Proceedings of the 2024 International Academy of Business Disciplines 35th Annual Conference

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Conference organized by
International Academy of Business Disciplines

Welcome

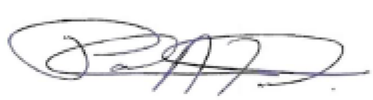
Paul A. Fadil,
University of North Florida

It is a pleasure to welcome you to the 35th annual International Academy of Business Disciplines (IABD) conference in Las Vegas, Nevada. This is our tenth issue of the IABD Proceedings. I would like to personally thank Editor John Fisher and the authors and track chairs who made sure everything went smoothly as they brought the IABD Proceedings together.

I also appreciate the work of Cindi Smatt and AJ Templeton, who, in tandem, organized our conference program. Their work over the past year has been critical in making our conference a success. Our executive team, journal editors, track chairs, and our membership all contribute to the success of our organization and our conference. I am truly grateful for all you do.

I hope that I will have an opportunity to meet you this year if I do not already know you from past conferences. It has been a pleasure to be the President of IABD over these past 12 years. We always look forward to getting your feedback on all aspects and important issues at the conference. I invite you to participate actively, and if you would like an opportunity to become more involved, please let us know.

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



Paul Fadil, President
International Academy of Business Disciplines

Acknowledgements

The 2023 organizing committee would like to thank all those people who were involved in making the conference a success. A great amount of planning and organizing is required to hold a successful conference, so we are indebted to those who volunteered their time and energy.

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About IABD

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

IABD's objectives are:

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

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

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

MISSION STATEMENT

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

Website: www.iabd.org

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ACCELERATING PHARMACEUTICAL COMPOUND DISCOVERY WITH NARROW AI

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Narrow AI is a type of artificial intelligence that specializes in performing specific tasks within limited domains. In contrast to artificial general intelligence (AGI) which seeks to replicate human cognitive functions across multiple tasks, narrow AI is focused on efficiently solving well-defined problems. In business, narrow AI has a wide range of applications in various areas, such as customer service, finance, and marketing. Utilizing narrow AI can provide businesses with opportunities to enhance revenues, gain competitive edge, and analyze enormous amounts of data for patterns and insights. This research explores the potential of narrow AI in business, specifically in using a narrow AI system to aid in the development of new drug compounds. Pharmaceutical companies are always seeking innovative therapies, but conventional laboratory techniques can limit the speed of discovery and access to the market. Narrow artificial intelligence can revolutionize drug development through virtual libraries, compound generation, and virtual experimentation. Using narrow AI models has the potential to expedite the drug discovery process for pharmaceutical firms. With the formidable expenses associated with bringing new treatments to market, ranging from $161 million to $4.5 billion, integrating narrow artificial intelligence stands out as a promising strategy to enhance the efficiency and velocity of pharmaceutical research and development endeavors.

ADDRESSING RADICALIZATION: KOSOVO'S STRUGGLE WITH ISIS RECRUITS AND ITS IMPLICATIONS

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The presentation examines the issue of ISIS recruitment in Kosovo and its lasting effects on the nation. Kosovo has seen a significant number of citizens, including women and children, joining ISIS and other extremist groups since the Syrian conflict began in 2012. With 413 recruits, Kosovo has the highest per capita rate of foreign fighters among Western nations. The research explores the challenges Kosovo faces in handling these recruits, including their rehabilitation after prison and the risk of further radicalization within correctional facilities. It also investigates the reasons behind Kosovo Muslims joining ISIS, assessing public sympathy and recruitment drivers. As Kosovo navigates rehabilitation efforts and the release of previously convicted individuals, questions arise about the effectiveness of deradicalization strategies and the potential for future security threats. The presentation also considers the impact of these issues on Kosovo's aspirations for EU and NATO membership, as it seeks to address extremism while maintaining its Muslim-majority identity within European secular values. By analyzing radicalization, rehabilitation, and geopolitical consequences, this presentation contributes to discussions on counterterrorism strategies and sheds light on the challenges faced by small nations combating extremism and their

implications for regional and international security. The research methodology involved the use of AI to formulate questions and generate initial answers, which were then validated by terrorism experts in Kosovo.

AI ADOPTION AMONG PUBLIC SAFETY AGENCIES: STRATEGIES FOR TEACHING AI TO STUDENTS IN EMERGENCY SERVICES

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As artificial intelligence (AI) continues to revolutionize various sectors, its adoption among public safety agencies holds immense potential for enhancing emergency response and management capabilities. This presentation focuses on exploring effective strategies for teaching AI to students within emergency services programs. By examining the current landscape of AI integration in public safety agencies, the presentation identifies key challenges and opportunities in educating future professionals. The discussion explores curriculum aimed at equipping students with the necessary AI skills and knowledge relevant to emergency services contexts. Drawing on case studies and best practices, the presentation highlights successful initiatives and innovative teaching methodologies that bridge the gap between theoretical AI concepts and practical applications in emergency response scenarios. Furthermore, the presentation addresses ethical considerations and legal frameworks surrounding AI implementation in public safety, ensuring that students are well-versed in responsible AI use. Ultimately, this session serves as a platform for educators, practitioners, and policymakers to collaborate, exchange insights, and develop strategies to empower the next generation of emergency services professionals with AI proficiency.

AI AND EQUITY IN FINANCE: NAVIGATING BEHAVIORAL BIASES AND OPERATIONAL EFFICIENCY

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This meta-analysis examines the role of Artificial Intelligence (AI) in enhancing financial decision-making, with a focus on customer-facing banking operations. AI's integration in finance is explored as a tool for improving operational efficiency, mitigating biases in decision-making, and enhancing consumer financial literacy. The study reviews the literature on AI's influence on behavioral finance, particularly in mitigating cognitive biases and designing effective choice architecture. Additionally, the paper investigates AI's application in personalized financial advice, robo-advisory, and its impact on consumer equity and financial inclusivity, especially in underserved communities. A key concern highlighted is the dual nature of AI: its potential to democratize financial literacy and decision-making, as well as the risk of perpetuating existing biases or introducing new ones. The paper addresses these challenges by exploring ethical AI practices and the need for stringent governance in AI applications in banking. Methodologically, this research adopts a qualitative approach, involving interviews with AI professionals and analysis

of academic literature on AI in financial services. The findings reveal AI's capability to reduce behavioral biases and improve operational efficiency in financial services. The paper concludes with a call for broader adoption of AI in the financial sector, coupled with robust ethical guidelines and regulatory oversight to ensure AI's equitable application. This research contributes to the understanding of AI's transformative role in finance, highlighting both its potential benefits and the challenges that need to be addressed for its responsible and inclusive utilization.

AI AND PUBLIC RELATIONS: A CHALLENGE FOR EDUCATORS AND PRACTITIONERS

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Currently, there are many varieties of artificial intelligence (AI) applications and predictions being considered. U.S. regulators have repeatedly highlighted the potential for AI to inadvertently scale up the biases that could lurk in their designers or in the data such systems were trained on. Noting these concerns, how fast are AI processing efforts progressing? One aspect is clearly being established within chip production. One company stated "more than 64% jump in sales as the company rushes to get more processors in customer hands." On the other hand, the American Civil Liberties Union (ACLU) notes that artificial intelligence has greatly outpaced privacy protections. The ACLU established that it has been 40 years since Congress passed a digital privacy law, and Section 702 permits mass surveillance of American online communication. In step with these forces, this study found several colleges are teaching AI, especially in computer science. The introduction of ChatGPT by OpenAI in November made generative AI tools widely available for the first time. Google Bart, Microsoft Bing, and Japer research and content generative tools followed almost immediately. When reviewing the responses by public relations institutions and associations, the Public Relations Society of America integrated AI within their ethical code for Free Flow of Information, Disclosure of Information, Safeguarding Confidences, and Enhancing the Profession in 2023. Yet, only four of 15 textbooks on PR mention AI reviewing the first stage of hiring. Slowly, PR research is emerging, but it is certainly not prolific nor called upon as a profession to help establish the AI regulations.

AI IN SCHOLARSHIP - EXPLORING THE INTEGRATION OF AI TOOLS IN LITERATURE READING

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Literature review is a critical step in academic research, requiring thorough exploration and synthesis of existing research status. The integration of Artificial Intelligence (AI) tools into this process may dramatically improve the process. This study conducts a comprehensive investigation about status of the utilization of AI tools in the literature review, and whether these solutions truly improve the process efficiency**.** The paper has the following objectives: To assess the effectiveness of AI-driven semantic search engines in optimizing literature discovery; To evaluate the efficiency and relevance of AI-based text reviewing summarization tools in extracting key information from

lengthy research articles; To examine the feasibility of the integration of Artificial Intelligence (AI) tools for improving research efficiency for faculties and students in their daily academic reading and writing activities. We conduct a comprehensive analysis, juxtaposing the efficacy of AI tools against manual student efforts to underscore the impact of AI in scholarship. Furthermore, we delve into a specific AI tool to deepen our insights and facilitate a thorough understanding of the subject matter.

ANALYSIS OF PITFALL IN CYCLICAL BUSINESS INVESTMENT

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The equivalent annuity method is an important and practically useful method for cyclical corporate investment. It helps firms to make economically correct decisions when they need to choose between two machines or projects with different replacement cycles. The traditional way of implementation of this method may run into inconsistency which leads to its failure. We show in this paper that as long as one of the replacement cycles is short enough, this problem emerges. We also investigate the frequency of this issue in relation to the replacement cycle of both machines or projects by using the Monte Carlo approach, thereby we are able to identify the intensity and pattern of this problem. In doing so, we make a contribution by clearly identifying the domain where the equivalent annuity method is valid.

ANALYZING MANAGEMENT CONTROL IN ENERGY SECTOR: THE CASE OF TOP TEN CANADIAN OIL AND GAS COMPANIES

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As management control focuses on the execution of policies regarding the resources of the company, this case study investigates the management control of oil and gas companies in Canada in light of the balanced scorecard (BSC) as a tool of management control. Therefore, it provides a review of the BSC approach, paying special attention to the financial perspective of the BSC in general, and the financial perspective of the oil and gas companies, in particular. After an analysis of the financial indicators of the 10 largest Canadian oil and gas companies, Kaplan and Norton’s (1996) BSC model is supplemented with specifics for these industry indicators and strategic themes. The paper also presents a model of the BSC that embeds management control that supports strategic-objective implementation in day-to-day operations of the companies investigated. In a classroom setting, the case would help encourage productive discussions on the advantages and disadvantages of using the BSC for oil and gas companies, in addition to the discussion of developing an appropriate strategy for the companies to follow. This would help benefit to achieve financial goals of oil and gas companies.

ANOMALY DETECTION: DISTINGUISHING AI-GENERATED WORK FROM STUDENT-CREATED SUBMISSIONS

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Artificial Intelligence (AI) is reshaping human perspectives on reality. Recent advancements in AI have introduced the phenomenon of deepfakes, large language models (LLMs), generative AI, and the production of text, images, audio, and video that can be designed to mislead individuals, creating an illusion of authenticity or human authorship. This poses a significant challenge to the fundamental concept of authentication, which is the ability to verify the identity of individuals or, in this context, to determine whether a piece genuinely reflects what it claims to be. Such authentication is a cornerstone in the field of cybersecurity. This paper discusses the effectiveness of AI-generated works by examining how well college professors can detect whether a piece was created using AI or by a student researcher. The methodology involves interviewing 10 professors from diverse disciplines, collectively reviewing 18 assignments, with 2 submissions for each assignment. This study aims to provide insights into the difficulty of differentiating between content generated by AI and content created by humans within an academic setting.

ARE DATA LAKES THE FUTURE IN SECURE ACCOUNTING AUDITS?

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Cybersecurity is an issue of growing importance that will keep increasing as humanity keeps progressing towards more and more of a complete reliance on digital technology for the day-to-day lives of your average person. To put some perspective on how much of a reliance on the digital world businesses are, back in 2018 the average cyberattack cost around $28 million in damages and losses. The damage done by a successful cyberattack has increased rapidly over the past few years and will only continue to grow rapidly as more remote elements of business are implemented like they were over the COVID-19 pandemic. This is where data lakes come into the scene; data lakes are regional data storage centers where data and information can be stored and accessed with greater protection and cybersecurity. Data lakes provide high levels of physical data stored by having it be stored offsite from the headquarters which prevents the data from being instantaneously lost by a natural disaster or catastrophe. Data lakes provide an array of different digital safeguards and protections as well, this research focuses mainly on the security of the Virtual Private Network Connection of the data lake. It was found that while VPNs do provide a powerful tool in preventing cyberattacks, VPNs are not a strong enough defense to justify data lakes. Data lakes are a wide and versatile tool that every business should begin adopting especially when it comes to protecting not only the company's private data but the confidential data of clients.

