

# **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**

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## **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**

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## **SPONSORING INSTITUTIONS AND INDIVIDUALS**

**University of North Florida, Coggin College of Business**

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**34<sup>TH</sup> ANNUAL CONFERENCE OF THE IABD**

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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](http://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](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](http://www.iabd.org).  
For more information, please contact: Kaye McKinzie, Email: [kmckinzie@uca.edu](mailto: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 **35<sup>th</sup> 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 34<sup>TH</sup> 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  
<robert.camp@iup.edu>

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**

Cindi Smatt, University of North Georgia <cindi.smatt@ung.edu>

**ASSOCIATE PROGRAM CHAIR & PROCEEDING LIAISON**

Amanda (AJ) Templeton, Southern Utah University <iabdgroup@gmail.com>

**QUARTERLY REVIEW OF BUSINESS DISCIPLINES INTERIM EDITOR-IN CHIEF**

Charles Lubbers, University of South Dakota <Chuck.lubbers@usd.edu>

**IABD PROCEEDINGS EDITOR**

John Fisher, Utah Valley University <John.Fisher@uvu.edu>

**IABD VP for ADMINISTRATION AND FINANCE**

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**

Louis K. Falk, University of Texas Rio Grande Valley <louis.falk@utrgv.edu>

**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>

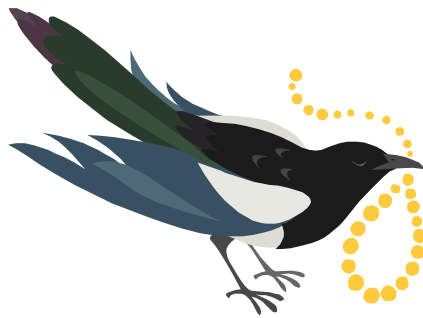
Abbas J. Ali, Indiana University of Pennsylvania <aaali@iup.edu>

## **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 30<sup>th</sup>, 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

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1. Presentation Title: "Generation Z Attitudes Toward Their Job Search Skills and the Value of the Job"<sup>1</sup>  
Charles Lubbers, University of South Dakota  
Lori Costello, University of South Dakota
  2. Presentation Title: "Preparing Students for the Near Future - Post College"<sup>2</sup>  
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)"<sup>3</sup>  
Carolynn McMahan, University of North Florida
  4. Presentation Title: "Exclusivity Marketing in the Idol Industry"<sup>4</sup>  
Gabriela Fesnack, University of North Florida  
Paul Fadil, University of North Florida

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

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<sup>1</sup> Proceedings page 12

<sup>2</sup> Proceedings page 24

<sup>3</sup> Proceedings page 18

<sup>4</sup> Proceedings page 9

**Thursday, March 30<sup>th</sup>, 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

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1. Presentation Title: “Business Succession Planning: A Vital Component to the Success and Longevity of Small Businesses”<sup>5</sup>

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

2. Presentation Title: “Value Added in Mergers of Nonprofits”<sup>6</sup>

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”<sup>7</sup>

Susana Velez-Castrillon, University of West Georgia

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

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<sup>5</sup> Proceedings page 3

<sup>6</sup> Proceedings page 34

<sup>7</sup> Proceedings page 29

**Thursday, March 30<sup>th</sup>, 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"<sup>8</sup>  
Kellye Jones, Clark Atlanta University
  2. Presentation Title: "Mansplaining in the Workplace: A Communication Accommodation Theoretical Perspective"<sup>9</sup>  
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)"<sup>10</sup>  
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

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

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<sup>8</sup> Proceedings page 35

<sup>9</sup> Proceedings page 20

<sup>10</sup> Proceedings page 23

**Thursday, March 30<sup>th</sup>, 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

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1. Presentation Title: “Management Control in Top Ten Canadian Oil and Gas Companies from the Financial Perspectives of the BSC”<sup>11</sup>  
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”<sup>12</sup>  
Raymond Cox, Thompson River University  
Natalia Popa Antalovschi, Thompson River University
  3. Presentation Title: “Managing Employees Burnout in four countries: An Empirical Examination”<sup>13</sup>  
Muhammad Jamal, Concordia University  
Majidul Islam, Concordia University
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>11</sup> Proceedings page 19

<sup>12</sup> Proceedings page 10

<sup>13</sup> Proceedings page 19

## **\*\*Refreshments\*\***



Thursday, March 30, 2023

10:00 AM – 10:30 AM

**Thursday, March 30<sup>th</sup>, 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

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

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"<sup>15</sup>

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"<sup>16</sup>

Ali M. Kanso, The University of Texas San Antonio

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

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<sup>14</sup> Proceedings page 4

<sup>15</sup> Proceedings page 35

<sup>16</sup> Proceedings page 4

**Thursday, March 30<sup>th</sup>, 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

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1. Presentation Title: “Out to Pasture: Transitioning from Leadership to Post-Leadership Roles”<sup>17</sup>

H. Paul LeBlanc III, University of Texas at San Antonio

2. Presentation Title: “Transformational Leadership and Emotional Labor”<sup>18</sup>

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”<sup>19</sup>

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.

