Proceedings of
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Proceedings of the 2023 International Academy of Business Disciplines 34th Annual Conference held in New Orleans, Louisiana on March 29 – April 1, 2023.

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Proceedings Liaison, Amanda (AJ) Templeton

Welcome

Paul A. Fadil,
University of North Florida

It is a pleasure to welcome you to the 34th annual International Academy of Business Disciplines (IABD) conference in New Orleans, Louisiana, This is our ninth issue of the IABD Proceedings. I would like to personally thank Editor John Fisher and the authors and track chairs to see that everything has gone smoothly in bringing the Proceedings together.

I also appreciate the work of Cindi Smatt, who has organized our conference program. Her work over the past several years has been crucial in making our conference a success. Our executive team, journal editors, track chairs, and our membership all contribute to the success of our organization and our conferences. I am truly grateful for all you do.

I hope that I will have an opportunity to meet you, if I do not already know you from past conferences. It has been a pleasure to be the President of IABD over these past 10 years. We always look forward to getting your feedback on all aspects and important issues at the conference. I invite you to participate actively, and if you would like an opportunity to become more involved, please let us know.

IABD is continuing to evolve and move forward. But no matter how we evolve, keeping a family atmosphere amongst our members is our most important value. So, welcome to the family! We have a unique culture here at IABD, one you will find nowhere else. Thanks for another wonderful IABD year and enjoy yourselves in New Orleans!!

Sincerely,

Paul Fadil, President
International Academy of Business Disciplines

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About IABD

The International Academy of Business Disciplines (IABD) is a worldwide, non-profit, organization established in 1987 to foster and promote education in all of the functional and support disciplines of business.

IABD's objectives are:
- To stimulate learning and understanding and to exchange information, ideas, and research results from around the world;
- To bridge the gap between theory and practice, and to increase individual awareness of business problems and opportunities in the international marketplace;
- To create an environment where the learning, teaching, research, and practice of management, marketing, and other business disciplines can be advanced. The paramount focus is on extending knowledge in these areas so that creativity and practical application can be enhanced;
- And, to cooperate whenever possible with government agencies, academic organizations, and businesses for the furtherance of the above objectives.

IABD will not adopt a partisan position or the ideals of any particular interest group. Furthermore, IABD will not co-sponsor or otherwise be identified with any government agencies, profit oriented organizations, or other non-academic organizations, which may compromise the intellectual integrity of its members.

Membership in IABD is open to scholars, practitioners, public policymakers, and concerned citizens who are interested in advancing knowledge in the various business disciplines and related fields.

MISSION STATEMENT

The organization designated as the International Academy of Business Disciplines is a worldwide, non-profit organization, established to foster and promote education in all of the functional and support disciplines of business.

Website: www.iabd.org

2022 EMERSON-BLANQUERNA GLOBAL COMMUNICATION SUMMIT BUILDING BRIDGES IN UNCERTAIN TIMES: FINDING COMMONALITIES THROUGH COMMUNICATION

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The Emerson Communication Studies Department held its annual Global Communication Summit this past November at the Watergate Hotel in Washington, DC. Keynote speakers included Bob Woodward and Katty Kay. The summit also featured esteemed panelists and attendees from 16 different countries and 20 universities globally. In attendance were members of the State Department, United Nations, European Diplomats, University Presidents, members of the British Embassy and Major League Baseball and National Hockey League Executives. As students, we handled various aspects of the event and worked closely with the organizers to create this global showcase of diversity within communication. The summit was created by the department, with no intervention or assistance from the college, and it gave the students who worked on it real-world event logistics experience. We worked on the summit from the very start, creating branding such as logos, newsletters, programs, credentials - then working at the event in DC ensuring its cohesion.

ACCOUNTANTS USING DATA ANALYTICS TO PREDICT MEDICAL MALPRACTICE INCIDENTS

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With the accounting industry constantly adapting to the increase in accounting information systems, accounts are forced to shift their skillset to match the demand. The demand for accountants is more focused on analytical positions to read, analyze, and interpret data. This research focuses on how accountants use data analytics to predict medical malpractice incidents. Accountants have been using predictions in their careers since the beginning. A prevalent example of this is projecting sales, inventory, or budgets. This study was conducted by looking at previous research done by statisticians and other researchers and applying their methodologies into predictive modeling equations that can be used by accountants to predict possible events. The research also concludes that while it is possible to predict incidents, accountants have many options on how they do this depending on the wanted result. The research concluded that while none of the methods are better than each other, they each have specific qualities that make them better for different users depending on their requirements. The CPA Exam is implementing a change starting in January of 2024. This change is mainly to the BEC examination. It breaks down the exam into three different specialties, one being data analytics. Considering this change, this research topic will become more effective than in previous years as the demand will grow.

ANALYSIS OF THE COMPETITIVENESS OF THE SOUTH KOREAN AUTOMOBILE INDUSTRY DURING THE TRANSFORMATION TO E-MOBILITY

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The structure of the global automobile industry has shifted drastically in recent years. Factors such as climate change, globalization, and sustainable development have led to a new era in which automobile manufacturers have rapidly scaled up the production of electric vehicles in hopes of increasing market share and winning the EV race. The purpose of this paper is to analyze the competitiveness of the South Korean automobile industry during its transformation to e-mobility. An overview of the characteristics of the global automobile industry is conducted with a focus on global vehicle production, trade, government regulations, corporate strategies, and trends. This clarifies the position of South Korea's automobile industry in relation to the rest of the world and provides context regarding its global competitiveness. Specific environmental aspects used for the competitive analysis follow the theoretical framework identified in Michael Porter's Diamond model. This study concludes with the reconciliation of both positive and negative influences of the general competitiveness of the South Korean automobile industry and its ability to adapt to rapidly changing consumer demand.

ASSESSING MOBILE PAYMENT SECURITY THROUGH SSL PROXYING: AN ANALYSIS OF POPULAR PAYMENT METHODS

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Mobile payments have become increasingly popular due to their convenience, speed, and ease of use. There are various mobile payment options available, including Apple Pay, Google Pay, Venmo, PayPal, and Cash App. However, with mobile payments being relatively new, it's essential to understand the potential security risks associated with these options, such as the potential for mobile payment companies to gather a customer's personal information for fraudulent activities. This project aimed to explore these risks and compare the features and functionalities of five popular mobile payment options: Apple Pay, Google Pay, Venmo, PayPal, and Cash App. The project also focused on determining whether SSL Proxying, a technique used by hackers to intercept and read encrypted data sent over SSL connections, was detected by the mobile payment options studied. Overall, while mobile payments offer a quick and easy way to conduct transactions, users should take appropriate measures to protect their personal information and remain vigilant against potential security threats. should take appropriate measures to protect their personal information and remain vigilant against potential security threats.

BEST-PRACTICE RECOMMENDATIONS FOR DESIGNING, IMPLEMENTING, AND EVALUATING RANDOMIZED AND QUASI-RANDOMIZED EXPERIMENTS

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The application of robust experimental research methodologies that help to provide a better understanding of the mechanisms of the Theory of Change for which training programs and/or matching grants improve job creation in micro- and small and medium size enterprises (MSMEs and SMEs). The literature about both interventions, such as training and matching grants, recognizes methodological flaws that hamper to achieve enough statistical evidence to test the beforehand mentioned Theory of Change. A better understanding about the interventions and the mechanisms to create jobs have become critical to ensure the rebound of the global economy after the pandemic of COVID-19 and to face the threat of the Forth Industrial Revolution in which technologies are replacing jobs. This paper exposes methodological meliorations in impact evaluation that help to set improvements alongside the full process of a project: from designing superior policies and programs, implementing projects, supporting finer assessment of interventions, and establishing the subsequent advancement of science to better test solutions for job creation.

BUSINESS SUCCESSION PLANNING: A VITAL COMPONENT TO THE SUCCESS AND LONGEVITY OF SMALL BUSINESSES

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Contrary to popular belief, estate planning is not only for individuals to dispose of personal property upon death. It is also an important and effective tool that can be used during business succession planning. Unfortunately, business succession planning is often overlooked by businesses and it is lacking in business curricula. Since the Covid-19 pandemic, entrepreneurship is on the rise; as such, the growing number of start-up businesses makes business succession planning an increasingly important area. Many small businesses are owned by minorities or women, and a significant portion of the US workforce is employed by a small, and oftentimes family-owned or otherwise closely held, business. Failing to create a business succession plan can result in outcomes contrary to the business owner's intent. This paper seeks to understand the prevalence of business succession planning within the small business market and answer the question of why most entrepreneurs do not have a succession plan. It also seeks to identify succession planning barriers faced by small businesses.

"COOLEST MONKEY IN THE JUNGLE": HOW H&M HANDLED REACTIONS TO A RACIST AD THAT DAMAGED ITS REPUTATION

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Hennes and Mauritz (H&M), a multinational company that sells fast-fashion clothing for men, women, teenagers and children, received in 2018 a worldwide backlash for an ad that depicted a young dark-skinned boy, modeling a sweater with the phrase "Coolest Monkey in the Jungle." The ad generated criticism of H&M via Twitter and the next day it garnered worldwide media attention. The damages were not confined to harsh criticism and boycotting the brand, but they extended to physically destroying some stores in retaliation for the "racist" ad. This case study analyzes how H&M reacted to the crisis. The author noted that the company's marketing communication efforts were reactive in response to all burst accusations and backlash. H&M did the following: issued a formal apology letter to all concerned publics, held a press conference, hired a Nigerian-American as head of inclusion and diversity for North America, created a new marketing strategy, donated money to Indonesia's tsunami victims in 2018 and to American Civil Liberties Union in 2020, updated website statements and company value, removed an online image on H&M website, and used Hollywood stars as new faces in advertisements. The author concluded that H&M has still been generating headlines for its innovative advancements in making sustainable clothes in the fashion and retail industry. However, the company has not fully recovered. Rather, it is facing criticism for claims of sexual assaults in factories abroad.

