

THE INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES

THIRTY – FOURTH ANNUAL CONFERENCE

*** OFFICIAL PROGRAM ***

March 29 – April 1, 2023

New Orleans, Louisiana, USA

Embassy Suites New Orleans Convention Center

315 Julia Street | New Orleans | LA | 70130

IABD PRESIDENT

Paul A. Fadil, University of North Florida

PROGRAM CHAIR

Cindi Smatt, University of North Georgia

ASSOCIATE PROGRAM CHAIR

Amanda (AJ) Templeton, Southern Utah University

SPONSORING INSTITUTIONS AND INDIVIDUALS

University of North Florida, Coggin College of Business

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IABD President's Welcome

My Dear Friends,

I would like to take this opportunity to welcome you to the 34th annual conference of the International Academy of Business Disciplines (IABD) in New Orleans, Louisiana. This year, I would especially like to welcome you all back to some realm of normalcy as we return to a traditional conference format following the Corona Virus pandemic. I would also like to extend a warm "Thank You" to our sponsoring institution, the University of North Florida. Without their kind sponsorship, many of our amenities would not be possible.

I know that we all used to enjoy this time every year where we strengthened old bonds with old friends and forged new ones, all while supportively sharing knowledge and ideas. This year has taken on an added meaning as it's been three years since our last face to face conference. As usual, we are fortunate to have IABD members coming from all over the world. IABD is truly a melting pot of numerous cultures and ethnicities. Simply put, we not only talk the talk, we walk the walk. We are not only organizing international study conferences every year, we are truly an international organization. It is not just what we do, it's who we are, and we are all quite proud of it.

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

I would like to take a moment to thank our Board of Directors. Their support and direction have been invaluable to IABD accomplishing its goals. Many of these Board members have been with the organization for over 20 years and are past presidents, so they are incredibly invested in the workings of our organization. They are truly my compass and have become the counsel upon which I rely.

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

Finally, IABD has put together one of the best team of officers with whom I have ever had the pleasure of working. Thus, I would like to express my sincere appreciation to the following people: Dr. Margaret Goralski for heading up the publishing arm of IABD; Dr. Kaye McKinzie, for creating and maintaining our websites; Dr. Cindi Smatt and Dr. A.J. Templeton, for continuing to excel in the Program Chair duties; Dr. John Fisher, for editing our Proceedings; Dr. Lou Falk, for creating the journal's website and forcing us to honor

past; Dr. Greg Payne, for continuing to provide energy to our conference by opening it up to students; Dr. Reza Eftekharzadeh for being our treasurer for the past 30 years; and Dr. Charles Lubbers for his interim editorship of our journal, now that Dr. Goralski has stepped out of this role, and Vance Johnson, for taking over this position permanently.

For many of us, IABD is truly a labor of love. As we come together for our 34th meeting, please enjoy the scholarship, venue, and opportunities that our organization provides. We truly believe that the discussions that happen outside the presentation rooms are just as important as the formal discussions that take place inside these rooms. Let us continue to advance the values of our institution by exchanging ideas in a supportive atmosphere, understanding the interdisciplinary nature of the conference, and promoting a truly international experience through constructive dialogue and global understanding. Additionally, if any of you wish to volunteer as a Track chair for future conferences, please let us know. We will be happy to have you. I wish you a pleasant experience at our 2023 IABD Conference.

Sincerely,

Paul A. Fadil

Paul A. Fadil

IABD MISSION AND OBJECTIVES

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

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

ACKNOWLEDGMENTS

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

We extend acknowledgments and thanks to all participants who submitted their work and supported IABD activities leading up to the 2023 conference. We also thank all those who have provided us with their professional contributions such as reviewing papers, chairing sessions and serving as discussants. And more importantly, we acknowledge the herculean contribution of our track chairs. They are one of the most important groups in IABD. Truly, there would be no IABD program without the hard work and dedicated efforts of the track chairs.

HOTEL CONTACT

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

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

http://embassysuites.hilton.com/en/es/groups/personalized/M/MSYCCES-IAB-20170404/index.jhtml?WT.mc_id=POG

REGISTRATION

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

REGISTRATION SCHEDULE

Wednesday, March 29, 2023

4:30 PM – 6:00 PM Main Lobby

Thursday, March 30, & Friday, March 31, 2023

7:30 AM – 4:00 PM Main Lobby

PRESENTING YOUR RESEARCH

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

WEBPAGE ADMINISTRATOR

The Academy maintains an active webpage at www.iabd.org.

For more information, please contact: Kaye McKinzie, Email: kmckinzie@uca.edu.

2023/2024 QUARTERLY REVIEW OF BUSINESS DISCIPLINES (QRBD)

Editor-in-Chief: Vance Lewis

Associate Editor: Charles Lubbers

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

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

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

JOURNALS AND PERIODICALS

IABD publishes and/or collaborates in producing:

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

NEXT YEAR'S CONFERENCE

2024 is just around the corner. The **35th Annual IABD Conference will be in ????????**

MESSAGE BOARDS

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

SPECIAL EVENTS AT THE IABD 34TH ANNUAL CONFERENCE:

