole, Howard University

Session Title: International Collaboration Through Education, Trade, and Currencies

Session Chair: Angela Corbo, Widener University

-
1. Presentation Title: "International Learning Collaboration: A Model of Drivers and Outcomes"⁸
Brian Larson, Widener University
 2. Presentation Title: "Deconstructing Organizational Forms and Institutional Legitimacy of Mines in Africa"⁹
Yi Karnes, California State University, East Bay
 3. Presentation Title: "Who Pays More in the International Market? An Examination of Terms of Trade of the Countries of Latin America and Caribbean (LAC)"¹⁰
Philemon Oyewole, Howard University
 4. Presentation Title: "Current Stage of International Structure Present in the Use of Virtual Currencies"¹¹
Rafael Spadotto, Spadotto Law Firm, Brazil
-

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

⁸ Proceedings page 29

⁹ Proceedings page 10

¹⁰ Proceedings page 54

¹¹ Proceedings page 7

Friday, April 6, 2018

8:30 A.M. – 10:00 A.M.

Room: Copper

STRATEGIC MANAGEMENT

Track: Strategic Management

Track Chair: Pingying Zhang, University of North Florida

Session Title: Strategic Management

Session Chair: Pingying Zhang, University of North Florida

1. Presentation Title: “Designing a Group Assignment in a Digital Era”¹²

Wonseok Choi, University of Detroit Mercy

Lawrence Zeff, University of Detroit Mercy

Mary Higby, University of Detroit Mercy

2. Presentation Title: “Virtue or Voice: The Impact of Ideology and Identity on Business Model Choice in California's Medical Marijuana Industry”

Kenji Klein, California State University

3. Presentation Title: “Now or Never”

Pingying Zhang, University of North Florida

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

¹² Proceedings page 12

Friday, April 6, 2018

8:30 A.M. – 10:00 A.M.

Room: Platinum

INTERDISCIPLINARY STUDIES

Track: Interdisciplinary Studies

Track Chair: Nada Farhat, Icahn School of Medicine at Mount Sinai, NY

Session Title: Public Diplomacy: Art, Media, Politics and Culture

Session Chair: Miquel Tresserras, Blanquerna School of Communication and International Relations

-
1. Presentation Title: "The Influence of Film Critics on Movie Outcomes"¹³
Owen Eagan, Emerson College
 2. Presentation Title: "Redefining Economic Opportunities within Indigenous Communities"¹⁴
Joseph Kunkel, Arizona State University
 3. Presentation Title: "The Use of Storytelling in Social Media"¹⁵
Linda Gallant, Emerson College
Gloria Boone, Suffolk University
Jane Secci, Suffolk Univeristy
 4. Presentational Title: "Playfulness in Art: An Examination of Playfulness as an Emerging Art Trend Within Saudi Arabian Contemporary Artists"¹⁶
Nada Farhat, Icahn School of Medicine at Mount Sinai, New York
 5. Presentational Title: "When Anti-Establishment Campaigns Fail: Lessons and Insights in Running for Office as an Independent Candidate"
Keri Thompson, Emerson College

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

¹³ Proceedings page 26

¹⁴ Proceedings page 43

¹⁵ Proceedings page 51

¹⁶ Proceedings page 38

****Refreshments****



Friday, April 6, 2018

10:00 A.M. – 10:15 A.M.

Friday, April 6, 2018

10:15 A.M. – 11:45 A.M.

Room: Placer

ADVERTISING & MARKETING COMMUNICATION

Track: Advertising & Marketing Communication

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

Session Title: Reviews, Brand Loyalty, and Standardization vs Localization

Session Chair: Michelle O'Malley, Ball State University

1. Presentation Title: "Comparison Between User-Generated Reviews, Genre MPAA Rating and Time in Theater with U.S. Motion Picture Box-Office Revenues"¹⁷

Deborah Mika, Univeristy of South Dakota

Charles Lubbers, University of South Dakota

2. Presentation Title: "Connecting Socio-Political Tendencies of the Millennial Consumer with Brand Loyalty: A Study of Advertising and Brand Awareness"¹⁸

Marina Red Madden, The University of Texas at San Antonio

3. Presentation Title: "Standardization vs Localization of Advertising: Practices of Multinational Subsidiaries in Qatar and the United Arab Emirates"¹⁹

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

Seok Kang, The University of Texas at San Antonio

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

¹⁷ Proceedings page 51

¹⁸ Proceedings page 7

¹⁹ Proceedings page 46

Friday, April 6th, 2018

10:15 A.M. – 11:45 A.M

Room: Gold

OPERATIONS MANAGEMENT / SUPPLY CHAIN MANAGEMENT

Track: Operations Management / Supply Chain Management

Track Chair: Shakil Rahman, Frostburg State University
Rahul Kale, University of North Florida
Dag Naslund, University of North Florida

Session Title: Operations and Supply Chain Potpourri

Session Chair: Shakil Rahman, Frostburg State University
Rahul Kale, University of North Florida

-
1. Presentation Title: “Industry 4.0 and Industry 4.0 Applications in Some Sectors”
Celal Hakan Kagnicioglu, Anadolu University, Turkey
 2. Presentation Title: “Analyzing Perceptions and Attitudes of Tourists that Lead to Customer Satisfaction: An Approach to Expand Tourism”²⁰
Ehsan Ardjmand, Frostburg State University
Joanna Shore, Frostburg State University
Shakil Rahman, Frostburg State University
 3. Presentation Title: “Electronic Logistics Marketplaces: What's in it for the Carriers”²¹
Rahul Kale, University of North Florida
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Discussants: The Session Chair will coordinate a discussion amongst all present.

²⁰ Proceedings page 1

²¹ Proceedings page 16

Friday, April 6, 2018

10:15 A.M. – 11:45 A.M.