CORRELATION OF MOTIVATIONS TO VIEW FACEBOOK VIDEO ADVERTISEMENTS WITH WILLINGNESS TO VIEW FUTURE ADVERTISEMENTS

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Because there are currently at least 4.26 billion social media users worldwide, and that number is expected to be 6 billion users by 2027, marketers must understand how to most effectively use social media advertising. In addition to being one of the largest social media platforms, Facebook offers extensive features to use in-feed video ads to promote products, an effective advertising style. The current investigation used an online questionnaire to determine user motivations for viewing Facebook video advertisements. The Uses and Gratifications Theory (UGT) is the conceptual framework for this study. Drawing on the UGT, the study uses a previously established and supported scale from earlier uses and gratification studies to measure the correlation between six measures of user motivation with the user's willingness to view future video advertisements on the platform. The study ascertained the correlation between video entertainment, video informativeness, video irritation, video credibility, overall consumer impression, consumer behavior, and consumer willingness to receive more Facebook video ads. Five out of six measurements showed statistically significant, positive associations; these include a correlation between Facebook video advertisements' entertaining power, informativeness, credibility, consumer attitudes after watching advertisements, and consumer willingness to receive more video ads. On the other hand, irritation with Facebook video ads is negatively associated with the willingness to receive more Facebook ads. This study measures the association and cannot predict the impact among the variables, and finally concludes by offering recommendations for future studies that need to focus on finding social media ads' influence on purchases.

COVID VACCINATIONS: REASONS FOR REFUSAL AND FUTURE IN COLLEGES

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COVID-19 pandemic disrupted American businesses, education and lives of people till it entered the 'endemic' phase recently. After FDA approval vaccines became available to all free of charge. However, many adults and college students were reluctant to get vaccinated. Ironically, the plan to fight the pandemic was dependent on a large portion of the population being vaccinated. In spite of the endemic phase, unvaccinated students still pose higher risk of spreading the disease since they are more likely to attend social events, visit bars, and be present at large gatherings. Also, many experts believe that COVID is here to stay and new variants are likely to come around. Thus, this study examined the reasons for vaccination refusal among college students. It used a short survey to determine demographics, student reasons for vaccine refusal and their sources of information at a regional university. The reasons and the sources of information were both classified into four categories each. Respondents were further asked if they would take vaccine in the future if needed. Data was analyzed to identify which categories dominated the refusal responses. Relationship of "Gender" and "Reasonings" as well as relationship between "Source of information" and "Reasoning" were investigated. Differences with respect to gender were identified. Reasons cited were related to the Source of information. Social Media may be responsible for misinformation associated with some reasons cited. Also, factors "Refusal Reason" and "Take vaccine in future" were related. Possible solutions to combat the problem of vaccine refusal were discussed.

DATA MINING: THE CORPORATE QUEST FOR PERSON INFORMATION

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Every day, companies mine the internet for useful personal information that can be aggregated, sorted, sold, and used for a number of purposes, mainly advertising. This project will fully research and explain consumer data mining and how companies profit millions of dollars off of this, oftentimes without consumers even knowing. This project will also examine the social and ethical impacts of data mining, including profiling, discrimination, deindividualization, and other unethical situations. Because data mining and online privacy concerns are currently being expanded by artificial intelligence, the most up-to-date models and techniques will be discussed. This project will also examine current legal rulings in online privacy in the United States within the scope of personal data mining. Additionally, this project will inform current internet and social media users on how they can do their part to limit the amount of their personal data that is on the internet, or in some cases, use data mining to their advantage. This project will conclude with a printable, foldable document that explains topics covered in this paper in a clear and concise fashion. This foldable pamphlet will also give internet users some of the best ways to protect their information from data mining and similar data aggregation strategies online.

DATA ARCHITECTURE: WILL USER DEMAND MAKE FINANCIAL STATEMENTS OBSOLETE?

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The accounting profession has long been revered as a trustworthy and ethical industry. Executives and investors place trust in certified public accountants to analyze and confirm public company financial reports. The financial statements are a collection of reports on company value and transactional data for the past year. The main goal of financial statements is to deliver a thorough understanding of a company's assets, liabilities, sales, and holdings with various other relevant financial information. Financial statements have long been the most valuable tool for investors looking to make informed decisions, but this landscape is starting to change. As technology develops and investor needs change, innovation is driving development of new investing tools to provide investors with valuable information the financial statements lack. This research questions the adequacy of the traditional financial statements and explores if investors will continue to turn to financial statements to make informed investing decisions. To conduct this research information was gathered from industry leaders, professional organizations, and government publications. Also, research was conducted on verified financial statements to apply the findings from our readings to a physical copy of financial statements. Based on this research, we conclude financial statements are becoming increasingly inadequate in the eyes of investors. The Securities and Exchange Commission must welcome changes if it intends to keep the financial statements relevant.

DEVELOPING A CONCEPTUAL FRAMEWORK FOR REGIONAL BRAND LOYALTY: A REGION OF ORIGIN PERSPECTIVE

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In recent years, research on the theme of regional branding has been attracting considerable scholarly attention. Reviewing previous research on the brand attribute of country of origin (COO), we construct a framework for examining traditional brand loyalty and the novel concept of regional brand loyalty (RBL) based on region of origin (ROO) and regional image (ROOI), integrating functional and emotional image, geographic proximity, regional visiting experience, and crafting experience into the variables under consideration. The study demonstrates RBL effects from geographic and behavioral perspectives in contrast to previous research, quantitatively demonstrating the influence of ROOI on consumers' purchasing decisions using the case of Japanese Arita ceramic and a quantitative online survey questionnaire. In conclusion, first we quantitatively demonstrated the influence of ROOI on consumers' purchasing decisions. While many studies have examined brand image and COO image, only a few studies have focused on ROO. In this study, using the construct of COO, we demonstrated that the geographical ROO has an indirect influence on consumers' purchase decisions. The second conclusion concerns the bias effect. While previous studies have examined differences in ROOI from demographic perspectives such as gender and age, this study demonstrates the effect from geographic and behavioral perspectives, including brand experience, visitation, and place of residence. The findings suggest that ROO strategy is a viable consideration for companies with unique regionally based product or service attributes and the framework could be adapted to future studies to examine RBL and ROO effects.

DIGITALISATION AT UNIVERSITIES

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Digital transformation affects society as a whole. It is an ongoing process of change based on digital technologies. This leads to new digital products emerging at an ever-increasing pace due to continually shorter development cycles. Digital transformation is challenging for all its key players: businesses, individuals and communities, governments as well as the education sector (with research and teaching). In Higher Education digitization, changing environmental conditions, disruptive products and business models, agile management, increasing change dynamics and/or digital transformation have percussions on both products (programs, modules, courses and content) as well as processes (the way of teaching). Maturity is a measurement of the ability of an organization for continuous improvement in a particular discipline. Based on this definition a maturity model which determines the digital status at a university is implemented, a questionnaire to determine the level of maturity developed and validated in practice. A survey using the questionnaire was conducted and the results will be presented.

EMOTIONS AND SOCIAL DISTANCING IN COVID

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Social distancing is an important prevention strategy, as it closely relates to crowd and characters of encounters. Tourists can be provided with coping strategies to deal with travel risks and manage emotions in COVID, when they had increased concerns on health risks, and thus experienced more complicated emotions. Implementing the practice of social distancing might influence the tourists' emotions; however, little is known about how tourists emotionally respond to different levels of social distancing in tourism destinations. This proposed study aims to examine tourists' visual attentions as well as changes of tourists' emotions in different levels of social distancing. This study will use eye-tracking to collect data and machine learning techniques to provide an algorithmic solution to manage, organize, annotate, and analyze large archives of data collected from the eye-tracking technique. Results are expected to recommend a system of tourist-related social distancing for tourism communities and provide implications for the tourism and hospitality industries regarding how to provide adjusted services and design innovative programs based on tourists' visual attentions and emotional experiences in extreme pandemics like COVID-19 in coming decades.

ENTREPRENEURIAL LEADERSHIP: WAYS TO ADDRESS IT IN THE CLASSROOM

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Entrepreneurial leadership is: The ability to tap into self, understand one's strengths and weaknesses through superior intrapersonal and reflection skills, and manifest the best of those strengths through superior interpersonal skills that create positive effects and outcomes while practicing continual self-assessment and improvement. Wow, how in the world can we teach students to understand their strengths and weaknesses and manifest the best of their strengths through superior interpersonal skills? In today's world, interpersonal skills are not high on the list of skills people are most likely to tap. But they are key and critical to the entrepreneur's success. It's not enough to be a product or service 'expert' – one must also be a persuader, a change agent, and an influential player in business.

Exercises that will be discussed that are proven methods in the classroom are:
- Creating a safe environment
- Practicing self-reflection
- Learning how to give and receive feedback
- Exercises in impression management
- Practicing persuasion and influence
- And other, hands-on action learning techniques.

Opportunities to apply learning is provided through role play and local entrepreneurship events.

ETHNIC SERBIAN POLICE OFFICERS IN KOSOVO REPORT CULTURAL AWARENESS TRAINING AS VITAL IN DEALING WITH MINORITIES

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Among new tensions, 600 ethnic Serbians resigned from the Kosovo police forces. The conflict between Serbia and Kosovo dates back centuries from before the Kosovo war from 1998 to 1999, when Kosovo declared its independence from Serbia. Prior to the war, Kosovo was administered from Belgrade. Northern Mitrovica and other areas of Kosovo with predominantly ethnic Serbians have never severed ties with the Serbian government. This study reports findings from a survey of ethnic Serbian police officers, who served as part of the Kosovo force in Mitrovica, prior to the recent tensions. Of 68 police officers surveyed, 51 were ethnic Serbians. Statistical analysis showed no difference between ethnic Serbian responses and other respondents. Officers identified that cultural barriers exist between police and minority populations in Kosovo. While few had cultural awareness training, most felt that getting cultural awareness training was vital to the job. Trust was considered more important than language when dealing with minorities.