- **EARLY BIRD RECEPTION:** Wednesday, March 29, 2023, 5:00 – 6:30 p.m., Prytania Room
- **IABD BOARD OF DIRECTORS MEETING:** Wednesday, March 29, 2023, 6:30 – 8:30 p.m., Esplanade Boardroom
- **ALL ACADEMY BUSINESS MEETING:** Thursday, March 30, 2023, 3:15 – 4:15 p.m., Fountainbleu 4
- **ALL ACADEMY SESSION:** Thursday, March 30, 2023, 4:30 – 5:30 p.m., Fountainbleu 4
- **IABD TRACK CHAIR & OFFICERS LUNCHEON:** Friday, March 31, 2023, 12:00 – 1:45 p.m., Atrium
- **ALL ACADEMY GALA RECEPTION/DINNER:** Friday, March 31, 2023, 7:00 – 9:00 p.m., Prytania Room

AWARDS & RECOGNITIONS



2023 Best Paper Awards

“The Role of Religiosity on Organizational Volunteerism: Managerial Implications”

Mark Grimes, Georgia Southwestern State University

Judy Grissett, Georgia Southwestern State University

“Value Added in Mergers of Nonprofits”

K. Matthew Wong, St. John's University

Kimberly Reeve, King's College, NY

2023 Outstanding Track Chair

Uma Sridharan

Accounting Research & Theory

2023 Zulene and Janice Payne IABD Outstanding Student Global Diplomat

To be Announced at Gala Dinner

AWARDS & RECOGNITIONS



The 2023 Annual IABD Lifetime Achievement Award



Raymond A. K. Cox, Thompson Rivers University

Professor Cox earned a B.S. (Biology) from the University of Toronto, B. Comm. (Finance) and MBA (Finance) from the University of Windsor, and Ph. D. from Michigan State University, as well as the professional designations CMA (Institute of Management of Accounting), CFA (CFA Institute), CCM (Association for Financial Professionals), and CPA (CPABC). He has taught for over 40 years at universities including Michigan State University, Saginaw Valley State University, Oakland University, University of Memphis, Central Michigan University, Ontario Tech University, University of Northern British Columbia, and currently at Thompson Rivers University. Dr. Cox's research publications include over 100 articles in journals such as *The Journal of Finance*, and *the Review of Economics and Statistics*, as well as 4 scholarly books. His service to his profession includes serving on 17 journal editorial boards of which 3 were as chief journal editor, and on 12 organization boards of directors. Professor Cox has been a member and participated in the International Academy of Business Disciplines (IABD) since annual meetings began in 1989, director on the IABD board since 1990, as well as serving as President (2000-2001).

IABD PRESIDENT

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

FORMER IABD PRESIDENTS

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

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

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

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

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

Richard Alan Nelson President, 1998-1999, Louisiana State University and A&M College
<rnelson@lsu.edu>

Hooshang M. Beheshti President, 1996-1997, Radford University <hbehesht@radford.edu>

Elton A. "Dan" Devine President, 1995, Eastern Michigan University
<dan.devine@emich.edu>

Joseph Horton President, 1994, University of Central Arkansas
<jhorton@mail.uca.edu>

Mary S. Thibodeaux President, 1993, University of North Texas <thibodea@unt.edu>

Robert C. Camp President, 1992, Indiana University of Pennsylvania
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Frank Mastrianna President, 1991, Slippery Rock University <smastrianna@sru.edu>

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

IABD BOARD OF DIRECTORS

| | |
|----------------------|--|
| Abbas J. Ali | Indiana University of Pennsylvania |
| Hooshang M. Beheshti | Radford University |
| Robert C. Camp | Indiana University of Pennsylvania |
| Raymond A. Cox | Thompson Rivers University |
| Louis K. Falk | University of Texas Rio Grande Valley |
| Ali M. Kansa | The University of Texas at San Antonio |
| Brian Larson | Widener University |
| J. Gregory Payne | Emerson College |
| Enric Ordeix-Rigo | EAE Business School Barcelona |
| Paloma Bernal Turnes | Universidad Rey Juan Carlos |

IABD PROGRAM CHAIR

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Reza Eftekharzadeh, St. John's University <eftekh@stjohns.edu >

IABD VP for ADVANCEMENT

J. Gregory Payne, Emerson College <gregory_payne@emerson.edu>

IABD VP for COMMUNICATION/MEDIA RELATIONS and HISTORIAN

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IABD VP of PUBLICATION

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

IABD DIRECTOR of TECHNOLOGY

Kaye McKinzie, University of Central Arkansas <KmcKinzie@uca.edu>

IABD DIRECTOR OF CONFERENCE PROMOTION

Andres Gallo, University of North Florida <Andres.gallo@unf.edu>

IABD AUDIT COMMITTEE

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

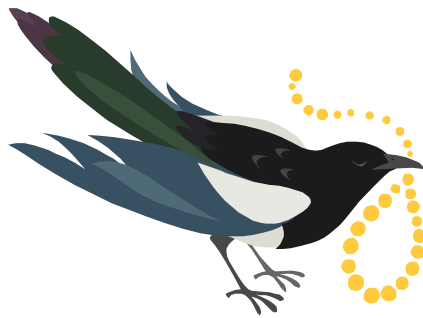
Abbas J. Ali, Indiana University of Pennsylvania <aaali@iup.edu>