ARE EXCHANGE-TRADED FUNDS A BETTER INVESTMENT OPTION THAN MUTUAL FUNDS?

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This research examines if ETFs consistently outperform mutual funds in their net returns. Other research shows that mutual funds have slightly higher gross returns, but smaller net returns compared to ETFs. The sample used in this research was randomly selected using ten ETFs and ten mutual funds that hold domestic securities. The null hypothesis will be accepted if ETFs produce a higher net return compared to mutual funds and have a t-value greater than or equal to 2.262. The alternative hypothesis will be accepted if ETFs produce a smaller net return and have a t-value of less than 2.262. This research found that ETFs did produce a larger net return compared to mutual funds. Additionally, this research did agree with other studies that mutual funds did produce a higher gross return but were subject to larger annual expenses. This research rejects the null hypothesis and accepts the alternative hypothesis. The larger net returns for ETFs were not statistically significant for this research to accept that it did not occur by chance.

ARTIFICIAL DISRUPTION: COMBATTING REAL-TIME DISINFORMATION VIA DEEPFAKES, CHATGPT, AND GENERATIVE AI

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We are entering an age in which disinformation, fake news, and falsified images, videos, and audio 1) are rapidly becoming indistinguishable from authentic media, 2) can be produced in real-time, and 3) can be deployed at scale and in quantities that businesses, news agencies, and nations alike may not be able to respond to effectively. Over the past four years, deepfake videos, in which an actor’s face can be replaced with a believable facsimile of a CEO’s or other famous person’s face, have become relatively commonplace in popular culture, and deepfakes have already been used at least at a rudimentary level in disinformation campaigns. ChatGPT, a generative large-language AI model that can produce authentic-sounding human-readable text, can generate fake news articles, emails, and blog or social media posts in real-time that seem fluent and realistic to the reader. Newer generative AI tools for creating audio, video, and photorealistic images can lend additional credibility to disinformation, misinformation, and fake news and spread them online faster than human reporters and government officials can fact-check or respond. This research examines the perfect storm of disinformation enabled by these combined technologies and provides recommendations to businesses, governments, and news organizations for countering AI-enhanced disruption.

ARTIFICIAL INTELLIGENCE (AI), THE REGULATORY ENVIRONMENT, AND BUSINESS ETHICS

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Generative AI is impacting business and commerce across all industries at this point. It is anticipated that the technology will continue to permeate business functions like supply chain management, human resources, and even healthcare diagnosis. There are countless considerations that businesses need to be aware of as they leverage technology as a part of their business, like the laws that regulate its use, privacy, data security, and ethics. The legal environment worldwide is shifting to regulate this quickly evolving and advancing technology. Regulators are aware of the ethical and moral implications of AI technology, but it is uncertain whether the regulations are sufficient to address the potential risk and harm flowing from the use of AI to consumers and the public. Businesses need to be aware of the legality surrounding the use of AI.

BEYOND AI: UNVEILING THE AUTHENTIC INDISPENSABILITY OF HUMAN ELEMENT OF COMMUNICATION

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Daniella White As the knowledge of machines increases consistently through computer science, “Artificial Intelligence” (or AI) has become one of the most groundbreaking, advancing, and threatening technologies, especially regarding job security. The increase in the use of AI has significantly impacted various sectors through streamlining operations, enhancing efficiency, and automating tasks. However, in the public relations (PR) and communication industries, the role of AI has been proven to be supplementary rather than substitutive. This distinction arises from the intrinsic nature of PR and communication being deeply rooted in human empathy, creativity, emotional intelligence, and the ability to foster genuine relationships and connections. By analyzing research, case studies, and first-hand experiences from the authors, this paper explores the idea that, while AI can process vast amounts of data and identify patterns beyond human capability, it lacks the ability to comprehend emotional intelligence, ethical considerations, and cultural sensitivities crucial for successful PR and communication practices. This presentation pulls research from the Journal of Creative Communications (Panda et-all, 2019) and the *International Journal on Advanced Science, Engineering, & Information Technology* (Seong, 2023). It concludes that AI should be viewed as a complementary tool that can enhance but does not replace the critical thinking, creativity, and adaptability necessary in communication and public relations. The study calls for a balanced approach that leverages the strengths of AI while maintaining the irreplaceable value of human insight and creativity in shaping public perceptions and building meaningful relationships between organizations and their audience.

CAN A COMPANY RECOVER WHEN ITS BRAND IS IN A PICKLE? THE CASE OF PELOTON

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Peloton, a company that makes a wide range of at-home gym equipment, faced federal scrutiny over handling accidents that involved defects in its treadmills. Sarah Saadoun and Ygal Saadoun claimed in a lawsuit they filed on July 1st, 2022, that their three-year-old son died after he got trapped under the company's treadmill and had sustained third-degree burns. The lawsuit against Peloton and its Tread+ treadmill came after the company announced on May 5th, 2021, voluntary recalls of both Tread and Tread+ treadmills but the machines were already involved in numerous reported injuries. As a result, Peloton's reputation got tarnished and customers lost their trust in the company and its products. This case study scrutinizes controversies against Peloton that caused customers to voice their concerns and complaints on social media. The authors noticed that Peloton used a reactive program and was not well prepared to deal with such a detrimental crisis. The sales had dropped ever since the lawsuit and the company should have been more prompt in responding to 75 incidents. More importantly, Peloton should have admitted its defaults instead of denying them and the co-founder John Foley and CEO Barry McCarthy should have been transparent from the beginning instead of concealing facts from the customers and the media about the severity of the incidents.

CASE STUDY ON FACTORS IMPACTING STUDENT ENGAGEMENT IN HIGHER EDUCATION

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Higher education institutions have struggled with getting students actively involved and engaged in not only the content being covered in class but also in other areas of university life (Coman et al., 2020, Gamage et al., 2022). This lack of engagement has led to lower grades, feelings of loneliness, and issues with student retention (Gamage et al., 2022). The purpose of the study is to gain an understanding of the factors impacting engagement and how instructors can help foster engagement to provide a more meaningful and valuable educational experience. While this study is not focused on the impacts of the Covid-19 pandemic on higher education, it is worth mentioning that many of the challenges associated with student engagement have been exacerbated during this period (Gamage et al., 2022, Hews et al., 2022). The study examined the four dimensions of student engagement that are worthy of understanding due to the complexity of higher education: general learning skills, emotional involvement with class material, participation/interaction with faculty and peers, and performance (Handelsman, 2005). Data for the pilot study was collected from a Midwest higher institution with a 4-year degree program in hospitality management. The results indicated that the factors influencing an increase in engagement centered around relationships and the quality of those relationships with faculty the students engaged with during their time at the

university. The indicators that influence less student engagement, students indicated that course organization was an important factor, as well as lack of confidence to speak up and ask questions.

CONNECTIVITY FOR GROWTH: KEY TRANSFORMATIONS FOR THE GLOBALIZATION OF THE VIETNAM ECONOMY

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Vietnam is experiencing a wave of structural change and industrialization unprecedented in its history. The country entered a phase of “compressed development” (Whittaker, Zhu, Sturgeon, Tsai, and Okita, 2010). Vietnam is receiving a large-scale foreign investment to transform low-value-added assembly functions into higher value-added functions, shifting trade increasingly towards digital goods and services. This research shows that despite major reforms introduced in the last two decades by many ASEAN countries, including Vietnam, the region remains one of the most restrictive for trade in services. Additionally, this research shows that streamlining border procedures and making them more transparent and predictable with three regional partners are improving Vietnamese participation in global value chains.

CONSUMER RELIANCE ON PEER REVIEWS IN THE ERA OF THE NEW NORMAL: AN INSIGHT INTO ONLINE SHOPPING TRENDS

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Online shopping has proven to be a convenient method for consumers to shop from the comfort of their homes, allowing them to choose their preferred location and time for shopping. This convenience has become more pronounced, especially in the multiple waves of health emergencies caused by the COVID-19 virus. Individuals have embraced a lifestyle centered around 'in-home everything,' aligning with social distancing measures to combat the virus. As a result, online shopping has gained increased popularity across various age groups, expanding from the tech-savvy younger generation to encompass almost all generations. In this changing scenario, the importance of peer-shared product information has grown, serving as a crucial asset for potential consumers seeking reliable products. Consequently, online consumer reviews have become popular sources for obtaining product-related information, aiding prospective consumers in making informed decisions. Based on this premise, the present study investigates consumers' dependence on peer consumer reviews concerning their perceived risk. The results highlight the significant impact of consumers' perceived risk on their evaluation of online consumer reviews and the reviewed products.

CONVERSATIONAL SKILLS TO TEACH AND LEARN BETTER WITH AI TECHNOLOGY

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In an era where the World Economic Forum identifies communication as one of the critical "power skills" essential for the future of work, the imperative to equip students with robust communication abilities has never been more pronounced. This research paper delves into the transformative potential of Artificial Intelligence (AI) in reshaping education to meet these evolving demands. By leveraging AI technologies, including natural language processing and conversational agents, this study seeks to uncover innovative approaches for enhancing communication skills across educational landscapes. Employing a mixed-methods research design, this paper synthesizes insights from qualitative interviews with educators and students, quantitative analysis of learning outcomes facilitated by AI tools, and a review of the integration of AI in educational settings. Anticipated outcomes suggest that AI-driven educational tools significantly elevate the learning experience by providing personalized feedback, simulating real-life communication scenarios, and enabling practice in a controlled environment. These findings aim to highlight best practices and identify challenges in weaving AI into communication education, paving the way for a more engaged, responsive, and individually tailored learning journey. The broader implications of this study stretch beyond traditional educational settings, influencing online learning platforms, professional development programs, and lifelong learning pathways. By situating communication skills development at the intersection of AI technology and educational innovation, this research contributes to a foundational shift towards preparing students not just for academic success but for thriving in the digitally driven and communicatively complex future workplace.

COST OF INTERNAL CONTROL AND COST OF FRAUD: COST-BENEFIT CONSIDERATIONS AND THE ROLE OF TRUST IN EMPLOYEES

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The Association of Certified Fraud Examiners (ACFE) has been conducting fraud research worldwide since 1996 and publishes “A Report to the Nations” biannually. The 2022 edition of that report reveals that more than 4.7 trillion is lost to occupational fraud worldwide. A typical organization loses about 5% of its revenues each year to fraud. Fraudulent schemes cause organizations to lose $100,000 per case, which may consist of financial and non-financial resources. Studies show that a major cause of fraud is weak or inefficient internal control. Firms with weak internal control are more susceptible to fraudulent asset misappropriation schemes (KPMG, 2004). Developing, implementing, and conducting an effective control system is also costly. In some cases, companies weigh the pros and cons of internal control systems and may ignore the control in areas where the possible costs are higher than the cost of fraud. From an ethical point of view, no vulnerability should let fraudsters scam the company's assets, but from an economic point of view, the cost of control should not exceed the benefits gained from it. The purpose of this study is to examine the potential costs and benefits of internal control for

companies. Trust in employees is one of the ways to reduce the cost of control, but it is also a double-edged sharp sword that can lead to both positive and negative consequences.

CROSS-CULTURAL STUDY OF THE ETHICAL BELIEFS OF AMERICAN AND CHINESE CONSUMERS

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The purpose of this study is to compare the ethical beliefs of American and Chinese consumers using the Muncy-Vitell consumer ethics modified scale. The study compares college students with other adults in terms of the Muncy-Vitell consumer ethics scale with modifications that include rewording and the addition of new items. As a second objective, the study compares a college student population with a non-student adult population both in China and the USA in terms of the various items in the consumer ethics scale. The ethical climate in China is overwhelmed by ethical problems. Copyright issues, environmental pollution, deceptive advertising, production of unsafe products, bribery, and the ethical violations that involved politicians and business professionals are just a few examples. The target population for this data collection is customers who have a common routine of buying consumer goods on a daily basis. We used a survey to collect the data from the target population. The survey was administered to students in the classroom and on the university campus. The questions were designed to determine the ethics of consumers in their buying and shopping activities. While previous studies have reported that some consumers in China are engaged in unethical practices, this study has found that Chinese consumers tend to be sensitive to unethical practices as well as American consumers. In addition, American consumers were found to score higher on ethical behavior than were the Chinese. Finally, college students were found to be less ethical than non-students in both the USA and China.

