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ACCOUNT FOR IT

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Account For It is a board game created to introduce the concept of financial accounting transactions to business students or new business owners. A demonstration video is available at https://mediaspace.minnstate.edu/media/Account+for+It/1_52q60g2f This session will introduce the game, class use and student feedback is left for future research to support a publishable submission. A board game was intentional for students to "feel" the impact of business transactions. The board includes basic accounts (Cash, Accounts Receivable, Equipment, Accounts Payable, Loan Payable, Owner Capital, Revenue, and Expense) which are organized utilizing the accounting equation. The game can be implemented on the first day of financial accounting to introduce the accounting equation and the impact of financial transactions to the accounting system. Once debits and credits are introduced in class the game could be used again having one student play the game, one student recording the game transactions in journal form, and one student updating the ledger. Service businesses were used in the game development in order to avoid the complexity of purchasing raw material or merchandise inventory. Most textbooks introduce financial accounting the same way, utilizing merchandise inventory and cost of goods sold later in the semester. A formal version of the game was printed through Game Crafter, a company that produces tabletop game components and custom print on demand card games and board games. The game was beta tested with family and friends, many of which stated they learned something about financial accounting.

ADVERTISING INNOVATION IN MEN'S FASHION MAGAZINES IN THE SPANISH MARKET

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This paper aims to shed light on innovative communication strategies in men's fashion magazines based on the analysis of advertising content and the preferences and reactions of multimedia readers. Nowadays, digitalization increases consumer awareness, which, together with the variety of referents, makes media loyalty and credibility difficult. Traditional magazines are evolving towards design strategies where the digital marketing environment of magazines is enhanced, getting closer to the user, following the new technological trends and adapting to the era of digitization. Based on the analysis of two surveys, this research proposes different, creative and innovative strategies in order to reach a wider audience and awareness in the men's magazine market at a national level. After performing sample comparison analysis, the study reveals the importance of carrying out different specialized strategies for each profile due to the statistically significant differences found. Finally, the study can be applied to different geographic and thematic areas.

ANALYSIS OF INDIVIDUAL CHOICE TO USE CRYPTOCURRENCY FOR COMPENSATION AND SPENDING DECISIONS

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In our research we examine factors influencing individual choices to accept and use digital currency for payments and to receive compensation. Retailers seek to improve customer satisfaction and employers seek to improve employee satisfaction. A better understanding of the factors influencing consumer choice of cryptocurrency would help retailers in deciding whether or not to offer customers the option to pay for goods and services in cryptocurrency.

ANTECEDENTS OF OUTSOURCING: A STRUCTURAL EQUATION MODEL

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Product modularity is "the practice of using standardized product modules so they can be easily reassembled / rearranged into different functional forms or shared across different product lines". Process modularity is defined as "the practice of standardizing manufacturing process modules so that they can be re-sequenced easily or new modules can be added quickly in response to changing product requirements". Mass customization (MC) has been defined as "the ability to produce varieties of customized products quickly, on a large scale and at a cost comparable to mass production, through technical and managerial innovations" (Tu et al., 2004, p. 151). To meet customer expectations about product attributes, companies customize products in hopes of increased customer satisfaction and market share (Åhlström and Westbrook, 1999). Outsourcing is considered to be one of the key practices for supply chain responsiveness. Prater et al. (2001) in his case study research presents the case study of Hewlett Packard, which reduced the uncertainty by designing the product appropriately so as to customize it only when individual orders are received. This strategy is referred to as postponement and is a crucial part within the logistic structure (Hise, 1995). In this article, we present a structural model that hypothesizes that these various constructs are antecedents of outsourcing.

AUDITING SOFTWARE: ARE THEY ALL THE SAME OR DO SOME OFFER COMPETITIVE ADVANTAGES?

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The continued growth of accounting software explicitly for auditors along with its growing ease of use is reducing the need for these services to be provided directly by the accounting [auditing] profession. Businesses are increasingly opting to replace professional accounting services for more affordable auditing software, causing the profession to feel the impact of technological advances. This leads to the question of whether all auditing technology software is the same and does some auditing software offers competitive advantages. Prevailing research was reviewed to conclude the current use of software technologies vs professional accounting. This study also examines a review of the brands of auditing software used. A score for each software was compiled and reviewed to determine a business's satisfaction with the software across criteria including cost, customer support, ease of use, and final overall satisfaction. The research finds that companies can reduce accounting [auditing] service costs by using software; however, risks include increased errors using accounting professionals that lack a strong understanding of accounting and auditing concepts and procedures. The research also finds that the use of software for auditing and tax cannot fully replace the advice of a professional due to the underlying complexities of the codes. Auditing cannot fully be replaced because the human element needs to be in place to gather sufficient evidence to conclude a written opinion for an organization that is either public or private organization looking to be audited for a bank loan.

BACK IN MY DAY: HOW STUDENT EVALUATIONS OF TEACHING ARE IMPACTED BY FACULTY WORK EXPERIENCE

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Within an ever-changing marketplace, along with the continued evolution of accreditation standards, those chosen to lead the college business classrooms are being expected to be a combination of industry experts and teachers…all in an effort to yield the best educational outcome possible. While traditional qualifications such as research and teaching accomplishments are still being sought, this increase in industry qualifications raises the question of whether those hired based on industry experience are as effective in the classroom as their more traditionally trained counterparts. Using 355 sets of students' evaluations of business classes from three public southwestern universities with AACSB accreditation, matched with career information about the respective instructors, this study sought to verify if having industry experience positively impacts classroom effectiveness as well as if years of teaching experience, level of one's degree, and whether one is currently in an administrative role with their university impacts the student ratings of the instructor. Results supported some hypotheses and previous research while not supporting others. As industry experience was predominately found to not improve one's effectiveness, the results raise questions for hiring officials and university leadership.

BEGINNING TO ASSESS THE PUBLIC RELATIONS SOCIETY OF AMERICA MBA INITIATIVE IMPACT

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Public relations and strategic communication bring immeasurable value to the world of business every day, at every level and in every industry. Surprisingly, PRSC courses are not routinely included in MBA curriculum. Recognizing that value vacuum, in 2012 the Public Relations Society of America launched a pilot PRSA MBA initiative designed to bring a PRSA-vetted public relations and strategic course to MBA programs. It provided model course syllabi, approved course content, and an rigorous submission process for academic programs wanting to participate. Nine years and 15 participating MBA programs later, it is time to assess the initiative's impact from the perspective of traditionally trained business students who have completed a PRSA-approved MBA strategic communication course. This study seeks to do that through survey research with MBA students who completed the course at a mid-sized midwestern state university. While limited by the number of participants completing the survey, initial results indicate value-added impacts in students' business educations.

CAMBRIDGE ANALYTICA SCANDAL: HOW THE CRISIS CHANGED THE SOCIAL MEDIA WORLD

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"When written in Chinese, the word 'crisis' is composed of two characters. One represents danger and the other represents opportunity" (John F. Kennedy). And this is what happened with the Cambridge Analytica crisis, a data leak scandal which affected many Facebook users. Therefore, the goal of this research is to analyze how the scandal affected the different stakeholders, including Cambridge Analytica, Facebook and, consequently, the Trump administration. Furthermore, this project will examine the data breach in detail, by answering these questions: Which were the main consequences and challenges of the crisis? How could the crisis have been avoided? How was it handled? What could have been done differently?... The methodology that the research will follow is: firstly, an in-depth analysis of the facts and the timeline since the creation of the "This is your digital life" app, secondly, the examination of the crisis management strategies that were adopted by Facebook and Cambridge Analytica, and thirdly, the study of the opportunity that emerged within those involved to build stronger relationships with the users, enhance brand trust and credibility and strengthen the company's culture. Finally, the Cambridge Analytica crisis was foreseeable and it could have been avoided or managed transparently. However, which could have been the best way to manage this abrupt
change in the status quo?

CHANGE OF THE ACCOUNTING PROFESSION DUE TO ENRON

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As one of the biggest scandals in the world, Enron is a major problem for the accounting profession. In the Enron scandal, auditors did not remain objective and were not able to uncover the fraud that Enron was committing. Researchers were interested in this topic because the accounting profession can access a lot of information and has a lot of control over corporations' financial statements. In the wake of this scandal, researchers set out to uncover the Enron scandal and the changes that it made in the accounting and auditing profession. Researchers looked at a total of 13 different sources, ranging from peer-reviewed journal articles to newspapers and speeches, and were searching for the major changes that have happened since the Enron scandal. Some of the major changes that researchers found included the Sarbanes-Oxley Act, new auditor requirements, increased criminal punishment for corporate executives and auditors, increased need for internal financial controls, and multiple different changes in ethical behaviors. Overall, auditors were successful in their search and were able to find numerous changes in the accounting profession that has happened because of the Enron scandal. This research can help show society the changes that have been underway in the accounting profession, so hopefully, society can start to trust the accounting profession once again.

COMFORT LEVEL IN AN UNDERGRADUATE RESEARCH METHODS COURSE WITH MULTIPLE TEACHING MODALITIES: IMPACT ON SELF-EFFICACY

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This study is a follow-up to an earlier study (LeBlanc, 2006) which investigated the outcomes of teaching techniques on students' sense of comfort in performing research related tasks in an undergraduate research methods course. In the original study, the author tested students' perceptions of levels of comfort in performing research related tasks at the beginning and end of the semester over several semesters in a face-to-face modality. In the current study, pre- and post-course data from a span of nineteen years in the same course, by the same instructor, with different modalities (face-to-face, hybrid, and fully online) are compared to examine if changes in student reports of comfort with research tasks occur across time and by modality. Results indicated a significant increase in student perceptions of comfort with performing research tasks from beginning to end of the course term for all three teaching modalities, with minor variances between the modalities.

COMMUNICATION AND HUMILITY: LIFE WITH A PURPOSE

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If we seek to live a life of purpose in relationship with others, personally or professionally, the way we communicate can have profound effects. How do we define humility? In what way does communicating with humility enhance our lives and the lives of those around us? According to Button (2005), humility may be one of the most important virtues for communicating in a pluralistic society. A humble person "will make a belief in the equality of persons a guiding principle in her choice of actions" (Grenberg, 2005, p. 193). Awe leads to greater humility (Stellar et al., 2018). In this paper (part of a larger work) we will examine qualities of the humble communicator. To accomplish this, we will examine the wisdom of writers, teachers and leaders from the past and present. By looking at the wisdom of others, we can begin to assemble our own plans for communicating with others with humility.