TRACK CHAIRS OF THE 2023 IABD ANNUAL CONFERENCE

| | |
|---|---|
| 1. Accounting Research & Theory | Uma Sridharan, Columbus State University |
| 2. Advertising & Marketing Communication | Louis K. Falk, Univ. of Texas Rio Grande Valley |
| 3. Business Law | Robert A. Smith, Southern Connecticut State University Kauther Badr, Southern Connecticut State University |
| 4. Computer Science | Jason Porter, University of North Georgia |
| 5. Cross-Cultural & Interpersonal Communication | Jennifer Summary, Florida SouthWestern State College |
| 6. Dramaturgy | Robert Brown, Emerson College |
| 7. Economics | Dale Steinreich, Drury University |
| 8. Entrepreneurship & Small Business | Marty Mattare, Frostburg State University |
| 9. Ethical & Social Issues | Kellye Jones, Clark Atlanta University |
| 10. Finance | Xuechen Gao, University of Central Arkansas |
| 11. Global Civic Engagement | Mark Brodie, Emerson College |
| 12. Global Corp PR, Responsibility & Culture | Enric Ordeix-Rigo, EAE Business School Barcelona |
| 13. Health Communication & Public Policy | J. Gregory Payne, Emerson College |
| 14. Human Resources Management | Diane Bandow, Troy University |
| 15. Information Systems & E-Learning | Shuaifu Lin, University of Houston – Downtown |
| 16. Interdisciplinary Studies | J. Gregory Payne, Emerson College |
| 17. Instructional and Pedagogical Issues | Kaye McKinzie, University of Central Arkansas |
| 18. International Business | Philemon Oyewole, Howard University |
| 19. Leadership | Robert Bennett, Georgia Southwestern State University |

| | |
|---|---|
| 20. Managerial Accounting | Majidul Islam, Concordia University |
| 21. Marketing | Hanieh Sardashti, University of North Florida |
| 22. Marketing Research | Talha D. Harcar, Penn State – Beaver |
| 24. Organizational Behavior & Theory | Vance Lewis, Southeastern Oklahoma State University |
| 25. Organizational Comm. & Crisis Mgmt. | Kauther Badr, S. Connecticut State Univ. Robert A. Smith, S. Connecticut State Univ. |
| 26. Project & Knowledge Management | Arthur Kolb, Univ. of Applied Sciences-Kempton Armin Roth, Reutlingen University |
| 27. Public Relations & Corp. Comm. | Bonita Dostal Neff, Valparaiso University |
| 28. Social Media | Junzhou (Jonas) Zhang, Montclair State University |
| 29. Sport Business | Brian Larson, Widener University Yawei Wang, Montclair State University |
| 30. Strategic Management | Pingying Zhang, University of North Florida |
| 31. Student Papers | John Tedesco, Virginia Tech |
| 32. Supply Chain Management | Rahul Kale, University of North Florida |
| 33. Sustainability | Chris Baynard, University of North Florida |
| 34. Tourism, Travel, & Hospitality | Liza Cobos, Missouri State University Jie Gao, San José State University |

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



Wednesday, March 29, 2023

5:00 PM – 6:30 PM

***Location:
Prytania Room***

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



Wednesday, March 29, 2023
6:30 PM – 8:30 PM

***Location:
Esplanade Ballroom***

Thursday, March 30, 2023



Breakout Sessions

Thursday, March 30th, 2023

8:30 A.M. – 10:00 A.M.

Room: Fountainbleu 1

ADVERTISING & MARKETING COMMUNICATION

Track: Advertising & Marketing Communication/
Marketing

Track Chair: Louis K. Falk, University of Texas Rio Grande Valley/
Hanieh Sardashti, University of North Florida

Session Title: Students, Job Search, and Skills/
Marketing Implications

Session Chair: Ali M. Kanso, The University of Texas San Antonio

1. Presentation Title: "Generation Z Attitudes Toward Their Job Search Skills and the Value of the Job"¹

Charles Lubbers, University of South Dakota
Lori Costello, University of South Dakota

2. Presentation Title: "Preparing Students for the Near Future - Post College"²

Louis K. Falk, University of Texas Rio Grande Valley
Thomas J. Prinsen, Dordt University

3. Presentation Title: "Long-Term Implications of a Pandemic on Strategic Brand Marketing and Corporate Social Responsibility (CSR)"³

Carolynn McMahan, University of North Florida

4. Presentation Title: "Exclusivity Marketing in the Idol Industry"⁴

Gabriela Fesnack, University of North Florida
Paul Fadil, University of North Florida

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

¹ Proceedings page 12

² Proceedings page 24

³ Proceedings page 18

⁴ Proceedings page 9

Thursday, March 30th, 2023

8:30 A.M. – 10:00 A.M.

Room: Fountainbleu 2

BUSINESS LAW/ FINANCE/ SUSTAINABILITY

Track: Business Law
Finance
Sustainability

Track Chair: Robert A. Smith, Southern Connecticut State University &
Kauther Badr, Southern Connecticut State University/
Xuechen Gao, University of Central Arkansas/
Chris Baynard, University of North Florida

Session Title: Successful Business Strategies and Teaching Life Cycle

Session Chair: Robert A. Smith, Southern Connecticut State University
Kauther Badr, Southern Connecticut State University

1. Presentation Title: "Business Succession Planning: A Vital Component to the Success and Longevity of Small Businesses"⁵

Robert A. Smith, Southern Connecticut State University
Kauther Badr, Southern Connecticut State University

2. Presentation Title: "Value Added in Mergers of Nonprofits"⁶

K. Matthew Wong, St. John's University
Kimberly Reeve, King's College, NY

3. Presentation Title: "Teaching Life Cycle Analysis: Education of Future Organizational Sponsors"⁷

Susana Velez-Castrillon, University of West Georgia

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

⁵ Proceedings page 3

⁶ Proceedings page 34

⁷ Proceedings page 29

Thursday, March 30th, 2023

8:30 AM – 10:00 AM

Room: Fountainbleu 3

**ETHICAL AND SOCIAL ISSUES/ ECONOMICS/
SUPPLY CHAIN MANAGEMENT**

Track: Ethical and Social Issues
Economics
Supply Chain Management

Track Chair: Kellye Jones, Clark Atlanta University/
Dale Steinreich, Drury University/
Rahul Kale, University of North Florida