Room: Silver

ENTREPRENEURSHIP & FAMILY BUSINESS

Track: Entrepreneurship & Family Business

Track Chair: Marty Mattare, Frostburg State University

Session Title: Supporting Entrepreneurship

Session Chair: Marty Mattare, Frostburg State University

-
1. Presentation Title: "Integrating a University Business Program into a City Incubator: Small Business Promotion and Development"
Marty Mattare, Frostburg State University
 2. Presentation Title: "Female Entrepreneurs in Rural Areas in Developing Countries"²²
Eren Ozden, Florida State University
 3. Presentation Title: "Using Creative Drawings to Visualize Leadership: Team-Based, Right-Brain Learning in University Classroom."
Marty Mattare, Frostburg State University
-

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

²² Proceedings page 19

Friday, April 6, 2018

10:15 A.M. – 11:45 A.M.

Room: Copper

SUSTAINABILITY

Track: Sustainability

Track Chair: Gregory Robbins, Southern Connecticut State University
Chris Baynard, University of North Florida

Session Title: Sustainability

Session Chair: Chris Baynard, University of North Florida

1. Presentation Title: “The Environmental Impact of Carlsbad Seawater Desalination Plant San Diego”
Hassan Badkoobei, National University

2. Presentation Title: “Executives’ Morality and Sustainability”²³
Abbas J. Ali, Indiana University of Pennsylvania
Robert C. Camp, Indiana University of Pennsylvania

3. Presentation Title: “Human Resources Development: A Proposal for Engagement in Sustainability”²⁴
Ethan Brown, EDHEC Business School
Samantha White, University of West Georgia
Susana Velez-Castrillon, University of West Georgia

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

²³ Proceedings page 17

²⁴ Proceedings page 24

Friday, April 6, 2018

10:15 A.M. – 11:45 A.M.

Room: Platinum

GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE

Track: Global Corporate PR, Responsibility and Culture
Track Chair: Enric Ordeix-Rigo, Ramon Llull University
Session Title: When Companies Play the Role of Institutions and Vice Versa
Session Chair: Enric Ordeix-Rigo, Ramon Llull University

1. Presentation Title: “The Area of Post Truth in a Globalized World”
J Gregory Payne, Emerson College
 2. Presentation Title: “An Approach to the Communication on Values: Aesthetics, Ethics and Religion”²⁵
Miquel Tresserras, Ramon Llull University
 3. Presentation Title: “How to Foster Horseball Development in The USA & Internationally? A Case Study of Cross-Cultural Communication in Sports”²⁶
Carlos Cascante-Serratosa, Managing Partner Impulse Business Consulting S.L.
Ramon Fatjó, President of Catalan Horseball Association & Board Member
Catalan Equestrian Federation
Enric Ordeix-Rigo, Ramon Llull University
 4. Presentation Title: “The Concept of IMC: Rise, Decline and Future”²⁷
Pavel Slutskiy, Chulalongkorn University
Enric Ordeix-Rigo, Ramon Llull University
-

Discussants: John Fisher, Utah Valley University
Alicia Blanco-Gonzalez, Rey Juan Carlos University

²⁵ Proceedings page 1

²⁶ Proceedings page 24

²⁷ Proceedings page 5

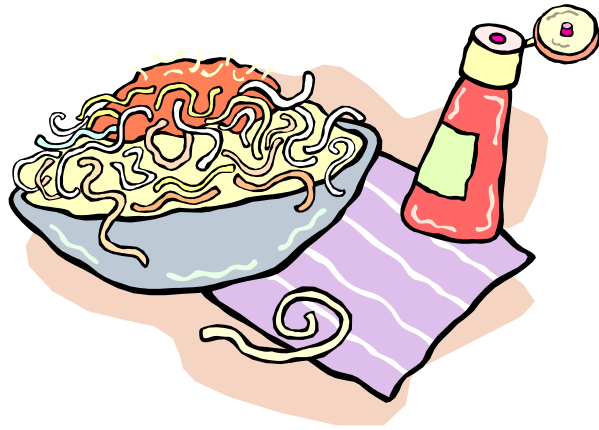
****Lunch Break****



Friday, April 6, 2018

12:00 P.M. – 1:30 P.M.

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



Friday, April 6, 2018
12:00 P.M. – 1:30 P.M.

Location: TBD

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

Friday, April 6, 2018

1:30 P.M. – 3:00 P.M.

Room: Placer

MARKETING RESEARCH

Track: Marketing Research

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

Session Title: Ethnocentrism, Patriotism and Cosmopolitanism

Session Chair: Karen Barr, Penn State University at Beaver

1. Presentation Title: "The Justification of Decision Making in Airline Ticket Purchasing Beyond Pricing and Quality Issues: The Role of National Identity of the American Airline Travelers"²⁸

Talha D. Harcar, Penn State University at Beaver
Ersem Karadag, Robert Morris University

2. Presentation Title: "Economic Recessions: How They Impact Firm's Marketing Budget and Strategies"²⁹

Daniel W. Smith, Penn State University at Beaver

3. Presentation Title: "The Role of Antithetic Political Attitudes on Country of Origin Animosity and Consumer Buying Behavior: The Case of Turkish Buying Behavior: The Case of Turkish Consumer Towards American Products"³⁰

Talha D. Harcar, Pennsylvania State University at Beaver

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

²⁸ Proceedings page 31

²⁹ Proceedings page 15

³⁰ Proceedings page 44

Friday, April 6, 2018

1:30 P.M. – 3:00 P.M.

Room: Gold

SOCIAL MEDIA

Track: Social Media

Track Chair: Karin Reinhard, DHBW Ravensburg
Stephan Daurer, DHBW Ravensburg

Session Title: Social Media – Usage and Policy

Session Chair: Cindi Smatt, University of North Georgia

1. Presentation Title: “Assessing TAM with User-Generated Content: An Alternative to Surveys”³¹

Geoffrey Hill, University of Central Arkansas

Michael Ellis, University of Central Arkansas

Pratim Datta, Kent State University

2. Presentation Title: “Social Media Policy in Emergency Services Agencies in the U.S. and Kosovo”³²

John Fisher, Utah Valley University

Ferid Azemi, Kosovo Academy of Public Safety

Darren Paul, Utah Valley University

3. Presentation Title: “Social Media Communities: Art Imitating Life”

Angela Corbo, Widener University

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

³¹ Proceedings page 2

³² Proceedings page 45

Friday, April 6, 2018

1:30 P.M. – 3:00 P.M.