CYBERSECURITY VULNERABILITIES IN INTELLIGENT TRANSPORTATION SYSTEMS

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Transportation infrastructure provides the links for modern supply and distribution networks. Over the last decade, there has been growing concern surrounding the capacity, safety, and reliability of these systems, which are often faced with deferred maintenance and funding constraints. Many regions have implemented intelligent transportation systems (ITS) infrastructure to augment physical infrastructure for safer and more efficient movement of goods and people. ITS systems for photo enforcement, electronic tolling, and connected and automated vehicles can improve system operations through improved travel time reliability, connectivity, and safety. Red light photo enforcement and connected and automated vehicle technology (CAVT) are particularly noted for improving safety through reduced crashes and crash related fatalities. Nevertheless, the implementation and rollout of ITS technology to improve safety and reliability for users is not without risks. Cyber-attacks in the transportation sector are on the rise for all users due to random

ransomware and other threats. Cybersecurity risk is a top threat for motor carriers and businesses in transportation and logistics. As such, transportation providers and public system operators have a growing need to understand cybersecurity vulnerabilities across the system. We survey public notices and data to identify and assess transportation cybersecurity vulnerabilities created for users, infrastructure, and commerce due to the higher levels of data collection systems and sensors in CAVT. We discuss associated risks related to the increased rollout of technology and how to mitigate these transportation system cybersecurity risks to support safety, commerce, and the greater transportation system. Limitations and future research are presented.

DO NFL STANDARDS NEED CHANGED AND EXAMPLES OF POTENTIAL CHANGES?

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The National Football League relies on an extensive list of standards related to player health, team management, and in-game rules to operate. The issues these standards address change rapidly and the NFL needs to adapt to these changes by conducting research to help determine if certain standards are still effective or if they need to be altered. This leads to whether standards need to be changed or added in the NFL and what those standards look like. Existing research associated with the effectiveness of NFL Standards was collected to answer this question. This paper uses the standards of measurement set in existing research to determine if the data collected warrants a change or addition to NFL standards. This research found that standards related to player health, team management, and in-game rules need to be changed. The research found standards related to the playing field, diversification, concussions, and playing rule article 8 need to be adjusted. The null hypothesis was accepted and stated the NFL needs to make changes to certain standards. Future research associated with this topic includes investigating the impacts of the long-term effects of new standards.

DUAL ROLE OF SLOGAN COMPREHENSION AND PROCESSING FLUENCY IN BRAND LOVE FORMATION: A COMPARATIVE STUDY OF MONOLINGUAL AND BILINGUAL CONSUMERS

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This study investigates the influence of slogan comprehension and processing fluency on the formation of brand love and the subsequent behavioral outcomes among bilingual consumers. Hypotheses were developed to examine the effects of these factors on attitudes towards advertisements, brand love, and the moderating role of language proficiency and slogan type. We randomly assigned participants to one of two experimental conditions, a single meaning slogan or polysemous slogan, in a one-way independent sample design. The results show that processing

fluency positively impacts attitudes towards ads and brand love, with bilingual consumers relying more on processing fluency than monolinguals. Furthermore, comprehension plays a significant role in the formation of brand love for monolingual consumers exposed to polysemous slogans. The findings also reveal that brand love positively influences purchase intention, word of mouth, and brand loyalty.

EFFECT OF SELF-CONFIDENCE ON ATTITUDES TOWARD NEGOTIATING WITH SALESPEOPLE

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The current study attempted to investigate the association of self-confidence with attitudes toward negotiating with salespeople on the price of a purchase item. Results of a survey questionnaire given to undergraduate students displayed that an increase in reported self-confidence level was associated with an increase in reported tendency to negotiate with a salesperson. Results additionally suggest that self-confidence may have a specific temporal function, as it seemed to have more pronounced effects in our study as an expeditor to set forth negotiation behaviors with a salesperson and much less of an effect on consumer reflection of the emotional consequences that one experiences after negotiating with salespeople. That is, our findings may suggest that while self-confidence may influence the behaviors enacted when negotiating with a salesperson, it does not seem to have a consistently significant effect on the emotions that one experiences after, and because of, negotiation. In combination, these current findings may serve to provide external validity to previous research that found that: (a) competitive environments are avoided by us when we worry about experiencing shame after others observe and may consequently perceive us as overestimating our abilities (Ludwig, Fellner-Rohling, & Thoma, 2017); and (b) those low in self-confidence are more likely to compromise in uncertain purchase situations with risk involved (Chuang, Cheng, Chang, & Chiang, 2013). Discussion and practical implications center around the recommendation for less confident consumers to discover ways to actively suppress their risk-averse emotions related to avoiding the price negotiation process altogether.

EFFECT OF SERVANT LEADERSHIP, SOCIAL EXCLUSION, AND STRESS ON EMPLOYEE TURNOVER INTENTIONS

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Servant leadership has been gaining popularity with management scholars and practitioners alike. Servant leadership is based on the premise that leaders subordinate their own interests and, presumably, those of the organization to the interests of their followers (Laub, 2004). Supportive and considerate leadership behaviors, such as those typically exerted by servant leaders, are often associated with decreased turnover intentions (Fleishman & Harris, 1998; Jaramillo, Grisaffe, Chonko, & Roberts, 2009). Leadership, in general, is believed to be an antecedent of employee

turnover (Griffeth et al., 2000). The purpose of this research is to investigate the link between servant leadership and employee turnover by examining the mediating effects of social exclusion and stress on servant leadership and employee turnover. Specifically, we examine the mediating effect of two influential variables: social exclusion and stress. Social exclusion occurs when the need for belongingness is thwarted (MacDonald & Leary, 2005). Belonging is a basic human need that drives human behavior (Baumeister & Leary, 1995; Maslow, 1943). Employees who experience thwarted belongingness undergo feelings of stress, worry, and humiliation. In turn, we expect the social exclusion and stress experienced by employees to lead to withdrawal cognitions and behaviors. In other words, we contend that organizations whose employees experience heightened levels of social exclusion and stress will face higher levels of employee turnover. Employee turnover is an important organizational outcome because the costs and damages to an organization are tremendous in terms of replacement costs, decreased morale, and operational inefficiencies (e.g., replacement expenditures, decreased morale; O'Connell & Kung, 2007).

EMBRACING THE FUTURE: THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE ACCOUNTING PROFESSION AND PROFESSIONAL ACCOUNTANTS

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This research focuses on the influence of artificial intelligence (AI) on accounting, accounting professions, and society in a variety of pathways, such as the employment market, skill-need for accountants, and society at large. The research is conducted to determine how AI advancements in Saudi Arabia have impacted the profession of accounting, and to gain an understanding of how advancements in accounting brought about by AI have an impact on the labor market. In addition, this research shows that advancements in AI accounting influence the virtual walls of corporate offices. The sample size of 600 people was selected primarily from urban and rural areas of Saudi Arabia. Out of the targeted population, 473 people provided valid responses that were used for this research. For this primary data-based study, SPSS was utilized in depth, and ANOVA single variation along with multi regression model was applied, both of which depict a strong relationship of 83% between the dependent and independent variables.

EMPOWERING EDUCATORS: AI-DRIVEN WORKLOAD OPTIMIZATION

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In the evolving educational landscape, educators are increasingly burdened by non-instructional tasks, which detract from their primary mission of teaching. A study highlighted by Education Week reveals that 64% of educators' time is consumed by grading, planning, and committee work, negatively impacting educational quality and work-life balance, potentially leading to burnout. Artificial intelligence (AI) offers a transformative solution by automating these time-intensive tasks. AI-driven analytics can decipher individual learning patterns, enabling personalized

education. Automated grading systems and virtual assistants alleviate manual workloads, fostering deeper teacher-student interactions. Additionally, AI personal assistants tailored for educators can streamline lesson planning and scheduling, while automated email responders manage communication with students and parents, further reducing administrative burdens. It is critical to raise awareness about these innovative AI tools and champion the processes for their seamless integration into schools and educators' lives. Doing so will not only simplify administrative processes but also significantly enrich the learning experience. This ushers in a pathway to high-quality, engaging education and heightened job satisfaction for teachers. Embracing AI technology is pivotal in tackling the contemporary challenges of education, equipping both educators and students with the necessary tools to excel in a technology-driven future.

ENHANCEMENT OF COOPERATION AND PHILANTHROPIC RELATIONS DURING THE COVID PANDEMIC THROUGH DIGITAL COMMUNICATION

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The temporary cease of all non-essential business activities during the pandemic created short-term worldwide disruptions but long-term changes in the chains of supply and demand. This research provides new evidence and quantitative analysis of the mechanisms SMEs use to build business resilience to absorb business disruptions at the highest point of the shock. Our results support the thesis that business resilience is intertwined with wider community resilience (McKnight & Linnenluecke, 2016; Adekola & Clelland, 2020). Amid the global catastrophe that the COVID-19 cause, virtual social interactions and communications built cooperative and philanthropic relations with stakeholders that allowed mutual business survival for the recipients of the help and more importantly for those that provide the help to the others. The paper concludes that those firms that use Internet-based communication tools were more capable to build new ways of business cooperation and provide help to society during the lockdown showing higher survival rates after the lockdown.

ENHANCING CUSTOMER EXPERIENCE THROUGH WORK BREAKS

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This study examines the role of work breaks in mitigating the adverse effects of emotional labor in the hospitality industry. Investigating the relationship between emotional labor and deviant behavior in frontline staff, mediated by ego depletion, the research reveals that surface acting increases deviant behavior due to emotional exhaustion, while deep acting decreases it. Crucially, work breaks emerge as a key element in reducing the negative impacts of emotional labor. These findings underscore the importance of work breaks in hospitality organizations, such as hotels and

restaurants, for managing emotional labor and curtailing workplace deviance. The study provides fresh perspectives on employee behavior management, suggesting practical strategies for enhancing employee well-being and organizational effectiveness. From a marketing standpoint, it highlights the importance of operational practices like work breaks in influencing the performance of customer-facing employees. This directly impacts customer satisfaction and loyalty, as well-motivated and emotionally balanced staff can provide better customer experiences, leading to positive word-of-mouth and repeat business, essential elements in the competitive hospitality sector.

EXAMINATION OF ETHICAL IMPLICATIONS OF USING AI IN SERVICE-LEARNING PUBLIC RELATIONS COURSES

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This presentation examines the ethical use of artificial intelligence in courses with service learning and experiential learning outcomes. The presentation works through the initial concerns AI presents in understanding and communicating the capabilities and limitations of AI to a partner client. Additionally, the researcher discusses both agent-centered and action-centered ethics when using AI to create usable content for clients. This leads to a discussion that acknowledges a shift with IRBs, grants, and research applications requiring that AI usage be acknowledged during the application process, which sets a precedent for the same when interacting with a service-learning client. Finally, the presentation explores whether these concerns are better characterized by accountability and responsibility than ethics. If the basis of service learning is for students to gain experience working in a real-work relationship with a client, does the human and AI collaboration of produced content diminish the possible scope of learning for the students or create a more realistic scenario? The researcher aims to provide a multi-dimensional examination of the role AI plays in public relations service-learning courses and the ethical implications for current and future students.

EXAMINING THE LANGUAGE USED BY THE PHARMACEUTICAL INDUSTRY TO CHALLENGE THE MEDICARE DRUG PRICE NEGOTIATION PROGRAM

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The topic of drug pricing and negotiation has been a significant focus in U.S. healthcare policy. Efforts to address high drug prices often involve proposals for allowing the government to negotiate drug prices directly with pharmaceutical manufacturers. In August 2022, President Joe Biden signed into law the Inflation Reduction Act (IRA), which included the Medicare Drug Price Negotiation Program. For the first time, drug companies would be required to negotiate the cost of certain drugs over time with the federal government. This new requirement came after years of debate among lawmakers and pharmaceutical lobbyists as to whether the federal government should have the authority to negotiate drug prices in Medicare. The IRA received significant pushback from the pharmaceutical industry, including the powerful Pharmaceutical Research and Manufacturers of America (PhRMA) lobbying group. This study presents a critical public health analysis by focusing on how language was used by PhRMA to frame the Medicare drug price negotiation provision before and after its passage. We employ an interpretive thematic analysis of the language used by PhRMA in arguments used to sway legislative and public opinion regarding the IRA. By adopting a critical approach, we analyze language as it reflects tension between industry interests and public health goals, including questions of equity, access, affordability, and medical innovation. Data was obtained through the purposeful collection of public statements made by PhRMA with units of analysis including press releases, news reports, blog posts, policy statements, and videos.