Session Title: Money Matters and Process Mapping

Session Chair: Kellye Jones, Clark Atlanta University/
Dale Steinreich, Drury University/
Rahul Kale, University of North Florida

-
1. Presentation Title: “Venture Capitalist Perceptions of Femtech Firms and the Decision to Fund”⁸
Kellye Jones, Clark Atlanta University
 2. Presentation Title: “Mansplaining in the Workplace: A Communication Accommodation Theoretical Perspective”⁹
Megan Snyder, Virginia Tech
Aanila Tarannum, Virginia Tech
Jonathan Spaulding, Virginia Tech
 3. Presentation Title: “The Political Business Cycle in Brazil: An Analysis of Monetary Policy During Lula’s Second Term (2006-2010)”¹⁰
Dale Steinreich, Drury University
 4. Presentation Title: “Process Mapping Framework – A Step by Step Approach”
Dag Naslund, University of North Florida
Rahul Kale, University of North Florida

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

⁸ Proceedings page 35

⁹ Proceedings page 20

¹⁰ Proceedings page 23

Thursday, March 30th, 2023

8:30 A.M. – 10:00 A.M.

Room: Fountainbleu 4

MANAGERIAL ACCOUNTING

Track: Managerial Accounting
Track Chair: Majidul Islam, Concordia University
Session Title: Managerial Diversity and Inclusion
Session Chair: Raymond Cox, Thompson River University

1. Presentation Title: “Management Control in Top Ten Canadian Oil and Gas Companies from the Financial Perspectives of the BSC”¹¹
Irina Gromova, Memorial University of Newfoundland
Majidul Islam, Concordia University
Ashrafee T Hossain, Memorial University of Newfoundland
 2. Presentation Title: “Financial Factors Determining Price to Earnings Ratios in Canada”¹²
Raymond Cox, Thompson River University
Natalia Popa Antalovschi, Thompson River University
 3. Presentation Title: “Managing Employees Burnout in four countries: An Empirical Examination”¹³
Muhammad Jamal, Concordia University
Majidul Islam, Concordia University
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Discussants: The Session Chair will coordinate a discussion amongst all present.

¹¹ Proceedings page 19

¹² Proceedings page 10

¹³ Proceedings page 19

****Refreshments****



Thursday, March 30, 2023

10:00 AM – 10:30 AM

Thursday, March 30th, 2023

10:30 A.M. – 12:00 P.M.

Room: Fountainbleu 1

ADVERTISING & MARKETING COMMUNICATION

Track: Advertising & Marketing Communication

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

Session Title: Motivation, Impact of Advertising and Reviews

Session Chair: Thomas J. Prinsen, Dordt University

1. Presentation Title: "Correlation of Motivation to Facebook Video Advertisements with Willingness to View Future Advertisements"¹⁴

Charles Lubbers, University of South Dakota
Mokhlisur Rahman, University of South Dakota

2. Presentation Title: "The Value of Negative eWOM and Its Impact on Brand-Centric Consumers"¹⁵

Mihyun Kang, Eastern Connecticut State University
Jung Hwa Choi, University of South Alabama

3. Presentation Title: "Coolest Monkey in the Jungle": How H&M Handled Reactions to a Racist Ad that Damaged its Reputation"¹⁶

Ali M. Kanso, The University of Texas San Antonio

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

¹⁴ Proceedings page 4

¹⁵ Proceedings page 35

¹⁶ Proceedings page 4

Thursday, March 30th, 2023

10:30 A.M. – 12:00 P.M.

Room: Fountainbleu 2

LEADERSHIP

Track: Leadership

Track Chair: Robert Bennett, Georgia Southwestern State University

Session Title: Trends in Leadership

Session Chair: Robert Bennett, Georgia Southwestern State University

1. Presentation Title: "Out to Pasture: Transitioning from Leadership to Post-Leadership Roles"¹⁷
H. Paul LeBlanc III, University of Texas at San Antonio
 2. Presentation Title: "Transformational Leadership and Emotional Labor"¹⁸
Lixia Yao, Zhejiang Gongshang University
Jie Gao, San Jose State University
Swarda Deshmukh, San Jose State University
 3. Presentation Title: "Exploring the Influences on Compensation Strategies by Family Firm Leaders"
Cheokas Gaynor, Georgia Southwestern State University
Robert Bennett, Georgia Southwestern State University
 4. Presentation Title: "The Role of Religiosity on Organizational Volunteerism: Managerial Implications"¹⁹
Mark Grimes, Georgia Southwestern State University
Judy Grissett, Georgia Southwestern State University
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Discussants: The Session Chair will coordinate a discussion amongst all present.

¹⁷ Proceedings page 22

¹⁸ Proceedings page 31

¹⁹ Proceedings page 27

Thursday, March 30th, 2023

10:30 A.M. – 12:00 P.M.