COMPARATIVE PRICING OF TOURISM IN LATIN AMERICA & CARIBBEAN (LAC) REGION USING PPPS OF THE ICP

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As countries start opening back up for tourism in the wane of COVID-19 pandemic, competition among nations to attract visitors grows stronger. Price of tourism within a country is one of the major determinants of demand for international tourism. This paper examines the relative price competitiveness of Latin American & Caribbean (LAC) countries in the international tourism market. To ensure adequate comparability of tourists' spending within the diverse countries of LAC, the paper used a measure of pricing that is based on the purchasing power parities of the ICP. Effectiveness of nation marketing by these countries was also compared via the number of international tourism arrivals and receipts (in US$). Bolivia, Nicaragua, and Honduras were found to be the cheapest destinations overall, that is most price-competitive on the total tourism basket; while the most expensive overall, that is least price-competitive countries proved to be Venezuela, Cayman Islands, and Venezuela. Public policy and managerial marketing implications of these findings are discussed, and directions for future research are given.

COVID-19 AND THE U.S. NATIONAL PARK SYSTEM: NEW VISITORS, NEW OPPORTUNITIES… YET NEW CONCERNS

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The COVID-19 pandemic largely impacted the hospitality and tourism industry across the United States. Many areas saw a decrease in visitation, profit loss, and the closure of many businesses as well as other related entities. America's National Parks were not spared the effects of the coronavirus pandemic, with many parks closing their gates for an extended period of time in 2020. Upon reopening, the parks began to see changes that occurred due to the pandemic. The most

prevalent of these changes is a new demographic of national park visitors. This demographic has created both opportunities and challenges related to marketing and sustaining national park visitation. To capitalize on these changes to park demographics and visitation activities, management personnel are tapping into creative marketing strategies as well as changing the way they advertise the park and its recreational activities. This presentation provides an overview of some of the impacts the COVID-19 pandemic has had on National Park visitation and the challenges and opportunities that have emerged.

COVID-19, VACCINE, AND BRAZILIAN ADOPTION BEHAVIOR

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The impact of the new coronavirus has not only affected the health and well-being of millions of people but the entire world economy. The goal of this research is to see how the epidemic has affected the use of e-payments in Brazil. The information was gathered using a Qualtrics survey instrument. During the months from December 2021 until March 2022, the survey exclusively targeted Brazilians aged 18 and older. The use of electronic payments increased considerably between the pre- and post-pandemic eras, according to the t-test. Neither vaccination perception nor vaccine adoption was statistically related to e-payment adoption. Furthermore, we investigated the best forecasting variables using TAM models and demographic variables. According to the results, the most important considerations in embracing e-Payments were income, perceived usefulness, and education. This demonstrates that socio-economic status matters and that giving consumers a simple and effective way to make payments, with only a few clicks and no need to leave the house, enhanced the adoption of e-Payments in Brazil.

COVID-19, VACCINE AND E-PAYMENT ADOPTION BEHAVIOR OF GERMANS

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The Covid-19 pandemic has changed our lives in many aspects. This study aims to determine the pandemic's effect on adopting e-payments in Germany. The data was collected using a survey instrument on Qualtrics. The survey specifically targeted German-speaking people aged 18 and older during December 2021 and February 2022. According to the t-test, respondents had significant increases in e-payment usage between pre and post-pandemic periods. The perception of vaccines and adoption of vaccines were not statistically related to the e-payment adoption. Ultimately, we used the TAM models and demographic variables to explore the best predicting variables. According to stepwise regression analysis, the most critical factors for adopting e-Payments for Germans were perceived risk and trust. This shows that addressing people's concerns about their data privacy and security is the key element in further developing the adoption of e-Payments in Germany.

COVID-19, VACCINE, AND MEXICAN ADOPTION BEHAVIOR

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The global pandemic originated by the Covid-19 coronavirus greatly impacted people worldwide. Health was not the only area affected by this pandemic, but behavioral change, including within economies, was also affected. The main goal of this study, which took place in Mexico, is to see how the pandemic affected the use of e-payments in Mexico. A Qualtrics survey tool was used to collect the data between December 2021 and February 2022. This survey was conducted to assess behavioral change among Mexican adults (ages 18 and older). The findings demonstrate that the use of electronic payments increased between the pre- and post-pandemic eras. Neither vaccine perception nor vaccine adoption were significantly related to the use of electronic payments. Using Technology Adoption Models (TAM) and demographic factors, we also looked into the best forecasting variables. According to the findings, work, income, perceived usefulness, and social influence convenient were the most crucial factors in adopting e-payment platforms. This shows that providing consumers with an easy and convenient way to make payments, requiring only a few clicks and no need to leave the house, increased e-payment adoption in Mexico, something else that changed the Mexican population behavior was having a job and income. Based on these last two components we can see how much money and how often people used e-payments.

DIGITAL TRANSFORMATION IN ENTREPRENEURSHIP EDUCATION IN A POST-PANDEMIC WORLD

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Covid- 19 pandemic revolutionized every industry and changed the way the world uses technology. Transformative changes in Higher Education Institutions worldwide are also reflected in academic entrepreneurship education. Novel digital tools used in entrepreneurship education play a crucial role in fostering entrepreneurial mindset, sharing and creating knowledge, collaboration with stakeholders and launching innovative actions. During the outbreak the unprecedented demand for entrepreneurship education was immensely supported with radical shift towards digitalization. In a post pandemic world building a technology-based entrepreneurship education curriculum is gaining importance as digitalization facilitates partnerships, entrepreneurial competencies, networking, collaborations among industry, academia and business communities, technology transfer activities and spinoff creation within academic entrepreneurship. Based on a literature review of a growing stream of research on digitalization in entrepreneurship education the paper intends to highlight findings on success factors and obstacles in digital transformation in academic entrepreneurship education. The paper also outlines future research direction on the adoption of emerging technologies in a post pandemic era and highlights further questions to explore.

DOES ONE'S SEX IMPACT PAY? COMPARISON AMONG DIFFERENT DISCIPLINES IN PUBLIC UNIVERSITIES

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Although the U.S. government made significate efforts to achieve gender equality, there still are some gender-based differences in worker compensation. Women tend to make less money than their male colleagues in most workplaces. This study investigates the existence of the salary disparity by sex, academic rank, and size of universities within different disciplines. We considered disciplines that the numbers of female and male faculties are the same, male-dominant disciplines and female-dominant ones. We compare the pay differences in three main disciplines namely, College of Business, Science, Technology, Engineering, and Mathematics (STEM) programs, and Nursing and Social Sciences programs. We base our empirical analysis on data gathered from the faculties in those three main disciplines of 4-year public universities in one state in the south-central U.S. Controlling for faculty heterogeneity, we use factorial N-way ANOVA for our analysis. Our findings indicate smaller universities pay less than larger public universities and tenure-track professors earn more than non-tenure-track professors in the College of Business and STEM programs. In Nursing and Social Sciences Disciplines, we found women make more than men at every rank in only Tier 3 Universities.

EMOTIONALLY ENGAGING CUSTOMERS THROUGH STORYTELLING

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Businesses are considered to have reached the zenith of progression once they are able to value and create emotionally engaging customer experiences. Their importance is dependent on creating strong customer–business relationships to strengthen brand value, customer loyalty, and business growth. In this sense, businesses should be able to identify essential factors that generate a more satisfactory customer experience. Among the current well-known strategies, emotional marketing is highly acclaimed for having introduced storytelling as a tool that facilitates establishing emotional connections. As described in the 5C Model, care for customers, content creation, communication, connection, and customer interaction are essential elements of customer experiences that, when applied to storytelling, can foster significant relationships. Applying these elements can aid in the development of three main types of customer–business relationships: functional, emotional, and symbolic. Using ADANCO 2.1.1, it was possible to test the goodness of the model's fit. The standardized root mean squared residual indicator provided information that supports the idea that adding emotional elements to customer experiences can strengthen customers' perception of a business.

EVOLVING LANDSCAPE OF INTERNATIONAL CONSUMER DATA PRIVACY COMPLIANCE

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The internet and the world wide web have grown in substantial ways and have become a major part of users' everyday lives. Due to the vast reach and impact that the world wide web has had, users have become concerned about their personal privacy and how their personal data is being collected, stored, and used by organizations who have found value in users' data. This concern has grown over the years and spawned global governmental involvement. The most notable and impactful government intervention comes from the European Union with the adoption of the ePrivacy Regulation (ePR) and more recently the General Data Protection Regulation (GDPR). These regulations have a significant impact on how individuals' data is collected, stored, and shared. These laws have become drivers for notable change in how the world wide web operates both legally and technically and have caused website operators to change how they utilize internet cookies. Cookies are small files that collect and store users' data and allow website owners to track user behavior. Recently there has been a large-scale push to change how the world wide web operates and to eliminate the use of cookies in the hopes of ensuring user privacy. This paper explores the effect of evolving global privacy regulations and what organizations must do to remain in compliance. The potential changes to data gathering on the world wide web and the technical issues these changes may bring are also explored.

FACTORS OF VALUATION OF NON-FUNGIBLE TOKEN (NFT)

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The economic valuation of an artwork or collector's item has been a complex task. The first problem is to assess the charisma or beauty of the work and the second is the difficulty of finding homogeneous and structured data when transactions are carried out physically and bilaterally. The commercialization of digitally certified artworks on the blockchain with non-fungible Tokens (NFT) could solve this second point, making it easier to create statistical models that would help in valuation using transaction data recorded in the blockchain network. Exploring this point, we have taken data from the NFT auction of the Digital Art Fair Asia 2021. Is the price paid for an NFT correlated with the number of works offered or is it correlated with the royalties defined by the author? Our model has only found a negative and significant relationship (90% confidence) between the supply and the price, so we fear that, despite the NFTs, the aesthetic value continues to be the most important factor.

FEMALE LEADERSHIP: EXAMINING WHITNEY WOLFE HERD'S SOCIAL MEDIA ENGAGEMENT STRATEGIES

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Social media platforms offer strategic leaders unprecedented opportunities for engagement with the public. We analyzed Bumble's founder, Whitney Wolfe Herd, and her social media engagement strategies across two of her most active platforms, Twitter and LinkedIn. Using data from January 2020 to September 2021, we compiled 16 tweets and retweets from Twitter and three posts from LinkedIn in total. Close reading was conducted and relevant patterns and themes were sieved out. These were then categorized under various social media engagement strategies. We found that Herd mainly employs a mobilization strategy on Twitter and a convergence strategy on LinkedIn. Topics commonly broached include advocating for social movements related to women and women empowerment. We then proposed some recommendations on leadership and social media engagement.