EXPLORING THE GREEN INTERVENTION ON THE INTERPLAY OF OPERATIONS EFFICIENCY AND INNOVATION CAPABILITIES

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The purpose of this study is to explore the complexities behind the green (GRN) interventions on the interplay of operational efficiency (OPE) and R&D-driven innovation capabilities (RIC). Previous research on these pillars has primarily been conducted in isolated contexts, leaving the mechanism of their interplay unclear. This study aims to fill this research gap by employing an innovative analytic process to investigate the intricate dynamics of their interplay. Focusing on U.S. manufacturing firms, we utilize a hybrid regression-neural network approach to capture the synergistic effects of OPE and RIC under varying levels of GRN intervention. Our findings reveal that the impact of joint OPE and RIC is not uniform but rather distinct, with discernible magnitudes contingent on firm-specific resource conditions. Moreover, the GRN intervention on the interplay of OPE and RIC is asymmetrical and differentiated by RIC. Drawing upon the theoretical foundations of green dynamic capabilities, and resource orchestration, this study provides new insights into managing environmental practices and bridges theory and practice by offering pragmatic implications.

EXPLORING URBAN WOMEN’S LEISURE PARTICIPATION

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This study delves into the intricate dynamics between leisure constraints, gender bias, and leisure participation among urban women, framed within Ambivalent Sexism Theory. The research aims to unravel how gender biases, particularly hostile sexism, moderate the relationship between leisure constraints and participation, thereby impacting women’s involvement in leisure activities. Despite advancements in gender equality, leisure activities remain a domain where gender disparity is pronounced. This study identifies that leisure landscapes, even in urban settings, are predominantly male-centric, with various factors like societal expectations, self-perception, and time constraints hindering women’s full engagement. The study employs structural equation

modeling to analyze data collected through surveys distributed among women in urban areas. Findings reveal a significant negative correlation between leisure constraints and participation. Additionally, the study observes that hostile sexism exacerbates these constraints, thereby impeding leisure participation. The insights garnered underscore the necessity for policymakers and urban planners to create women-friendly leisure spaces that are safe and accessible. Public awareness campaigns are also crucial in challenging prevailing sexist ideologies contributing to leisure constraints for women. The study's findings contribute both to the theoretical discourse in leisure studies and offer pragmatic insights for promoting gender equity in leisure participation.

FACE-ISM THEORY IN YOUTUBE IMAGES OF HALEY AND TRUMP IN THE EARLY STAGE OF THE 2024 REPUBLICAN U.S. PRESIDENTIAL PRIMARY

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This study examined visual media coverage at a crucial stage of the 2024 Republican United States Presidential Primary, Jan. 23-29, 2024, when Florida Governor Ron DeSantis had dropped out, pitting former South Carolina governor, Nikki Haley, against former U.S. president, Donald Trump, in the lead up to the New Hampshire primary election. This presented an ideal opportunity to examine face-ism theory (Archer, Kimes & Barrios, 1983), which posits that media images of males display more facial prominence than images of females, which may influence perceptions of candidates. The research is also relevant to perceptions of organization leaders in public relations. A total of 552 images of Haley and Trump from YouTube videos published by major U.S. broadcast and cable television news networks were analyzed. Two coders achieved 97% or higher intercoder agreement. The dependent variable was a six-point body index scale. Independent variables were gender, television network, network political party favorability and topic. Trump's images (67.9%) were more frequently cropped with more facial prominence than Haley's images (58.3%). FOX, favoring the Republican Party, published images of Trump (80.6%) with more facial prominence than images of Haley (73.7%). MSNBC, favoring the Democratic Party, also published images of Trump (64.3%) with more facial prominence than images of Haley (60.9%). Images of Trump (62.7%) outnumbered images of Haley (37.3%). More than half of Trump's images (55.8%) were unrelated to the primary, rather most frequently related to ongoing court cases against him. Images of Haley were most frequently related to the primary (83.5%).

FACULTY NEEDS AND EXPECTATION REGARDING INTEGRATION OF ARTIFICIAL INTELLIGENCE INTO THE CLASSROOM

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Artificial Intelligence (AI) is quickly gaining economic significance (Anderson, 2024). The question then becomes how four-year institutions adapt to the phenomenon and how faculty perceive and experience artificial intelligence's place in academia. A case study at a four-year university focused on the Business College will answer the questions regarding faculty experiences as to what policies the university has and should set, participants' personal policies regarding the usage of AI, and what training programs are needed and/or wanted concerning AI integration into the classroom. The researchers will focus on faculty demographics such as age, race, discipline, and training as motivators or demotivators for adopting AI. The researchers expect faculty to be hesitant to employ AI due to a lack of administrative policy guidance, training, technological age discrimination, and discipline.

FUTURE OF EDUCATION: A ROADMAP FOR THE FUTURE OF A MORE INTERDISCIPLINARY BUSINESS EDUCATION

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In the face of the rapidly evolving global job market, the role of Higher Education Institutions (HEIs) in preparing students for future challenges is becoming increasingly critical. This paper delves into the pressing need for a paradigm shift in business education, advocating for a more interdisciplinary approach. Through a mixed-method research design, incorporating qualitative and quantitative analyses based on interviews, surveys, and an extensive review of existing literature, this study aims to illuminate the existing gap between the current educational offerings of business schools and the skills required by the industry. The research anticipates identifying core areas where current business education models fall short and proposing an integrative curriculum framework that emphasizes cross-disciplinary learning, technological adeptness, and enhanced problem-solving capabilities. Projected findings suggest that for HEIs to remain relevant, they must undergo a transformation that extends beyond traditional pedagogical methods. The adoption of AI-driven educational tools, immersive real-world business simulations, and continuous feedback mechanisms from industry stakeholders are anticipated to play a pivotal role in this transformation. The paper argues for a dynamic educational model that prepares students not just for their first job but for a lifetime of changes in the employment sector. By presenting a roadmap for the future, this research contributes to the discourse on making business education more reflective of the global business environment's multifaceted nature. The outcome aims to serve as a guiding beacon for educational leaders, policymakers, and educators in redefining the value proposition of business education for the next generation of learners.

GENERATION Z’S EVALUATION OF SUPER BOWL ADVERTISEMENTS

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The Super Bowl has been the most-watched sports event that has created a great deal of opportunity for many economic, social, and political entities. For business marketers and advertisers, Super Bowl advertising has emerged as a marketing battleground worth over 600 million dollars (Majidi 2024). This study explores the advertising components that are important to Generation Z, a demographic known for their heavy engagement in word-of-mouth and social media activities, when evaluating Super Bowl advertisements. Utilizing surveys conducted during the following

week of Super Bowl games over the past five years, from 2019 to 2024, this study examines the evaluation criteria and components for top versus bottom-performing Super Bowl advertisements. Compiling and analyzing over 200 of Gen Z's open-ended survey responses, our research categorizes Super Bowl advertising factors and identifies key characteristics associated with successful and unsuccessful Super Bowl advertisements from Gen Z's perspectives. The findings can help marketers understand and target Generation Z to emulate evolving marketing strategies.

GENERATIVE AI FOR THREE TIERS OF EXPERIENTIAL LEARNING

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Experiential learning (EL) is a valuable pedagogical tool in higher education. It has been shown to improve student learning outcomes and employability. However, students are increasingly using Generative AI such as Large Language Models (LLMs) to complete coursework. This presents both opportunities and challenges for EL projects. Through the lens of stakeholder theory, this paper examines three tiers of EL based on increasing levels of involvement (T1: Hypothetical, T2: Observational, and T3: Application). T1 data consists of students' prospective business plans for real clients. They are analyzed by comparing graded assignments using ChatGPT-generated content against those that do not. ChatGPT performs poorly (ChatGPTμ = 0.325, non-ChatGPTμ = 0.790) as it fails to consider clients' resources (e.g., time, staffing, budget, etc.) and fabricates references. T2 data uses Natural Language Processing (Jaccard and Semantic similarity) on ChatGPT-generated answers for case study questions. The results show weak Jaccard overlap in response to comprehension questions ($\mu = 0.083$) and those that connect to lecture concepts ($\mu = 0.094$) but slightly stronger Semantic similarity for comprehension ($\mu = 0.938$) than connection answers ($\mu = 0.922$). T3 examines client-based service-learning project output (i.e., social media and website content). The more technical the client's business, the more valuable ChatGPT is in generating content (High Jμ = 0.141, Sμ = 0.917; Low Jμ = 0.039, Sμ = 0.769). Generally, as involvement increases so too does the value of LLMs. Therefore, stakeholders benefit from the proper pedagogical use of (versus prohibition against) Generative AI in EL assessments.

GOING-PRIVATE TRANSACTIONS IN THE PRE AND POST SARBANES-OXLEY ERA: THE CASE OF U.S. RESTAURANT FIRMS

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Previous research shows that four factors: firm size, debt to equity, cash holdings, and level of evaluation seem to determine the bid premiums of going private transactions, which result in a net benefit (i.e., an abnormal stock return) in the U.S. restaurant industry (Madanoglu and Karadag, 2009). We aim to consider additional factors by using U.S. restaurant companies listed under Standard Industry Codes 5810 and 5812 between 1997 and 2021. Thus, our final sample consists

of 42 restaurant firms that made private announcements during this period. Data on going private transactions is obtained from media outlets and SEC annual filings (10-Ks). Data for estimating the dependent variable (abnormal stock returns) is obtained from the Center for Research in Security Prices (CRSP) as delisting returns. Carhart's four-factor model is used to calculate abnormal stock returns. Independent variables in our study are franchising proportion (number of franchised to total stores), director independence (count of independent directors), and CEO duality (1 if the CEO also serves on the board of directors). The study controls for firm age (year founded), geographic dispersion (number of US states), and firm size (number of stores). Regression analysis results show that firms with a higher franchising proportion experience lower abnormal return. On the other hand, firms with CEO duality and independent boards receive higher bid premiums. The findings provide important implications for firm executives considering going private and for private equity investors trying to identify the best target firms that can be taken private.

GOOD SHEPHERD COMMUNITY CLINIC: A DATABASE DESIGN

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This case provides a real-world semester-long project for students enrolled in an introductory database management course. The case consists of a business scenario to provide background information on the goals and objectives, along with some of the unique operating characteristics of the Good Shepherd Community Clinic. In addition, the functional requirements of the community clinic are included, along with some sample data: doctors, patients, services performed, diagnosis codes, insurance carriers, and patient history. The students are given sufficient information to design a moderately complex database for the community clinic. The case provides sufficient real-world data to operationalize the database design into a physical database, populate it with data, and then write a series of queries that satisfy the stated reporting requirements of the medical center. The case has been designed for use in a database management course for students having little relational database experience other than the content of the course itself. The case was written so that creation of the database and queries were not dependent on a specific database management software (DBMS), in other words, any DBMS may be used, such as Microsoft Access, SQL Server, etc. Teaching notes are provided upon request.

HOW ARTIFICIAL INTELLIGENCE IS REDEFINING AND DISRUPTING THE MUSIC INDUSTRY

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The rise of artificial intelligence (AI) has contributed to a paradigm shift in music production and consumption, from streamlined composition and mixing to algorithms for personalized music listening experiences. AI software like LANDR and AIVA is revolutionizing the recording industry, offering efficient and accessible tools for creation and mixing. Spotify and Apple Music implement AI-driven algorithmic distribution to analyze consumer behavior while influencing

consumer choices. This paper analyzes the use of AI in two music sectors: the recording industry and the publishing industry. Each sector's review includes key drivers of AI use and challenges and risks of leveraging AI. AI allows for the democratization of content creation, lowering the barriers to entry. However, AI also turns music into a commodity, as it removes the need for deep musical knowledge or skills and becomes more of a product to consume than a unique expression of human creativity. It questions the ethics of what is human-made versus what is AI-generated. Artists can only trademark inventions using AI if they disclose the use and if it is human-made. Inevitably, AI relies on human input to capture the nuances of creativity and emotion; humans will not become obsolete. AI is the future of the music industry; it will be increasingly used as a tool for individuals to create, produce, and distribute music. The industry needs to manage the risks and challenges this creates.

HOW COLLEGE STUDENTS AT USTA WATCHED THE 2024 SUPER BOWL

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This presentation will provide insights from 350 college students at the University of Texas at San Antonio who are now taking marketing classes from me about their experience watching the 2024 Super Bowl. Some of the topics respondents were asked to respond to include if they watched (or not), where they watched, if they watched via TV or streaming, if they watched the whole game, if they watched pre- and post-game programming, if they recalled ads they saw, if those ads made them want to buy, and if they bet on the game (among other topics). This survey provides insightful results, because there is not so much discussion about the sport viewing behavior of young people (Gen Z and Millennials). Although the data is not generalizable to a larger population, it should prompt thought-provoking discussion about the sports viewing habits of young people elsewhere.