Room: Fountainbleu 3

HUMAN RESOURCES MANAGEMENT

Track: Human Resources Management
Track Chair: Diane Bandow, Troy University
Session Title: Risk Assessment and Human Resources
Session Chair: Paul Fadil, University of North Florida

1. Presentation Title: “TSA PreCheck Reducing the Cost of Risk Assessment”²⁰
Stephen Kerr, Bradley University
Ross Fink, Bradley University
Mark Brown, Bradley University
 2. Presentation Title: “Integrating Coaching into Higher Education”²¹
Mary Joann Rouse, Troy University
 3. Presentation Title: “Teaching Notes: There Has Been a Shooting at JoeLouie’s Commissary!”²²
Tish Matuszek, Troy University
Diane Bandow, Troy University
Mary Joann Rouse, Troy University
 4. Presentation Title: “We Can Do Better: Peer Mentoring as Employ Development in Academia”²³
Diane Bandow, Troy University
Tish Matuszek, Troy University
Mary Joann Rouse, Troy University
-

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

²⁰ Proceedings page 32

²¹ Proceedings page 17

²² Proceedings page 30

²³ Proceedings page 36

Thursday, March 30, 2023

10:30 A.M. – 12:00 P.M.

Room: Fountainbleu 4

GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE

Track: Global Corporate PR, Responsibility and Culture

Track Chair: Enric Ordeix-Rigo, EAE Business School Barcelona

Session Title: Knowledge Hubs and Innovation

Session Chair: Gregory Payne, Emerson College

1. Presentation Title: “How to Become a Multinational When You Are an NGO: The Case of FCBarcelona”²⁴

Xavier Ginesta, UVic- UCC

Enric Ordeix, EAE Business School Barcelona

Gregory Payne, Emerson College

2. Presentation Title: “Some Insights in Business Research Innovation: the case of the EAE Research Institute in Business Trends in Barcelona”²⁵

Samer Ajour, EAE Business School Barcelona

Enric Ordeix-Rigo, EAE Business School Barcelona

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

²⁴ Proceedings page 14

²⁵ Proceedings page 28

****Lunch Break****



Thursday, March 30, 2023

12:00 PM – 1:15 PM

***Location:
Atrium 1***

Thursday, March 30, 2023

1:30 P.M. – 3:00 P.M.

Room: Fountainbleu 1

ACCOUNTING RESEARCH & THEORY

Track: Accounting Research & Theory

Track Chair: Uma Sridharan, Columbus State University

Session Title: Technology and Internal Controls

Session Chair: Daniel Boylan, Purdue University, Fort Wayne

1. Presentation Title: “FTX, Bankruptcy, Crypto Trading and Internal Controls”²⁶
Uma Sridharan, Columbus State University

2. Presentation Title: “How Auditing Internal Controls Need to Change because of
Cloud-Based Accounting Systems”²⁷
Daniel Boylan, Purdue University, Fort Wayne
Karen Bollenbacher, Purdue University, Fort Wayne

3. Presentation Title: “Data Architecture: Will User Demand Make Financial Statements
Obsolete?”²⁸
Daniel Boylan, Purdue University, Fort Wayne
Logan Lemon, Purdue University, Fort Wayne

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

²⁶ Proceedings page 11

²⁷ Proceedings page 13

²⁸ Proceedings page 6

Thursday, March 30th, 2023

1:30 P.M. – 3:00 P.M.

Room: Fountainbleu 2

**PUBLIC RELATIONS WITHIN ENVIRONMENTAL SPACE:
CORPORATE, SERVICE LEARNING AND ASSOCIATION CONFERENCES**

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Valparaiso University

Session Title: Examining Public Relations Within Key Environments

Session Chair: Bonita Dostal Neff, Valparaiso University

1. Presentation Title: "Volkswagen Faux Energy Relief: A Public Relations Disaster"²⁹
Ali Kansa, The University of Texas at San Antonio
Emily Schelstrate, The University of Texas at San Antonio

2. Presentation Title: "Evaluation of Service-Learning Opportunities in Public Relations Curriculum"³⁰
Maria Elles Scott, Emerson College

3. Presentation Title: "Public Relations Matures with Growth of Professional Associations"³¹
Bonita Dostal Neff, Valparaiso University

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

²⁹ Proceedings page 36

³⁰ Proceedings page 9

³¹ Proceedings page 26

Thursday, March 30th, 2023

1:30 P.M. – 3:00 P.M.

Room: Fountainbleu 3

COMPUTER SCIENCE

Track: Computer Science

Track Chair: Jason Porter, University of North Georgia

Session Title: Trends in Mobile Security and Data Mining

Session Chair: Jason Porter, University of North Georgia

-
1. Presentation Title: "Mobile Forensics: Observation of a Spying Phone"³²
Eric Vargas, University of North Georgia
Bryson Payne, University of North Georgia
 2. Presentation Title: "Assessing Mobile Payment Security through SSL Proxying: AN
Analysis of Popular Methods"³³
Jordan McCready, University of North Georgia
Tamirat Abegaz, University of North Georgia
Jason Porter, University of North Georgia
Cindi Smatt, University of North Georgia
 3. Presentation Title: "Data Mining: The Corporate Quest for Person Information"³⁴
Hunter McElveen, University of North Georgia

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

³² Proceedings page 20

³³ Proceedings page 2

³⁴ Proceedings page 5

Thursday, March 30th, 2023

1:30 P.M. – 3:00 P.M.