EVALUATION OF SERVICE-LEARNING OPPORTUNITIES IN PUBLIC RELATIONS CURRICULUM

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This article evaluates the use of service-learning in public relations curriculum within 125 programs throughout the United States. Incorporating the learning models that are best suited for Generations Y and Z, the inclusion of service-learning opportunities within public relations courses is a proven way for students in achieving both academic and professional success. The results demonstrate that few programs offer service-learning opportunities in multiple courses, and many rely on just one course toward the end of the students' college career to provide all the professional and hands-on learning that students require, which is not enough to meet the needs of the current college student. The evaluation determines the courses that are most often designated as service-learning and cross references which of the program degree names most often adopt more experiential and service-learning opportunities within the graduation requirements. Some colleges do not offer students any opportunity to engage with the community or interact with organizations through service-learning.

EXCLUSIVITY MARKETING IN THE IDOL INDUSTRY

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The following paper explores the connection between the effectiveness of exclusivity strategic marketing in the idol industry and the cultural characteristics of the target audience. Originally from Japan, the idol industry model has been further developed in South Korea and become a part of the wider Hallyu wave: the global rise in popularity of the South Korean cultural economy. Idols are created as a commodity with the aim to monetize every aspect of their persona. Fans from South Korea and Japan often buy multiple copies of the same CD album to secure collectibles, show support, and gain a chance to attend an exclusive event. This type of behaviour, however, is not exhibited by other international fans. Existing literature reviews attribute this behaviorial difference to certain cultural characteristics shared by both the Japanese and Koreans. In order to shed light on this phenomenon, a study of 1500 21- to 30-year-olds from Tokyo, Seoul and New York was conducted. The results seem reinforce and corroborate the findings from previous studies. Finally, future research opportunities in this growing field are discussed.

FACULTY AIDS TO ENHANCE STUDENT PERFORMANCE AND SATISFACTION IN GROUP PROJECTS

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Faculty have always been concerned with student performance and satisfaction with coursework and learning applications. Group projects provide an opportunity for student involvement in applying and investigating course concepts. Research has identified several intra-group processes that have a major impact on the effectiveness of both face-to-face (FTF) class meetings and online class interactions as they enhance desired outcomes. Our goal for this paper is to provide a set of recommendations to aid faculty in enhancing group project experiences, thereby increasing student performance and satisfaction. Findings indicate that intra-group trust is the most critical of these processes. Studies suggest that effective group communication provides an environment within which trust exists and with which it interacts to increase the impact on performance. Two other group processes that improve trust are peer learning and intra-group conflict management. We combine several findings to offer recommendations to faculty to help increase student satisfaction with team members, performance grades and the course itself. For example, we recommend frequently monitoring and communicating the progression of group and student advancement and performance. We also suggest greater faculty involvement with each group during the semester to directly increase intra-group trust, thereby improving team effectiveness and modifying the group environment.

FINANCIAL FACTORS AFFECTING PRICE-TO-EARNINGS RATIOS IN CANADA

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A sample of 578 Canadian firms, across 11 industries, listed on the Toronto Stock Exchange during 2011 to 2018 is examined. Stock prices and financial statements accounts data is collected from S & P Capital IQ. We compute 27 financial factors to use as independent variables to regress on the price-to-earnings ratio dependent variables employing the Statistical Package for Social Sciences (SPSS) utilizing the software program's forced, forward, and backward selection methods. Robustness tests are conducted using alternative dates (after the fiscal year end) to discover which model of financial factors best explains the forward price-to-earnings ratio as well as other statistical methods such as analysis of variance. We find a unique model for each of the 3 models based on the forward price-to-earnings ratio date. The financial factors that explain each of the dates after the end of the fiscal year (1 month, 2 months, and 3 months) are the 4 variables: net profit margin, return on investment, total asset turnover, and the natural logarithm of the total assets. For model 3 (1 month after fiscal year end), in addition to the previous 4 factors, the dividends per share is part of the regression equation. All 3 models have strong statistically significant results at an alpha level of one percent.

FTX BANKRUPTCY, CRYPTO TRADING AND INTERNAL CONTROLS

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This paper explains how the bankruptcy filing of FTX, a cryptocurrency exchange can be used by Accounting Instructors to illustrate the necessity of internal controls within a firm and the necessity of greater regulation of crypto markets. In November of 2022, FTX Limited (commonly known as FTX) that traded cryptocurrency, filed for bankruptcy. FTX was a private firm and hence not subject to the Sarbanes Oxley Act of 2002. FTX was founded within a trading firm called Alameda Research. FTX was founded by Sam Bankman-Fried and Zixiao 'Gary' Wang, while Alameda Research was founded by Sam Bankman-Fried and his former girlfriend and Caroline Ellison and some other former employees of trading firm Jane Street Capital. In September 2022 Bloomberg raised concerns about the nature of the relationship between FTX and Alameda Research, a relationship which would have been prohibited if FTX had traded equities instead of crypto tokens. FTX was precipitated into bankruptcy following the publication of an article by CoinDesk that stated Alameda Research held a large portion of its assets in the FTT token issued by FTX. When this news became public, Binance, major stakeholder in FTX announced it would sell its holdings of the FTT token. FTX was forced into bankruptcy due to its inability to meet customer demand for cash withdrawals. The bankruptcy filing revealed several internal control weaknesses within the firm as well as the lack of regulatory oversight over the crypto markets.

A FRAMERWORK 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.

GAMBLING ON THE GAME - TRENDS IN SPORTS BETTING AMONG COLLEGE STUDENTS

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Legal betting on sports in the United States has become more widespread than ever. Sports fans in the USA are betting more money on sports events than ever before. The spread of sports betting is being fueled by the plethora of online gambling options (i.e., smart phone apps, sports betting websites, etc.). At the same time, sports betting companies are actively marketing their services on radio and TV broadcasts. Part of the marketing appeal is that several betting companies guarantee that gamblers will get a refund if their initial bets don't win. Many professional sports teams in America are building casinos to facilitate sports betting next to the arena or stadium, thus making gambling more convenient than ever. While Major League Baseball banned Pete Rose for life because he bet on baseball, several Major League Baseball teams are now embracing official sponsorships with gambling companies.

This presentation will focus on describing the extent to which American college students are betting on sports, including the sports they gamble on, the types of bets they place, and how much money they are winning or losing. The extent to which sports betting is leading to addictions among college students and ethical issues related to gambling on sports will also be discussed.

GENERATION Z ATTITUDES TOWARD THEIR JOB SEARCH SKILLS AND THE VALUE OF JOB SEARCH WEBSITES

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An online questionnaire was used to gather the responses of 478 young adults aged 18-24 (Gen Z). In addition to basic demographic measures, the questionnaire collected information on their attitudes toward the job search process and their abilities, as well as specific information on job search websites. For the job search section, respondents were asked about the confidence they have in their level of abilities related to six typical job search activities. The respondents rated their level of confidence for all six activities right at the median of the measurement scale, demonstrating only average confidence levels. An additional question provided six statements related to the job search process and asked for respondent's level of agreement. The highest level of agreement was for the statement that they desire feedback on why they were not selected for a position. Turning to the items about job search website, respondents indicated a low level of use of job websites, with only Indeed and LinkedIn having scores near the center of the scale. As a follow-up, respondents rated how likely they would be to use eight popular job search websites, if they were to use a website. Indeed, Google Search and LinkedIn were identified as the most likely sites to be used. Respondents also identified their preferences for using 14 information sources when looking for information about job websites. Additionally, they evaluated the usefulness of five job information sources and indicated that the most useful was the employing organization's website.

HOW AUDITING INTERNAL CONTROLS NEED TO CHANGE BECAUSE OF CLOUD-BASED ACCOUNTING SYSTEMS

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This research evaluates knowledge on Cloud-based accounting information systems (AIS). It also looks to see if internal control frameworks are advanced enough to be effective for small and medium-sized enterprises. Researchers used a theoretical review of a Cloud-based AIS and the built-in internal controls available and determined the most important internal controls. The Cloud-based AIS selected was QuickBooks Online specifically because of its popularity, range of activities, and focus on the accounting application rather than a tailored online program. Researchers evaluated internal control aspects of selected accounts within the Cloud-based system and their strengths and weaknesses. Next internal controls were evaluated through a 2013 COSO Framework for evaluation. This evaluation included deciding if the internal controls were sufficient, needed to be changed, or additional internal controls needed to be added to the online program. The review concludes that internal controls do need to change due to the automated electronic transactions available to Cloud-based AIS. This study extends the body of knowledge in auditing. The results are useful to professionals in auditing, accounting, and entrepreneurial practitioners.

HOW TERRITORY PRIVACY AND INFORMATION PRIVACY INFLUENCES PARTICIPATION IN SOCIAL NETWORKING SITES?

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The protection of privacy has been identified as a major impediment to the sharing of information on social networking sites (SNSs). The normative logic suggests that due to their protection of privacy, individuals would participate less in SNSs. However, empirical studies have uncovered the curious phenomenon of individuals persisting in their participation in SNSs despite having concerns about their privacy. This is perplexing because individuals continuing to engage with others in a SNS where they perceive their privacy to be at risk runs counter to the normative logic that they would withdraw from the SNS to safeguard their privacy. Our assertion is that individuals perceive and own their virtual territories in SNSs. In their virtual territories, individuals can not only share information but also manage the privacy of those virtual territories. To manage privacy in virtual territories, individuals regulate the level of access to and interaction within the virtual territories (for example, allowing or disallowing someone to view a post, comment on a post, or allow others to see or comment on the post). As a result, individuals continue to participate in SNSs despite their privacy concerns. In this research, we aim to investigate the effects of location privacy and information privacy on territorial behavior, SNS participation, and SNS satisfaction.