FIREARM OWNERSHIP, CRIMES, POLITICS, AND ADVERTISING

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The answer to almost every question surrounding firearms is, "It depends." Can I own a firearm? Is it legal to carry a gun in my car? How old must I be to purchase a firearm? How long do I have to wait to take possession of a gun once it is purchased? Can I take the firearm to another state? Can I have an extended magazine for my firearm? Do I need ID to purchase ammunition? Can I stand my ground if I'm attacked? Is an AR-15 a hunting gun, a self-defense weapon, or a weapon that should be banned altogether? Should a political representative vote for more or fewer firearm restrictions? Does crime increase when gun ownership is widespread? What role do political action groups play? The answers to these questions depend on respondents' age, political affiliation, geographic location (country, state, county, city) and other factors. These are just a few questions that arise when considering the maze of firearms-related issues. This presentation will consider the underlying issues of firearm ownership, crime, politics, sales, and advertising.

FIRMS CHARACTERISTICS, PLATFORMS, AND ITS INDUSTRY ON USAGE OF E-PAYMENT SYSTEMS AMONG MERCHANTS IN SHANGHAI, CHINA

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In this study, we examine the impact of corporate characteristics on the use of electronic payment (e-payment) systems among small merchants in China. Using survey data collected from 221 small merchants in Shanghai, one of the most developed cities in China, we create an e-payment usage

index. Our regression results show that the merchant age and sales level are positively related to the use of e-payment systems. Additionally, merchants with greater sales also have a higher percentage of sales coming from e-payment systems. However, we do not find that the merchant size (measured by the number of employees) plays a significant role in determining the e-payment system usage. The variation of e-payment methods and their usage in different industries are also investigated in our study.

FOOTBALL FAN TOKENS, THE NEW CRYPTOACTIVE

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Blockchain technology has arrived to transform the business models of companies and financial transactions. In addition to the irruption of cryptocurrencies that has been observed since the birth of Bitcoin in 2008, it is observed that the use of this technology is beginning to be applied in real economy cases. In this study we focus on the fan token, a cryptoactive that provides its holder with a utility, in this case the emotional bond with the entity that launches the token and the possibility of participating in votes, promotions or events related to the entity. Due to the emotional force that football has, fan tokens have become a trend in recent years. The question that arises is how we should value a crypto asset that does not have a financial asset or a monetary flow behind it and has an emotional bond with the club. We propose a linear regression model in which the market value of the fan token (measured by its market capitalization) is a function of the number of followers that the club has (measured by the followers of the club on Twitter). Using data from the main European football clubs that have issued fan tokens, the regression of the model shows that the parameter that relates followers to the market capitalization of the fan token is significant at 95%, and the R2 of the model shows that this parameter is able to explain almost half of the value of the fan token.

FOREIGN EDUCATION EXPERIENCE AND FAMILY INVESTMENT BEHAVIORS: EVIDENCE FROM CHINESE HOUSEHOLD INVESTMENTS SURVEY

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This study examines the impact of the foreign education experience on household investment behaviors. Since China has the largest population of students studying abroad, and most international students in the United States are Chinese, we choose China as our target country. We collect the data from the 2017 Chinese Household Finance Survey and investigate how families with abroad-educated members invest differently than families without. According to our analysis, families with abroad-educated members are more likely to open a stock account than those without. Additionally, we find that abroad-educated families are more willing to make investments in the stock market. Abroad-educated families tend to spend a larger proportion of their income in the stock market, and the market value of their stocks is likely to be greater than that of non-abroad-educated families. However, families with abroad-educated members don't make a higher return on the investment than those without. Furthermore, we explore how foreign education experiences impact families to invest differently in other financial products, such as funds, bonds, and

securities. Overall, our findings suggest that abroad-educated families have a more aggressive approach to investing even though they do not earn a higher return. In other words, abroad-educated families have a high level of risk tolerance compared to non-abroad-educated families.

FRAMEWORK FOR DEVELOPING SMALL BUSINESS MARKETING BUDGETS, FORECASTS AND STRATEGIES USING THE CAPITAL MARKETS

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Pandemics, recessions, threats of war, political turmoil, inflation, etc. are all facts of life in our ever-changing, complex economic system. These factors, and many other factors impact global economic systems, as well as how small businesses make resource allocation decisions regarding their marketing budgets. It is imperative that small business owners and smaller, less sophisticated firms have a basic understanding of the economy and business cycle when making these resource allocation decisions. This presentation provides a framework to assist small business owners and marketing managers in understanding the economic cycle and using the capital markets to assist them in preparing their marketing budgets, forecasts, and strategies.

FROM THE PROFESSOR'S PERSPECTIVE: CAVEATS OF ONLINE EDUCATION

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While much has been made of the opportunities and growth of online education, there remain unresolved issues in this domain. Among these issues is the underdeveloped research literature that details the caveats of online education, particularly as it impacts the faculty. The purpose of this paper is to highlight the caveats of online graduate business education as they impact faculty members. The issues discussed in this paper include lack of faculty development for online learning and design, fractures in the relationships between faculty members and students, fractures in the relationships between faculty members, ethics and the responsibilities of faculty members, e.g. academic freedom, and mental health/perceptions of isolation of faculty members. Our review of the research literature indicates a student-focused approach to much of the literature with little attention for the perspectives and experiences of the instructors. Just as Howell, Laws, and Lindsey (2004) found that comparisons between traditional and online course completion could not be compared, we assert that generalizations from teaching in a traditional classroom cannot be compared to the teaching experience in the online environment; therefore, research needs a focused investigation into the life of the online professor. These issues will rely on a constructivist learning theory and social constructivism to provide a clear understanding of both the issues and the remedies.

GENDER DIVERSITY MANAGEMENT IN A MALE-DOMINATED INDUSTRY: THE EXAMPLE OF THE OIL AND GAS INDUSTRY

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Diversity has been increasingly recognized as an organizational asset. In their professional lives, women and men experience organizational life differently. For professional women, gender diversity is very salient as they attempt to adapt and conform to the masculine work environment in which they interact. Since the Civil Rights movement, women have been slowly entering the workforce. However, some types of industries welcome them faster than others. Increasing gender diversity in male-dominated industries such as the oil and gas industry has been slow. Women engineers, geologists, managers, and female staff in general, all bring their own unique set of contributions and skills. Although globally important and lucrative, the oil and gas industry's dominant and masculine origins continue to express characteristics and processes that exclude women from leadership positions, and reinforce the division of work by gender, having a poor record of retaining women at management levels. This paper provides an overview of "communicating gender" at work and the experiences of women working in the oil and gas industry. It also collects inputs from organizational scholars regarding barriers faced by women and how to accelerate the welcoming of female professional workers in male-dominated industries. Finally, it provides suggestions for further research.

HOLMES EFFECT: IS THERE A PREFERENCE IN VENTURE CAPITALIST ASSESSMENT OF TECHNOLOGY START-UPS?

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Technology entrepreneur Elizabeth Holmes created Therranos in 2003. The firm focused on diagnostic blood testing and was considered revolutionary given the capabilities espoused by Holmes. Holmes was instrumental in securing investor funding and by 2015 had raised $400 million. At the height of its popularity, Therranos was valued at $9 billion. Concerns about the efficacy of Therranos began to increase and the firm came under greater scrutiny. Notions that the firm was making erroneous claims about the capabilities of the diagnostic-focused technology intensified. Holmes was later charged with fraud and earlier this year was found guilty of defrauding investors. Technology start-ups are desirous of venture capital (VC) financial support. This type of investment increases the likelihood of firm growth and sustainability. With a viable technological concept and financial support, start-ups have the ability to blossom into wildly successful firms. The National Venture Capital Association reports that in 2019, investment decisions totaled approximately $136 billion in US-based firms. Upon closer examination, investment decisions in 2019 totaled approximately $6.1 billion or, 3% for female-founded firms. Approximately $20.6 billion or, 10% of investments supported male and female co-founders. Given the Therranos debacle, the study examines diagnostic-focused technology firm assessments of venture capitalists. Members of the VC community review the pitches of female-founded and male and female co-founders of diagnostic-focused technology firms. The venture capitalists evaluate the capability of the entrepreneurs and the appeal of their ventures. The venture capitalists also provide information about their decision to fund a venture.

HOW CAN THE TELECOM INDUSTRY MAKE EFFECTIVE USE OF THE BSC FOR THE IMPROVEMENT OF FINANCIAL INDACATORS? A Case Study

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This case study describes the results of investigation of the financial indicators used by Canadian telecom companies for their performance evaluation and communication, focussing on the Balanced Scorecard (BSC) model and its practical application for the telecom industry. After analysis of the financial indicators that are in use by the five largest Canadian telecom companies, the expanded Kaplan and Norton (1996) model, developed in this paper, is recommended for the telecom industry as a methodology of the financial perspective of the BSC design. This study offers an algorithm for the improvement of financial indicators using the financial perspective of the BSC model. The objective of the proposed improvement is to better connect clearly defined strategic goals to financial indicators for use in internal and external corporate reports for shareholders, telecom management and the public. This is in view of intensified competition and challenging external environments that made it difficult for many companies in the industry to achieve operational performance excellence and improve on their financial results. Application of the developed models will result in the creation of annual corporate reports linked to the announced goals, providing a better and clearer understanding of the financial results and their direct link to the announced strategic goals.

HOW COMMUNITY VIRTUALITY INFLUENCES PRIVACY RISK BELIEFS IN VIRTUAL COMMUNITIES

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This research explores several aspects of an individual-oriented virtual community (e.g., social networking site) that may influence an individual's evaluation of privacy risks, which may in turn influence individual private disclosure. Evidence from a study of 227 individual-oriented virtual community members indicates that information privacy risk beliefs and territory privacy risk beliefs have different antecedents. Theoretically, this study demonstrates that a more complete conceptualization of privacy in individual-oriented virtual communities should consider information privacy and territory privacy; and that private disclosure and territory coordination are complementary privacy management behaviors. From a practical standpoint, this study provides guidance to individual-oriented virtual community platform organizations on how to reduce individuals' privacy risk beliefs, encourage users to share private information, and potentially build communities.

HOW HAS AOC USED HER UNIQUE IDENTITY AS A "WOMAN OF COLOR" TO SHAPE THE CURRENT SOCIAL MEDIA POLITICAL LANDSCAPE?