Room: Fountainbleu 4

INTERNATIONAL BUSINESS

Track: International Business

Track Chair: Philemon Oyewole, Howard university

Session Title: International Trade and Competition in an Era of Economic Turbulence

Session Chair: Philemon Oyewole, Howard university

1. Presentation Title: “An Analysis of the Competitiveness of the South Korean Automobile Industry During the Transformation to E-Mobility”³⁵

Rachael Mach, University of North Florida

Ekaterina Arzhenovskaya, University of North Florida

Paul Jeckel, University of North Florida

2. Presentation Title: “Impact of Exporting and Importing on Social-Economic Development: A Cross-Country Study of South Africa and Brazil”³⁶

Philemon Oyewole, Howard University

3. Presentation Title: “Prismatic Reflections on Globalization: The Perspective of Nobel Laureate Tagore”³⁷

Shahid Siddiqi, Long Island University

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

³⁵ Proceedings page 2

³⁶ Proceedings page 15

³⁷ Proceedings page 25

****Business Meeting****

General information & Meet the NEW Journal Editor



Thursday, March 30, 2023

3:15 PM – 4:15 PM

***Location:
Fountainbleu 4***

ALL ACADEMY SESSION

Presentation Title: A New Normal: Instructional Considerations and the Rise of Technology (ChatGPT)

Date: Thursday, March 30th, 2023

Time: 4:30 P.M. – 5:30 P.M.

Location: Fountainbleu 4

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



In recent years there has been an evolutionary change in the University environment. COVID-19 acted as a catalyst requiring many US Universities to make major adjustments in order to fulfil their commitments. To make things more palatable a dependance and exploration of related technology developed. For better or worse teaching modalities and technological considerations, including the use of Chat Generative Pre-Trained Transformer (ChatGPT) software has moved to the forefront. Attitudes of students, faculty, staff, and administrators have shifted toward a less traditional more evolutionary standard. The intent of this panel is to discuss how to navigate these changes. Additionally, we will explore how to reconcile the traditional with the new within budgetary confinements and expectations for excellence.

The two panelists are from very dissimilar universities: one private and one public. Each will present the various mindsets and approaches of students, faculty, staff, and administrators from their respective Universities. Each university has distinct types of student bodies, and funding challenges. At one university an extraordinarily high percentage of students receive financial aid and are first generation. At the other university students are from affluent families with sometimes generations of experience.

In this interactive session, the presenters share their experiences and explore the eccentricities. The floor will be open for audience participants to share their own experiences and explorations.

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



Friday, March 31, 2023



Breakout Sessions

Friday, March 31st, 2023

8:30 A.M. – 10:00 A.M

Room: Fountainbleu 1

HEALTH POLICY AND PUBLIC POLICY

Track: Health Communication & Public Policy

Track Chair: Gregory Payne, Emerson College

Session Title: Healthcare Trends and the Global Summit

Session Chair: Gregory Payne, Emerson College

1. Presentation Title: "COVID Vaccinations: Reasons for Refusal and Future in Colleges"³⁸

Avinash Waikar, Southeastern Louisiana University

Sam Cappel, Southeastern Louisiana University

Uday Jodhpurkar, Lundbeck Pharmaceuticals

2. Presentation Title: "Underrepresentation of Asian Subjects in Healthcare Data for Research and Treatment"³⁹

Isabella Chu, Emerson College

Ethan Scholl, Emerson College

3. Presentation Title: "Planning the Spectacle: Emerson-Blanquerna Global Summit with Bob Woodward at the Watergate Hotel"⁴⁰

Gregory Payne, Emerson College

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

³⁸ Proceedings page 5

³⁹ Proceedings page 33

⁴⁰ Proceedings page 23

Friday, March 31st, 2023

8:30 A.M. – 10:00 A.M.

Room: Fountainbleu 2

INFORMATION SYSTEMS AND E-LEARNING

Track: Information Systems and E-learning
Track Chair: Shuaifu Lin, University of Houston – Downtown
Session Title: Trust, Privacy, and Optimizing for Students
Session Chair: Shuaifu Lin, University of Houston – Downtown

1. Presentation Title: “Trust and Distrust in Artificial Intelligence (AI) Agents: A Construal-Level Perspective”⁴¹
Liqiong Deng, University of West Georgia
 2. Presentation Title: “How Territory Privacy and information Privacy Influences Participation in Social Networking Sites?”⁴²
Shuaifu Lin, University of Houston – Downtown
 3. Presentation Title: “How to Optimize Your Curriculum”⁴³
Kaye McKinzie, University of Central Arkansas
Samira Nichols, University of Central Arkansas
Mike Ellis, University of Central Arkansas
 4. Presentation Title: “Optimizing the ROI in Funding Student Certifications”⁴⁴
Kaye McKinzie, University of Central Arkansas
Samira Nichols, University of Central Arkansas
Jeff Hill, University of Central Arkansas
-

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

⁴¹ Proceedings page 31

⁴² Proceedings page 13

⁴³ Proceedings page 14

⁴⁴ Proceedings page 21

Friday, March 31st, 2023

8:30 A.M. – 10:00 A.M.

Room: Fountainbleu 3

**ENTREPRENEURSHIP & SMALL BUSINESS/
STRATEGIC MANAGEMENT**

Track: Entrepreneurship & Small Business/
Strategic Management

Track Chair: Marty Mattare, Frostburg State University/
Pingying Zhang, University of North Florida

Session Title: Understanding Business Classroom Performance and Creativity

Session Chair: Marty Mattare, Frostburg State University

1. Presentation Title: “Entrepreneurial Leadership: Ways to Address it in the Classroom”⁴⁵
Marty Mattare, Frostburg State University

2. Presentation Title: “Faculty Aids to Enhance Student Performance and Satisfaction in Group Projects”⁴⁶
Wonseok Choi, University of Detroit Mercy
Lawrence Zeff, University of Detroit Mercy
Mary Higby, University of Detroit Mercy

3. Presentation Title: “The Impact of Employee Social Networks on Creativity”⁴⁷
Wonseok Choi, University of Detroit Mercy

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

⁴⁵ Proceedings page 8

⁴⁶ Proceedings page 10

⁴⁷ Proceedings page 15

Friday, March 31st, 2023

8:30 A.M. – 10:00 A.M.