HOW TO BECOME A MULTINATIONAL WHEN YOU ARE AN NGO: THE CASE OF FCBARCELONA

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This paper embraces a contemporary, topical focus. It seeks to critically examine FC Barcelona as a corporate entity. In doing so, it has three key themes. To begin with, it considers the processes by which the club evolved into a global matrix of product, sport, business, and entertainment. It continues to debate the implications of these processes, with an analysis of the strategies employed by FC Barcelona that enabled it to become such a powerful multinational force. Finally, the paper speculates about the nature of what was called 'Barça Corporate', and the implications of the division of the club into its Audiovisual content business (Barça Studios), the Innovation Hub, the Academies, and the promotion of merchandising worldwide, --in other words, about 'Barça Corporate' as the commercial arm of the club. It provides a good example of how football clubs have become entertainment multinationals and illustrates how they compete with other multinational corporations, such as Disney and News Corporation. The authors consider the notion that, in becoming part of the sport-business-entertainment matrix, the club is in the process of 'Disneyfication' to develop its global branding and commodification. In the analysis of FC Barcelona as a global brand, the authors propose five main brand territories (symbolism, innovation, data, entertainment and knowledge – SIDEK) in which the club can achieve competitive advantage over its rivals. The authors use of both their own areas of expertise and research to provide the chapter with a coherent collaborative international perspective. They also draw on the relevant academic literature in the subject area to comment on the economic, marketing, and cultural aspects underpinning the topic.

HOW TO OPTIMIZE YOUR CURRICULUM

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With a shrinking high school graduation rate and an ever-adapting technology industry not only are technical college programs fighting to attract students, but they also need to continually adapt to the changing job market demands for their graduates. This means that college departments that teach technology must frequently revisit their curriculum to ensure not only that they remain current on what they teach and relevant to the employers' needs but are also competitive with other programs that also seek to attract these students. This presentation addresses two approaches to do this. First, we present two processes we have used in the past and then a new approach. Previously we have interviewed the prospective employers that come to our career fairs and who hire our graduates. We also conducted gap analyses with our peer, aspirant, and competitor institution programs. We would take this information to our department for input and potentially make programmatic changes. This has led to new courses, changed courses, and even new programs. This year, we instituted a new process. We wrote an optimization program based on the gap analysis.

IMPACT OF EMPLOYEE SOCIAL NETWORKS ON CREATIVITY

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The widespread of the digital technologies and the growth of the global economy have imposed an abundance of intricate challenges, requiring employees to possess specialized knowledge and distinctive skills to succeed. It is crucial for companies to encourage their employees to engage with a diverse range of individuals to gain varied perspectives and knowledge. In recent years, researchers have recognized the significance of employees' social relationships in promoting creativity and innovation and have adopted a "social network" approach to study this phenomenon. However, despite the burgeoning interest in social networks and the social aspect of creativity, much of the work has thus far examined how the structure of individuals' social networks affects their creativity, while missing the role of network actors in fostering creativity and the psychological mediating mechanisms in this influence. In this study, I attempt to develop a comprehensive model including the impact of network actors' attributes in employee social networks on psycho-social conditions leading to creativity. In particular, the mediating role of two psychological conditions: creative self-confidence and psychological safety are investigated in the relationship between employee social networks alters' attributes and an ego's creative performance. The theoretical and practical implications of these results are discussed.

IMPACT OF EXPORTING AND IMPORTING ON SOCIAL-ECONOMIC DEVELOPMENT: A CROSS-COUNTRY STUDY OF SOUTH AFRICA AND BRAZIL

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International marketers face some political and regulatory risks when entering foreign markets. A scenario that can greatly reduce these risks in a sustainable way is when governments, on their own accord, adopt policies that are favorable to international trade, because they are convinced of its long-term benefits to their country. This paper tests the predictions of various conflicting theories on international trade and development by examining the impact of exporting and importing on economic level and basic needs in two developing countries of two different developing regions of the world; one in Latin America & Caribbean, and one in Sub-Saharan Africa. The two countries are Brazil and South Africa respectively. Using fifteen-year lagged data that spanned 1984-2019, the paper finds that exporting tends to have negative and significant impact on both economic level and social basic needs in these two countries. Importing, on the other hand, was found to have positive and significant impact on economic level, and social basic needs in both countries. Implications of these findings for public policy and international trade theory development are discussed, and directions for future research are given.

INCREASING BROADBAND ACCESS' IMPACT ON THE ECONOMY AT A LOCAL LEVEL

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As with all technology, broadband is ever advancing. Not only are internet speeds increasing, but internet access is becoming more readily available in both businesses and homes. Where once those living in rural areas had limited to no access to high-speed internet connections, now they have choices including cable, DSL, satellite, and low-orbit satellite. During the recent COVID lockdowns, our society not only became more reliant on the internet but also became more comfortable with using the internet in ways they had not previously. A major change was working in non-traditional business environments that are often composed of one's home.

The US Federal government has recognized the importance of internet access with the Infrastructure Investment and Jobs Act which provided $65 billion for broadband. Recently there have been many stories about how broadband has impacted economic growth. (Why Broadband, n.d.) This directly drove our research. If the US is investing this much money into broadband expansion, where is the proof that it has a direct impact on the economy? We could not find any recent study at the granular level in the US. This study focused on broadband availability and unemployment from 2010 to 2018 at the county level. Some unexpected, interesting insights are provided.

INFLUENCES ON LEADERS OF FAMILY FIRMS IN DETERMINING COMPENSATION STRATEGIES

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This paper explores the factors influencing the leaders of family firms as they consider, determine, and implement compensation strategies in family businesses. While all leaders face great challenges when determining compensation, of great importance in this discussion and study are the challenges family firm leaders face in determining pay and non-pay compensation for family members. Family-owned businesses are unique in that they face the constant challenge of balancing the relationships of work and family within the same confines. Families must face the challenge of identifying suitable leadership for the family firm and then deal with the balance of firm performance and the perceived equity of compensation. It no doubt takes special leadership skills to balance these sensitive matters. The authors conducted interviews with family firms in both Georgia and Alabama. The findings of this study indicate fairness, performance, and a propensity towards stewardship are key influencers on leadership as they consider family member compensation. A contribution to small business practice is made by outlining how these areas influence the leaders' compensation philosophy in family-owned businesses.

INFLUENCING GUEST'S TRUST THROUGH HOTEL MOBILE APP

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As a result of the global pandemic, COVID-19, many sectors of the hospitality industry have seen an increase in the interactions and the number of transactions completed through mobile apps (Zhao & Bacao, 2020). Notably, the lodging industry has used mobile apps to communicate the company's safety and cleanliness standards and efforts to ensure a safe stay for guests during the COVID-19 pandemic (Pillai et al., 2021).

While there has been a surge in research on the use of hotel mobile apps during the pandemic, there has been a dearth of research on the psychological components influence consumers' trust related to health messages distributed by hotels through mobile apps and what psychological components help to influence effectiveness of health messages (Aliperti & Cruz, 2020; Mao et al., 2020; Pillai et al., 2021). To accomplish this goal, this study focused on factors that may influence a consumer's trust perceptions regarding health information while using a hotel mobile app during the pandemic. Data were collected from hotel mobile app users and analyzed using Smart PLS-SEM. The results demonstrate the most influential factor to be self-efficacy, followed by personalization. Trust was measured related to health messages provided to the consumer through the mobile app. This study expands the body of knowledge on mobile app use examining personalization, self-efficacy, perceived benefit, and technology anxiety as influencing perceptions of trust related to health concerns.

INTEGRATING COACHING INTO HIGHER EDUCATION

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Technology and ubiquitous communication are changing how society lives, works, and educates the next generation. Smart education technology (SET) can potentially change the world's education system. SET, driven by artificial intelligence (AI), delivers an individualized knowledge transfer system based on student engagement with the technology. AI SET can be delivered online or in the traditional classroom. However, teachers must adapt to and envision new ways of integrating SET and AI SET into the classroom. Coaching stimulates innovative thinking and facilitates change. I posit that coaching integration into the college classroom encourages students to achieve their goals and instructors to deliver classes constructed on validated, data-driven theory.

I make three primary recommendations. Continued research into and implementation of teacher coaching programs in higher education institutions around the early and deeply integrated AI SET is the first recommendation. The second recommendation is for continued research and implementation of teacher-coaching programs designed to facilitate teacher-to-student coaching engagement. The third recommendation is for ongoing research into Gen Z learners, because their preferred learning style is from peers in a collaborative online environment.

IT'S A BRAVE NEW WORLD—THE CHANGING LANDSCAPE OF SHIRT SPONSORSHIP IN PROFESSIONAL SPORT

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In 2007, Major League Soccer became the first professional sports league to allow shirt sponsorships (ads on the team uniform worn in games. Initially, reaction from American sports fans was mixed with many people in the USA opposed to this practice. Research by the author and colleagues showed that fans of traditional professional sports opposed shirt sponsorships, while fans of Major League Soccer clubs were more likely to approve jersey ads. Recently, there has been a flurry of new activity in this field that has not been addressed to-date. The big changes include advertising on National Hockey League helmets, advertising on Major League Baseball uniforms, additional advertising being sold on Major League Soccer uniforms, and an increased number of advertisements on NBA jerseys. I will be discussing these trends and public reaction to them, both from fans and journalists. The most striking conclusion is that while advertising on uniforms received a harsh reaction in the USA when Major League Soccer introduced it, the practice is now more widely accepted, especially among younger people. This presentation will focus on describing how public attitudes of American sports fans have evolved and how shirt sponsorships are being implemented in professional sports in the USA.