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Since the popularization of social media, various politicians have started using it to their advantage, both in and out of the election cycles. Politicians now are increasingly becoming fluent in the language of social media and using it year-round to only further their viewership and widen their reach to constituents. From the awful but funny Tik Tok dances, to the long and information-filled Instagram lives, today's politicians have found a way to make their way into our dinner conversations. United States Representative Alexandria Ocasio-Cortez is a politician who has garnered a lot of support amongst younger voters specifically through her social media presence. Throughout the course of this presentation, we will examine how she was able to use identity politics to shape the current social media political landscape to her benefit.

HOW MCDONALD'S FACED PUBLIC BACKLASH AFTER CHANGES IN WORK CONDITIONS CAUSED BY THE PANDEMIC: A PUBLIC RELATIONS CASE STUDY

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Since the start of the global pandemic of the 21th century, the public perception of work has changed drastically. From letting people to work at home, to mass layoffs and high records of unemployment, companies have been asked to make great changes to gain back their worker base. McDonald's attempt to increase their corporate minimum wage did not achieve the intended results. Instead of receiving mass praises and experiencing an increase in employee applications, McDonald's has encountered public backlash for seeming to be dishonest in their efforts to increase wages by only offering a $15 standard wage to 5% of all McDonald's locations. This action, along

with previous instances of considering starting wages both out of touch and impersonal, has contributed to still understaffed stores. The incident resulted in strikes in 16 cities and gained a wide attention that Senator Alexandria Ocasio-Cortez, a U.S. representative known for her stance for worker's rights, dedicated a statement to the situation on Twitter. This public relations case study details the context, the actions, and the aftermath of this recent example of companies making claims towards progressive sentiments without committing to the causes themselves.

HOW TEAM TRUST AND PEER LEARNING IMPACT STUDENT SATISFACTION WITH GROUP PROJECTS

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As part of a larger goal of understanding the role of type of communication on student satisfaction, the present study uses an enhanced research model developed in a previous paper presented at an IABD conference to investigate the impact of type of communication (face-to-face interaction vs. technology-based communication), as modified by team trust and peer learning. One of the more effective sources of new student knowledge is information coming from other group members (Mustafa, 2017). This is essentially the definition of peer learning. Faculty members also know that peer learning is among the most effective sources of new knowledge for their students. Peer learning in higher education has been established as an effective learning strategy, assisting students to gain confidence in their own ability and taking control of their own learning (Keppell, Souter, & Riddle, 2011). Trust is an important group process in leading to student satisfaction (Ennen, Stark, & Lassiter, 2015). A meta-analysis of the relationship between intrateam trust and team performance indicates that trust is not only positively related to team performance, but it also has an above average impact (De Jong, Dirks, & Gillespie, 2016). We present findings indicating the impact of trust and peer learning on the relationship between type of communication and group satisfaction. We include both information on how students prefer to gain new information from peers and develop intragroup trust, as well as how peer learning and trust ultimately affect student satisfaction.

HOW TO MANAGE SUSTAINABLE ENTITIES

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The growing issue of climate change has transcended conversation from the scientific community and has become a focal topic in the business world. Sustainability has become a significant point for many organizations and businesses seeking a sustainable competitive advantage in their markets. Companies who successfully create sustainability programs that generate a competitive advantage can primarily do so due to their management style. This style and managerial work are crucial to developing organizational agility and the ability to prioritize these sustainability programs. We see a competitive advantage from companies that have already adhered to this necessity as an organization and postponing or ignoring this issue will only lead to more significant challenges for the organization's long-term future. We present recommendations in organizational

culture, innovation, leadership, and global frameworks that need to be reconstructed and/or reinforced to maintain stakeholders, employees, and consumers. Focusing on communication, flexibility, and control develops optimized sustainability programs. Taking advantage of said practices can, and will, generate profitable positions for entities now and in the future.

IKEA SINGAPORE: THE USE OF CONTINGENCY THEORY TO TAKE RESPONSIBILITY AND RESPOND TO CRISIS

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IKEA is a Swedish furniture giant with operations in more than 60 markets; this includes Singapore, which has three outlets in the tiny nation-state. IKEA has been constantly lauded for their concerted efforts in public relations and corporate communication initiatives. The success of IKEA's business model can also be seen by its unfettered operations even during the pandemic, with the Singapore branch reporting an increase in revenue for 2021. In this paper, we highlight three highly publicized issues faced by IKEA in recent years using a case study approach. We drew on news reports and IKEA's own outreach efforts around the time of each event. Using Contingency Theory and Conflict Management Life cycle, we observe that each of these issues were handled differently in terms of initial reactions. We analyze the remedies employed by IKEA as well as discuss key lessons learnt from each response. We then conclude with some practical takeaways for organizations and how this study can be applied to their decision making and stance selection.

IMPACT OF CULTURAL DIVERSITY AND PERCEIVED EMPLOYEE PSYCHOLOGICAL SAFETY ON ABSENTEEISM, TURNOVER AND PROJECT SUCCESS

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The main purpose of this paper is to integrate the numerous disjointed variables surrounding psychological safety. There are many studies that explore various specific independent variables' that influence on psychological safety, but a conceptual framework showing the relative impact of these factors is lacking. Perceived psychological safety is the authentic freedom one feels to reveal one's true self without fear of negative consequences or judgements that will negatively impact one's future status or career. Higher levels of cultural diversity play an integral role in accepting the contributions, suggestions, and ideas of all organizational members regardless of their cultural background. Stronger degrees of voice and trust lead to a greater level of participation and engagement from employees, which, in turn, solidifies a higher extent of perceived psychological safety. This psychological feeling of security leads to a more inclusive leadership style by supervisors in the organization, thereby increasing motivation, decreasing employee absenteeism and turnover, and positively impacting project success. A review of the psychological safety

literature will be undertaken, and new conceptual model will be presented. This model will create a viable theoretical foundation upon which future empirical studies are based. The impact of this model for managers is discussed and propositions are delineated.

IMPACT OF PERIPHERAL PRODUCT ADAPTATION ON SMALL AND MEDIUM SIZE FIRM EXPORT PERFORMANCE

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What can small and medium size firms (SMFs) do to improve their export performance? In this study, we attempt to address this question by identifying a strategy that they may use when exporting products to new international markets. We hypothesize that SMFs that adapt the visible peripheral attributes of their products to comply to host market norms will experience higher levels of export performance than those that adapt the physical product or use some other strategy. We tested and found support for our proposed peripheral product strategy using a sample of small and medium size U.S., Chinese, and Romanian exporters. Our results also suggest that this strategy works for both small and medium size emerging market and developed market firms. Managerial implications and findings are discussed.

IMPORTANCE OF EXPERIENTIAL LEARNING FOR PR STUDENTS

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Many research studies show that students gain valuable experience while working with their peers and interacting with clients in real-world settings. At Emerson College, a major focus of the Public Relations program is to provide its students with opportunities to interact with real-world clients. During the Fall 2021 semester, Michael Rubenstein and Zarina Levitsky both experienced this first-hand as students in Dr. Maria Scott's "Tactical Writing for the Public Relations Professional" class. Before class began, students were tasked with finding a 501(c)(3) nonprofit that we would eventually create a media kit for over a three-month period, which included a style guide, two press releases, a media alert, a media advisory, an op-ed, feature stories, and a social media audit/strategy with sample posts. For the conference, we would like to give a presentation that describes the skills we learned, the benefits we inherited, and the feedback we received from working with our nonprofits. To conclude, we will talk about the long-term benefits of being able to have this experience on our resumes and how other schools should incorporate this into their curriculum.

INFLUENCES OF EMOTIONAL LABOR ON EMPLOYEES' WELL-BEING

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This study focused on employees' psychological states that can function as a mediator between emotional labor and employee outcomes (Ashforth & Humphrey, 1993). For example, front-line bank staff work under the conditions of high-intensity and long-term emotional labor, and are thus prone to psychological pressure. It is important to explore the influencing mechanism of their emotional labor so as to relieve their pressure, as well as improve organizational performance and service quality (Chen et al., 2010). The primary goal of this study is to investigate the effects of emotional labor on front-line bank staff's well-being and to determine the mediating role of emotional disorder in this relationship. An online survey was conducted to front-line bank staff, and examined the relationship among front-line bank staff emotional labor, emotional disorder and well-being. The relationship and mediating effect between variables were tested using structural equation model (SEM) and the Bootstrap resampling technique. Our results indicated that emotional labor had a significant impact on employee well-being. Surface acting had a significant negative impact on employee well-being, while deep acting had a significant positive impact on employee well-being. Moreover, emotional disorder played a mediating role between emotional labor and employee well-being, and emotional disorder was positively correlated with surface acting and negatively correlated with deep acting. In conclusion, this study developed a clearer understanding of the effects of emotional disorder on the relationship between emotional labor and well-being. Our results proved that deep acting had a negative impact on employees' emotional disorder.

INTERSECTION OF EXPERIENTIAL AND SERVICE-LEARNING PROVIDES STUDENTS WITH SKILLS AND A STEPPING-STONETO EMPLOYMENT

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Experiential learning and service-learning have both been integrated into academia for decades, although often a polarizing topic. The efficacy and retention of both types of learning are often subject to debate among researchers and have widely been the topic of research starting with the Experiential Learning Theory in the late 1970s. The integration of service-learning within the classroom ranges from blogging and speaker summaries on the most observational end of the spectrum to real-world class projects (in concrete experiences) and class exercises (in active experimentation). Despite an increased integration of experiential and service-based learning, there is a continued disconnect between the professional business world and academia. The greatest criticism from the business world in the last 20 years has the unpreparedness of undergraduates transitioning from college life to the demanding professional business world. Quality courses that integrate the principals and theories of experiential learning with service-learning techniques provide students with: technical skills within their major/degree focus, interpersonal skills to navigate how to be successful working with others in professional settings, personal accountability and professionalism. This presentation, in the form of a panel discussion, includes students who participated in a Public Relations capstone that partnered with the Urban League on a COVID-19 vaccination campaign. A discussion features firsthand insights from the students' and the clients' perspective and from a curriculum development viewpoint as well.

IT AFFORDANCES, USER EXPERIENCES, AND PURCHASE INTENTION IN SOCIAL COMMERCE

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Social commerce, the use of social networking capabilities for commercial transactions and activities that are primarily driven by social interactions and user contributions, has evolved quickly and attracted much research attention. Drawing on the stimulus–organism–response framework and the affordance theory, this paper examines the impacts of IT affordances on users' virtual experiences and their trusting and purchase intentions in social commerce platforms. More specifically, a research model is developed to explore how the IT affordances (product visibility, interactivity, personalization, and social connections) of social commerce platforms affect users' virtual experiences in terms of their cognitive experiences (information support, preference fit, social presence, and flow) and affective experiences (product affection, emotional support, familiarity, and closeness), which in turn influence users' trusting intention in social commerce and their intention to purchase products from social commerce platforms. The model also highlights the mediation role of user's virtual experiences in the relationship between IT affordances and users' trusting intention and purchase intention in social commerce platforms. This paper not only emphasizes the importance of understanding the implications of IT affordances and user experiences for social commerce but also assists online vendors in designing effective social commerce platforms for optimal user experiences and successful product promotion.