IMPACT OF AI ON THE ACCOUNTING PROFESSION

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This paper discusses artificial intelligence (henceforth AI) and its impact on the accounting profession. Artificial intelligence, or machine learning, was developed in the 1950s by Alan Turing, Herbert Simon, and Allen Newell. The chatbot was first developed by Rollo Carpenter in 1988, and it enabled the computer to simulate normal human conversation. In November 2022, a highly sophisticated version of the chatbot was developed and released by OpenAI and its partner, Microsoft. This chatbot is the well-known ChatGPT, which is far more versatile than the initial chatbot invented. While the basic function of a chatbot is to imitate human conversation, ChatGPT can do much more. It has demonstrated that it can write and debug computer programs, compose music, generate business ideas, play games, and take tests as humans do. In May 2023, it was reported that ChatGPT version 4.0 passed the CPA exam on the second attempt with a test score of 85.1 percent, retaking the test just a few weeks after the first attempt. In the first attempt, ChatGPT 3.5 scored very poorly, earning just forty-eight percent in the business environment and concepts (BEC) exam and 35 percent in financial accounting (FAR). ChatGPT version 4 is equipped with more advanced reasoning capabilities. This research examines student awareness of the abilities of ChatGPT in the accounting profession and future employment opportunities, and whether it makes them more or less likely to choose accounting as a profession.

IMPACT OF GAMEDAY TOUCHPOINT EFFORTS AT PROFESSIONAL MLS GAMES

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As the sports industry – and particularly Major League Soccer - continues to grow, the customer experience is expected to have an influence on the way that sport entities grow fan loyalty and increase revenue. Sports managers are recognizing the impact of experiences within the stadium by providing fan-valued services and features that heighten the in-stadium experience. Therefore, the purpose of this study was to determine if fan attitudes, behaviors, and fan experience had an association with the fan's perception of the stadium experience. Building from the research literature and in cooperation with a Major League Soccer organization's marketing and analytics departments, a questionnaire and methodology were developed. Almost 300 fans were surveyed on two gamedays using both online and face-to-face methods. Multiple analyses were conducted. The results show there are key gameday service elements that contribute more to enhancing vital attendee responses, suggesting that perceptions of service indicators might be more relevant to sports fans' in-stadium experiences.

IMPACT OF RESOURCE SCARCITY AND INNOVATION ORIENTATION ON MINORITY ENTREPRENEURS' MARKETING CONSULTING SERVICES ADOPTION

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This study examines the influence of resource scarcity and innovation orientation on the engagement of minority entrepreneurs with marketing consulting services (MCS). Addressing a gap in the literature, it explores how these factors interact to affect entrepreneurs' intentions to utilize MCS, employing the theoretical lenses of Resource Dependence Theory and Innovation Orientation literature. The research involved 73 minority entrepreneurs across various industries. Data were collected through an online survey assessing resource scarcity, innovation orientation, perceived compatibility with MCS, and the intention to utilize such services. The survey was distributed to participants operating in North Carolina, ensuring the study's relevance to the specific demographic and economic contexts of this region. The study utilized multiple regression and mediation analyses to explore the moderating role of resource scarcity and the mediating effect of innovation orientation between perceived compatibility and MCS utilization intention. Findings suggest that resource scarcity significantly strengthens the positive relationship between perceived compatibility and the intention to engage with MCS, with innovation orientation serving as a pivotal mediator in this process. These results underscore the importance of understanding the

specific challenges faced by minority entrepreneurs, particularly those related to resource constraints, and highlight the potential of innovation orientation as a compensatory strategy for engaging with MCS. The study offers valuable insights for MCS providers, policymakers, and support organizations, suggesting that tailored services that recognize and address the unique needs of minority entrepreneurs can enhance their engagement with MCS, thereby supporting the growth and sustainability of minority-owned businesses.

IMPACTS OF AUDITING ON ENVIRONMENTAL SOCIAL GOVERNANCE: EVIDENCE FROM THE APPAREL INDUSTRY

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Over the past several decades, sustainability reporting and ESG have become highly important to businesses, investors, and stakeholders. The quality of ESG reporting has come under scrutiny over the last several years. However, are ESG scores affected when businesses receive audits for their sustainability reports? This research completed a study of 6 businesses within the apparel manufacturing and retail sector. By comparing results against 180 companies within the same sector, the authors were able to establish a connection between ESG scores and audited sustainability reports. Researchers found that ESG scores in the apparel manufacturing and retail industry were stronger when audited and it is likely that legislation will mandate such audits. This paper provides a method for examining and testing sustainability reports against ESG scores which can easily be expanded to any industry. A limitation is that since there is little standardization on how such audits are conducted, it is difficult to determine whether a sustainability report has been audited.

IMPLICATIONS OF ARTIFICIAL INTELLIGENCE INTEGRATION IN SERVICE LEARNING

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Technology is rapidly evolving and transforming education. It is particularly relevant in-service learning, a pedagogical model in higher education utilizing community-based experiences to encourage students' academic, civic, and professional development (Mason & Dunens, 2019). Emerging research indicates that integrating artificial intelligence (AI) in service learning holds potential to enhance student learning by improving critical thinking, creativity, and technological literacy (Liu, 2024). However, some limited evidence shows that improper use of AI has significant negative implications; it can obstruct student learning (Ju, 2023) and project outcomes. Without consideration for the greater context, AI may lead to lowered standards of work and/or unengaging content. The case study of the Fall 2023 service learning-based PR Capstone campaign at Emerson College serves as a salient indicator of the double-edged role of AI. The class used generative AI throughout the campaign's content creation process to brainstorm social media content and draft PR materials. While AI enhanced the quantity of content generated significantly,

the final output exhibited incoherent messaging, unimaginative content, and misalignment with the core brand voice. The issue was not the use of AI but rather the timeline of its integration into the service-learning process. An analysis of the use of AI in the PR Capstone campaign shows that to adequately support student learning and project quality, educational needs should be prioritized (Artificial Intelligence and Future of Teaching, 2023). For optimal use in educational settings, AI within the world of service learning, should be relegated to the beginning stages of a project.

INCORPORATING AI TO INCREASE CROSS-CULTURAL INTERPERSONAL COMMUNICATION RELATED TO CORE VALUES

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This abstract explores the integration of artificial intelligence (AI) to augment cross-cultural interpersonal communication, particularly concerning core values in business settings. With globalization fostering diverse workplaces, effective communication across cultural boundaries is imperative for organizational success. Leveraging AI technologies such as natural language processing (NLP) and Cross-Cultural Communication Platforms can facilitate this process by offering real-time translation and cultural sensitivity insights. By deploying AI-powered communication tools, businesses can bridge language gaps and mitigate misunderstandings, enabling smoother collaboration and fostering a more inclusive work environment. Furthermore, AI algorithms can analyze cultural nuances and core values prevalent in different regions, providing valuable insights to employees engaging in cross-cultural interactions. Additionally, AI-driven virtual assistants can offer personalized cultural training modules tailored to individual employee needs, enhancing their cross-cultural competence. However, ethical considerations regarding data privacy, bias mitigation, and AI's role in human interaction must be carefully addressed. Overall, the incorporation of AI in cross-cultural interpersonal communication holds promise for fostering mutual understanding, respect, and alignment with core business values in a globalized world.

INDICATORS TO MONITOR DEEPER REGIONAL TRADE INTEGRATION IN AFRICA

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Stronger regional integration has been a policy priority in Africa for several decades. Closer trade links with neighboring countries promise to stabilize food markets, enhance profitable exchanges in light manufacturing, reduce consumer prices, and help develop regional production networks. However, markets remain fragmented by a range of barriers to trade and competition along the value chain of traded goods and services This research looks at the monitoring of regional integration in Africa and argues that more effective monitoring processes for existing integration arrangements could help to raise the profile of the prevailing implementation deficits and provide policymakers and civil society with the necessary information to push for corrective action. Currently, most integration monitoring systems are scorecard-based compliance assessments.

These processes are useful in determining which member countries have transposed their regional-level reform commitments into national laws, but they are saying little about changes in trade practices on the ground. The overall aim of this research is to explore indicators that capture the impact of regional policy reforms on trade transaction costs for ordinary traders, with a focus on indicators that can be linked to the implementation of specific policy measures. The types of policy reforms include: measures to simplify trade procedures and customs procedures, and harmonization measures that reduce the costs of conforming and proving conformity with health and safety standards in overseas markets.

INTERNATIONAL MARKETING OF SERVICES AND THE DEVELOPING COUNTRIES OF AFRICA: PAST TRENDS, FUTURE PROSPECTS, AND CHALLENGES

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Internationalization of services has gained a great momentum in recent years. Paper analyzes prospects of the developing countries of Sub-Saharan Africa in the international marketing of services by studying the trends of service exports by these countries over a 20-year period from 2001 to 2021 and relating these to demand for services in the developed countries of the world through a series of auto regression analyses, to project these trends into the future. Results show that developing countries of Sub-Saharan Africa were marginalized in the international market for services over the past 20-year study period. However, closer analyses show that there are brighter future prospects for this developing region of the world, albeit with some challenges. The greatest prospects would be in the export of communications services, followed by export of financial services. Implications of these findings for government public policy in the service sector of these developing countries are discussed, and directions for future research are given.

IS NON-COMPLIANCE WITH THE ANNOUNCED PLAN OF ACQUISITION A PROFITABLE STRATEGY FOR THE GOVERNMENT?

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A profit-maximizing government may intentionally alter the scale of a land acquisition based on the investment of the incumbent household (contingency), disregarding the plan announced in advance. Expanding Blume et al.'s (1984) model to a sequential game, this non-compliant strategy is found to not bring the government extra profits if its non-compliance pattern is perceived by the acquisition-affected households, regardless of the completeness of their savviness of the government's strategy. Instead, the non-compliant government hands the first-mover advantage over to the household. Explored are the three sequential games: led by the government, led by the completely savvy household (the one that knows and responds to the non-compliance of the government), and led by a semi-savvy household (the one only knows the non-compliance but cannot invest preemptively as a response). Found is a common compensation rule that prevails across the three games to induce both the government to the most efficient scale of acquisition and

the household to the most efficient level of investment. That is non-distortive compensation valued at the efficiently invested land.

IT'S ALL ABOUT COMMITMENT: PERSONNEL DEVELOPMENT IN THE UNITED STATES MARINE CORPS

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Although officers in the United States Marine Corps (USMC) receive education based on the mission of the war colleges - to educate senior military officers in the ways of war and the defense of peace -the same is not true for enlisted personnel. The long-term USMC plans explain the need for adaptable individuals who can use technology, think critically, evaluate situations, and apply ethics. Such expectations require a broader education than skills training as well as a different mindset than the traditional approach to enlisted training and development. Such broad expectations require organizational culture adjustments to move decision-making to ever lower levels and prepare individual Marines for more challenging assignments. Historically, education efforts for the USMC enlisted members focused on skill development and improvement for the Corp. Regrettably, such training did not provide an adequate platform for enlisted Marines to learn important leadership and decision-making techniques often found in higher education courses including critical thinking, evaluation, and future demands in evolving workplaces when environmental changes are unknown/unexpected. Recent effort is directed to better educate Marines through the US Naval Community College (formed in 2019). This presentation argues for the need for higher education beyond skill and ability training, supported by culture change, through the lens of adult learning theory and proposes changes to improve military education for the enlisted in the USMC.

IT WON'T HAPPEN HERE: WORKPLACE VIOLENCE

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In the US, the Occupational Safety and Health Administration (OSHA) estimates that more than $120 billion is lost directly and indirectly due to workplace violence. The National Safety Council puts the costs even higher, estimating $71 billion annually. Out-of-court settlements average approximately $500,000; this can run into the millions if settled in court. This presentation focuses on workplace violence, more specifically, mass shootings and active shooters in a business environment. To date, very little research has been conducted on mass shootings, especially those in business. Legal liability to include OSHA and summary judgments of court cases are reviewed to demonstrate applications of employer liability, including previous cases such as the Washington Navy Yard in 2013, and the Lockheed Martin Meridian Mississippi mass shooting, and current cases in the judicial system such as the Walmart shooting in Virginia. Social contract theory was

first presented by Hobbes (1651) and Rousseau (1751) and is discussed in terms of the ethic of care and duty of care as it relates to the OHS (OSHA) legislation from 1970. Legal obligations for employers are noted, along with a responsible approach to preparing the workplace to mitigate legal vulnerability. One key point for employers to consider is the need to assess their existing policies and procedures as they relate to violence in the workplace, making sure there are clear definitions of what constitutes violence, and processes and responses to violence are understood by all employees.