Room: Silver

INTERDISCIPLINARY STUDIES / STUDENT PAPERS

Track: Interdisciplinary Studies / Student Papers

Track Chair: Nada Farhat, Icahn School of Medicine at Mount Sinai, NY
Spencer Kimball, Emerson College
Andres Gallo, University of North Florida

Session Title: Student Perspectives in Interdisciplinary Communication

Session Chair: Owen Eagan, Emerson College

1. Presentation Title: "Perceptions in the Workplace: 1977 to 2017"
Sayge Willis, Emerson College
 2. Presentation Title: "Cybervetting in Hiring Process"³³
Mila Yudina, Emerson College
 3. Presentation Title: "Has British Petroleum Recovered from the Deepwater Horizon Oil
Spill? An Analysis of its Public Relations to Regain Trust"³⁴
Armenia Leal, The University of Texas at San Antonio
Deandra Kanu, The University of Texas at San Antonio
 4. Presentation Title: "Are Employees the Most Important Asset of An Organization?
Using Employee Engagement as An Analytical Tool"³⁵
Ana Cappellin, Emerson College
 5. Presentation Title: "Logistic Ensemble Models"³⁶
Bob Vanderheyden, Kennesaw State University
Jennifer Priestley, Kennesaw State University
-

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

³³ Proceedings page 8

³⁴ Proceedings page 22

³⁵ Proceedings page 52

³⁶ Proceedings page 33

Friday, April 6, 2018

1:30 P.M. – 3:00 P.M.

Room: Copper

SUSTAINABILITY

Track: Sustainability

Track Chair: Gregory Robbins, Southern Connecticut State University
Chris Baynard, University of North Florida

Session Title: Sustainability

Session Chair: Chris Baynard, University of North Florida

-
1. Presentation Title: "Challenges of CBM"
Pejvak Oghazi, Södertörn University
Rana Mostaghel, Linnaeus University
 2. Presentation Title: "Sustainable Yield of Ground Water"
Hassan Badkoobei, National University
 3. Presentation Title: "An Integrated Perspective: Sports Tourism and Sustainable Development"³⁷
Yawei Wang, Montclair State University
Jie Gao, Montclair State University

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

³⁷ Proceedings page 28

Friday, April 6, 2018

1:30 P.M. – 3:00 P.M.

Room: Platinum

HEALTH COMMUNICATION

Track: Health Communication

Track Chair: Gregory Payne, Emerson College

Session Title: Keeping Health Communication Accountable

Session Chair: Gloria Boone, Suffolk University

-
1. Presentation Title: “Educational Methodologies for Mobile Simulation Units”³⁸
Christina Jackson, University of Nebraska Medical Center
 2. Presentation Title: “Challenges for and Potential Growth of PACE Programs”
Avinash Waikar, Southeastern Louisiana University
Sam D. Cappel, Southeastern Louisiana University
Kyle Meagues, Southeastern Louisiana University
 3. Presentation Title: “Communication, Performance and Legitimacy in the Health Care System”³⁹
Alicia Blanco-Gonzalez, Rey Juan Carlos University
Francisco Diez-Martin, Rey Juan Carlos
Lara Martínez de Aragón López, Rey Juan Carlos University
-

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

³⁸ Proceedings page 15

³⁹ Proceedings page 6

****Refreshments****



Friday, April 6, 2018

3:00 P.M. – 3:15 P.M.

Friday, April 6, 2018

3:15 P.M. – 4:45 P.M.

Room: Placer

ANALYTICS / MARKETING

Track: Analytics / Marketing

Track Chair: Anthony Richardson, Southern Connecticut State University
Felix Abeson, Coppin State University

Session Title: Analytics and Marketing

Session Chair: Philemon Oyewole, Howard University
Anthony Richardson, Southern Connecticut State University

-
1. Presentation Title: "ECG-Based Wearable Authentication: Using Big Data Value Chains to Protect Personally Identifiable Information"⁴⁰
T. Thomas Lahoud, Pace University
 2. Presentation Title: "An Informational Approach to Model Time Series of Naturalistic Automobile Driver Data Through Independent Component Analysis"⁴¹
Anthony Richardson, Southern Connecticut State University
 3. Presentation Title: "Deep Learning and Marketing"⁴²
Shimi Ahmad, Morgan State University
 4. Presentation Title: "The Role of Marketing in Developing Economies: The Nigeria Experience"⁴³
Felix Abeson, Coppin State University
-

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

⁴⁰ Proceedings page 14

⁴¹ Proceedings page 27

⁴² Proceedings page 11

⁴³ Proceedings page 44

Friday, April 6, 2018

3:30 P.M. – 4:45 P.M.

Room: Gold

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Indiana University Northwest

Session Title: Insights into Public Relations: OPR, Crisis, and the Theory-to-Practice Connect

Session Chair: Bonita Dostal Neff, Indiana University Northwest

-
1. Presentation Title: “Does Brand Personality Matter? A Look at Using Temperament-Based Communications for Organization-Public Relationship”⁴⁴
David Cleveland, Ball State University
Michelle O’Malley, Ball State University
 2. Presentation Title: “Forced Disaster Removal: A Public Relations Disaster for United Airlines”⁴⁵
Ali M. Kanso, The University of Texas at San Antonio
Alyssa Bowholtz, The University of Texas at San Antonio
 3. Presentation Title: “Practical Application and Public Relations Theory Do Go Together: Keys Bridge the Gap”⁴⁶
Tricia Hansen-Horn, University of Central Missouri
Adam Horn, University of Central Missouri

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

⁴⁴ Proceedings page 13

⁴⁵ Proceedings page 21

⁴⁶ Proceedings page 39

Friday, April 6, 2018

3:15 P.M. – 4:45 P.M.

Room: Silver

ACCOUNTING RESEARCH

Track: Accounting Research

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

Session Title: ART Gallery: Written Works from the Accounting Research Track

Session Chair: Dana Hart, University of North Florida

-
1. Presentation Title: “Progressing Technology and the Obsolescence of Accountants”⁴⁷
Daniel H. Boylan, Widener University
Jamie L. Philipp, Widener University
John K. McNicholas, Widener University
 2. Presentation Title: “Opportunity Cost of Equity and Accounting Comparability: A New Approach”
Yan Jin, Dominican University of California
Leo Sheng, University of York
 3. Presentation Title: “In Group Bias in Accounting Student Evaluations”
Dana Hart, University of North Florida
Robert Slater, University of North Florida
-

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

⁴⁷ Proceedings page 40

Friday, April 6, 2018

3:15 P.M. – 4:45 P.M.