KEY CHALLENGES CONFRONTING INTERNATIONAL MARKETING RESEARCHERS

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The scope of the international marketing research is broader than the domestic marketing research in two main aspects. First, the international marketing research may need to be conducted in 195 diverse countries. Second, the interplay of many more variables to gather the data is inevitable. Factors that are familiar and relatively constant in the U.S. – such as the legal system and distribution channels – vary across countries. In general, research tools and methods remain the same, but the environments within which they are applied differ. Technical problems of implementing international marketing research might vary from country to country, but the overall objectives remain the same: answering questions with valid information. Very often, research in advertising, public relations and marketing is a compromise dictated by limits of time, cost, and the state of arts. The researcher must always strive for the most accurate and reliable information within these constraints. This study probes into challenges that confront international marketing researchers. It is mainly based on the knowledge and experience of the author who has conducted research in non-domestic markets for over 35 years. Among the most noticeable challenges are scarcity and reliability of data, cultural differences, language diversity, legal constraints, infrastructure, technological differences, and government bureaucracy. The author offers solutions to meet these challenges and concludes that cultural understanding, honesty, and patience are prime assets to overcome obstacles.

LEADING; FROM A COMMUNICATIVE PERSPECTIVE

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Living a communicatively virtuous life tends to attract others. In this way, such a life can take one down a path of leadership. How do we lead others? What are the qualities of a good leader? What are the communication virtues that make for a good leader? History is replete with examples of leaders, some good and some not so good. If we endeavor to follow the path of the good as Ptah Hotep and Judith instructed, then there are many examples of leaders over the millennia which can be emulated. In this paper (part of a larger work) we will examine, the qualities that make for leading others in professional relationships. We will begin with an examination of virtues and vices of communication and apply those to ideas about what qualities make for an effective leader. We will discuss the process of leading and ways of enhancing leadership through authenticity and humility.

LEGAL DISCIPLINE IS IMPINGING UPON PUBLIC RELATIONS AND MARKETING: ARE EDUCATORS READY TO PREPARE STUDENTS FOR THE CHALLENGE?

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The legal disciplines are designing marketing and public relations as culpable in their practice. However, with these disciplines practiced primarily in communication and business departments, it is not clear these disciplines are taught within a legal context. Especially since public relations departments are also teaching marketing and vice versal for the business marketing programs with public relations. Recently, inroads into the legal liability of PR and marketing are defined as the key communication documents. For public relations, the news release is determined to be the culprit. For marketing, the ad is determined to be the demon. Although this may seem strange, the legal discipline has successful law suites indicating a weakness those involved extremely controversial areas or criminal issues. In fact, recently, the marketing ad used by a gun company is sued for millions. For public relations, the news release was determined to be used as evidence in a trial. Two areas are discussed in this research. Through the lens of critical theory, 1) the legal aspect is established to establish the increasing vulnerability for those working in fields utilizing news releases and/or ads. 2) the educational areas teaching and utilizing ads and news releases will be reviewed to determine the if the legal context is addressed.

MANAGEMENT OF WORK HOURS: AN EMPIRICAL STUDY OF CANADIAN EMPLOYEES

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This study examined the relationship between non-standard work schedules (shift work and weekend work) and job burnout, stress, and psychosomatic health problems among full-time employed Canadian in a large metropolitan city on the east coast. Data were collected by means

of a structured mail back questionnaire (N=376). One-way and two-way ANOVA were used to analyze the data. Employees involved with weekend work reported significantly higher emotional exhaustion, job stress and psychosomatic health problems than employees not involved with weekend work. Similarly, employees on non-standard work shifts (other than fixed day shift, 9-5 p.m.) reported significantly higher overall burnout, emotional exhaustion, job stress and health problems than employees on a fixed day shift. Results from two-way ANOVA indicated that employees involved with weekend work and non-fixed day shifts reported significantly higher emotional exhaustion and health problems than other employees. Implications of the findings are discussed for future researchers in light of management of employee well-being and non-standard work schedules.

MONEYBALL ANALYTICS: IF IT IS SO GOOD, WHY ISN'T EVERYONE DOING IT?

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In Major League Baseball, teams such as the Yankees, Dodgers, Mets, and Red Sox are big market teams with high payroll salaries. The Red Sox have a payroll salary of $184 million. Meanwhile, small market teams such as the Orioles and Rays pay their players a combined $50 million per year. Despite the salary inequality, all teams are in competition to secure wins. A recent tool used by small-market teams to offset the financial imbalance, and popularized with the movie, is Moneyball theory. Moneyball is a procedure that small-market teams can use analytics to win games and beat big-market teams who have more money to players. This research explores Moneyball theory and uses secondary data of some of the Moneyball constructs to investigate their effect on wins. First, the association of wins vs on base percentage was analyzed, then wins and runs scored, and finally wins and slugging percentage. A multiple regression equation was also run to account for all three of the independent variables' impact on wins. The study's results look at the impact of key Moneyball variables on team's wins. In professional sport teams can use this data to predict wins and find key players to help them reach the playoffs. Finally, the authors offer reasons why every team and league is not using Moneyball theory.

NEWS CONSUMPTION, CORRUPTION PERCEPTION AND INSTITUTIONAL TRUST AMONG KENYANS -- A MODERATED MEDIATION ANALYSIS

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From the perspective of cultivation theory, the study tested a moderated mediation model in which the presumed causal relationship between general news consumption and institutional trust is mediated by corruption perception and moderated by gender. Among a sample of 2,400 Kenyans from the 2019 Afrobarometer study, news consumption's indirect impact on institutional trust via perceived corruption was lower among females than among males, a finding that can also be explained by the notion of "resonance" in cultivation theory. This study makes a contribution to the literature of cultivation theory in the less-explored context of African respondents.

NOT SO NICE: EFFECTS OF SUBORDINATE AFFECT ON PERCEPTIONS OF ABUSIVE SUPERVISION

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Framed within trait activation theory, we used an experimental vignette to investigate the effects of positive and negative affectivity on perceptions of abusive leadership. Trait activation theory posits that personality traits are manifested in situations which are trait-relevant (Tett and Guterman, 2000). In our lab, 180 participants were assigned to one of two conditions (kind or abusive) related to abusive supervision. Their perceptions of abuse were measured using Tepper's Abusive Supervision Scale (2000) and the relationships and mediating effects of PA and NA were examined. Positive affect was found to have a direct, positive relationship to perceptions of abuse and fully mediated the relationship between past abuse and perceptions of abusive supervision. By contrast, negative affect was not related to abuse perceptions, either directly or indirectly. Implications and suggestions for future research are discussed.

OVERCOMING CULTURAL RESISTANCE TO SUCCESSFUL SERVANT LEADERSHIP PRACTICES

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Servant leadership gained popularity and application in certain Western cultures and in other areas of the world during the latter part of the 20th century, but is little-known and sparsely utilized in certain other cultures. For example the author discovered while lecturing to a large group of MBA students in France that many of the students were not familiar with the concept and several suggested that the principles of servant leadership were at odds with French culture. A review of the servant leadership literature produces a few conceptual pieces and empirical studies examining the impact of societal culture on servant leadership applicability and success (Molnar, 2007; Hannay, 2009). A few studies look specifically at the role of particular cultural values suggested by Hofstede (1983) (e.g. power distance or masculinity) in influencing the degree of acceptance

and implementation of servant leadership in particular cultures (Hale and Fields, 2007, Zhang, et al., 2021). Using both Hofstede's dimensions as well as Erin Meyer's "Culture Map" (2014), the author provides a more complete review of possible cultural influences on servant leadership acceptance, applicability and success. Further, discussion is given as to how these potential "cultural stumbling blocks" can be navigated and overcome in an effort to utilize at least some of the beneficial tenets of servant leadership.

PEEING IN BOTTLES: AMAZON'S CORPORATE CRISIS AND ETHICAL IMPLICATIONS

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While internationally successful with its business model for e-commerce services, Amazon has faced repeated criticism about its poor working conditions that exploit their workers, and its aggressive campaigns to prevent its workers from unionizing. In this paper, we analyzed Amazon's 2021 "peeing in bottles" crisis based on secondary resources such as news reports. We tracked the comments made and stances adopted by Amazon during this crisis and noted that Amazon eventually backtracked on its claims. We then applied the Contingency Theory to analyze Amazon's shift from pure denial to full apology and the reasons why the conglomerate did so. This is followed by an application of Kant's categorical imperatives to discuss the ethical aspects of shifting stances during a crisis situation. Practical takeaways from Amazon's strategic communication challenge were then summarized.

PERFORMANCE OF CANADIAN LISTED CANNABIS EQUITIES

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This research investigates the investment performance of Canadian listed cannabis stocks. Canada legalized medical marijuana in 2001, following the initiation of medical marijuana authorization by some states in the US starting in 1996, and completely approved cannabis products in 2018. Investing in the 89 Canadian cannabis equities (listed on the Toronto Stock Exchange, Canadian Securities Exchange, Toronto Venture Stock Exchange, and Over-the-Counter Market) as an industry portfolio, based on weekly returns for the 1996 to 2020 period, generated high mean returns, standard deviation, positive skewness, and kurtosis. Robustness tests taking the winsorised returns (deleting the top and bottom 10 percent of returns) produced qualitatively similar results. Further, both the portfolio alpha and beta were extremely high. More so, the Canadian cannabis portfolio garnered excess returns when compared to the Standard and Poor's Toronto Stock Exchange Composite Index. Money managers, financial analysts, and investors should contemplate including Canadian listed cannabis stocks based on their high investment return.