LEADER CONSIDERATIONS IN FAMILY BUSINESSES

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There has been a reasonable amount of work in the family business literature on various aspects of family member employment in the family-owned and operated enterprise. Much of this work has focused on stewardship practices by family members leading the firm and striving to maintain the integrity and vitality of the organization while at the same time providing employment and support for members of the family. In this practice-oriented piece, the authors review the literature in order to discuss the wide range of questions and considerations that leaders of family firms must navigate as they perform their family business duties. Among the topics discussed in this paper are development and training, previous experiences, compensation, motivation, communication, discipline, and promotion. The authors take the approach that leaders of family firms have a number of special challenges but also some real opportunities when it comes to better utilizing family members employed in the family-owned business. A number of unanswered questions suitable for future research are suggested.

MANAGING THE BRAND OF AN ENTERTAINMENT MULTINATIONAL IN THE FOOTBALL INDUSTRY: THE CASE OF FC BARCELONA

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This paper examines FC Barcelona, known as Barça, as a corporate entity. To begin with, it considers the processes by which the club evolved into a global matrix of product, sport, business, and entertainment. It continues to debate the implications of these processes, with an analysis of the strategies employed by FC Barcelona that enabled it to become such a powerful multinational force. Finally, the chapter speculates about the nature of what was called 'Barça Corporate', as the commercial arm of the club, which integrated its Audiovisual content business (Barça Studios), the Innovation Hub, the Academies, and the promotion of merchandising worldwide. It provides a good example of how football clubs have become multinationals and illustrates how they compete with other entertainment multinational corporations. Using a case study methodology, based on qualitative techniques, researchers consider the notion that, in becoming part of the sport-

business-entertainment matrix, the club is in the process of 'Disneyfication' to develop its global branding and commodification. In conclusion, the analysis of Barça as a global brand, the authors propose five main brand territories (symbolism, innovation, data, entertainment and knowledge – building a SIDEK map) in which the club can achieve competitive advantage over its rivals. Archive material and interviews have been used to elucidate the issues of this paper.

MEASURING CREDIT UNION EFFICIENCY WITH UNDESIRABLE OUTPUTS: EVIDENCE FROM INDIA

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The purpose of this paper is to assess the technical efficiency of credit unions by taking into consideration not only desirable, but also undesirable outputs, and measure the contribution of individual inputs and outputs to efficiency scores. Data envelopment analysis is used to measure the relative performance of credit unions under different models both with and without undesirable outputs i.e. Banker-Charnes-Cooper, Slacks based measure, and Slacks based measure extended to the case of undesirable outputs. Efficiency scores are compared between models using non-parametric statistical analyses. Implications are derived for credit union performance enhancement.

OUTDOOR ACCESSIBILITY IS FOR ALL, RIGHT? THE US NATIONAL PARK SYSTEM AND PERSONS WITH DISABILITIES

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Since the early 1960s, the National Park Service has followed regulations ensuring that persons with disabilities (PwD) have equal opportunity to access the National Park System (NPS) (Accessibility, n.d.). In 1979, the Division of Special Programs and Populations was established to address the issues of access and accommodation through "the formulation of policies and guidelines for special populations, provides technical assistance to park areas to eliminate programmatic and physical barriers, reviews service employment opportunities for disabled individuals, recommends specialized training, and coordinates demonstration projects" (Accessibility, n.d.). In 2014, the NPS published a five-year strategic plan for improving accessibility. While the NPS is making strides there are still challenges. Grothjan (2022) noted that while the parks may be making improvements to the infrastructure, it is the information that is difficult to find regarding the accessibility features of the park unit. There is relatively little research in the area of accessibility for PwD in national parks, especially the U.S. National Park System. This study intends to add to the academic literature by identifying the facilitators and inhibitors that lend to various park units being more, or less, accessible and transparent in the

information regarding their accessibility. An inductive case study approach will be used to explore NPS views regarding accessibility for PwD and the dissemination of accessibility measures. This approach allows research findings to emerge from the frequent or significant themes in the data (Thomas, 2006), filling a gap in literature that so often focuses on the consumer viewpoint.

PERSONAL HEALTH ADVOCACY: MEASURING YOUR HEALTH DIGITALLY

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Personal health information is the digital collection of real-time patient-centered information. The management of personal health information (PHI) is crucial today to the advocacy of one’s health. We have seen in various forms, especially among women’s health, the need to catalog and understand your body's symptoms and reactions. One way to assist in determining various factors that may affect a patient's health is keeping a proper log. With an opportunity to teach students how to code and how to manage their health information, the students design an app to help highlight concerns or deviations in one’s health patterns. In a classroom project, students are taught basic programming, such as Python, and SQL skills; given a description, with requirements and desirables; and then taken through a series of activities and action items to develop a final product. This is designed for an early programming course and discussion throughout the deliverable may include concerns of security, among other topics. At this point, this is a learning experience and not to be placed in a real-world situation without applying appropriate security measures.

PERSONALITY EFFECTS IN PARTICIPATIVE BUDGETING: AN EXPERIMENTAL INVESTIGATION

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This study investigates the link between honestly reporting factual information (honesty) and personality factors. Based on existing literature, we make predictions for two specific personality factors, honesty-humility (HH) and conscientiousness (CO), from the self-reported HEXACO Personality Inventory-Revised 100 item scale. We hypothesize that HH is positively correlated with honesty while CO is negatively correlated with honesty. We test our predictions in a laboratory setting manipulating factual information over multiple rounds in a fixed-wage, participatory budget setting. We tested for results under three incentive systems. For a fixed wage condition, only CO reached significance. In a individual incentive wage condition, HH reached moderate significance while CO was insignificant. Last, the group incentive condition yielded significance for CO and moderate significance for HH. This study supports claims that self-reported individual personality traits are correlated with individual reporting honesty as long as the payment system is considered. Data available by request pending distribution approval by Salisbury University’s Institutional Review Board.

PERSONALIZED AI USERS' PRIVACY CONCERNS

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The implementation of AI in all business sectors, as well as the investment of firms in AI, is radically increasing (Furman & Seamans, 2019). AI systems are designed to use models for perceiving environments, abstracting the environments into models, and formulate options for decisions or actions. Four approaches were employed to develop AI systems and resulted in different AI systems (Russel & Norvig, 2016). They are: (1) AI systems that think like humans, (2) AI systems that think rationally, (3) AI systems that act like humans, and (4) AI systems that act rationally. Among them, AI has been used to provide users personalized experiences of products or services. These AI applications may think like us so they may provide tailored-ads or personalized content. These AI may act like we do so that they may book restaurants or schedule meeting. However, research has not discussed the privacy concerns resulted from these AI technologies. The Internet Users' Information Privacy Concerns (IUIPC) developed for the Internet environment incorporates three main privacy concerns for internet users, including collection, control, and awareness concerns. It is unclear that how these concerns are valid or sufficient in the era of AI. This study proposed to explore the privacy concerns for users using AI technologies.

PERSPECTIVE OF UNIQUENESS AND EXCEPTIONALISM IN ICELAND: CONSIDERATIONS FOR LIVING AND WORKING IN THE LAND OF FIRE AND ICE

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Iceland is a small island society with a proud heritage, deeply rooted in European and Scandinavian ancestry. Through the imagery of the past, conceptualizations of uniqueness and exceptionalism continue to support elements of present-day Icelandic culture through overt and subtle mechanisms. While native Icelandic researchers have described the native ethnocentrism concepts and perspectives, this study explored these cultural constructions in present day Iceland from an outside, foreign perspective, making it unique. Therefore, the purpose of this qualitative case study was to explore and experience environmental and situational representations of uniqueness and exceptionalism in Iceland as part of a university sanctioned study abroad trip to the country. The findings indicate that overt and subtle forms of uniqueness and exceptionalism persist in Iceland today and continue to categorize individuals as either Icelandic or foreign "other". However, the study also found examples of how things are changing in Iceland that may mitigate these cultural phenomena. This study may prove valuable to individuals planning to work or go to school in Iceland, or for those who are already living in Iceland and are not native to the country, by assisting them in developing communication strategies or interventions for improving interpersonal interactions with Icelanders. Likewise, organizational managers and human resource professionals may find the results of this research valuable as they are considering workers for remote foreign assignments in the land of fire and ice.

PREVALENCE OF MENTAL HEALTH AND SUBSTANCE USE ISSUES AMONG A SAMPLE OF LEGAL PROFESSIONALS IN ARKANSAS

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The legal profession is known to be a stressful and demanding field, which can have a significant impact on the well-being and mental health of lawyers. These all play a role in the lives of lawyers and can have both positive and negative effects. Lawyers need to be aware of these impacts and take steps to manage their mental health effectively. Organizations within the legal profession can play a significant role in creating a supportive and inclusive work environment that encourages mental health and well-being among lawyers. This drove the state's Supreme Court on behalf of the Judges and Lawyers Assistance Program (JLAP) to request this study to better design their services and allocate resources. This project is a comprehensive investigation of the stress, anxiety, depression, drug, and alcohol use, and self-compassion among judges and lawyers who are licensed in one state and law students at the two law public law schools in the same state. While previous studies have examined these issues among national samples of lawyers, judges, and students, this state did not participate in those studies. This study intends to gain information about the prevalence of these issues among those who practice and study law in this one state.

PROMOTING TRANSFORMATIVE TOURISM EXPERIENCES WITH HUMAN-LIKE AI CHATBOTS

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Growing public awareness and interest in transformative tourism experiences have been noted, with them altering individuals' perspectives and behaviors beyond a trip's duration. However, only a limited segment of tourists is sufficiently motivated to invest in transformative tourism products, primarily due to skepticism or disinterest in their transformative potential. Given the growing efficacy of AI-powered chatbots in marketing, this study aims to determine whether more human-like AI chatbots serve as effective tools in encouraging the pursuit of transformative tourism products among the public. By integrating the Theory of Anthropomorphism with Social Cognitive Theory, we propose that a more anthropomorphic AI chatbot will bolster customers' intentions to book transformative trips via the moderated mediation of anticipated transformative benefits and the enhanced moderation effect of the perceived value of pursuing transformative travel. Three experimental studies are envisaged, exploring potential mechanisms behind anthropomorphism's moderating effect. Additionally, the studies will employ diverse scenario designs and measurement instruments to enhance robustness. The findings are expected to inform more effective marketing strategies, encouraging beneficial travel consumption and potentially increasing profitability for travel businesses due to the higher profit margins of transformative travel products. This can broaden the Theory of Anthropomorphism beyond AI adoption, highlighting its transformative potential.

RISE AND DECLINE OF WEWORK, INC.: WHAT WENT WRONG?

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The office-sharing concept and industry date back well over twenty years, with many office-sharing companies beginning to appear globally by the early 2000s. The shared workspace industry provided many small business owners with an affordable alternative to renting or buying office space. WeWork, Inc. (WeWork), founded in 2010, revolutionized the shared workspace industry by offering a variety of leased luxury amenities to its customers in high-priced commercial real estate spaces. Once valued at approximately $47 billion in 2019, WeWork filed for bankruptcy protection only four years later, in November of 2023, reporting $19 billion in debt with $15 billion in assets. This paper examines the steep rise and decline of WeWork. It analyzes its internal management strategies, financial reports, and external factors, such as the COVID-19 pandemic and other economic factors that led to its sharp decline.

ROLE OF CHRISTIAN FAITH IN SERVANT LEADERSHIP PRACTICES: FURTHER EVIDENCE

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Earlier work by Grimes and Bennett (2015) and others has theorized that certain leaders have a strong tendency toward servant leadership practices and general nurturing, supporting, and developing of followers due heavily to their Christian faith and generally viewing their job and their position of leadership as a "calling from God." In this paper, we review the foundations for our arguments that Christian faith (and frankly, the teachings of many great world religions) compels leaders to adopt a certain style of leadership that emphasizes caring, compassion, and empowerment of followers to achieve great things in their lives. This style is characterized by open communication, relationship building, caring about the person's overall development and success, empathy, sharing glory and taking blame, and a number of other selfless "other-serving" characteristics. This paper certainly does not argue that Christian faith or any religious background is the impetus for such styles and practices, but rather argues that there is a large contingent of leaders who view their leadership position as a calling and personal service to God. The natural style and practices prescribed by their Christian faith contribute heavily to their servant leadership practices. This paper continues this line of research by reporting the results of 10 interviews with leaders from the U.S. South who fit our conception of this leader. Findings included a number of common elements among subjects and agreement with some of the traits theorized in earlier research.