Room: Copper

HUMAN RESOURCE MANAGEMENT

Track: Human Resource Management

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

Session Title: HR Policies & Practices

Session Chair: James Weber, St. Cloud State University

1. Presentation Title: “The Persistence of Non-Evidence Based Practices in Human Resource Management”⁴⁸

James Tan, St. Cloud State University
James Weber, St. Cloud State University

2. Presentation Title: “A Taxonomy of Disability Categorizations to Address the Needs of Business”⁴⁹

Rodger Morrison, Troy University
Tish Matuszek, Troy University
Diane Bandow, Troy University

3. Presentation Title: “Integrating Knowledge Management with Talent Development: Reinforcing Core Organizational Competencies”⁵⁰

Diane Bandow, Troy University
Tish Matuszek, Troy University

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

⁴⁸ Proceedings page 37

⁴⁹ Proceedings page 48

⁵⁰ Proceedings page 28

Friday, April 6, 2018

3:15 P.M. – 4:45 P.M.

Room: Silver

INTERDISCIPLINARY STUDIES / STUDENT PAPERS

Track: Interdisciplinary Studies / Student Papers

Track Chair: Nada Farhat, Icahn School of Medicine Mount Sinai, NY
Spencer Kimball, Emerson College
Andres Gallo, University of North Florida

Session Title: Student Perspectives in Interdisciplinary Communication

Session Chair: Andres Gallo, University of North Florida

1. Presentation Title: “NAFTA in Peril, An In-Depth Look at Public Perceptions of the North American Free Trade Agreement in Canada and the United States”

Emily Quinn, Emerson College
Nikolas Emack-Bazelais, Emerson College
Rahul Thayil, Emerson College
Rose Warren, Emerson College
Kelley Guerra, Emerson College

2. Presentation Title: “A Closer Look at the Plight of Farmers of India”⁵¹

Kaushik Chaudhuri, Shiv Nadar University
Pawan Kumar, Shiv Nadar University
Ankita Raj, Shiv Nadar University
Rohit Tiwari, Shiv Nadar University
Paul A. Fadil, University of North Florida

3. Presentation Title: “What’s So Funny About Peace, Love, and Free Speech?”⁵²

Christian Gibbons, Emerson College

4. Presentation Title: “Islam and Web 2.0: A Case Study of How a United States Urban Mosque is Using Facebook to Promote Civic Engagement and Political Participation”⁵³

Susannah Marcucci, Emerson College

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

⁵¹ Proceedings page 5

⁵² Proceedings page 54

⁵³ Proceedings page 30

Friday, April 6, 2018

5:00 P.M. – 6:30 P.M.

Room: Placer

ALL ACADEMY SESSION

“International Trade in the Era of De-Globalization”

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

1. “Social Calculus Missing from Decisions on Immigration and International Trade”
Robert C. Camp, Indiana University of Pennsylvania
 2. “Impact of International Trade Agreements on Economics”
Raymond Cox, Thompson Rivers University
 3. “International Trade and Geopolitics”
Abbas J. Ali, Indiana University of Pennsylvania
-

Commentator: Shahid Siddiqi, Long Island University

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



Friday, April 6, 2018
7:30 P.M. – 9:30 P.M.

Location: Top of the Bay

Reception & Dinner

Saturday, April 7, 2018



Breakout Sessions

Saturday, April 7, 2018

8:30 A.M. – 10:00 A.M.

Room: Placer

SPORTS BUSINESS / ADVERTISING & MARKETING COMMUNICATION

Track: Sports Business / Advertising & Marketing Communication

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

Session Title: Management, Brand Associations, and Most Popular

Session Chair: Brian Larson, Widener University

-
1. Presentation Title: "Exploring Brand Associations in Local Soccer Team"⁵⁴
Nevzat Bilge Ispir, Anadolu University
 2. Presentation Title: "Factors Contributing to the Most Popular Sports in the Most Populous Counties"⁵⁵
Louis K. Falk, University of Texas Rio Grande Valley
Jennifer L. Lemanski, University of Texas Rio Grande Valley
 3. Presentation Title: "Chinese Capital in Spanish Football. A Case Study of RCD Espanyol New Management Trends After Rastar Purchase"⁵⁶
Toni Sellas, University of Vic-Central University of Catalonia
Xavier Ginesta, University of Vic-Central University of Catalonia
-

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

⁵⁴ Proceedings page 18

⁵⁵ Proceedings page 18

⁵⁶ Proceedings page 4

Saturday, April 7, 2018

8:30 A.M. – 10:00 A.M.

Room: Gold

INSTRUCTIONAL & PEDAGOGICAL ISSUES

Track: Instructional & Pedagogical Issues

Track Chair: Amiso M. George, Texas Christian University

Session Title: Technology and Business Education

Session Chair: Michael Ellis, University of Central Arkansas

1. Presentation Title: "Securing the Cyber Pipeline: Toward National Strategies for Cyber Workforce Development"⁵⁷

Tamirat Abegaz, University of North Georgia
Bryson Payne, University of North Georgia

2. Presentation Title: "What is the Importance of Publicly Traded Stock Management as Part of the Education Curriculum"⁵⁸

Glenn Smith, Grays Harbor College
Steven Tippins, Walden University
David Bouvin, Walden University

3. Presentation Title: "Python as a First Programming Language for Business Students"⁵⁹

Michael Ellis, University of Central Arkansas
Geoffrey Hill, University of Central Arkansas
Carla Barber, University of Central Arkansas

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

⁵⁷ Proceedings page 45

⁵⁸ Proceedings page 53

⁵⁹ Proceedings page 41

Saturday, April 7, 2018

8:30 A.M. – 10:00 A.M.