LONG TERM IMPLICATIONS OF A PANDEMIC ON STRATEGIC BRAND MARKETING AND CORPORATE SOCIAL RESPONSIBILITY(CSR)

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The Covid-19 pandemic represents one of the most significant environmental changes in the modern marketing history, that has significantly impacted corporate social responsibility (CSR) and basic marketing and branding strategies. Marketers cannot ignore this pivotal global reality and its ongoing significance impacting the way business is conducted. In fact, most marketers agree that the marketing strategies they have developed and used during the COVID-19 pandemic will be important opportunities for their companies over the long term. The pandemic also truly challenged brand loyalty. As consumers increasingly demand greater personalization, companies will need to use more data and intelligence to sharpen their decision-making and drive greater relevance in their customer interactions to build stronger human connections to their brands. Further, consumers, particularly Gen Z and millennials, are demanding that businesses contribute to solving societal challenges and environmental problems while also being authentic and truthful in their strategic branding efforts. This involves not only CSR initiatives, but also brand activism, where companies position themselves on social, political, and environmental issues that are not directly related to their business activity. Therefore, to explore the long-term implications of strategic brand marketing and social responsibility efforts resulting from the pandemic, this study will implement a survey administered to Generation Z and millennials analyzing top brands from Interbrand's Best Global Brands 2022.

MANAGEMENT CONTROL IN TOP TEN CANADIAN OIL AND GAS COMPANIES FROM THE FINANCIAL PERSPECTIVES OF THE BSC

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As management control focuses on execution of the policies regarding resources of the company, this case study investigates the management control in oil and gas companies in Canada in light of the balanced scorecard (BSC) as a tool of management control. It provides a review of the BSC methodology, paying special attention to the financial perspective of the BSC, in general, and financial perspective of the oil and gas companies, in particular. After an analysis of the financial indicators of the 10 largest Canadian oil and gas companies, Kaplan and Norton's (1996) BSC model is supplemented with specifics for this industry indicators and strategic themes. The paper also presents a model of the BSC that surrounds management control supporting strategic-objective implementation of the companies investigated. This would help benefit to achieve financial goals of oil and gas companies. The case would help encourage productive discussions on the advantage and disadvantage of using the BSC for Oil and Gas companies in addition to the discussion for developing appropriate strategy to be in place for the companies to follow.

MANAGING EMPLOYEES' BURNOUT IN FOUR COUNTRIES: AN EMPIRICAL EXAMINATION

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This study examined the relationship of job stress with burnout and turnover motivation among employees in Canada (N = 535), People's Republic of China (N = 685), Malaysia (N = 305), and Pakistan (N = 321). Data were collected by means of a structured questionnaire from full-time employed people in four metropolitan cities in four countries on overall job stress, job stressors work overload, conflict, ambiguity, resource inadequacy, and burnout and turnover motivation. Bivariate multiple regressions were used to analyze the data. Overall job stress and the four job stressors were significantly related to burnout and turnover motivation in the predicted direction in all four countries. Some support for the country effect (t-test) on four job stressors was also found in the present study. In general, the findings of this four nations study tend to be supportive of convergence as opposed to divergence perspective in cross cultural management research. Implications of the findings are discussed for future cross cultural management research.

MANSPLAINING IN THE WORKPLACE: A COMMUNICATION ACCOMMODATION THEORY PERSPECTIVE

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Mansplaining, a conjugate of the words "man" and "explaining", entered the English lexicon in the late 2010s. While the concept has its origins in critical feminist studies and popular culture, recent research has explored mansplaining from a quantitative, academic lens. According to Smith et al. (2022), mansplaining is a behavior typically displayed by a male communicator. It is characterized by unsolicited or unwelcome, condescending, or persistent explanations, wherein the man makes assumptions about their female conversational partner's level of knowledge and undermines her expertise. Considering the reported prevalence of mansplaining in the workplace, this study utilizes a quantitative survey method with a sample population of 200 working professional women from the United States. We used a quantitative scale proposed by Conner et al. (2020), which breaks down mansplaining into four factors: male dominance, incorrect information, unsolicited information, and female expertise. However, there have been no attempts to theorize mansplaining within the field of communication. This study uses Communication Accommodation Theory (CAT) as a guiding framework to determine the role of accommodation and non-accommodation within the phenomenon of mansplaining. We compare the correlation between mansplaining and accommodation/non-accommodation using scales developed by CAT scholars.

MOBILE FORENSICS: OBSERVATION OF A SPYING PHONE

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The purpose of this research is to analyze the components of a mobile phone that could collect sensitive data from users. Data collection by mobile devices is a current concern due to the fact that major corporations like Google, Apple, and Microsoft collect mobile data that most people aren't aware of. Furthermore, the user experience isn't always clear in lengthy user agreements, which allows a high probability of data sharing. By giving excessive permissions to applications, people are allowing their phones to use multiple mobile sensors to send data to other applications, servers, and unknown third parties. Not many people understand that the data being gathered can reveal behavioral, contextual, and psychological information about the individual. This type of data can aid in criminal investigations. Through the use of mobile forensics, this paper presents a breakdown of the purpose of mobile sensors and a hypothetical criminal scenario in which a mobile phone is key to recovering important pieces to solve a crime. To further demonstrate what happens during the collection of data, the research examines elements such as mobile sensors, metadata logs, and data sharing with third party applications. The mobile forensic tool Cellebrite Physical Analyzer will aid in the process of data extraction.

NAVIGATING THE POTENTIALLY BLEAK FUTURE OF ESPORTS

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The esports industry's future looks pessimistic as it faces several challenges that may limit its growth and profitability while on the precipice of another global economic collapse. One of the major issues is the industry's reliance on sponsorships, which can be volatile and unpredictable. Additionally, esports organizations have struggled to generate consistent revenue streams from traditional sources such as ticket sales and merchandise. The industry also faces regulatory challenges, as some countries are hesitant to fully recognize esports as a legitimate sport. Finally, concerns over player burnout and mental health have come to the forefront, which could impact the industry's ability to attract and retain top talent. Overall, these challenges suggest a bleak outlook for the esports industry, though it remains to be seen how the industry will evolve over time.

OPTIMIZING THE ROI IN FUNDING STUDENT CERTIFICATIONS

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With a shrinking high school graduation rate and an ever-adapting technology industry not only are technical college programs fighting to attract students, but they also need to continually adapt to the changing job market demands for their graduates. One such demand is the interest in certifications. Students and employees who pass certifying exams can add "letters after their name" and these not only establish initial credibility but can also improve their chances of obtaining employment at higher salaries.

This led us to develop an optimization to help us better manage the money we provide to fund student certifications. At our university, we have a student fee that funds student scholarships. This can offset conference travel, paper publications, competitions, and among other things taking professional certification exams. There is not enough money to pay for all students to sit for these certification exams and in the past, these were funded based on instructors recommending students. But we did not have a way to optimize the use of these funds. This optimization is a decision support tool that considers various factors in determining which certifications have the best ROI.

OUT TO PASTURE:
TRANSITIONING FROM LEADERSHIP TO POST-LEADERSHIP ROLES

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In general, faculty in leadership or administrative roles may continue their career advancement until retirement. In some cases, faculty may choose, or have chosen for them, to not continue in a leadership role in the academy. An extensive search of the literature on post-leadership roles using the search term post-leadership in *Web of Science*, *Communication Abstracts*, *PsycArticles (ProQuest)*, *ProQuest Research Library*, and *Education Full-text (EBSCO)* databases failed to uncover a single research article specifically related to post-leadership faculty roles in higher education. This lack of research presents an opportunity to discuss and discover why the topic is possibly taboo. Utilizing auto-ethnographic method (see Ellis, et al., 2011), the author seeks to understand the connection between the personal journey and the effects of our cultural expectations of post-leadership in academia on self-identity. This current project aims to begin the conversation by sharing personal narrative about the process of reflection related to post-leadership faculty roles.

PHYSICAL FIRM: IS IT NECESSARY FOR 21st CENTURY ACCOUNTING?

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This study was conducted to evaluate the possibility of an accounting firm existing without physical office space. The development of a virtual firm is in response to the idea of a work-life balance which is becoming increasingly important to employees of the 21st century. The study evaluated the effects of a virtual office on the employee, management, and the firm. There are no prior studies directly related to a firm without an office, but five studies were used to determine what the advantages and disadvantages are when having employees work from outside an office. The previous studies focused on how a healthy work-life balance affects employees, how employees working on flextime affect the firm, how telecommuting employees affect management and the firm, and how various work arrangements affect employees. The findings show employees are more ethical, have a healthier work-life balance and they show more commitment to the company when offered options such as flextime or telecommuting. Findings also show employees operating on various work schedules are less likely to advance within the organization than those working on a normal office schedule. The research question asks if a physical firm is necessary for 21st-century accounting, and the research shows the answer to that question is no, a physical firm is not necessary.

PLANNING THE SPECTACLE: EMERSON-BLANQUERNA GLOBAL SUMMIT WITH BOB WOODWARD AT THE WATERGATE HOTEL

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This descriptive analysis outlines the challenges and opportunities of planning a global special event spectacle - the Emerson Blanquerna Global Summit with Bob Woodward and Katty Kaye in November 2022 at the historic Watergate Hotel in Washington DC. The event, the largest ever hosted by Emerson College in Washington DC, was planned and produced by a small collaborative team of faculty, friends and talented students, and financially supported by Emerson Polling. Academic presentations were made without any internet or social media in the attempt to embody the art of communication, a foundation of Emerson College since its founding in 1880. In addition, this presentation will examine the Pre-Summit activities at Emerson College in Boston, and the reception for Emerson Polling at the British Embassy as a part of Burke's "scene" of the Global Summit. This analysis highlights the importance of leadership, teamwork, loyalty, vision, tenacity, conflict resolution, and disruptive communication in the planning and implementation of the 2022 Global Summit.