SELLING POLITICS ONE SHIRT AT THE TIME: USES OF MERCHANDISE FOR POLITICAL MESSAGING AND IDENTITY FORMATION DURING THE 2023 U.S. REPUBLICAN PRESIDENTIAL NOMINATION RACE

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Over the last century, politicians internationally have been increasingly leaning on commercial merchandise (e.g., apparel, tableware, signs) for messaging and public engagement in and out of elections. Factors that have fueled the growth and diversification of this phenomenon include the successive rise and popularization of on and off-line mass media channels, the increased levels of political competition, and the growing influence of principles of permanent campaigning in politics. Through an analysis of 413 consumer goods items available for purchase in the online campaign store of eight candidates during the 2023 U.S. republican presidential primaries, this paper takes a deep dive into uses of merchandising for voter outreach and engagement. In particular, it explores how it can help put forth and reinforce a potent shared political identity appealing to elements of voters' aspirations, values, and norms. It also explores how it can help simplify multifaceted campaign messages and make them more accessible and digestible to the general public. Finally, this project studies how the act of purchasing and using merchandise can mobilize voters and augment their likelihood of backing political campaigns. As this project tackles an understudied phenomenon, it fills gaps in the political communication and marketing literature as well as sets the stage for future research, especially as appeals related to identity are becoming central to political outreach and engagement.

SHOULD ACADEMIC TENURE BE A FOREGONE CONCLUSION?

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The original purpose of academic tenure, supporting the very foundation of the United States' academic structure, was to protect instructors and researchers when they disagreed with the majority opinion, openly questioned authority, or spent time researching extremely controversial topics. At the root of this paradigm is not entering any research field or area with predisposed opinions but conducting scientifically bias-free experiments to explore the true nature of any phenomenon. Therefore, by utilizing stringent research methodology, the empiricist is free of external pressures to conduct their research. However, without tenure or protection from retaliation, researchers will seek to avoid controversial topics so they can preserve their job security. This retaliation is playing out right now in many states. This paper will openly assess the academic environment, focusing on the removal of tenure privileges in various states. The positives and negatives of this academic institution (tenure) will be compared and discussed. Finally, consequences of this action, such as the muting of faculty voices, will be identified, and potential faculty actions in this new untenured environment will be explored.

SHOULD CHINESE LAW ENABLE PRIVATE ENFORCEMENT AGAINST COUNTERFEITS?

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To discourage counterfeits and compensate victims, the Chinese legal authority stipulates that buyers receive compensation several times the price of the transacted goods. This rule is exploited by "counterfeit hunters," who are opportunistic buyers specializing in detecting and merely purchasing counterfeits to claim compensation. Using a static game, I explain the evolutionary history of the business of counterfeiters and counterfeit hunters in China. I determine that the law should maintain maximal compensation while disallowing counterfeit hunters. Allowing counterfeit hunters to benefit from overcompensation leads to improvements in social welfare compared to the scenario without overcompensation (and hence, without hunters). Social welfare further improves if overcompensation excludes hunters but extends its protection only to rule-savvy (sophisticated) consumers, the genuine buyers who will consume if they encounter authentic products and claim compensation if they encounter counterfeits. My finding justifies the legal practices of some Chinese provincial legal authorities, though indefinite and tentative, in only extending the maximal extent of overcompensation protection over the non-regular claimant of counterfeiting damages.

STATE OF THE STATE: A PRESENTATION AND DISCUSSION OVER COMMUNICATION REQUIREMENTS FOR STATE COLLEGES

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The rise of smartphones, and the behavioral changes brought on by the 2020 COVID-19 pandemic have changed the frequency and methods of everyday communication. Online communication has increasingly supplanted face-to-face encounters, while the proliferation of smartphones has complicated nonverbal communication. Despite the importance of communication in everyday life and recent developments that have changed how we communicate; Florida still does not recognize public speaking or a related course such as Fundamentals of Communication for state colleges or universities as a general core requirement. This paper explores the implications of this decision while highlighting the vital role that the communication studies discipline must play in improving how we communicate.

STRATEGIC RESPONSES TO COMPETING INSTITUTIONAL PRESSURES IN CORPORATE GOVERNANCE REFORM

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Due to economic and social globalization processes, the boundaries of national systems of corporate governance have become more permeable for the transfer of ideas and practices from other institutional contexts. This study derives hypotheses from a multitheoretical framework to explain strategic firm responsiveness to national level pressures for corporate governance reform. This framework integrates institutional, resource dependence, social network, upper echelon, and

organizational learning perspectives and portrays corporate governance reform as institutional change. I test hypotheses derived from this framework in the context of the issuance of the German corporate governance code. This code is arguably at odds with the traditional regulative, normative, and cognitive-cultural institutional pillars of the German corporate governance system. A unique longitudinal dataset of 189 stock exchange listed firms is used to explain strategic firm responsiveness to the issuance of this institutionally contested provision. In this context, this research is the first that operationalizes Oliver's (1991) continuum of strategic responses to institutional processes. The findings reveal that in contrast to arguments advanced by financial economists and legal scholars, economic market forces do not significantly drive firms' responsiveness to corporate governance reform pressures. Instead, firm ownership type and power, labor representatives, management characteristics, and intra- and interorganizational learning processes are significant predictors of strategic firm responsiveness to national level corporate governance reform pressures. The findings generally provide support for the developed theoretical framework and help corporate governance research to expand beyond the traditional legal and financial economics perspective.

STUDY OF VERBAL RUMINATION, RELATIONSHIPS, STRESS, AND IDENTITY ON HEALTH COMMUNICATION IN COLLEGIATE ATHLETICS

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College athletes are a unique group of individuals, as they face many positive and negative challenges when competing in a collegiate sport. Verbal rumination is repetitive talk about a particular issue, accompanied by adverse effects for an individual. Verbal rumination is a common strategy athletes use to cope with difficulties along with managing challenging situations in their athletic program. To explore factors that might inspire or impede verbal rumination in collegiate athletics, the present study examines the quality of coach and teammate relationships, perceived stress, and athlete identity. Fourteen sports were represented among the 181 student athletes who completed an online questionnaire examining the variables identified above. The student athletes competed for institutions from junior colleges (NJCAA) up to NCAA Division I. Results revealed the impact of relationships between coaches and athletes in respect to encouraging or mitigating verbal rumination. These findings also reiterated the vital importance of relationships with coaches as a gateway to verbal rumination and emphasized the interrelation between stress and identity, suggesting important practical implications related to health communication in collegiate athletics.

TEACHING EMOTIONAL INTELLIGENCE: A PATH TO INCREASED CAREER SUCCESS

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According to the World Economic Forum's Future of Jobs 2023 report, qualities associated with emotional intelligence, such as resilience, curiosity, lifelong learning, motivation, and self-awareness, are highly prized by businesses and will continue to be so for the next few years. Emotional intelligence, or EQ, consists of four categories, which include social awareness, self-awareness, self-management, and relationship management. This presentation will highlight some of the assignments and readings used in the *Professional Communication* course to explore EQ and its intersectionality with communication competence. The course assignments allow students to explore and assess levels of emotional intelligence through self-reflection of communication style assessments, as well as conflict resolution and professional relationship building. According to a 2024 article by LinkedIn, about 75% of career success relates to advanced social and emotional skills, with the remaining 25% being attributed to technical know-how. Although technical skills are essential to success, self-awareness and self-management skills are rated higher because they are believed to be harder to learn. Thus, students benefit from instruction and varied assignments that promote critical thinking about self, emotion, and relationship management in professional contexts.

TEACHING TECHNOLOGY IN HOSPITALITY AND TOURISM: A STRATEGIC APPROACH OF INTEGRATING GARTNER'S HYPE CYCLE

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Information technology is the backbone of operations in the hospitality and tourism industries. In the rapidly evolving landscape of technology in tourism, it is pivotal for students to foster a comprehensive understanding of emerging technology trends and to understand how emerging technologies may impact the hospitality and tourism industries. Consequently, instructors face the challenge of selecting relevant and significant technology topics for classroom discussion. This study proposes leveraging Gartner's Hype Cycle methodology as a strategic approach to topic selection in teaching an undergraduate technology course in hospitality and tourism. Gartner's Hype Cycle includes five key phases of a technology's life cycle, namely, "Innovation Trigger," "Peak of Inflated Expectations," "Trough of Disillusionment," "Slope of Enlightenment," and "Plateau of Productivity.". This model provides a structured framework for assessing the maturity, adoption, and potential impact of various technologies. It can be an invaluable tool for instructors to explore and navigate the challenging world of emerging technologies. By integrating Gartner's Hype Cycle into curriculum planning, instructors can systematically identify and prioritize technologies of significant relevance and potential for application within the hospitality and tourism industries. This approach also encourages students to develop forward and critical thinking skills and prepares them for a career in the technology-enhanced hospitality and tourism fields.

THESE AREN'T THEIR PARENTS' PRIORITIES: GENERATION Z'S PRIORITIES FOR EMPLOYERS AND WORKPLACES

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Through content analysis of job announcements for entry-level advertising and public relations positions, numerous studies have investigated employer expectations of job applicant's skills. Few, if any, have examined the subject from the job candidate's perspective, in this case, Generation (Gen) Z, those born from the mid-1990s to 2010. Employers need to understand the characteristics and priorities of Gen Z that differentiate them from previous generations if they are to effectively recruit and retain them in an increasingly competitive job market. This presentation defines Gen Z and then discusses ten major employer and workplace priorities of Gen Z that have been identified in research. Our current traditional-age students and Gen Z graduates that follow them will be analyzing the employer's organizational values, priorities, and culture as evidence of the organization's commitment to society (organization's ethics, transparent leadership, commitment to DEI, commitment to the environment) and to their employees (employee advancement, training, technology, work-life balance, flexible work, meaningful work). These priorities for an employer and a workplace will likely impact the workplace and employment characteristics for decades to come.

TOWARDS RESPONSIBLE GLOBAL LEADERSHIP: A CONCEPTUAL FRAMEWORK FOR FUTURE RESEARCH

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In today's global business environment, corporate leaders face more accountability from stakeholders outside their immediate economic stakeholders of business owners or shareholders. For example, in January 2024, the CEOs of Meta, TikTok, X, and other social media companies testified before the U.S. Senate Judiciary Committee due to the increasing societal concerns about online child exploitation and the long-term effects of social media on children. There have also been worldwide protests against companies like Starbucks and McDonald's due to societal perceptions of their stance on the Israel-Hamas conflict in Gaza. Another example is the child labor violations of major U.S. corporations, as sub-contractors and staffing agencies are using migrant child labor in manufacturing and food production plants. Over the years, these types of unethical business practices and mishaps have eroded society's trust in business leaders and contributed to the rise of emerging fields in leadership and management, such as responsible global leadership. This presentation provides a conceptual framework to describe the topic of responsible global leadership using firm-level responsibilities and individual orientations towards leadership responsibilities, which can affect businesses' implementation of corporate social responsibility and their operation's impact on the greater society. Moreover, this framework can guide future research on the emerging field of responsible global leadership as the global business environment becomes more complex and corporate leaders' ethical and moral responsibilities to society move to the forefront.

TURKISH AIRLINES GLOBAL SPORTS SPONSORSHIP ACTIVITIES

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In recent years, there has been a concerted effort on the part of both manufacturing and service companies to move from broadcasting (mass communication) to narrowcasting (targeted communication). In this way, digital interactive advertising as well as sponsorship and events gained tremendous importance. Sponsorship is the fastest-growing form of sales promotion. Studies estimate global sponsorship expenditures at 97.35 billion U.S. dollars in 2023. The industry is projected to grow at a compound annual growth rate of 8.68 percent until 2030, reaching a value of almost 190 billion U.S. dollars. Past studies indicate that airlines are one of the most regular users of corporate sponsorship techniques to create not only awareness among the flying public but to establish brand loyalty, preference, and positive purchase action. It is further stated that the sponsorship endeavors of the airline have created increased sales, brand recognition, brand equity, and brand performance. One of these airlines is state owned Turkish Airlines. In this paper, the authors examine corporate sponsorship activities of Turkish Airlines. Turkish Airlines, in a bid for market growth and development, has engaged in multiple sports event sponsorship activities. As a result of successful sponsorship activities and overall company performance, Turkish Airlines has held the title of Europe's Best Airline for four consecutive years, and it is perfectly reasonable that the company aligns with the best and most recognizable sports figures in the world. Further, the fans of the sport are loyal to the sponsoring firm, as evidenced by previous research.