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<sup>17</sup> Proceedings page 22

<sup>18</sup> Proceedings page 31

<sup>19</sup> Proceedings page 27

**Thursday, March 30<sup>th</sup>, 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

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1. Presentation Title: "TSA PreCheck Reducing the Cost of Risk Assessment"<sup>20</sup>  
Stephen Kerr, Bradley University  
Ross Fink, Bradley University  
Mark Brown, Bradley University
  2. Presentation Title: "Integrating Coaching into Higher Education"<sup>21</sup>  
Mary Joann Rouse, Troy University
  3. Presentation Title: "Teaching Notes: There Has Been a Shooting at JoeLouie's Commissary!"<sup>22</sup>  
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"<sup>23</sup>  
Diane Bandow, Troy University  
Tish Matuszek, Troy University  
Mary Joann Rouse, Troy University
- 

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

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<sup>20</sup> Proceedings page 32

<sup>21</sup> Proceedings page 17

<sup>22</sup> Proceedings page 30

<sup>23</sup> 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

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

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”<sup>25</sup>

Samer Ajour, EAE Business School Barcelona

Enric Ordeix-Rigo, EAE Business School Barcelona

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

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<sup>24</sup> Proceedings page 14

<sup>25</sup> 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”<sup>26</sup>  
Uma Sridharan, Columbus State University

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

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

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

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<sup>26</sup> Proceedings page 11

<sup>27</sup> Proceedings page 13

<sup>28</sup> Proceedings page 6

**Thursday, March 30<sup>th</sup>, 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

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1. Presentation Title: "Volkswagen Faux Energy Relief: A Public Relations Disaster"<sup>29</sup>  
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"<sup>30</sup>  
Maria Elles Scott, Emerson College

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

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

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<sup>29</sup> Proceedings page 36

<sup>30</sup> Proceedings page 9

<sup>31</sup> Proceedings page 26

**Thursday, March 30<sup>th</sup>, 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"<sup>32</sup>  
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"<sup>33</sup>  
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"<sup>34</sup>  
Hunter McElveen, University of North Georgia

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

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<sup>32</sup> Proceedings page 20

<sup>33</sup> Proceedings page 2

<sup>34</sup> Proceedings page 5

**Thursday, March 30<sup>th</sup>, 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

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

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”<sup>36</sup>

Philemon Oyewole, Howard University

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

Shahid Siddiqi, Long Island University

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

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<sup>35</sup> Proceedings page 2

<sup>36</sup> Proceedings page 15

<sup>37</sup> 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 30<sup>th</sup>, 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 31<sup>st</sup>, 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

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

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"<sup>39</sup>

Isabella Chu, Emerson College

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

Gregory Payne, Emerson College

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

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<sup>38</sup> Proceedings page 5

<sup>39</sup> Proceedings page 33

<sup>40</sup> Proceedings page 23

**Friday, March 31<sup>st</sup>, 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”<sup>41</sup>  
Liqiong Deng, University of West Georgia
  2. Presentation Title: “How Territory Privacy and information Privacy Influences Participation in Social Networking Sites?”<sup>42</sup>  
Shuaifu Lin, University of Houston – Downtown
  3. Presentation Title: “How to Optimize Your Curriculum”<sup>43</sup>  
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”<sup>44</sup>  
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.

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<sup>42</sup> Proceedings page 13

<sup>43</sup> Proceedings page 14

<sup>44</sup> Proceedings page 21

**Friday, March 31<sup>st</sup>, 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

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

2. Presentation Title: “Faculty Aids to Enhance Student Performance and Satisfaction in Group Projects”<sup>46</sup>  
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”<sup>47</sup>  
Wonseok Choi, University of Detroit Mercy

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

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<sup>45</sup> Proceedings page 8

<sup>46</sup> Proceedings page 10

<sup>47</sup> Proceedings page 15

**Friday, March 31<sup>st</sup>, 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

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1. Presentation Title: “The Role of Internet and Digital Communication Tools in Business Survival after COVID Pandemic”<sup>48</sup>  
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”<sup>49</sup>  
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”<sup>50</sup>  
Halil Asllani, Kosovo Academy for Public Safety  
John Fisher, Utah Valley University
- 

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

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<sup>48</sup> Proceedings page 26

<sup>49</sup> Proceedings page 24

<sup>50</sup> Proceedings page 8

## **\*\* Refreshments \*\***



Friday, March 31, 2023

10:00 AM – 10:30 AM

**Friday, March 31<sup>st</sup>, 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"<sup>51</sup>  
Andrew Geiger, Emerson College
  2. Presentation Title: " It's A Brave New World—the Changing Landscape of Shirt Sponsorship in Professional Sport"<sup>52</sup>  
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"<sup>53</sup>  
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"<sup>54</sup>  
Ricard Jensen, University of Texas at San Antonio
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>51</sup> Proceedings page 21