PLACE BRANDING IN ZONES OF ARMED GROUPS CONFLICTS. DEFINING THE BRAND OF THE SOUTHERN TOLIMA IN COLOMBIA (2002-2020)

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The aim of this paper is to analyze the contribution of media to the definition of the place brand of southern Tolima (Colombia), a region associated with a conflictive violent zone. This paper is part of a project untitled "Factors of persistence of violence in the south of Tolima (Colombia), rearmament and recidivism of combatants (2002-2020)", funded by the International Catalan Institute for Peace (ICIP). On the one hand, the content analysis (2000-2020) allowed for the identification of 1.198 journalistic pieces in 12 local newspapers that projected the image of the nine municipalities of southern Tolima: the predominant image is the characterization of a violent area in which actions related to the armed conflict take place. The results also highlighted the natural disasters associated with the south of Tolima and the presence of public or private investment projects, especially during disarmament, demobilization, and reintegration periods. On the other hand, based on 15 in-depth interviews, the image of the area as the origin of the conflict and historical epicenter of the armed confrontations in Colombia suggested that the region does indeed have an important problem of public image construction. The recognition of southern Tolima as a perennial scene of conflict, and as a forgotten region with little infrastructure for development is a constant feature. The recognition of the inhabitants as resilient people, and of the area associated with certain products and privileged natural conditions (such as coffee, hydrological power, or abundant biodiversity), can also determine a path towards transforming its image.

POST COVID-19 SUPPLY CHAIN DISRUPTIONS: TRUST AS THE ANTECEDENT TO KNOWLEDGE SHARING AND KNOWLEDGE HIDING BEHAVIOR

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This paper proposes a study of post covid-19 supply chain disruptions in the non-crisis environment recently experienced during the covid-19 pandemic. While the covid-19 pandemic likely caused supply chain disruptions for many organizations, what does the post pandemic context bring to human behavior studies? The proposed study focuses on the knowledge exchange behavior between individuals during a supply chain disruption. Some individuals may readily share their knowledge, and other individuals may decline to grant the knowledge request or hide their knowledge upon request. These two distinct knowledge exchange behaviors are likely related to the trust relationship between individuals. This proposed study explores trust as an antecedent to the knowledge sharing and knowledge hiding behaviors. Supply chain disruptions likely present different challenges to different organizations. Therefore, studying knowledge exchanges from

both the knowledge sharing and hiding perspectives during the context of a supply chain disruption likely provides human behavior insight that differs from the normal business setting context.

PREDICTIVE ANALYSIS OF THE RELATIONSHIP BETWEEN HIT FUNCTIONALITIES AND HOSPITAL PERFORMANCE

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Health Information Technology (HIT) has been found to enhance the transparency of healthcare, improve customer safety and satisfaction, reduce cost and increase efficiency in health services. Increasing cost and declining quality of healthcare in the US has raised the impetus for hospitals to adopt and use of HIT. However, the high initial investment required for acquiring HIT forces many hospitals to prioritize which specific functionalities may be best suited for enhancing their performance. In this study we explore a machine learning approach for predicting the performance of hospitals based on the Health Information Technology (HIT) functionalities they use for patient care. We measure hospital performance as patients' average length of stay (LOS). Based on the principles of Technology-Task Fit (TTF) theory and Information Processing Theory (IPT), we analyze hospital data from the Association of Hospital Association (AHA) as well as the Research and Development (RAND) corporation. Our study will increase the knowledge and understanding of how various HIT functionalities impact hospital performance. Our findings will further inform the decision-making process of hospitals, regarding the adoption and use of specific HIT functionalities.

PREPARING FOR DISRUPTIONS: TEACHING ACROSS MODALITIES

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As a result of COVID-19 there has been a seismic shift in the instructional environment. Most of the Universities in the US made adjustments on the fly. After the initial chaos cleared many institutions were left with a new reality. Courses and teaching modalities have had to change, but perhaps even more importantly attitudes have changed, in students, faculty and administrative staff. The intent of this panel is to provide insight into how to prepare for all continencies in teaching – Online, Face-2-Face, and Hybrid. Additionally, we'll discuss how to shift gears almost immediately depending on 'new' University mandates.

The two panelists are from very dissimilar universities: one private and one public. Each will present the experiences of students, faculty, and their respective Universities during the COVID era. Each university has coped with the challenges of teaching under this epidemic differently. At one university all rules that were temporarily put in place under the peak of the pandemic have been rescinded and the teaching modalities (Hybrid, Face-2-Face, Online) have shifted repeatedly, depending on the waves of the virus. At the other university classes were taught remotely for a

short period of time and then resumed on campus. In addition, (in 2021) all students needed to prove vaccination prior to coming back to the university and everyone still wears a mask indoors.

But perhaps even more disruptive, is the cultural and attitudinal changes that have taken place during this time of 'flexibility'. Within weeks Professors and staff decided to work off site with no advance warning. Students emailed that they would join classes remotely instead of attending in person. There seems to be so much flexibility that anything goes. As a result, it will be difficult to resume any normalcy when the pandemic abates. Apparently, there are hard no and fast rules.

PROACTIVE PUBLIC RELATIONS TO PREVENT SEXUAL MISCONDUCT

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With the ever-changing climate and social and political movement regarding sexual misconduct, the University of Texas at San Antonio (UTSA) has been committed to sexual misconduct prevention, training, and services. UTSA has demonstrated an ability to accommodate students' needs by embracing these changes. However, the university still needs a proactive plan to further alleviate the concerns of students and faculty. Sexual misconduct has some statistical forms no matter where and how one looks at this phenomenon. Therefore, increasing prevention rates and lessening the number of cases are indispensable. The author of this study proposes a practical public relations plan to UTSA to achieve the desired outcome. The plan is based on the use of the two-way symmetric model of public relations to ensure that the student feedback will be considered and practical recommendations will be made. Based on extensive research, the plan calls for honest communication and proposes actions for increased education, training, and events. The plan also emphasizes the priority not only for UTSA, but for its Roadrunner community as well. The theme "Stand Against Sexual Misconduct" conveys a powerful message that UTSA will uphold a zero tolerance. Furthermore, the plan outlines specific actions for implementation and demonstrates a need for an institution to lead innovative activities for sexual misconduct prevention instead of reacting to a current problem.

REBRANDING PROCESS OF RCD MALLORCA IN SPANISH LALIGA: A STAKEHOLDER'S APPROACH TO THE RELATIONSHIP AMONG SOCCER, SUSTAINABILITY AND TOURISM

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RCD Mallorca, in the Balearic Islands, is the only LaLiga first division club owned by a North American company: ACQ Legacy Partners LLC. Its main shareholder, Robert Sarver, is also the owner of the Phoenix Suns (NBA). Some authors have already analysed how the arrival of foreign capital in LaLiga clubs has influenced both the management of clubs, and their relationships with their stakeholders (Ginesta, Sellas & Canals, 2018). One of the decisions of the new board of directors have been to start a rebranding process of RCD Mallorca's brand based in two axes: its link with the tourism strategy of the island based in sustainability and sport, and the capacity to offer visitants a long range of entertainment activities similar to those NBA franchises offer. This paper aims to analyse the changes in the RCD Mallorca management model with the arrival of ACQ Legacy Partners LLC as the main shareholder, and to understand the advantages and inconvenient of this new club's rebranding strategy that links entertainment and sustainable tourism. This study follows a case study methodology. Firstly, a focus group discussion was developed, in which 5 non-sports executives of RCD Mallorca participated: these professionals are members of the executive board of the organization. Secondly, we carried out non-participant observation of the entity's day-to-day activities, during the match between RCD Mallorca and Getafe on November 27, 2021. Finally, 3 in-depth interviews were done with the RCD Mallorca Business CEO, its Communication Director and the President of the Mallorca Tourism Foundation.

REDISCOVERING THE INNER CORE OF GLOBALIZATION: AN ARCHAEOLOGICAL PERSPECTIVE

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Concepts evolve – especially those which have antediluvian grounding. In the perspective of history and biology, the concepts may transform and assume new connotations as well as denotations. Our concern is to rediscover the original core of 'globalization'. The concept has undergone endless mutations for several reasons. Firstly, its grammatical form has progressed from the simple to the complex. Secondly, it has been imbued with the meaning appropriate to the evolutionary stage of modern man in the last 200,000+ years. Technology and the sciences along with the perception of interlinkages of geographic units have played a critical role. Sachs (2020) has identified the 'seven ages of globalization' from the Paleolithic age to the Digital age. According to the OECD Handbook (2005), the term refers to economic and market integration, and offers appropriate economic indicators. While acknowledging the inability of contemporary quantitative techniques to handle the vastness of the concept, A.T. Kearney/Foreign Policy Magazine Globalization Index™, stays focused on measuring economic integration and associated factors (Yester, 2009). Another similar New Globalization Index has been offered while adding some related variables to give it a multidimensional perspective (Vujakovic, 2010). In attempts to catch the essence of the term, an endless set of qualifiers have been added including political,

cultural, historical, viral (e.g. COVID 19) and mindset. This is where archaeology comes in. The aim of this paper is to rediscover the ancient core of 'globalization'. It focuses on three factors across the history of modern man: mobility, connectivity and mindset linked to consciousness. It digs deep into the history of modern man centuries before the ancient trade routes (Seland, 2015) and the Assyrian multinationals circa 2000 B.C. (Moore & Lewis, 1998). In identifying and conceptualizing these three fundamental elements, the paper considers ancient human history (Slatkin & Racimo, 2016; Woodward, 2020) and migration including the development of the human brain and cognition (Sherwood, et al 2008) as well as the origin of languages.

RE-IMAGINING COMMUNICATION THROUGH MUSIC

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The presentation to the conference, "Re-Imagining Communication Through Music," will explore how the rhetorical devices of pathos and logos engage listeners on a deeper level. Pathos is most prevalent in a song's story – what message is the artist trying to send their audience, and how does the artist want their listeners to feel? Logos will be used to analyze the construction of lyrics. From the first verse of a song to its last, lyrics are carefully construed to suggest a passing of time. To bring these ideas to life, I will explain the rhetorical elements present in my latest song, '4Walls.' With regard to pathos, I released '4Walls' to share lessons I have learned and experiences I have had in the last decade. In alignment with logos, I use various years as the song's framework to help move the song from lessons learned in the past to ideas and topics I am learning about in the present moment.

RESILIENCE IN THE COVID-19 PANDEMIC:
A STUDY OF BOARD DIVERSITY THROUGH A CRISIS MANAGEMENT PLAN

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During the initial phase of the COVID-19 pandemic, businesses faced an economic shock never seen before. This paper addresses what firms could do to enhance resilience in a crisis of this magnitude. We argue that diversity in boards can enable firms to bounce back from a crisis. Moreover, a board's involvement in a crisis management plan is critical in strengthening firm resilience. We have applied an information processing perspective to examine two diversity dimensions: board cognitive diversity and board gender diversity. Survey data of 271 responses collected between April and June 2020 from the US are used in the structural equation modeling analysis. The results show that, on the one hand, board cognitive diversity is a desirable feature, significantly improving a board's contribution to a crisis management plan, which strengthens a firm's resilience. On the other hand, board gender diversity poses a negative impact on resilience. The paper concludes with discussions and future research proposals.