POLITICAL BUSINESS CYCLE IN BRAZIL: A VECTOR AUTOREGRESSION ANALYSIS OF MONETARY POLICY DURING LULA'S SECOND TERM (2006-2010)

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On October 30, 2022, Luiz Inácio Lula da Silva (a.k.a., "Lula" for short) was elected the 39th president of Brazil, the only person ever elected three times to the country's presidency from the Old Republic (1889-1930) to the New Republic (1985-present day). The 2022 election also left Lula with two other distinctions: he is the first president of Brazil since Getúlio Vargas (1882-1954, in office 1930-45, 1951-54) to win non-consecutive terms of office and the first to be victorious over an incumbent president (Jair Bolsonaro). Unfortunately, the 2022 election was not without controversy and it was far from the first time that controversy would surround Lula, who was sentenced to 12 years in prison for corruption in 2017 (with said conviction controversially annulled in the Brazilian judicial system). This paper examines the much more mundane controversy of a possible political business cycle undertaken during Lula's second term allegedly intended to help Lula's political party (*Partido dos Trabalhadores* [workers' party, or PT for short]) in the 2010 election. Evidence from Brazil's central bank (*Banco Central do Brasil*) during the period in question reveals what certainly looks like a well-timed election year macroeconomic stimulus that could do little else but help incumbent politicians in a challenging economic environment.

PREPARING STUDENTS FOR THE NEAR FUTURE – POST COLLEGE

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Preparing students for post college is a role for all faculty. Along the way forming relationships with students helps faculty better understand students' interests and goals. By pursuing their own interests, faculty expand their networks, share these connections with their students, and encourage them to begin creating their own networks. Including clients in class projects furthers the opportunities for students to network and models professional behaviors that will follow them into interviews and their jobs. Stressing internships that fit their professional goals helps students see time outside of the classroom as time to build their resumes and gain experience. These experiences help students see how their expectations for the field do or do not match the reality of their chosen field. Creating assignments that hone specific job-related skills further prepares students for work after college. In this presentation, ideas and examples of successful assignments and projects will be discussed.

PREVALENCE OF GREENWASHING WITHIN U.S. BANKING SECT

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Are U.S. banks really as green as they claim to be, or is it a hoax? This research paper aims to investigate the presence of greenwashing within the United States banking sector. Topics covered include the current state of greenwashing by U.S. banks, in addition to the underlying influencing factors including investment in fossil fuels, U.S. policy and regulation, and evolving consumer consciousness on the climate crisis. The current state of the macroeconomy including the Russia-Ukraine war, lasting effects of the COVID-19 pandemic, and the increase in interest rates and inflation is taken into account throughout the research. We found that sustainability policies amongst financial intermediaries are underdeveloped compared to what they publish and should be re-evaluated with actionable and achievable commitments backed by valid data.

PRISMATIC REFLECTIONS ON GLOBALIZATION: THE PERSPECTIVE OF NOBEL LAUREATE TAGORE

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Globalization in a core sense, means conscious connections within the worldwide context of mobility – direct, indirect or sensory. It can be analyzed through elements involved in these interlinkages or through sources that have triggered, influenced or recorded such mobility. In this sense historical figures like Shakespeare, Rumi or empires and civilizations are valuable. This article focuses on a Nobel Laureate Rabindranath Tagore of Bengal in the early 20th Century who has had a lasting impact on South Asia and beyond. *Pre* and *Post* factors have great significance in this presentation. The *Pre* factors bring up the issues of what nurtured the mind of this polymath. These include the composite makeup of the background of multiple religious cultures, the myriad subcultures and the effervescing socio-economic factors as well as international politics of trade and commerce. The Post factors include his precious legacy e.g. the globally recognized university – Visva Bharati, the Indian national anthem and the impact on the Irish poet Yeats and others. The present relevance of Tagore should be clear from his internationalism and humanism especially as they relate to global education in the creeping background of technology, artificial intelligence, contemporary capitalism & the modern corporation. These issues may stem from Tagore's monistic philosophy - the focus of this analysis. It attempts to identify a broad range of historical factors including early regional trade as well as the British Empire's decision to establish Calcutta/Kolkata, with its multicultural ambience, as the capital of British India.

PROMOTING CLIMATE CHANGE MITIGATION ON SOCIAL MEDIA IN THE EGYPTIAN CONTEXT

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In the 21st century, public opinion's attention in developed nations has increasingly been directed to climate change, with the central discourse being that climate change would have devastating consequences on a global scale, threatening humanity's existence. However, in most developing countries, climate change is generally not regarded as an essential topic, and climate change messages suffer from poor public engagement. Most recent research has investigated climate change communication efficiency in developed countries. The novelty of this study lies in understanding the effectiveness of climate change messages in the Egyptian context, precisely how appeal types in climate change messages can increase engagement and promote positive intention towards supporting initiatives to mitigate climate change. The effectiveness of communication appeals, such as rational, hope, and fear appeals, on audiences' engagement with climate change advertising messages was tested in an online experiment using the Facebook AB testing tool. Findings from this experiment show that social media is a cost-effective communication tool. With a relatively modest budget, the ads used for this research reached nearly 2 million Egyptian citizens. In terms of appeal, fear appeal leads to higher engagement. Importantly this study suggests effective methods to raise awareness about the urgency of climate change in developing countries, a region that is predicted to become severely impacted by climate change.

PUBLIC RELATIONS MATURES WITH GROWTH OF PROFESSIONAL ASSOCIATIONS

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A review of years of public relations manuscripts comparing *Public Relations Review* with *Journal of Public Relations Research* (2010 to 2020 by Toth, et. al.) initially indicates public relations is most likely to be viewed as "strategic." Perhaps as strategic management and/or strategic communications. The less frequent concepts of public relations are called "silos." To verify other views of public relations which might be a "silo," this research examines communication/journalism member associations for public relations concepts presented at national conferences for identity and frequency of recurrence. Versions of public relations identity but not "strategic" would represent an example of a "silo." Here this study compares conference content broadly as segmented by member-based organizations are reviewed for a cross-analysis comparison. Research produced by association conference presentation titles establishing a variety of conceptual views of public relations. Noting the two journal publications comparison covers the title and abstract of published articles while the content from member association conferences covers title and brief description, if given. The latter groupings will be analyzed first in terms of association membership and then compared and contrasted with an overall association contribution of theoretical concepts in regard to "silos". For the segmentation analysis, the following associations having multi public relations panels at national conferences are selected: AEJMC, ICA, and NCA. The results show a distinct difference between the theory in the two selected journals and the theory found presented at national conferences of associations. Could a "silo" public relations descriptor be the next public relations identity?

ROLE OF INTERNET AND DIGITAL COMMUNICATION TOOLS IN BUSINESS SURVIVAL AFTER COVID PANDEMIC

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The COVID-19 outbreak that emerged in December 2019 is having a dramatic impact on the global economy in which the consumption, trade and service activities such are sharply disrupted. Businesses across sectors have experienced a severe decline in sales and jobs, but the magnitude and distribution of the pandemic shock affect more to small firms which are more financially constrained. This paper provides a comprehensive assessment of the short-term impact of the COVID-19 pandemic on Algerian business based on a novel data set collected to show that beyond adjusting their labor costs and enforcing government-mandated lockdowns and social distancing – businesses can respond to the shock of COVID-19 thanks to the use of communication tools, such Internet and digital technologies as well as cooperation between companies. The paper concludes that those firms that use Internet based communication tools and those that built new ways of business cooperation and provided help to the society during the lockdown show higher survival rates after the lockdown.

ROLE OF RELIGIOSITY ON ORGANIZATIONAL VOLUNTEERISM: MANAGERIAL IMPLICATIONS

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For decades, leading and managing civic organizations have been challenging because membership has been stagnant, and there is often no real leverage to get members to participate actively. As such, local clubs have searched for new members who will become active in the affairs of the club, making it easier on leaders to effectively run these organizations. This study hypothesizes that an individual's level of religiosity, as measured by a developed scale, can be used to predict his or her level of participation. A questionnaire administered by online or paper survey to 17 Georgia Kiwanis clubs produced 313 usable responses, and analysis of these data indicate that higher levels of religiosity can predict better meeting attendance and higher participation in club service projects. These data also show that highly religious individuals join Kiwanis clubs expecting a variety of service opportunities and seem to find opportunities more appealing than they had anticipated. These findings suggest that clubs seeking new members who will be active might invite individuals in the local community who live out their religious beliefs in observable ways.

SETTING THE HOOK WITH CHATGPT: IMPLEMENTING AI INTO PHISHING CAMPAIGNS

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Critical to both personal and business communication, even in the face of rising social media options, email reigns supreme as the de facto standard for online messaging in the workplace. However, with such popularity comes significant risk, with email now being a prime target for malicious actors looking to steal credentials through phishing. A recent phishing report from SlashNext determined a 61% increase in phishing attacks, with 255 million malicious links detected in 2022 alone (SlashNext, 2022). One way for security personnel to defend their organizations from these attacks is by employing phishing campaigns that train users to recognize phishing emails and can be quickly deployed by leveraging the power of Artificial Intelligence. This research seeks to examine how OpenAI's Artificial Intelligence chatbot ChatGPT can be utilized to generate simulated phishing emails for integration into workforce training and phishing campaigns. Additionally, this research will investigate how changes in the input that is given to ChatGPT can affect the content of the simulated phishing emails produced by the chatbot and how manipulation of such input can be used to generate emails that are more believable and realistic to an end user. The analysis of ChatGPT's effectiveness will be evaluated by prompting the chatbot to create several examples of phishing emails upon which further testing will be implemented. Such further testing will include an examination of how further social engineering principles can be employed by ChatGPT and will ultimately demonstrate the effectiveness of the chatbot for quickly generating emails for phishing campaigns.