<sup>52</sup> Proceedings page 18

<sup>53</sup> Proceedings page 29

<sup>54</sup> Proceedings page 12

**Friday, March 31<sup>st</sup>, 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"<sup>55</sup>  
Brandi Quesenberry, Virginia Tech
  2. Presentation Title: "Using AI to Improve Student Thinking and Writing"<sup>56</sup>  
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"<sup>57</sup>  
H. Paul LeBlanc III, University of Texas at San Antonio

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

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<sup>56</sup> Proceedings page 34

<sup>57</sup> Proceedings page 30



**Friday, March 31<sup>st</sup>, 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”<sup>58</sup>  
Liza Cobos, Missouri State University  
Valeriya Shapoval, University of Central Florida
  2. Presentation Title: “Emotions and Social Distancing In COVID”<sup>59</sup>  
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”<sup>60</sup>  
Paloma Bernal Turnes, Rey Juan Carlos University  
Ricardo Ernst, Georgetown University

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

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<sup>58</sup> Proceedings page 17

<sup>59</sup> Proceedings page 7

<sup>60</sup> Proceedings page 3

# **\*\*Lunch Break\*\***

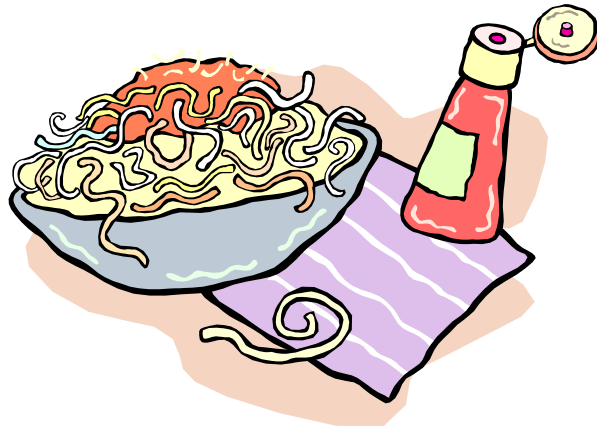


Friday, March 31, 2023

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 31<sup>st</sup>, 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

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

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”<sup>62</sup>

Daniel W. Smith, Penn State University at Beaver

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

Yukiko Yamaguchi, Saga University

Kenichiro Ota, University of Nagasaki

4. Presentation Title: “Turkish Children’s Attitude towards Social Media Advertising”<sup>64</sup>

Talha Harcar, Pennsylvania State University at Beaver

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

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<sup>61</sup> Proceedings page 25

<sup>62</sup> Proceedings page 11

<sup>63</sup> Proceedings page 6

<sup>64</sup> Proceedings page 32

**Friday, March 31<sup>st</sup>, 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 21<sup>st</sup> Century Accounting?”<sup>65</sup>  
Daniel Boylan, Purdue University, Fort Wayne  
Kamron Bradtke, Purdue University, Fort Wayne
2. Presentation Title: “Accountants Using Data Analytics to Predict Medical Malpractice Incidents”<sup>66</sup>  
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”<sup>67</sup>  
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”<sup>68</sup>  
Zarina Levitsky, Emerson College  
Caroline Larangeira, Emerson College  
Razi Probststein, Emerson College

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

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<sup>65</sup> Proceedings page 22

<sup>66</sup> Proceedings page 1

<sup>67</sup> Proceedings page 16

<sup>68</sup> Proceedings page 1

**Friday, March 31<sup>st</sup>, 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

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1. Presentation Title: “Streamlining Business Check Writing with Python Automation”<sup>69</sup>  
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”<sup>70</sup>  
Tyson Langford, University of North Georgia

3. Presentation Title: “Digitalisation at Universities”<sup>71</sup>  
Arthur Kolb, University of Applied Sciences-Kempton

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

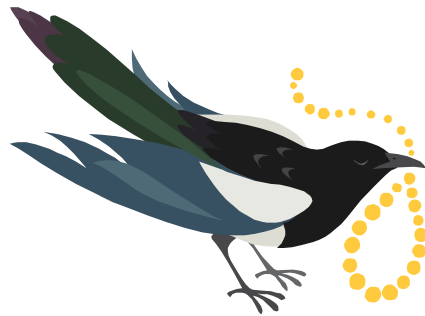
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<sup>70</sup> Proceedings page 27

<sup>71</sup> Proceedings page 7

# **\*\*All Academy Gala Reception/Dinner \*\***



Friday, March 31<sup>st</sup>, 2023

7:00 PM – 9:00 PM

***Location:  
Prytania Room***

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