Room: Fountainbleu 4

GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE

Track: Global Corporate PR, Responsibility and Culture
Track Chair: Enric Ordeix-Rigo, EAE Business School Barcelona
Session Title: Best Practices in Reputation Management and Sustainability
Session Chair: Paloma Bernal Turnes, Rey Juan Carlos University

1. Presentation Title: “The Role of Internet and Digital Communication Tools in Business Survival after COVID Pandemic”⁴⁸
Paloma Bernal Turnes, Rey Juan Carlos University
Ricardo Ernst, Georgetown University
Enric Ordeix-Rigo, EAE Business School Barcelona
 2. Presentation Title: “Prevalence of Greenwashing within the U.S. Banking Sect”⁴⁹
Samer Ajour, EAE Business School Barcelona
Albert Ariso-Cruz, EAE Business School Barcelona
Cristina Tomás-Pérez, EAE Business School Barcelona
 3. Presentation Title: “Ethnic Serbian Police Officers in Kosovo Report Cultural Awareness Training as Vital in Dealing with Minorities”⁵⁰
Halil Asllani, Kosovo Academy for Public Safety
John Fisher, Utah Valley University
-

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

⁴⁸ Proceedings page 26

⁴⁹ Proceedings page 24

⁵⁰ Proceedings page 8

**** Refreshments ****



Friday, March 31, 2023

10:00 AM – 10:30 AM

Friday, March 31st, 2023

10:30 A.M. – 12:00 P.M.

Room: Fountainbleu 1

SPORT BUSINESS

Track: Sport Business

Track Chair: Brian Larson, Widener University
Yawei Wang, Montclair State University

Session Title: Trends in Sports Business and eSports

Session Chair: Ricard Jensen, University of Texas at San Antonio

1. Presentation Title: "Navigating the Potentially Bleak Future for Esports"⁵¹
Andrew Geiger, Emerson College
 2. Presentation Title: " It's A Brave New World—the Changing Landscape of Shirt Sponsorship in Professional Sport"⁵²
Ricard Jensen, University of Texas at San Antonio
Brian Larson, Widener University
Yawei Wang, Montclair State University
 3. Presentation Title: "The Symbolism of Sports Diplomacy/Manipulation: Intensity and Impact"⁵³
Paul Fadil, University of North Florida
 4. Presentation Title: "Gambling on the Game—Trends in Sports Betting among College Students at the University of Texas at San Antonio"⁵⁴
Ricard Jensen, University of Texas at San Antonio
-

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

⁵¹ Proceedings page 21

⁵² Proceedings page 18

⁵³ Proceedings page 29

⁵⁴ Proceedings page 12

Friday, March 31st, 2023

10:30 A.M. – 12:00 P.M.

Room: Fountainbleu 2

INSTRUCTIONAL & PEDAGOGICAL STUDIES

Track: Instructional & Pedagogical Studies

Track Chair: Kaye McKinzie, University of Central Arkansas

Session Title: Understand Trends and Technology in Education

Session Chair: John Fisher, Utah Valley University

-
1. Presentation Title: "Professional Storytelling and Job Interviews"⁵⁵
Brandi Quesenberry, Virginia Tech
 2. Presentation Title: "Using AI to Improve Student Thinking and Writing"⁵⁶
John Fisher, Utah Valley University
Israel Herring, Utah Valley University
 3. Presentation Title: "Time and Day: Trends in Student Access to Online Asynchronous Courses in Communication"⁵⁷
H. Paul LeBlanc III, University of Texas at San Antonio

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

⁵⁵ Proceedings page 33

⁵⁶ Proceedings page 34

⁵⁷ Proceedings page 30

Friday, March 31st, 2023

10:30 A.M. – 12:00 P.M.

Room: Fountainbleu 3

**TOURISM, TRAVEL & HOSPITALITY/
GLOBAL CIVIC ENGAGEMENT**

Track: Tourism, Travel & Hospitality/
Global Civic Engagement

Track Chair: Liza Cobos, Missouri State University &
Jie Gao, San José State University/
Mark Brodie, Emerson College

Session Title: Traveling in Post-COVID Era and Experimentations

Session Chair: Liza Cobos, Missouri State University

-
1. Presentation Title: “Influencing Guest’s Trust Through Hotel Mobile App”⁵⁸
Liza Cobos, Missouri State University
Valeriya Shapoval, University of Central Florida
 2. Presentation Title: “Emotions and Social Distancing In COVID”⁵⁹
Jie Gao, San José State University
Ye Zhang, Florida Atlantic University
Ye Shen, California Polytechnic State University, San Luis Obispo
Lixia Yao, Zhejiang Gongshang University
 3. Presentation Title: “Best-Practice Recommendations for Designing, Implementing,
and Evaluating Randomized and Quasi-Randomized
Experiments”⁶⁰
Paloma Bernal Turnes, Rey Juan Carlos University
Ricardo Ernst, Georgetown University