SOME INSIGHTS IN BUSINESS RESEARCH INNOVATION: THE CASE OF THE EAE RESEARCH INSTITUTE IN BUSINESS TRENDS IN BARCELONA

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The Research for Business Trends, at EAE Business School, aims to become a leading center nationally and internationally, promoting an interdisciplinary approach Business issues or topics. This interdisciplinary approach should allow us to research from a variety of perspectives, overcoming fragmented study of problems. This approach is increasingly necessary because the most interesting research topics are frequently at intersections of different disciplines contributing to both the academic community and society. The EAE Research Institute for Business Trends is a recently founded institution that aims to support research in finding the best practices within the business sector by creating communities and networking amongst professionals, as well as educationally challenging the leaders of tomorrow, offering advanced and specialized education. The aim of EAE´s Research Institute for Business Trends is to raise Academic Standards for all Faculty and improve the Teaching Quality through programs and areas of knowledge. To do so, the Research Institute for Business Trends will investigate the need of the follow Research Group: Research, Innovation and Trend Seeking to explore areas of Business Development and Performance to create value, and lead to a sustainable business.

STREAMLINING BUSINESS CHECK WRITING WITH PYTHON AUTOMATION

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Many companies still rely heavily on the usage of business checks to pay employees, partners, and invoices. Manually writing and formatting these checks can be a long and cumbersome process. While automated check writing processes exist, these mostly pertain to writing a single check at a time. In this study, we present an alternative approach to automating the business check writing process using Python. Bulk check writing is where multiple checks are printed from a single input file (.csv, .json, .xml). We use Python programming language and the Python-docx library to automate the writing and formatting of business checks to meet MICR E-13B banking specifications. The process also allows for multiple output file-formats such as MS docx and PDF. With the utilization of python-docx library we manipulate a template file using a 'search and replace' technique to create formatted checks with the desired information. The results show the capabilities and the efficiency of the automated business check writing process. A user needs only to execute a Python program and use an ordinary printer to complete the process and print a physical copy of the needed checks. Our approach can easily be integrated into existing workflows, allowing businesses to save time and resources while increasing productivity. Overall, the presented automation process provides great economical advantage through efficiency, accuracy, and speed.

SYMBOLISM OF SPORTS DIPLOMACY/MANIPULATION: INTENSITY AND IMPACT

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The purpose of this paper is to look at the symbolism of sport from a diplomacy or manipulation perspective. First, an evaluation of the power of symbolism and Sports Diplomacy on a general scale is conducted. Then, a more focused assessment of Sport Manipulation and the concept of "sportwashing" is reviewed. The role of sportwashing and the manipulation of international opinion during Russia's first invasion of Ukraine in 2014 is explored by examining the effects of holding the 2014 Winter Olympics in Sochi, Russia. This is directly contrasted with how NATO reacted to this phenomenon and treated Russia's sports teams differently in the subsequent 2022 Ukrainian invasion. Examples include: the 2022 World Cup of football; international tennis tournaments; and other sporting events where Russians were contestants. Sport Diplomacy is then directly contrasted with Sport Manipulation, as the "soft power" of sport in international politics is explored. The role of Sport Manipulation in the future is analyzed, as international negotiators from all sides struggle with this spectacle. Finally, conclusions are derived and directions for future studies in this field are delineated.

TEACHING LIFE CYCLE ANALYSIS: EDUCATION OF FUTURE ORGANIZATIONAL SPONSORS

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Life Cycle Analysis (LCA) is a methodology to measure and evaluate the impacts of all steps in the life of a product or service, from the raw materials to the disposal or recycling of the product. LCA is mostly taught to Engineering students in the United States and Europe. However, teaching LCA to business students is a great way to educate future organizational decision-makers, and LCA sponsors. Using the example of a water bottle, I present a simple exercise to teach students about the impacts of a single product on water use, land use, emission of greenhouse gases, and other areas of environmental impact. Although most environmental impacts occur outside companies, most firms only consider the environmental impact of internal activities such as manufacturing and transportation. If companies are to achieve ambitious sustainability goals, people working in new product development, procurement, marketing and sales, supply chain, and other areas of the value chain need to understand the LCA of their products and services.

TEACHING NOTES: THERE'S BEEN A SHOOTING AT JOELOUIE'S COMMISSARY!

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Workplace violence is rampant in the United States, and human resource professionals are tasked with keeping the workforce safe. From January 1 to February 13, 2023 there were 66 mass shootings in the United States, and virtually all of those involved a workplace. However, few human resource professionals or students receive any significant opportunity to work through such an emotionally-laden, complex problem either during their formal educations or during work training. To address this gap, "There's been a shooting at JoeLouie's commissary!" is a business case designed to help professionals/students learn to think critically through the layers of problems that occur when violence happens in a workplace. This case provides a realistic (fully blinded) opportunity to investigate the myriad issues surrounding workplace violence and, especially, gun violence, including but not limited to training, personal responsibility, appropriate response, and ethics. Readers also have an opportunity to work through issues in social responsibility, particularly as they apply to contingent employees. Finally, leadership is central to all discussions of workplace violence, and this case sets the stage for an audit of leader behaviors that impact workplace outcomes, including violence. A full set of teaching notes is available.

TIME AND DAY: TRENDS IN STUDENT ACCESS TO ONLINE ASYNCHRONOUS COURSES IN COMMUNICATION

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As changes to higher education following the rapid transition to online learning following the COVID-19 pandemic impacted students and their perceptions of what is possible in scheduling their daily lives around school, this study investigates trends in student access to online asynchronous courses. Learning Management Systems such as Blackboard have evolved to provide data tools to assist instructors in planning and managing courses. One such tool, the course report, allows instructors to examine both time of day and day of the week for student access to course materials. This data can be utilized by instructors to optimize assignment due dates and increase student retention and success. The data for this study was collected from faculty teaching online asynchronous Communication courses during the Fall 2022 and Spring 2023 semesters. Preliminary results indicate no clear trend towards time of day in accessing the course suggesting that students: a) schedule their course activities around personal schedules, and b) that time bound synchronous course may not work for them.

TRANSFORMATIONAL LEADERSHIP AND EMOTIONAL LABOR

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The COVID-19 pandemic has dealt a significant blow to the tourism and hospitality industries, with many hotels suspending operations or closing altogether. As a result, hotel employees who are mostly female are experiencing many negative emotions and are prone to high psychological pressure, which decreases their organizational performance and service quality. All need strong transformational leadership to get them out of this mess. Leaders are usually responsible for the success of the organizational performance, but when they don't have a good follower, they can't succeed (Khan & Khan, 2019). This study aims to investigate the effects of female employees' feeling about their supervisor's transformational leadership behaviors and their emotional regulation on hotels. It examines the mediating role of psychological empowerment and organizational commitment in this relationship. An online survey will be conducted to hotel female employees in China. A model of the relationship among female employees' transformational leadership behaviors, psychological empowerment. organizational commitment and emotional labor are proposed and relevant reliability and validity tests are performed. The relationship and mediating effect between variables were tested using structural equation model and Bootstrap resampling technique. This research will explore the mediating role of psychological empowerment, organizational commitment, as well as clarify the underlying mechanism regarding the transformational leadership effects on female employees' emotional labor. The research will further examine the mediating effects of organizational commitment and psychological empowerment between transformational leadership and emotional labor. Managerial implication of transformational leadership on emotional labor under special circumstances will be discussed.

TRUST AND DISTRUST IN ARTIFICIAL INTELLIGENCE (AI) AGENTS: A CONSTRUAL-LEVEL PERSPECTIVE

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As Artificial Intelligence (AI) technologies are becoming ubiquitous in the modern world, AI agents have been increasingly adopted to serve various roles in our daily lives, such as personal assistant, salesperson, customer service agent, and virtual counselor. Thus, interacting with AI agents has become an everyday activity, which has received much research attention. Addressing the need to understand the interaction between humans and AI, this paper develops a research model of how user experience with AI agents influences users' trust and distrust in AI agents. More specifically, it categorizes the attributes of user experience with AI agents as process-related vs outcome-related. Drawing on the two-factor theory, construal level theory (CLT), and IS success and AI trust research, the research model proposes the differential effects of process related and outcome-related attributes of AI user experience on users' trusting and distrusting beliefs in AI agents that are moderated by users' construal levels as well as the subsequent effects of trusting and distrusting beliefs on continued intention to use AI agents. In addition, the research model suggests that a construal fit between users' perception of AI agents and their AI usage context will increase their trusting belief in AI agents. By providing an understanding of the role of construal fit in promoting trust and the psychological mechanism by which various attributes of AI user experience differentially influence users' trust and distrust in AI agents, this paper will offer guidelines on how to appropriately design and implement AI agents to enhance trust and minimize distrust.

TSA PRECHECK: REDUCING THE COST OF RISK ASSESSMENT

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Organizations have a duty to provide a safe working environment. One aspect is screening employees to prevent violent attacks from within the organization. As a result, many organizations are turning to background checks to make this determination. These background checks use databases of publicly available information. Unfortunately, it is difficult to know the quality of these databases and thus these assessments. The gold-standard of criminal background checks is the FBI database. Regrettably, the general public can't access the FBI database for employment screening unless it is required by law and authorized by the Attorney General. Interestingly, organizations can access this database indirectly using the TSA's PreCheck airline traveler security screening program. This article proposes that organizations require new hires to obtain a TSA PreCheck—thus indirectly having their background checked through the FBI database. Moreover, it is recommended that organizations routinely check that employees continue to maintain their TSA Pre-Check status.

TURKISH CHILDREN'S ATTITUDE TOWARDS SOCIAL MEDIA ADVERTISING

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Advertising to children and teenagers is a multibillion-dollar industry. Parents should be aware of the ways different social media advertising connect with children and teenagers, together with social media, and mobile apps. Children and teenagers are exclusively exposed to the influential effects of social media advertising because of childish critical thinking abilities and instinct self-consciousness. School-aged children and teenagers may possibly be able to understand social media advertising but often cannot avoid it when it is embedded within trustworthy social networks, promoted by celebrity opinion leaders, or presented next to individualized content. The aim of this study is to specify the factors affecting the attitudes of the Turkish Children toward social media advertising. This study performed within the Turkish territory using primary data focuses on this issue from a local perspective. Different factors were taken into consideration within the study in order to measure children's attitude namely credibility, self-entertainment, self-concept and ideal-self. Children interviewed were mainly aged from 6 to 12 studying both in private and public schools. Samples were drawn from different cities in Turkey and surveys were distributed to different schools to get a representative sample. The results demonstrated that Turkish children have a constructive attitude towards social media advertising.