Room: Silver

INTERNATIONAL BUSINESS

Track: International Business

Track Chair: Philemon Oyewole, Howard University

Session Title: Caught in The Globalism-Nationalism Nexus! The Triad of India, China, and the USA

Session Chair: Felix Abeson, Coppin State University

1. Presentation Title: "India China Trade: Estimation of Suppressed Trade Potential with Controlled Endogeneity"⁶⁰

Shahid Siddiqi, Long Island University

Vijay Vemuri, Quinnipiac University

2. Presentation Title: "How Do Globalism and Nationalism Impact America's International Business Competitiveness?"⁶¹

Francoise Lepage, Dominican University of California

Denise Lucy, Dominican University of California

Jayati Ghosh, Widener University

3. Presentation Title: "Downswing in Globalization? The Self Identity Perspective"⁶²

Shahid Siddiqi, Long Island University

4. Presentation Title: "Is Now the Moment to Push Small-Scale Public and Private Partnership Projects"⁶³

Paloma Bernal Turnes, George Washington University

5. Presentation Title: "Gender Inequalities in International Trade"⁶⁴

Paloma Bernal Turnes, George Washington University

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

⁶⁰ Proceedings page 25

⁶¹ Proceedings page 23

⁶² Proceedings page 14

⁶³ Proceedings page 30

⁶⁴ Proceedings page 22

Friday, April 6, 2018

8:30 A.M. – 10:00 A.M

Room: Copper

GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE

Track: Global Corporate PR, Responsibility and Culture

Track Chair: Enric Ordeix-Rigo, Ramon Llull University

Session Title: Legitimacy, Representation and Support

Session Chair: Enric Ordeix-Rigo, Ramon Llull University

1. Presentation Title: “Viña Beautiful City Construction of the City’s Brand”⁶⁵
Macarena Urenda, DUOC-UC (Chile)

 2. Presentation Title: “Legitimacy, Reputation and Image in the Spanish Public University: Are These Variables Related?”⁶⁶
Cristina Del Castillo-Feito, Rey Juan Carlos University
Camilo Prado Román, Rey Juan Carlos University
Lara Martínez de Aragón López, Rey Juan Carlos University

 3. Presentation Title: “FCBarcelona in the US Soccer Market: The Analysis of Its Brand Positioning Through the International Press”
Xavier Ginesta, University of Vic-Central University of Catalonia
Jordi de San Eugenio, University of Vic-Central University of Catalonia

 4. Presentation Title: “Public Interest and the Legitimacy of Media”⁶⁷
Santiago Justel, Internacional University of Catalonia
Josep-Lluís Micó, Ramon Llull University
Gregory Payne, Emerson College
Enric Ordeix-Rigo, Ramon Llull University
-

Discussants: Brian Larson, Widener University
Miquel Tresserras, Ramon Llull University

⁶⁵ Proceedings page 52

⁶⁶ Proceedings page 32

⁶⁷ Proceedings page 41

Saturday, April 7, 2018

8:30 A.M. – 10:00 A.M.

Room: Platinum

HEALTH COMMUNICATION

Track: Health Communication

Track Chair: Gregory Payne, Emerson College

Session Title: Communication and Marketing Strategies in Health Care

Session Chair: Gloria Boone, Suffolk University

1. Presentation Title: “Will Demarketing of Healthcare Services Continue to be a Viable Strategy?”⁶⁸

Sam D. Cappel, Southeastern Louisiana University
Avinash Waikar, Southeastern Louisiana University

2. Presentation Title: “Evidence for Improved Communications Strategies in Promoting Preventive Healthcare Practices”

Harrison Bonilla, Boston University

3. Presentational Title: “Johnson and Johnson Children’s Medicine Recalls”⁶⁹

Molly Lopez, University of Texas at San Antonio

Discussants: Nada Farhat, Icahn School of Medicine at Mount Sinai, New York

⁶⁸ Proceedings page 55

⁶⁹ Proceedings page 31

**** Refreshments ****



Saturday, April 7, 2018

10:00 A.M. – 10:15 A.M.

Saturday, April 7, 2018

10:15 A.M. – 11:45 A.M.

Room: Placer

INFORMATION SYSTEMS AND E-LEARNING / KNOWLEDGE MANAGEMENT

Track: Information Systems and E-Learning / Knowledge Management

Track Chair: Saurabh Gupta, Kennesaw State University
Michael Baechle, Baden-Wuerttemberg Cooperative State Univ.
Arthur Kolb, University of Applied Sciences – Kempten

Session Title: Information Systems and Knowledge Management

Session Chair: Saurabh Gupta, Kennesaw State University
Arthur Kolb, University of Applied Sciences – Kempten

-
1. Presentation Title: “Technology Paradoxes, Emotional Ambivalence and Use Patterns”
Liqiong Deng, University of West Georgia
 2. Presentation Title: “Assessing the Perceptions and Usage of Agile Software Development Practices in Academic Settings”⁷⁰
Tamirat Abegaz, University of North Georgia
 3. Presentation Title: “Knowledge Coordination in Business Process Management”⁷¹
Xun Li, Nicholls State University
Clyde W. Holsapple, University of Kentucky
 4. Presentation Title: “Digitalization as Enabler for a Holistic Corporate Performance Management”⁷²
Armin Roth, Reutlingen University
Wjatscheslav Baumung, Reutlingen University

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

⁷⁰ Proceedings page 2

⁷¹ Proceedings page 32

⁷² Proceedings page 12-13

Saturday, April 7, 2018

10:15 A.M. – 11:45 A.M.

Room: Gold

INSTRUCTIONAL & PEDAGOGICAL ISSUES

Track: Instructional & Pedagogical Issues

Track Chair: Amiso M. George, Texas Christian University

Session Title: Entrepreneurship and Student Engagement

Session Chair: Amiso M. George, Texas Christian University

1. Presentation Title: "Promoting Entrepreneurship Among Public Relations Students Through A Fundraising Event"⁷³

Diong Fong Wei, Universiti Tunku Abdul Rahman (UTAR)

Amiso M. George, Texas Christian University

2. Presentation Title: "Transforming Assessment into An Engaged Process"⁷⁴
Angela Corbo, Widener University

3. Presentation Title: "Does What You Teach or Your Experience Matter?"⁷⁵

Vance Lewis, University of Central Arkansas

Kaye McKinzie, University of Central Arkansas

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

⁷³ Proceedings page 40

⁷⁴ Proceedings page 50

⁷⁵ Proceedings page 13

Saturday, April 7, 2018

10:15 A.M. – 11:45 A.M.