REVISITING CORPORATE SUSTAINABILITY. HOW EU IS PUSHING RESPONSIBILITY FORWARD THROUGH NEW REGULATORY CHANGES

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In 2010-2011, I was arguing that the evolution of Corporate Social Responsibility forces companies to move from voluntary to a mandatory approach, with more and more regulations waiting to be introduced. A decade later, those remarks turned out to be true. For example, the EU institutions played a significant role in determining this direction by introducing the so-called Non-Financial Reporting Directive (NFRD, Directive 2014/95/EU). Today, we are facing a proposal to update NFRD -- with Corporate Sustainability Reporting Directive (CSRD) --, but also another proposal that makes supply chain due diligence mandatory for all large companies in order to better mitigate human rights (social!) and environmental impact. First and foremost, this change of paradigm from a voluntary to a mandatory approach leaves a profound mark on the way we understand what 'corporate responsibility' is and should manifest at organizational level. Secondly, it already emphasized the importance of stakeholder engagement instead of mere stakeholder communication. Thirdly, we see that the professionals themselves specialize in business practices that are more familiar to other fields rather than Communication, as it used to be the case in the past three decades.

REVIVING A WELL-KNOWN BRAND: AN INTEGRATED MARKETING COMMUNICATIONS EXERCISE

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This exercise is called a Revival Project and serves as a semester-long framework for an integrated communications course currently taught in a public relations program. There are many products, franchises, media artifacts, foods, clothing, and other items that once were successful and profitable but are not longer available. Some of them fell victim to competition, failed handling of crises, management and leadership issues, poor financial decision-making, technological changes, shifting public needs and preferences, etc. Despite their failure they still have potential for being revived and made profitable once. The goal of the assignment is to have students select a product or other item to be revived and to use the concepts learned in the course to build a campaign to restore the item to the marketplace. Students must do sufficient historical and market background research to establish viability for the product; stakeholder research to identify potential customers, influencers, partners and competitors; identify past brand identity and assess potential and need for updating or altering, logos, designs, images, and visual components. Students also identify budgetary issues and practicality for production of the item. By delving into the psychology of a revival brand, students can explore consumer motivations and the power of nostalgia to drive interest. This presentation will review research on the viability of such a project, the motivations to establish a successful revival, and identify the learning goals and course content that might be incorporated into the assignment.

RISK TOLERANCE AND THE ENTREPRENEURIAL MINDSET

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Research shows that entrepreneurs have a need for achievement, a need for power, and a need for affiliation. They are visionaries who see where they want to go and are willing to go into unknown, often scary, territory to get there. As calculated risk takers, or those who understand risk, minimize it, and share it whenever possible, entrepreneurs will gladly navigate what appears to be a mine field to others. They can manage uncertainty and stress, understanding the outcome of their vision and willing to pay the price to get there. And, with all that they resolve problems and integrate solutions. Risk tolerance is related to self-efficacy. It was found in one study that although entrepreneurs shunned risk, they sustained their courage by the clarity and optimism with which they saw the future (Mitton, D. 1984). They saw they could 'do it.' And so, they did. Measuring risk tolerance is studied in many ways. The investment industry is good at determining the risk tolerance of clients for investing. The entrepreneur, however, is often putting their entire livelihood, sometimes their home and other assets, on the line to start up a business. This paper explores developing an Entrepreneurship Risk Tolerance Survey that will assist service providers in advising entrepreneurs as well as those who wish to start a business just how risk tolerant one may be.

ROCK N' ROLL AND COMMUNICATION: THE REBELLIOUS SPIRIT OF "A PIECE OF RED CLOTH"

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"A piece of red cloth" is a rock song. This rock music was composed by Cui Jian, the most important singer in the Chinese rock field. This rock music expresses a strong spirit of rebellion. "A piece of red cloth," as rock music, evoked the thinking of the Chinese youth at that time on red ideology and false real life. Cui Jian uses rock music as a channel of emotional expression to expose serious social problems. It is precisely because Cui Jian loves this country that he hopes to inspire young people at that time to make this country a better place through art communication. This rock music also became a social symbol in China at that time. In my presentation, I will analyze how Cui Jian communicates his thoughts and feelings to Chinese youth through the Shannon-Weaver (SMDR) model of communication. In addition, I will investigate how this song affects the way Chinese youth understand the world from the perspective of the arts.

SAISD MASK AND VACCINE MANDATE CONTROVERSY:
A PUBLIC RELATIONS PLAN TO SETTLE THE DISPUTE

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On August 11th, 2021, all San Antonio Independent School District (SAISD) required students and staff members to wear a mask while at school and to work in compliance with the city and county mask mandate. As a condition of employment, SAISD also requested all San Antonio ISD employees to take doses of the COVID-19 vaccine with either the two-dose Pfizer or Moderna vaccine or the one-dose Johnson & Johnson by October 15, 2021. The mandate outraged a prominent Texas politician, Attorney General Ken Paxton, caused some employees to quit their jobs, and forced parents to take their children to other districts. The controversy also led residents to question their loyalty for SAISD, and many of them labeled it as "unlawful." This public relations plan offers an assessment of the controversy and makes recommendations for future implementation. The plan is based on extensive research that involved a survey of 62 participants and a personal interview with the current Deputy Superintendent of SAISD Patti Salzmann. The author articulates both input and output objectives followed by strategies and actions. The main messages of the plan are: (1) keep SAISD safe, (2) denounce marginalization, and (3) consider proficiency over politics. The central theme is: "Comunidad segura para todos- SAISD" which means: "Safe community for all."

SEARCHING FOR REDUCING CO2 EMISSIONS IN INTERNATIONAL
TRANSPORTATION THROUGH THE SHORT SEA SHIPPING

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The aim of this paper is to expose the need to decongest European infrastructure through short sea shipping alternative. The short sea shipping can reach a reduction of logistical costs, CO2 emissions or even transit times in which the whole logistical chain of cargo´s transport is involved within main cities of the European Union. Transit time, pollution, distance, and transportation costs are analyzed using the comparison between short sea shipping and the more traditional transportation, such as road and air transport options are analyzed in this paper. The advantages of the short sea shipping as a greener transportation are deeply exposed using routes as examples. Additionally, this paper exposes the challenges that logistics firms have to face doing national and international trade to deliver orders on time within Europe.

SPIRITUALITIES AND URBANIZATION ON PERCEPTIONS OF ETHICS AMONG COLLEGES STUDENTS IN CHINA

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Ethics aid in distinguishing the difference between right and wrong. This study examines how different spiritualities (formalized spirituality, individual spirituality, and relational spirituality) and city size (municipalities, tier 1, tier 2, tier 3, and small-town) affect individual benefit, corporation orientated, and individual choice business ethics questions. Data for this study was obtained based on a convenience sample of 536 college students from China and was analyzed using SPSS. Factor analysis grouped questions into three factors and spiritualities into three factors. Formalized spirituality included Buddhism, Christianity, Islamism, Judaism, and agnosticism. Individual Spirituality included Atheism and Confucianism, and relational spirituality included justice or law, humanitarian, inner happiness, collective interest, family virtues, and ancestors. The ANOVA tables showed that Tier 3 cities were the most ethical and municipalities under the central government was the least ethical.

STADIUM SPONSORSHIP NAMING RIGHTS IN THE GLOBAL MARKETS

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Sponsorship enables companies to (re) connect with their customers who are heavily involved in the event. One way to provide companies with increased visibility and achieve the benefits of goodwill is to sponsor the financing of a stadium in return for stadium naming rights. Stadium sponsorship is a contract in which money or other rights change of hands to give the privileges to name a sports facility mainly stadium/arena. The intentions of stadium sponsors are very much like to those of other sponsorship events. Prior research in this area determines several advantages of stadium sponsorship, including company/brand awareness, image building, direct on-site sales, continuing presence of the brand name, and halo of goodwill. Although there is an increasing research challenge to define the effects of stadium sponsorship, most studies focus either on return on investment or on circumstantial evidence. In addition, there is no substantial academic study that examines the effectiveness of stadium sponsorship in generating favorable attitudes toward the sponsors' products and/or services. This study investigates about how much money companies pay to sponsor stadiums in several different countries in different sports.

STAYCATION AND EMOTION REGULATION IN COVID-19

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Evidence has indicated an overwhelming increase in psychological distress amid travel bans, social exclusions, and immobility in the COVID era (Daly & Robinson, 2021). As an indication of one's psychological discomfort, distress is thought to aggravate the traumatic effect of the COVID pandemic, leading to a severe mental health crisis. People were asked to stay at home during the COVID-19 quarantine. Their environment was reduced to home and outside. People may consider going out and becoming a different environment as an escape from their daily life, namely staying at home. It helps to regulate the mood during COVID-19 isolation. This study aimed to explore individual strategies for emotional regulation and mood regulation during coronavirus isolation, and to explore the role of travel during emotional regulation. Semi-structured individual and group interviews will be conducted and digitally recorded in Mandarin. Each interview was transcribed first into the native language and then into English. A range of emotional regulation strategies used by people during the pandemic will be interpreted and summed up into several categories. We will draw conclusions about what aspects of travel is used to regulate negative emotions, and what the emotional regulatory effects of travel are often associated with, which will have important methodological implications for emotion regulation studies.

STORYTELLING & BRANDING

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The presentation "" will include three parts: Storytelling & its importance, Why should branding matters and storytelling & branding in real life. I will discuss some of the reasons why people love stories by analyzing the key element within a story, and what makes these elements the magic to be tempting. I then will look from the angle of branding, and what major brands and companies often tackle when wanting to conduct a successful branding, what do your audiences want? Who are they? What do they want to be communicated? And "how"do you communicate with them? The "how" then, which I will connect to how to use storytelling to fulfill the branding strategy. Finally the presentation will share some case studies from the market, and from my personal experience regarding some examples of how to use storytelling as a way to create branding or awareness.

STUDENT SUCCESS IN AN EMT COURSE AS A PREDICTOR OF PERSISTENCE AND GRADUATION

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Success in the Emergency Medical Technology course at Utah Valley University is determined two ways: grade in the course and passing the EMT National Registry Exam. Passing the course permits students a place in the Firefighter Recruit Candidate Academy (RCA), but only by passing the NRE can graduates get a job as a firefighter EMT. Only 43 (56%) of 77 students who took the NRE in 2020-2021 passed. This compares with 78% who passed nationally. (Only students with A or B grades are recommended to take the NRE.) UVU uses Civitas Learning to predict student persistence and graduation. Students must earn an A in this course to have an above average likelihood of graduation. 14.4% of students in this course withdraw or earn a D or F. That's 41.2% higher than the average course at UVU. This study explores the reasons for low success rate in the EMT course at UVU and makes recommendations about what can be done about it.