UNDERREPRESENTATION OF ASIAN SUBJECTS IN HEALTHCARE DATA FOR RESEARCH AND TREATMENT

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The United States' current healthcare system is built on health research supported by biographical data accumulated from solely non-marginalized groups of people. Healthcare treatment continues to become more specialized based on this medical data and tailored to those perimeters of the population. Most importantly, the lack of diversity in healthcare treatment is reflective of the lack of diversity in the healthcare data used to develop it. Specifically, Asian subjects are underserved in healthcare data and treatment due to a lack of available medical data gathered through donation samples for medical research. Their scarce participation in medical data donation is due to linguistic barriers, and cultural distrust of the effectiveness of Western medicine. To increase Asian representation in healthcare data is to increase positive health outcomes for the Asian community. The representation of Asian subjects in healthcare data can be increased by participation in clinical trials and submitting data to biographical data banks. By doing so, more effective and inclusive data will be used for cancer and drug trials that will subsequently improve the health care received by the Asian community and future generations.

USE OF PROFESSIONAL STORYTELLING IN JOB INTERVIEWS

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According to *Forbes*, a record 48 million Americans quit their jobs last year amid the Great Resignation—a trend that's shown few signs of slowing down—and more than 11 million open jobs, employers are fighting to recruit top talent (2022).

This presentation will showcase how the *Professional Communication* course was designed to help students prepare for their upcoming careers by using interactive assignments, such as elevator pitches, resume and cover letter writing assignments, and mock job interviews to explore their business communication competence. These assignments allow students to practice oral and written communication skills, which are ranked as some of the most in-demand skills according to a 2023 article by LinkedIn.

According to a 2021 *Harvard Business Review* article, interviewees who practice professional storytelling, providing specific examples and keeping responses audience-centered are more likely to be remembered and make a positive impression. Students benefit from instruction and completing related assignments that promote critical thinking and audience analysis and connecting content to various professional contexts.

USING AI TO IMPROVE STUDENT THINKING AND WRITING

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Many educators are apprehensive about the impact of artificial intelligence on the education sector. Despite this, AI has the potential to revolutionize the way we conduct business and educate students. Some educators worry that the use of AI will lead to an increase in instances of plagiarism and a decline in critical thinking skills among students. They anticipate that AI will cause students to become less skilled at writing and doing research. The aim of this presentation is to demonstrate the positive impact that AI can have on enhancing student reasoning and composition skills. As a part of our presentation, we will describe how Packback, a learning management system, is being used in a Principles of Management in Emergency Services course. We will illustrate how Packback leads to an improvement in the thinking and writing abilities of students through sharing feedback from them about their experiences using the software. Packback is an AI-powered learning platform that helps students in their studies. The platform uses machine learning algorithms to help students find answers to their questions and provides a collaborative platform for students to share their ideas and engage in discussions. Packback's platform can be integrated into existing coursework and can be used by instructors and students to facilitate meaningful and effective learning experiences. The goal of Packback is to make education more accessible, engaging, and interactive, helping students to achieve a deeper understanding of the course material and increase their overall learning outcomes.

VALUE ADDED IN MERGERS OF NONPROFITS

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Nonprofits are increasingly pursuing mergers and acquisitions, typically with the goal of increasing efficiencies, generating additional funding, and expanding the scale and scope of their mission. This research analyzes quantitative data mergers of nonprofits in the United States to examine whether mergers in this sector can yield the anticipated performance benefits. This research is a longitudinal quantitative analysis of 102 nonprofits from 18 states that merged into 51 organizations between 2010-2017 during the economic recovery period post the financial recession. While the extant literature has focused on case studies of individual, regional, or industry-specific groups of nonprofits, this study utilizes quantitative data drawn from the IRS 990 tax filings of a diverse set of nonprofit organizations, ranging in budget size from $50,081 to $119,007,411. Variables such as revenue, expenses, staffing, volunteers, and functional expense ratios were analyzed from organizations before and after the merger. Our goal is to identify the synergies, if any, from these mergers. Our preliminary results show that, in the aggregate, organizations increased their revenue by a median of 167% and the number of volunteers by 61% the year during which the merger was completed. However, in the year after the merger, while the number of volunteers continued to increase by 117%, contributions decreased by 24%. Although organizations experienced an over-all increase in revenue of 20%, nonprofits continued to struggle financially, with 41% ending the first full year after the merger with deficits.

VALUE OF NEGATIVE EWOM AND ITS IMPACT ON BRAND-CENTRIC CONSUMERS

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Brand-loyal consumers, such as Apple users, typically exhibit brand-centric attitudes and behaviors, and they demonstrate a solid ability to overcome possible obstacles when purchasing their preferred brand products. Therefore, their strong brand loyalty may eclipse the negativity effect—the obstacle that impedes purchasing behavior. However, the extent to which consumers can resist the negativity effect and show strong brand attachment or commitment to purchasing a particular product is unknown. Therefore, using the real-world example of the Apple iPhone, this study empirically investigated how peer consumers' negative reviews affect prospective consumers' product impressions and how brand loyalty impacts future consumer-brand relationships. Based on an online experiment taken by 204 participants, it was found that a negative online product review significantly influenced peer consumers' brand evaluation. In addition, brand-loyal consumers showed high likability on their brand-loyal product; therefore, they can generate positive beliefs about having the product and increase the likelihood of purchasing it. Most importantly, the study results revealed that consumers who held a high level of brand loyalty exhibited a lesser degree of consumer-brand relationship impact than did their counterparts when facing a negative online product review. The results demonstrate that brand loyalty has great potential to increase superior brand performance outcomes. Moreover, the results also reinforce the underlying premise of cognitive commitment and attitude change in persuasion literature that high cognitive commitment individuals are more resistant to counter-attitudinal messages.

VENTURE CAPITALIST PERCEPTIONS OF FEMTECH FIRMS AND THE DECISION TO FUND

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There has been an increase in the number of digital health products developed by and marketed to women. The FemTech industry encompasses these products and is comprised of software and technology firms that address women's needs. The industry is evolving as it aims to address the health needs of women while also improving their health status. Women across the globe endorse using technology for their healthcare needs and concerns. Research indicates that in 2022 there were approximately 1,800 global FemTech firms which is an increase from 1,300 in 2021. The vast majority of these firms, 43%, are located in the US and are female-led.

The majority of technology firms require venture capital (VC) support during the start-up phase in order to grow and scale. In 2019, the FemTech industry generated approximately $820 million in global revenue and received approximately $592 million in VC investment. During the same period, Uber raised $8 billion in an initial public offering. Since 2011, health firms focusing on women's health have received approximately 3% of investment deals in the US healthcare sector. Moreover, in 2020 FemTech firms received a scant 3% of health technology funding. These findings are staggering as the FemTech Industry is projected to grow to $1 trillion by 2026. Despite clear market potential, the substantial lack of investment in FemTech firms is puzzling. Few empirical studies explore the minimal VC support of firms in the FemTech industry. This investigation provides insight into VCs perceptions of FemTech firms, and the decision to fund.

VOLKSWAGEN FAUX ENERGY RELIEF: A PUBLIC RELATIONS DISASTER

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This case study probes into Volkswagen's public relations efforts to revamp its tarnished reputation after committing a serious fraud. The efforts came after the loss of consumer trust and the increasing number of lawsuits. In 2015, the Environmental Protection Agency (EPA) declared that Volkswagen had intentionally created and installed new software in vehicles that reduced the effectiveness of the heavily marketed emissions control system in new diesel vehicles when they were on the road as opposed to factory testing. To scrutinize Volkswagen's public relations activities during the scandal, we used the ROPE model in our analysis. We noticed that these activities had both strengths as well weaknesses. Volkswagen seemed to have implemented the two-way symmetric model of public relations through its open communication with customers. The company also listened to customer feedback when looking at how to approach the aftermath of the scandal. However, it was evident that Volkswagen did not have an effective crisis communication plan and chose to shift blame onto imaginary people which provided the public with no clear answers. We would have proactively set a crisis communication plan and suggested volunteering with an environmental non-profit organization and continuously donating to environmental causes. We would have immediately released statements and apologies about the scandal.

WE CAN DO BETTER: PEER MENTORING AS EMPLOYEE DEVELOPMENT IN ACADEMIA

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Mentoring has proved to be highly effective in organizations, providing such positive outcomes as employee satisfaction for both involved in the mentoring relationship, improved personal and career development, effective on boarding and productivity, learning the organizational culture, and numerous other benefits, and academia is no different. Mentoring relationships promote career development, improved quality of scholarship, and an effective approach to overcoming personal and professional challenges; mentor junior faculty are more likely to be published in peer-reviewed journals, be more productive, efficient, and motivated. However, institutions of higher education routinely do not provide adequate support for those who mentor, or those who desire to be mentored, but expect positive outcomes from any mentoring program if these programs exist at all. Research from the University of Tennessee and other post-secondary institutions highlight issues with formal and informal programs such as those who have never met with mentors, lack of regular communication, relationships that did not work out, and department heads who are expected to mentor large numbers of people. For those who have no formal program, they are often left to struggle on their own. This paper will review the limited research available on mentoring programs and academia and support for junior faculty, suggests reasons why senior faculty are resistant to mentoring in general, and makes recommendations with the intent of improving retention and satisfaction of junior faculty as well as senior faculty.

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