Room: Silver

MANAGERIAL ACCOUNTING

Track: Managerial Accounting

Track Chair: Majdul Islam, Concordia University

Session Title: Convergence of Managerial and Financial Accounting Research

Session Chair: Ibrahim Aly, Concordia University

-
1. Presentation Title: “The Seasonality Effect on Students’ Academic Performance in an Introductory Managerial Accounting Course: An Empirical Study”
Ibrahim Aly, Concordia University
Matthäus Tekathen, Concordia University
 2. Presentation Title: “The Romance of Self-Employment and Management: A Cross-Cultural Study”⁷⁶
Mohammad Jamal, Concordia University
Majdul Islam, Concordia University
 3. Presentation Title: “An Interaction between Strategic Focus and use of Balanced Scorecard: Influence on Managerial Performance”⁷⁷
Ashrafee T. Hossain, Memorial University of Newfoundland
Majdul Islam, Concordia University

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

⁷⁶ Proceedings page 36

⁷⁷ Proceedings page 29

Saturday, April 7, 2018

10:15 A.M. – 11:45 A.M.

Room: Copper

**CROSS-CULTURAL & INTERPERSONAL COMMUNICATION /
ORGANIZATIONAL BEHAVIOR & THEORY**

Track: Cross-Cultural & Interpersonal Communication /
Organizational Behavior & Theory

Track Chair: Jennifer Summary, Southeast Missouri State University
C. Brian Flynn, University of North Florida
Tobias Huning, University of North Florida

Session Title: Perceptions and Behaviors in Higher Education

Session Chair: Tobias Huning, University of North Florida

-
1. Presentation Title: "Trust, Violation, and Dark Perception: The Impact of "Dark" Perception on Relational Outcomes"⁷⁸
H. Paul LeBlanc III, University of Texas at San Antonio
 2. Presentation Title: "Three Laws of Relational Dynamics: A Theoretical Model for the Relational Impact of Perceptions and Metaperceptions"
H. Paul LeBlanc III. University of Texas at San Antonio
 3. Presentation Title: "Finding Key Indicators of Faculty Excellence using Psychological Capital and Psychological Ownership"⁷⁹
Hamid Khan, Our Lady of the Lake University
 4. Presentation Title: "Student Engagement in the Institutes of Higher Education in India"⁸⁰
Kaushik Chaudhuri, Shiv Nadar University
Thommandru Akhil Nag, Shiv Nadar University
Cindi Smatt, University of North Georgia

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

⁷⁸ Proceedings page 50

⁷⁹ Proceedings page 20

⁸⁰ Proceedings page 47

Saturday, April 7, 2018

10:15 A.M. – 11:45 A.M.

Room: Platinum

INTERDISCIPLINARY STUDIES

Track: Interdisciplinary Studies

Track Chair: Nada Farhat, Icahn School of Medicine at Mount Sinai, New York

Session Title: Challenges and Trends in Polling Pedagogy

Session Chair: Nada Farhat, Icahn School of Medicine at Mount Sinai, New York

Two experienced academics in survey research will dialogue on the following topic:

“POLLING PEDAGOGY: AN APPLIED TEACHING METHOD FOR SURVEY RESEARCH”⁸¹

Spencer Kimball, Emerson College
John Tedesco, Virginia Tech

The Survey research industry is reported to have annual revenue of between \$5 billion and \$20 billion dollars. 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.

Discussants: Alicia Blanco-Gonzalez, Rey Juan Carlos University
Owen Eagan, Emerson College

⁸¹ Proceedings page 38

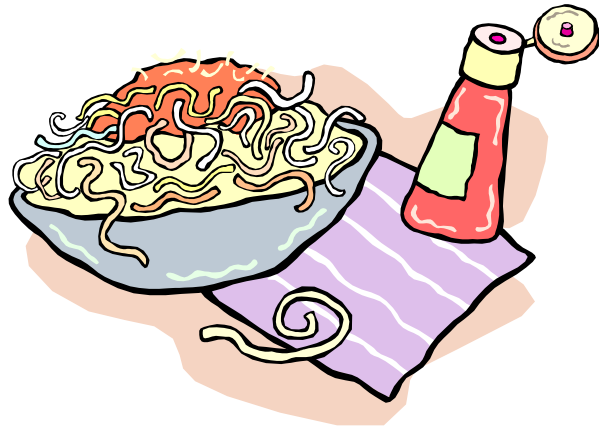
****Lunch Break****



Saturday, April 7, 2018

12:00 P.M. – 1:30 P.M.

****Track Chairs Luncheon ****



Saturday, April 7, 2018
12:00 P.M. – 1:30 P.M.

Location: TBD

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

Saturday, April 7, 2018

1:30 P.M. – 3:00 P.M.

Room: Placer

TOURISM, TRAVEL, AND HOSPITALITY

Track: Tourism, Travel, & Hospitality

Track Chair: Amanda Templeton, University of Central Florida

Session Title: Customers and Brand Personality

Session Chair: Karen Barr, Penn State University at Beaver

1. Presentation Title: "Evaluation of Service Quality of Airline Companies in Customer's Eyes"⁸²

Mahmut Bakir, Anadolu University
Ozlem Atalki, Anadolu University

2. Presentation Title: "How Soundscape Influences Customer Satisfaction in the Restaurant Industry"⁸³

Shiang-Lih McCain, Widener University
Jeffrey Lolli, Widener University
Brian Larson, Widener University

3. Presentation Title: "A Qualitative Approach to Understanding Archaeological Destination Brand Personality"⁸⁴

Pong Kok Shiong, Universiti Tunku Abdul Rahman (UTAR)
Amiso M. George, Texas Christian University

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

⁸² Proceedings page 17

⁸³ Proceedings page 23

⁸⁴ Proceedings page 42

Saturday, April 7, 2018

1:30 P.M.- 3:00 P.M.