SUBWAY'S "FISHY" TUNA SCANDAL

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A January 2021 lawsuit against international submarine sandwich chain, Subway, broke the internet and the reputation of the long-lived American company. The plaintiffs in the suit, Karen Dhanowa and Nilima Amin, filed the lawsuit in early 2021 with the claims that Subway's tuna sandwiches were made with "anything but tuna." This caused much uproar for both Subway and tuna-lovers alike, hurting the company's rebranded reputation and made way for their customers to question the quality of the other provided Subway products. The 2021 "fishy" situation furthered the global brand's struggle to keep a clean record. In 2015, Subway brand and commercial spokesperson, Jarod Fogle, was convicted of child pornography charges and soliciting sex with underage girls after a 15-year partnership with Subway. Just six years later, Subway would find itself attempting to clean up yet another social and ethical scandal of whether their tuna is actually the real deal. The author of this study delves into the company's brand history and evaluates Subway's reactive public relations model used to revamp and rebrand after the food quality of the brand was brought into question. Using considerable research methods and critical evaluation, the author of this case study will determine if Subway's public relations campaign post-tuna scandal was effective in relieving the brand's hurting reputation and will suggest a PR model and campaign that would more successfully alleviate global controversy.

SUSTAINABLE NEWS AND THEIR IMPACT ON COMPANY'S MARKET CAPITALIZATION IN SPAIN DO SUSTAINABLE NEWS OF A COMPANY HAVE A POSITIVE INFLUENCE ON THEIR STOCK PRICE

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Climate change has landed to stay. A transformation that is impacting not only nature but economy, and in particular the financial system. The demand for sustainability produced goods has never been so high, but does but is this also reflected in the positive financial performance of those who show themselves to be sustainable to the outside world? This paper will investigate whether sustainable news of a company have a positive impact on their stock price by analyzing the Twitter tweets of the IBEX35 members. The methodology used in this study included the collection of Twitter tweets and financial information from the IBEX35 members, followed by the execution of a sentiment analysis and a statistical eclectic analysis to study the correlations between stock returns values and twitter tweets containing sustainable sentiment, by the quantitative method using vector autoregression model time series data for the last 5 years with monthly frequency. This paper aims to close the literature gap by raising awareness of the importance of sustainability and ethics for companies current and future performance and the need for managerial implementation of sustainability related measures. Considering retweets, ethical recognition and time effects, the results show a positive relationship between stock-price performance and Twitter tweets containing sustainable sentiment in the Spanish market. The outcomes of the paper are challenging to companies listed on the stock exchange and will help companies´ long growth model count on a sustainability to optimize the outcomes.

TRUST AND COMMUNITY ENGAGEMENT IN LAW ENFORCEMENT

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The relationship between law enforcement and communities they serve is very contentious. This tension is deeper rooted in the history of policing that has evolved in contemporary society due to the evolution of technology. Communication plays a significant part in these relationships. This thesis plans to accomplish a crisis communication model by identifying problems and best practices by police departments which can be used as a guideline for online communication, including websites and social media platforms, to their stakeholders. This will be achieved by analyzing the website, Facebook page and Twitter pages of the following police departments: New York PD, Boston PD, Trenton, New Jersey PD, Chicago PD, and Minneapolis PD. These police departments were examined on how they utilize community engagement, transparency, and accountability. Based on the data collected, strategies used by the police departments were dissected and evaluated deeper under best methods for those police departments when in the face of any crisis. However, other police departments can use the same recommendations to bridge the gap that may exist between them and the community that they serve to establish trust.

UNIVERSITY STUDENT PERCEPTIONS OF THE IMPORTANCE OF COMMUNITY CULTURAL ASSOCIATIONS AND SUGGESTIONS FOR MARKETING

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Community-based art and cultural organizations offer a wide variety of benefits to the communities in which they reside. These community cultural associations offer opportunities for events, performances, and participatory activities. They enhance art appreciation, develop cultural awareness and work to improve the overall quality of life for community members. However, university students residing in the community might not always appreciate, or take advantage of, the many benefits of community cultural associations. The current investigation developed a survey questionnaire that was completed by over 400 students at a medium-sized university, in a small, relatively isolated community in the Great Plains region of the United States. In addition to collecting basic demographic information, the questionnaire was designed to answer several research questions as the foundation for upcoming marketing efforts. How much do university students value the community arts and cultural offerings? What factors are important in their decision to participate in an art or cultural event and what factors discourage their participation? How likely are they to attend different offerings of the cultural association? Finally, what information sources would students turn to for information about cultural events in the community? The results suggest that knowledge of activities of the local community cultural association was significantly lower than what was expected, and this was a key barrier to student attendance. Additionally, the students thought cultural associations offered the most value to them when they presented current release movies or music concerts and the least value when they offered poetry or book readings.

USING DECISION TREES AND RANDOM FOREST TO CLASSIFY CHRONIC KIDNEY DISEASE

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Early detection and classification of persons with chronic kidney disease (CKD) is the best method to save lives - as late detection (stage 4) could be a terminal diagnosis. The earlier this is detected and treatment can begin, the better the prognosis. In a previous study that aimed to find the most discriminative decision features among chronic diseases, classification trees, or decision trees that predict discrete values, were utilized. Researchers operated under the understanding that classification trees could provide nonlinear models that are easy to interpret, and effective in different application domains like healthcare (Soguero-Ruiz, et al., 2020). These researchers sought to classify stages of CKD using several machine learning models, random forest was one classification models that was applied (Jeong, et al., 2020). Doing research with medical data can be difficult as obtaining large sets of clean non-missing data sets is hard to obtain. This is a follow-on research from one where we used multiple techniques to clean a small data set and enlarge it without creating bias. Combined, these two research streams significantly enhance the ability to obtain meaningful results, but this portion of the research could also be done alone – assuming one

had a sufficient data set. This research demonstrates how using decision trees and random forest machine learning algorithms can exceptionally enhance the accurate classification of a person having or not having CKD. This early detection could save lives and improve the lives of those with CKD by beginning treatment earlier.

VETERANS IN THE CLASSROOM: EXAMINING GAPS IN ADA

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Expanded coverage in the post-9/11 G.I. Bill has provided opportunities for war veterans and their family members to attend higher education. During the wars in Iraq and Afghanistan, and with subsequent international events, military members continue to take advantage of the opportunity to pursue graduate and undergraduate programs. Some of these veterans bring with them requests for Americans with Disabilities Act (ADA) accommodations because of conditions developed while in the military. Post-secondary institutions have policies and procedures to support veterans as students as well as requests for ADA accommodations. However, instructors often receive minimal information about student needs other than additional time required for assignments and are frequently cautioned to treat military students with disabilities "just like everyone else." While there are approximately 1.8 million veterans who are severely disabled because of the wars (50% of the total population of those who served), there exists very little development or education for instructors to understand the unique issues that occur when dealing with this population of students. This paper reviews some of the more recent literature dealing with veteran disabilities and postsecondary education and discusses some of the types of services provided. The authors posit a gap exists between operational goals and tactics, based on personal experience with numerous postwar veterans. Recommendations suggest an approach to training instructors and what to expect to provide better and more effective classrooms and learning opportunities.

WHAT IS NEWS?

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Has the definition of "what is news" changed since I went to J-school 50 years ago? I'm left wondering. In this crazy world, where every issue seems to be polarized and shared viewpoints no longer seem to exist, it appears we can no longer agree on anything, particularly about what should be news. This study looks at one recent event, the release of the Durham Report, and how it was covered by the major U.S. news media. Implications are drawn about how today's news decisions are made and the state of the news media.

WHISTLEBLOWER HOAX: FEDERAL LAWS AID THE POWERFUL AGAINST THE WEAK?

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Many people think that whistleblowing has a negative connotation. Being labeled a whistle-blower can damage or ruin your career and reputation. The first traces of whistleblowing can be traced back to Second Continental Congress in 1778. Whistleblowers play a significant role in preventing fraud from occurring. Laws have been enforced to protect people who have whistle-blew against large and powerful companies. Researchers have examined these laws and observed if they work. The researchers also investigated Sarbanes-Oxley (Sox) and the effectiveness of the new law. To follow whether the laws work or not, researchers investigated the banking industry. Within the banking industry, researchers chose U.S chartered commercial banks that have consolidated assets of $300 million or more. Within this list, the top one hundred unique banks were included in our research. For the research, researchers examined if the bank had a whistleblower policy in place. Also, if the bank had any scandals regarding their whistleblowing policy. After researching, 100% of the banks had a whistleblower policy in place. However, 68% of the banks had a scandal involving whistleblowing. Through the research, whistleblower systems do not work. Researchers aim to prove with this research the law needs to be fixed.

WOMEN'S EMOTIONAL REGULATION, LEADERSHIP AND INNOVATION BEHAVIOR IN HOTELS

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Emotional labor involves enhancing, masking or suppressing emotions in order to modify emotional expression (Grandey, 2000). This is particularly evident in hotels, where employees are required to manage their emotions in response to display rules at work (Chu, Baker, & Murrmann, 2012; Grandey, 2000). More evidence shows that emotions play an important role in the emergence and development of female transformational leadership (Michie & Gooty, 2005). Positive emotions, such as gratitude and appreciation, motivate female leaders to exhibit more innovative behaviors (Madrid, Totterdell, Niven, & Barros, 2016). However, the emotional management strategies employed by female leaders to achieve effective management are unknown. The study focuses on female leaders working in hotels, who are likely to experience more emotional experiences at work and explores the impact of emotional labor strategies on women's effective leadership in hotels under the framework of psychological empowerment. The correlation between women leaders' emotion regulation, women leaders' transformational leadership, and women employees' innovation behavior was analyzed using SEM model. Semi-structured individual and group interviews will be conducted and digitally recorded in Mandarin. Each interview was transcribed first into the native language and then into English. Additional questionnaires will also be distributed to these women leaders. Results will (1) reveal women leaders' emotional regulations strategies, (2) discover a relationship between emotional labor and women leaders' transformational leadership and women employees' innovation behavior under the new model of psychological empowerment, and (3) provide important insights into how hoteliers can strategically manage women's emotions in order to advance women's careers.

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