UNDERSTANDING THE ILLICIT TRADE OF DRUGS AND TOBACCO THROUGH THE BALKAN ROUTE: POLICE PERCEPTIONS ABOUT THIS ISSUE

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The purpose of this article is to analyze the issue of illicit trade of drugs and tobacco through Balkan Route to their destination. Unfortunately, there is a wide gap of knowledge and scientific research about illicit trade in western Balkan countries. This study consisted of using qualitative methods, including the analysis of secondary data from official reports and the use of focus group interviews with police investigators. Ten antidrug investigators, five from the Albanian Police and five from Kosovo Police, were interviewed regarding their perceptions of the illicit trade and the use of the Balkan Route. Results indicate that most of illicit trade flows into Southeastern Europe from the Turkish border, with the final destinations being Western and Central Europe. Illegal drugs such as heroin serve as transit drugs destined mainly for the United Kingdom, Germany, and Italy. Further research is needed to address this phenomenon.

UNIVERSAL ROLE OF TEMPORARY "SWIFT" TRUST

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Swift trust, a term introduced by Meyerson, Weick, and Kramer (1996) describes how trust in temporary work groups allows members to interact and work towards performance goals. This trust is cognitive-based and exists instantaneously with the formation of the group. It explains how a level of trust without personal interaction with group members is quickly formed. Swift trust, however, is very fragile and empirically has no significant direct impact on group performance or satisfaction. With advances in artificial intelligence and other technologies, organizations will need to quickly develop teams that can perform at top levels almost immediately. What has been learned about swift trust must be applied to these situations for organizations to be able to quickly reach their full potential. We have identified factors that help to determine the level and form of trust that develops, along with the impact that this swift trust has on group processes. Ultimately, swift trust indirectly affects group performance and satisfaction through its impact on group processes. Swift trust also helps determine how this form evolves into a more permanent trust, what we call intra-group trust. This type of trust is what has a (perhaps the) major and direct impact on the level and quality of group performance and satisfaction and determines the degree to which organizations' potential will be reached. We include a model which reflects these concepts, their interactions, and how performance is affected.

USE OF REFLECTIVE JOURNALING TO INCREASE ACADEMIC SUCCESS WHILE RESPONDING TO MENTAL HEALTH ISSUES

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Today, it is a dangerous time to be a college student in America. Not only did Covid-19 present its own set of physical problems, but the associated isolation, loneliness, and depression left major health and mental illness issues among current students. Students living away from home for the first time have less access to family and friends. Along with more independence, they face increased academic demands; they are adjusting to a new environment; and there is an increased opportunity to experiment with alcohol and other drugs, which may all compound the problems of stress, depression, and the risk of suicide. While university instructors are expected to provide a rigorous academic experience, the authors of this paper believe we also have an obligation to address the mental, emotional, physical, and spiritual health issues of the college environment. We will describe a well-researched applied process that, if followed in almost any subject, will increase the positive mental and emotional health of students. At the same time, it will significantly improve the academic outcome. The teaching strategy we will describe can be referred to as reflective journaling. It will stimulate critical thinking and improve student learning outcomes. The goal is to actually change the attitude of the student by having them critically reflect on their beliefs and what they have learned, and then implement a plan to improve their positive mental attitude.

USING ARTIFICIAL INTELLIGENCE TO FACILITATE UNDERGRADUATE ACADEMIC ADVISING

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In higher education, academic advising frequently plays a pivotal role in student achievement. However, academic advising is routinely hindered by difficulties inherent in the process. Advisors are required to review large amounts of data effectively and efficiently (student transcripts, class prerequisites, current course offerings, and often complex degree requirements). Having numerous advisees or a high course load may limit an advisor from providing personalized academic guidance to their students. This research seeks to use a novel approach to the academic advising process by using artificial intelligence (AI) to generate personalized course schedules for undergraduates enrolled in a specific undergraduate degree (B.S. IT). This system uses a dataset of student transcripts, training data consisting of schedules generated by a human advisor from previous semesters, and a list of advising rules. ChatGPT used this data to generate class schedules for students for the upcoming two semesters. These AI generated schedules then served as the starting point for one-on-one advising sessions between the students and their advisor. In these sessions, the preliminary class schedules were then fine-tuned and finalized. This study has shown promising results in decreasing advising time, minimizing mistakes, and enhancing the advising experience for both students and advisors. However, challenges remain, such as accommodating minors and double majors. Future work aims to address these issues, improve the performance of the AI, and expand its usage to other degrees. This study demonstrates that AI can streamline the academic advising process and improve the advising experience for both students and faculty.

VALUE OF DONATED TOYS

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There are many considerations that determine charitable donations. Charitable giving has risen and fallen over the years based on standard environmental factors (unemployment rate, inflation, politics, and societal health). More individualized circumstances that can account for contributions include disposable income, consumer price changes, time of year, organizational reputation, opportunity, and personal mood. This presentation tracks the average value of donated toys during the holiday season in the U.S. (November – January) and attempts to shed light on the factors associated with donation level. This segment of charitable giving was chosen because the information is readily available and donating toys is a worthy cause. Pragmatically donating toys to children has no downside. It makes a difference in a child’s life.

VENTURE CAPITALISTS AND FEMALE FOCUSED INVESTING: AN ANALYSIS OF ATTITUDES AND BEHAVIORS

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Many early-stage technology firm founders seek venture capital support. Securing financing at the startup stage of operations is salient since it enables the firm to scale and become sustainable. With proper financial support, many firms evolve into highly successful commercial enterprises. The National Venture Capital Association reports that in 2023, investment decisions totaled approximately $170 billion in US-based firms. Upon closer examination of these decisions, approximately $44 billion was raised by female and male co-founders. All female founding teams, however, raised approximately $3 billion, which is 1.8% of US venture funding (Davis, 2024). The software sector is popular among technology entrepreneurs, and despite the minimal support of female founders, about $8 billion was invested in this space (TechCrunch, 2024). The metrics indicate that female founders are less likely to secure venture capital. To address this imbalance, members of the investment community are beginning to invest with a gender focus. This entails taking gender into consideration when assessing, selecting, and investing in firms. There is scant empirical research that examines venture capitalists within the context of investing with a gender focus. This investigation explores venture capitalist attitudes toward the scope and nature of gender focused investing. Venture capitalist behaviors associated with gender focused investing will also be examined. Whether traditional and female focused venture capitalists differ in their attitudes and behaviors is assessed.

VOLUNTARY CARBON INFORMATION DISCLOSURES, CORPORATE-LEVEL ENVIRONMENTAL SUSTAINABILITY EFFORTS, AND MARKET VALUE

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Based on global 500 companies, this study examines whether the market incorporates the corporations' voluntary carbon emissions disclosures as part of their environmental sustainability efforts, thus increasing their market value. Proxies used to measure the corporations' ecological sustainability efforts include the choice of voluntary carbon disclosures, carbon emissions amounts, carbon intensity, and carbon disclosure quality. During the study period, those companies that chose to disclose their carbon information to the Carbon Disclosure Project (CDP), saw the market value their efforts towards environmental sustainability by increasing their market value. This study also compared the market value of disclosing and non-disclosing firms and found that non-disclosing companies had higher market value than did disclosing firms. However, this relationship was statistically insignificant. This study uses the more extensive data set, extended period, and more robust econometric approach (Difference GMM) and extends the boundaries of accounting research to incorporate environmental-related disclosures. Therefore, this most recent study can provide new insights to researchers, investors, and policymakers in the present context of environmental sustainability and business sustainability.

WEAKNESSES OF MULTI-FACTOR AUTHENTICATION: WHY A NEW APPROACH TO ACCOUNT SECURITY IS NEEDED

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Multi-factor authentication (also called MFA) is not as secure as we would like it to be. While MFA does protect against 99.9% of compromises (Maynes, 2020), it still has weaknesses that can be exploited by malicious actors. Over the years many implementations of MFA have been designed to circumvent the weaknesses of the previous implementation, such as short message service (SMS) verification, time-based one-time passwords (TOTP), and push notifications. But with each one there still exists a loophole that provides a mechanism for account compromise. This research is intended to discuss the flaws with each implementation, as well as to provide suggestions on improving some implementations to better secure the second authentication factor that many users rely upon today. Alongside the faults of the current MFA implementations, there exist methods of bypassing MFA entirely, which will allow an attacker to gain control of an account without knowing even the password that protects it. The implementation of this will be discussed in detail, explaining how it is done, as well as methods of protecting against this, and approaches that can be implemented by software as a service (SaaS) companies to prevent this attack from succeeding in the first place. This research concludes with suggestions to improve MFA from its current state to a more secure approach that relies more on users themselves than the device they use to authenticate.

WEMBY EFFECT - HOW A FRENCH NBA SUPERSTAR IS GRABBING WORLDWIDE ATTENTION FOR THE SPURS SAN ANTONIO & UTSA

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This presentation will discuss the extent to which French NBA superstar Victor Wembanyama is grabbing worldwide attention for the San Antonio Spurs, the City of San Antonio, and the University of Texas at San Antonio. Before the Spurs drafted Wemby, the team was suffering from poor attendance; they were rarely featured on national TV, and there was even talk of moving the team to Austin or Las Vegas. Since drafting Wembanyama, all of that has changed! We now have reporters from France living in San Antonio to cover the team all season. Spurs tickets are harder to get and higher priced on the secondary market. The team was able to build on Victor's marketability to land a new arena sponsor who paid much more to put their name on the building. ESPN is now featuring the Spurs on several prime-time national broadcasts. A large community of French expatriates is emerging in San Antonio who are offering all types of Wemby-themed products. Victor has landed several big sponsorship deals with Louis Vitton, an energy drink, and Nike (among others). Due to Victor's marketability, the Spurs are working hard to develop a much-needed downtown arena that could also be the site of a Major League Baseball team. Victor is also helping market UTSA. I was featured on the French national TV network Canal+ and that interview was aired in prime time. I was interviewed by Society, one of the largest-circulation magazines in France. Those efforts, among others, should increase the brand visibility of UTSA in Europe.

WNBA AND NBA VIEWERSHIP DISPARITY AMONGST ADOLESCENTS

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Gender equality in sports remains a contentious issue. The viewership disparity between the National Basketball Association (NBA) and the Women's National Basketball Association (WNBA) is notably evident. This study aims to unravel the underlying reasons behind this divergence among teenagers and to decipher adolescent perceptions of the NBA and WNBA. It employs a comprehensive methodology integrating surveys and interviews. Utilizing a blend of quantitative analysis of survey data, leveraging Likert scales, and thematic analysis of qualitative insights garnered from interviews, the study shows insights about adolescent viewership. Findings reveal a pronounced preference for the NBA across multiple dimensions of gameplay, with gender emerging as a pivotal factor shaping attitudes towards the WNBA. Noteworthy themes such as perceived skill levels, game intensity, exposure, customary behaviors, and perceptions of physicality emerge as influential determinants in fostering NBA preference among teenagers. Despite inherent limitations in sample size and survey scope, the study offers valuable insights into the complex interplay of societal norms, gender attitudes, and exposure in shaping adolescent preferences for professional basketball leagues. The implications underscore the imperative for targeted marketing strategies and potential reforms in WNBA eligibility criteria to bolster competitiveness and attract top-tier talent, thus fostering a more equitable landscape in professional basketball.

YOUTUBE'S ROLE IN LANGUAGE LEARNING FOR NON-ENGLISH SPEAKING YOUTH

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This presentation seeks to investigate the impact of YouTube as a language learning platform for non-English speaking children. In an increasingly digitized world, online content consumption has become a ubiquitous part of children's lives. This study aims to explore how YouTube, as a dynamic and visually engaging medium, contributes to language acquisition among non-English speaking children. The research will employ a mixed-methods approach, combining quantitative analysis of viewing patterns, linguistic outcomes, and demographic factors, with qualitative insights gathered through interviews and surveys. By focusing on diverse linguistic communities, the study aims to uncover the nuances of language learning experiences through YouTube across different cultural and linguistic contexts. Key aspects of investigation include identifying the most influential content types, analyzing viewing habits, and evaluating language proficiency improvements over time. The proposal also addresses potential challenges and ethical considerations associated with children's online engagement. The findings from this study aim to provide educators, policymakers, and parents with valuable insights into the role of YouTube in supporting language learning for non-English speaking children. Ultimately, the presentation will contribute to a deeper understanding of the evolving landscape of language acquisition in the digital age, informing future educational strategies and curriculum development for language learners.

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