Room: Gold

INSTRUCTIONAL & PEDAGOGICAL ISSUES

Track: Instructional & Pedagogical Issues

Track Chair: Amiso M. George, Texas Christian University

Session Title: Instruction and Pedagogy

Session Chair: Kaye McKinzie, University of Central Arkansas

1. Presentation Title: "Increasing Course Revision Efficacy Via Focused Pedagogical Topics"⁸⁵

Steven McGahan, University of Nebraska at Kearney eCampus

2. Presentation Title: "Separate But...Satisfied? An Exploration of The Job Satisfaction of Business College Adjunct"⁸⁶

Vance Lewis, University of Central Arkansas

Kaye McKinzie, University of Central Arkansas

3. Presentation Title: "Fungible Assignments in The Higher Education: Demonstrating Mastery Via Choice"⁸⁷

Steven McGahan, University of Nebraska at Kearney eCampus

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

⁸⁵ Proceedings page 25

⁸⁶ Proceedings page 48

⁸⁷ Proceedings page 21

Saturday, April 7, 2018

1:30 P.M. – 3:00 P.M.

Room: Silver

ORGANIZATIONAL RELATIONS AND CRISIS COMMUNICATIONS

Track: Organizational Relations and Crisis Communications

Track Chair: Christina Jackson, University of Nebraska Medical Center

Session Title: Crisis Management and Communication

Session Chair: Michelle O'Malley, Ball State University

1. Presentation Title: "A Decade Later: A Rational Decision Cycles in Post-Hurricane Katrina Disaster Management"⁸⁸

Robert A. Smith, Southern Connecticut State University

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

Kauther Badr, Southern Connecticut State University

2. Presentation Title: "A Comparative Study of Crisis Communication Planning in Southeast Europe and the United States"⁸⁹

John Fisher, Utah Valley University

Bejtush Gashi, Kosovo Academy of Public Safety

Muhaedin Bela, Ss. Cyril and Methodius University in Skopje

3. Presentation Title: "Defending Professionalism: Exploring Accounting Stereotypes in American Movies"⁹⁰

Daniel H. Boylan, Widener University

Aaron Mastriani, Widener University

Carvan Boylan, Widener University

4. Presentation Title: "Meeting the Clery Act's Timely Warning Guidelines: Student Communication Preferences"⁹¹

Christina Jackson, University of Nebraska Medical Center

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

⁸⁸ Proceedings page 9

⁸⁹ Proceedings page 6

⁹⁰ Proceedings page 11

⁹¹ Proceedings page 35

Saturday, April 7, 2018

1:30 P.M. – 3:00 P.M.

Room: Copper

FINANCE

Track: Finance

Track Chair: Phillip Fuller, Jackson State University

Session Title: Current Topics in Finance

Session Chair: Phillip Fuller, Jackson State University

1. Presentation Title: “The Association Between Bitcoin Prices and Vix Index: Application of the Granger Causality”⁹²
Prakash Dheeriya, California State University-Dominguez Hills
Rama Malladi, California State University-Dominguez Hills
José Martinez, California State University-Dominguez Hills
 2. Presentation Title: “Changes to Obama-era Banking Regulations and its Impact on the Banking System”⁹³
Farhang Mossavar-Rahmani, National University
 3. Presentation Title: “Analyst Forecast Dispersion and US Business Cycles”
Raymond A. Cox, Thompson Rivers University
Ajit Dayanandan, University of Alaska Anchorage
Han Donker, University of Alaska Anchorage
John Nofsinger, University of Alaska Anchorage
-

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

⁹² Proceedings page 3

⁹³ Proceedings page 4

Saturday, April 7, 2018

1:30 P.M. – 3:00 P.M.

Room: Platinum

INTERDISCIPLINARY STUDIES / STUDENT PAPERS

Track: Interdisciplinary Studies / Student Papers

Track Chair: Spencer Kimball, Emerson College
Andres Gallo, University of North Florida

Session Title: Global and Local Interdisciplinary Insights

Session Chair: John Tedesco, Virginia Tech
Linda Gallant, Emerson College

1. Presentation Title: “Our Personal Landfill: Driving Sustainable Waste Management in The Modern University”⁹⁴

Hannah Baldizon, University of West Georgia
Katlyn Bradshaw, University of West Georgia
Jesse Morris, University of West Georgia
Susana Velez-Castrillon, University of West Georgia

2. Presentation Title: “U.S. State Department Emerson College Election Project - 2016 as Soft Power Public Diplomacy”

Kyle Neill, Emerson College

3. Presentation Title: “Altering Global Prejudices via Sports and Grass Roots Diplomacy”
Amelia Semprebón, Emerson College

4. Presentation Title: “What Engagement Strategies Does ECommerce Retailers Use to Impact Consumers’ Purchase Intent - Take the Shopping Experience for a Canvass Briefcase at Tmall as an Example”⁹⁵

Shiwei Liang, Emerson College

5. Presentation Title: “Grass Roots Public Diplomacy Initiatives in Mexico: Building Bridges - Not Walls.”

Andrew Geiger, Orange Coast College

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

⁹⁴ Proceedings page 36

⁹⁵ Proceedings page 53

****Refreshments****



Saturday, April 7, 2018

3:00 P.M. – 3:15 P.M.

Saturday, April 7, 2018

3:15 P.M. – 4:45 P.M.

Room: Placer

ENTREPRENEURSHIP & FAMILY BUSINESS / LEADERSHIP

Track: Entrepreneurship & Family Business / Leadership

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

Session Title: Supporting Entrepreneurship

Session Chair: Karen Barr, Penn State University at Beaver

-
1. Presentation Title: "David and the New Horse Owner: Social Identity, Information, and Influence in the Equine Industry"⁹⁶
David Olson, California State University
Joseph Broschak, University of Arizona
 2. Presentation Title: "A Customer Development Model Approach to the Subscription Based Video Gaming Industry"⁹⁷
Matthew Esaw, Southern Connecticut State University
 3. Presentation Title: "Indicators of Veritable Teaching Effectiveness that Promote Excellence in Instruction, Research, Service, and Practice"⁹⁸
Hamid Khan, Our Lady of the Lake University
-

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

⁹⁶ Proceedings page 9

⁹⁷ Proceedings page 8

⁹⁸ Proceedings page 26

Saturday, April 7, 2018

3:15 P.M. – 4:45 P.M.