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

⁵⁸ Proceedings page 17

⁵⁹ Proceedings page 7

⁶⁰ Proceedings page 3

****Lunch Break****

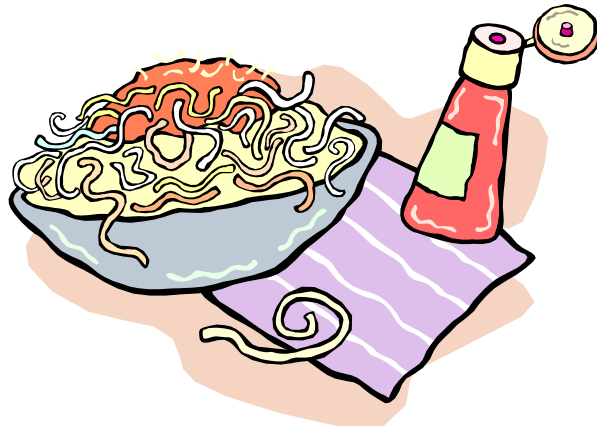


Friday, March 31, 2023

12:00 PM – 1:45 PM

***Location:
On Your Own***

****Track Chairs & Officers Luncheon ****



Friday, March 31, 2023
12:00 PM – 1:45 PM

***Location:
Atrium***

***NOTE:
This luncheon is for all Track Chairs &
Officers Only***

Friday, March 31st, 2023

2:00 P.M. – 3:30 P.M.

Room: Fountainbleu 1

MARKETING RESEARCH

Track: Marketing Research

Track Chair: Talha Harcar, Pennsylvania State University at Beaver

Session Title: Consumer Marketing Research

Session Chair: Daniel W. Smith, Pennsylvania State University at Beaver

1. Presentation Title: “Promoting Climate Change Mitigation on Social Media in The Egyptian Context”⁶¹

Passant Mostafa Halawa, The American University in Cairo
Nicolas Hamelin, SPJAIN School of Global Marketing
Talha Harcar, Pennsylvania State University at Beaver

2. Presentation Title: “A Framework for Developing Small Business Marketing Budgets, Forecasts and Strategies Using the Capital Markets Forecasting”⁶²

Daniel W. Smith, Penn State University at Beaver

3. Presentation Title: “Developing a Conceptual Framework for Regional Brand Loyalty: A Region of Origin Perspective”⁶³

Yukiko Yamaguchi, Saga University
Kenichiro Ota, University of Nagasaki

4. Presentation Title: “Turkish Children’s Attitude towards Social Media Advertising”⁶⁴
Talha Harcar, Pennsylvania State University at Beaver

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

⁶¹ Proceedings page 25

⁶² Proceedings page 11

⁶³ Proceedings page 6

⁶⁴ Proceedings page 32

Friday, March 31st, 2023

2:00 P.M. – 3:30 P.M.

Room: Fountainbleu 2

STUDENT PAPERS

Track: Student Papers

Track Chair: John Tedesco, Virginia Tech

Session Title: Workplaces, Settings, Impacts and the Summit

Session Chair: John Tedesco, Virginia Tech

1. Presentation Title: “The Physical Firm: Is it Necessary for the 21st Century Accounting?”⁶⁵
Daniel Boylan, Purdue University, Fort Wayne
Kamron Bradtke, Purdue University, Fort Wayne
2. Presentation Title: “Accountants Using Data Analytics to Predict Medical Malpractice Incidents”⁶⁶
Daniel Boylan, Purdue University, Fort Wayne
Hannah Harris, Purdue University, Fort Wayne
3. Presentation Title: “Increasing Broadband Access’s Impact on the Economy at a Local Level”⁶⁷
Randall Naylor, Windstream & University of Central Arkansas
Kaye McKinzie, University of Central Arkansas
4. Presentation Title: “2022 Emerson-Blanquerna Global Communication Summit Building Bridges in Uncertain Times: Finding Communalities Through Communication”⁶⁸
Zarina Levitsky, Emerson College
Caroline Larangeira, Emerson College
Razi Probstein, Emerson College

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

⁶⁵ Proceedings page 22

⁶⁶ Proceedings page 1

⁶⁷ Proceedings page 16

⁶⁸ Proceedings page 1

Friday, March 31st, 2023

2:00 P.M. – 3:30 P.M.

Room: Fountainbleu 3

**COMPUTER SCIENCE/
PROJECT & KNOWLEDGE MANAGEMENT**

Track: Computer Science/
Project & Knowledge Management

Track Chair: Jason Porter, University of North Georgia/
Arthur Kolb, University of Applied Sciences-Kempton &
Armin Roth, Reutlingen University

Session Title: Python and other Technology Impacts

Session Chair: Arthur Kolb, University of Applied Sciences-Kempton

1. Presentation Title: "Streamlining Business Check Writing with Python Automation"⁶⁹
Ethan Tinsley, University of North Georgia
Tamirat Abegaz, University of North Georgia
Ash Mady, University of North Georgia
Mingyuan Yan, University of North Georgia

2. Presentation Title: "Setting the Hook with ChatGPT: Implementing AI into Phishing Campaigns"⁷⁰
Tyson Langford, University of North Georgia

3. Presentation Title: "Digitalisation at Universities"⁷¹
Arthur Kolb, University of Applied Sciences-Kempton

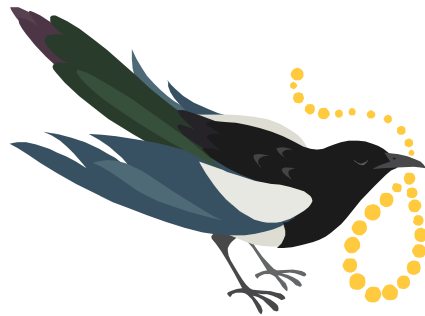
Discussants: The Session Chair will coordinate a discussion amongst all present.

⁶⁹ Proceedings page 28

⁷⁰ Proceedings page 27

⁷¹ Proceedings page 7

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



Friday, March 31st, 2023

7:00 PM – 9:00 PM

***Location:
Prytania Room***

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