Room: Copper

HUMAN RESOURCE MANAGEMENT

Track: Human Resource Management

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

Session Title: HRM – Careers and Misconduct

Session Chair: Diane Bandow, Troy University

1. Presentation Title: “Perceptions of Emerging Markets as an International Career Development Option”⁹⁹

Roblyn Simeon, San Francisco State University

2. Presentation Title: “Variation in Who Gets Punished in the Aftermath of Misconduct”
Pooria Assadi, California State University Sacramento

3. Presentation Title: “Woman’s Work is Never Done: Perceived Leadership Effectiveness of Women in Teams”¹⁰⁰

Jamie Birdwell, Florida Institute of Technology

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

⁹⁹ Proceedings page 37

¹⁰⁰ Proceedings page 55

Saturday, April 7, 2018

3:15 P.M. – 4:45 P.M.

Room: Silver

ACCOUNTING RESEARCH TRACK

Track: Accounting Research

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

Session Title: ART Gallery: Written Works from the Accounting Research Track

Session Chair: Dana Hart, University of North Florida

-
1. Presentation Title: "Error Rate Impacts on Decision Efficacy: Activity-Based Costing Systems in Small Business"¹⁰¹
Vincent J. Shea, St. John's University
Bobby E. Waldrup, Loyola University
Helen Xu, Loyola University
Steven Williamson, University of North Florida
 2. Presentation Title: "Information Systems Management: The Equifax Hack"¹⁰²
Uma V. Sridharan, Columbus State University
Tobias Huning, University of North Florida
 3. Presentation Title: "Deep Learners Perceptions of Online Homework"¹⁰³
Brian Wilson, St. Cloud State University
Linda McCann, Metropolitan State University
Craig Miller, University of Minnesota - Crookston

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

¹⁰¹ Proceedings page 16

¹⁰² Proceedings page 27

¹⁰³ Proceedings page 10

Saturday, April 7, 2018

3:15 P.M. – 4:45 P.M.

Room: Copper

ECONOMICS / FINANCE

Track: Economics / Finance

Track Chair: Albert Loh, University of North Florida
Phillip Fuller, Jackson State University

Session Title: Current Topics in Economics and Finance

Session Chair: Albert Loh, University of North Florida
Phillip Fuller, Jackson State University

1. Presentation Title: "Does International Accreditation of Health Care Institutes Lead to Greater Consumption of Health Service by Foreign Patients? Evidence from a Gravity Model"
Albert Loh, University of North Florida
 2. Presentation Title: "Forecasting of Attendance in a Movie Theatre Using Multiple Regression Analysis"¹⁰⁴
Hossein Jamshidi, Alabama A&M University
 2. Presentation Title: "Stock Market Development & Economic Growth of Certain African Emerging Market Ghana, Ivory Coast, Nigeria, Mauritius, and South Africa"¹⁰⁵
Francis Mensah, International School of Management
K. Matthew Wong, St. John's University
 3. Presentation Title: "Retirement: The Final Chapters"¹⁰⁶
Phillip Fuller, Jackson State University
-

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

¹⁰⁴ Proceedings page 20

¹⁰⁵ Proceedings page 46

¹⁰⁶ Proceedings page 43

Saturday, April 7, 2018

3:15 P.M. – 4:45 P.M.

Room: Platinum

Advocacy and Caregiving in Health Communication: A Tribute to Janice Payne



Presentation Title: Remembering Janice Payne: Lessons in Ultimate Caregiving and Advocacy

Session Chair: Nada Farhat, Icahn School of Medicine at Mount Sinai, NY

This program is dedicated to the spirit of life epitomized by Janice Payne who was the ultimate caregiver and advocate for the rights of loved ones.

Participants:

Enric Ordeix-Rigo, Blanquerna-Ramon Llull University
Spencer Kimball, Emerson College
Ali Kansa, University of Texas
Gloria Boone, Suffolk University
Linda Gallant, Emerson College
John Tedesco, Virginia Tech University

Discussants: Nada Farhat, Icahn School of Medicine at Mount Sinai, NY
Gregory Payne, Emerson College

ALL ACADEMY SESSION

“Online vs. On Campus: Evaluations & Additional Pressures”

Date: Saturday, April 7, 2018

Time: 5:00 P.M. – 6:30 P.M.

Location: Placer

Presentation team: Dr. Margaret A. Goralski, Quinnipiac University
Dr. Louis K. Falk, University of Texas Rio Grande Valley
Dr. John Fisher, Utah Valley University



As faculty, most of us are assessed for teaching excellence via student evaluations. Many Universities utilize and distribute to students the same evaluations for online learning as they have historically for on campus learning. However, the two teaching methods vary greatly. Evaluations were initially distributed as a means of improving course content and/or course delivery, but now are oftentimes used as an assessment tool for promotion and tenure. Is this the correct path? Or should evaluations be used to gauge what is actually being taught? Based on the current state - what can be done to minimize the negative aspects of student evaluations?

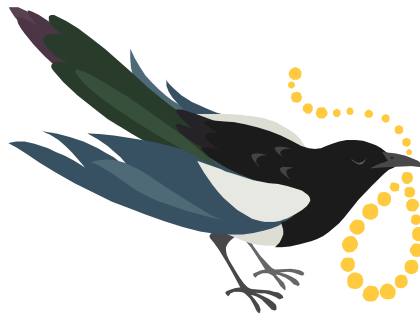
In addition to evaluations, there are accompanying pressures for faculty who are teaching online courses. These include class size and the number of assignments. The number of students that a university deems ‘appropriate’ for an online course vs. an on campus course can be very different. The amount of assessments conducted in an on campus vs. online course can also be extremely dissimilar. How do faculty get to a happy medium that satisfies both the administration and personal workload?

In this interactive session, the presenters share some of their experiences, as well as, current practices associated with online vs. on campus programs. The floor will be open for the audience participants to share their own experiences and suggestions.

Please join us for this vibrant, passionate dialogue, so we can learn from one another and benefit from each other’s experience!



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



Saturday, April 7th, 2018

7:15 P.M. – 9:15 P.M.

***Location:
Top of the Bay***

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INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES

