

THE INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES

THIRTY – FIFTH ANNUAL CONFERENCE

* OFFICIAL PROGRAM *

April 3 – 6, 2024

Las Vegas, Nevada, USA

**Horseshoe Hotel & Casino Las Vegas
(Formerly Bally's)**

3645 Las Vegas Blvd South | Las Vegas | NV | 89109

IABD PRESIDENT

Paul A. Fadil, University of North Florida

PROGRAM CHAIR

Cindi Smatt, University of North Georgia

ASSOCIATE PROGRAM CHAIR

Amanda (AJ) Templeton, Southern Utah University

SPONSORING INSTITUTIONS AND INDIVIDUALS

University of North Florida, Coggin College of Business

TABLE OF CONTENTS

34TH ANNUAL CONFERENCE OF THE IABD

A. General Information about the Conference:

IABD President’s Welcome.....	3 – 4
IABD Mission and Objectives	5
Acknowledgments.....	5
Hotel Contact.....	5
Registration	6
Presenting Your Research.....	6
IABD Webpage Administrator.....	6
2024 Quarterly Review of Business Disciplines	6
Journals and Periodicals.....	7
Message Boards.....	7
Next Year’s Conference.....	7
Special Events at the IABD 35th Annual Conference.....	7
Awards and Recognitions	8 – 9
IABD President, Former IABD Presidents, and IABD Board of Directors	10
IABD Officers and Committees	11
Track Chairs and Area Coordinators.....	12 – 13

B. Presentation Schedule:

Thursday, April 4, 2024.....	16 – 32
Friday, April 5, 2024.....	33 – 53
Participant Name Index.....	54 – 55

IABD President's Welcome

My Dear Friends,

I would like to take this opportunity to welcome you to the 35th annual conference of the International Academy of Business Disciplines (IABD) in Las Vegas, Nevada. This is our second year back to a traditional conference format following the Corona Virus pandemic. I would also like to extend a warm gesture of gratitude to our sponsoring institution, the University of North Florida. Without their kind financial support, many of our amenities would not be possible.

As usual, with the brotherhood and fraternity of IABD, let's truly try to strengthen old bonds with old friends and forge new ones, all while supportively sharing knowledge and ideas. As usual, we are fortunate to have IABD members coming from all over the world. IABD is truly a melting pot of numerous cultures and ethnicities. We are not only organizing international study conferences every year, we are truly an international organization. It is not just what we do, it's who we are, and we are all quite proud of it.

Once participants attend their first IABD conference, they almost always come back for more. We have numerous 10 – 20 year attendees and many of us (myself included) have attended more than 30 of these conferences over the years. We will continue to work with you in the coming years to adapt and evolve to the new academic environments, while maintaining the "personal touch" that has become synonymous with our mission.

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

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

Finally, IABD has put together one of the best team of officers with whom I have ever had the pleasure of working. Thus, I would like to express my sincere appreciation to the following people: Dr. Kaye McKinzie, for creating and maintaining our websites; Dr. Cindi Smatt and Dr. A.J. Templeton, for continuing to excel in the Program Chair duties; Dr. John Fisher, for editing our Proceedings; Dr. Lou Falk, for creating the journal's website and forcing us to honor our past; Dr. Greg Payne, for continuing to provide energy to our conference by opening it up to students; Dr. Reza Eftekharzadeh for

being our treasurer for the past 30 years; Dr. Vance Johnson, for editing our signature journal QRBD, and Dr. Charles Lubbers for his assistant editorship of our journal.

For many of us, IABD is truly a labor of love. As we come together for our 35th meeting, please enjoy the scholarship, our members, the venue, and the various opportunities that our organization provides. We truly believe that the discussions that happen outside the presentation rooms are just as important as the formal discussions that take place inside these rooms. Let us continue to advance the values of our institution by exchanging ideas in a supportive atmosphere, understanding the interdisciplinary nature of the conference, and promoting a truly international experience through constructive dialogue and global understanding. Additionally, if any of you wish to volunteer as a Track chair for future conferences, please let us know. We will be happy to have you. I wish you a pleasant experience at our 2024 IABD Conference.

Sincerely,

Paul A. Fadil

Paul A. Fadil

IABD MISSION AND OBJECTIVES

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

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

ACKNOWLEDGMENTS

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

We extend acknowledgments and thanks to all participants who submitted their work and supported IABD activities leading up to the 2024 conference. We also thank all those who have provided us with their professional contributions such as reviewing papers, chairing sessions and serving as discussants. And more importantly, we acknowledge the herculean contribution of our track chairs. They are one of the most important groups in IABD. Truly, there would be no IABD program without the hard work and dedicated efforts of the track chairs.

HOTEL CONTACT

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

Horseshoe Hotel & Casino Las Vegas (Formerly Bally's)
3645 Las Vegas Blvd South, Las Vegas, NV 89109
Tel: 702-739-4111

REGISTRATION

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

REGISTRATION SCHEDULE

Wednesday, April 3, 2024

4:30 PM – 6:00 PM Main Lobby

Thursday, April 4, & Friday, April 5, 2024

7:30 AM – 4:00 PM Main Lobby

PRESENTING YOUR RESEARCH

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

WEBPAGE ADMINISTRATOR

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

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

2024/2025 QUARTERLY REVIEW OF BUSINESS DISCIPLINES (QRBD)

Editor-in-Chief: Vance Lewis

Associate Editor: Charles Lubbers

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

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

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

JOURNALS AND PERIODICALS

IABD publishes and/or collaborates in producing:

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

NEXT YEAR'S CONFERENCE

2024 is just around the corner. The **36th Annual IABD Conference will be in ??????????**

MESSAGE BOARDS

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

SPECIAL EVENTS AT THE IABD 35TH ANNUAL CONFERENCE:

- **EARLY BIRD RECEPTION:** Wednesday, April 3, 2024, 5:00 – 6:30 p.m., Skyview 4
- **IABD BOARD OF DIRECTORS MEETING:** Wednesday, April 3, 2024, 7:00 – 9:00 p.m., Skyview 4
- **ALL ACADEMY BUSINESS MEETING:** Thursday, April 4, 2024, 3:15 – 4:30 p.m., Skyview 6
- **ALL ACADEMY SESSION:** Thursday, April 4, 2024, 4:30 – 6:00 p.m., Skyview 6
- **ALL ACADEMY GALA RECEPTION/DINNER:** Friday, April 5, 2024, 7:00 – 9:00 p.m., Skyview 6

AWARDS & RECOGNITIONS



2024 Best Paper Awards

“A Perspective of Uniqueness and Exceptionalism in Iceland:
Considerations for Living and Working in the Land of Fire and Ice”
Perian Stavrum, St. Cloud State University
Mark B. Schmidt, St. Cloud State University

“AI and Public Relations: A Challenge for Educators and
Practitioners”
Bonita Neff, Valparaiso University

2024 Outstanding Track Chair

Louis K. Falk
Advertising & Marketing Communication

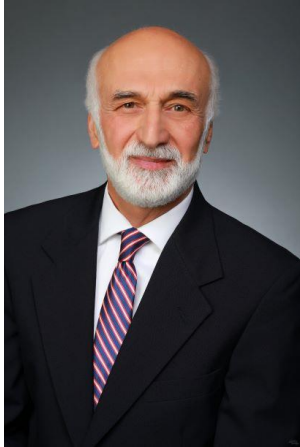
2024 NEW Outstanding Track Chair

Brandi Quesenberry
Instructional & Pedagogical Studies

AWARDS & RECOGNITIONS



The 2024 Annual IABD Lifetime Achievement Award



Ahmad Tootoonchi, University of Tennessee at Martin

Dr. Ahmad Tootoonchi, Dean of the College of Business and Global Affairs at the University of Tennessee at Martin, and co-author of the book titled *Guiding Principles for Leadership and Professional Success* (Pearson, 2020), has a PhD in Leadership and Human Behavior. He joined UTM in 2020 after three years of service as Dean of the College of Business at Eastern Washington University and 28 years of service at Frostburg State University as faculty, Chair of the Management Department, Associate Dean of the College of Business, Dean of the College of Business, and Interim Provost and Vice President for Academic Affairs. While at Frostburg, he received the Outstanding Faculty Award for Teaching in 1997, 1998 and 2003. He has published numerous papers in various refereed publications and made several presentations at national and international conferences. He has also conducted Leadership Development workshops for business, not-for-profit, and government organizations; nationally and internationally. He has been an active member in professional organizations, and received several awards as Track Chair, Program Chair, and organizer of national and international conferences for Academy of Business Administration, Atlantic Marketing Association, and International Academy of Business Disciplines (IABD). He has served IABD as Program Chair, 2003-2005 and President, 2007-2012 (www.iabd.org). He is currently Chief Editor for the *Journal of International Business Disciplines* (www.jibd.org).

IABD PRESIDENT

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

FORMER IABD PRESIDENTS

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

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

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

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

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

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

IABD BOARD OF DIRECTORS

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

IABD PROGRAM CHAIR

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IABD DIRECTOR OF CONFERENCE PROMOTION

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

IABD AUDIT COMMITTEE

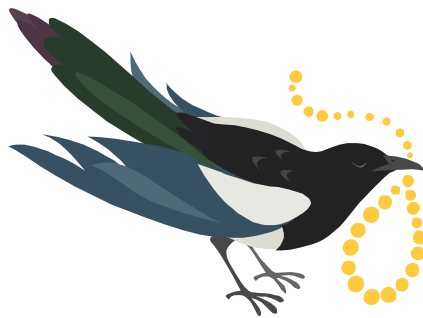
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Abbas J. Ali, Indiana University of Pennsylvania <aaali@iup.edu>

TRACK CHAIRS OF THE 2023 IABD ANNUAL CONFERENCE

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

20. Marketing Research	Talha D. Harcar, Penn State – Beaver
21. Organizational Behavior & Theory	Paul Fadil, University of North Florida
22. Project & Knowledge Management	Arthur Kolb, Univ. of Applied Sciences-Kempton Armin Roth, Reutlingen University
23. Public Relations & Corp. Comm.	Bonita Dostal Neff, Indiana University Northwest
24. Sport Business	Brian Larson, Widener University Yawei Wang, Montclair State University
25. Strategic Management	Paul Fadil, University of North Florida
26. Student Papers	John Tedesco, Virginia Tech
27. Supply Chain Management	Rahul Kale, University of North Florida
28. Sustainability	Chris Baynard, University of North Florida
29. Tourism, Travel, & Hospitality	Liza Cobos, Missouri State University Jie Gao, San José State University

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



Wednesday, April 3, 2024

5:00 PM – 6:30 PM

***Location:
Skyview 4***

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



Wednesday, April 3, 2024
7:00 PM – 9:00 PM

***Location:
Skyview 4***

Thursday, April 4, 2024



Breakout Sessions

Thursday, April 4th, 2024

8:30 A.M. – 10:00 A.M.

Room: Skyview 5

ADVERTISING & MARKETING COMMUNICATION

Track: Advertising & Marketing Communication

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

Session Title: Brand Love and Recovery

Session Chair: Tom Prinsen, Dordt University

1. Presentation Title: “The Dual Role of Slogan Comprehension and Processing Fluency in Brand Love Formation: A Comparative Study of Monolingual and Bilingual Consumers”¹

Rozbeh Madadi, State University of New York
Ivonne M. Torres, New Mexico State University
Reza Fazli-Salehi, St. Cloud State University
Miguel Ángel Zúñiga, Morgan State University

2. Presentation Title: “Can a Company Recover When its Brand is in a Pickle? The Case of Peloton”²

Ali M. Kanso, University of Texas San Antonio
Michelle Castro, University of Texas San Antonio

3. Presentation Title: “Consumer Reliance on Peer Reviews in the Era of the New Normal: An Insight into Online Shopping Trends”³

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

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

¹ Proceedings page 12

² Proceedings page 8

³ Proceedings page 9

Thursday, April 4th, 2024

8:30 A.M. – 10:00 A.M.

Room: Skyview 2

MARKETING

Track: Marketing

Track Chair: Ye Zhang, Florida Atlantic University

Session Title: Innovative Marketing Strategies

Session Chair: Ye Zhang, Florida Atlantic University

1. Presentation Title: “Promoting Transformative Tourism Experiences with Human-like AI Chatbots”⁴

Ye Zhang, Florida Atlantic University
Jie Gao, San Jose State University
Peter Ricci, Florida Atlantic University

2. Presentation Title: “The Impact of Resource Scarcity and Innovation Orientation on the Adoption of Marketing Consulting Services by Minority Entrepreneurs”⁵

Hamid Abbassi, Fayetteville State University
Elmira Shahriari, Independent Researcher
Nourah Alfayez, Alfaisal University

3. Presentation Title: “Enhancing Customer Experience through Work Breaks”⁶

Lixia Yao, Zhejiang Gongshang University
Jie Gao, San Jose State University
Ye Zhang, Florida Atlantic University
Huimin Zhang, Zhejiang Gongshang University

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

⁴ Proceedings page 32

⁵ Proceedings page 23

⁶ Proceedings page 15

Thursday, April 4th, 2024

8:30 AM – 10:00 AM

Room: Skyview 3

**SPORTS BUSINESS/ SUPPLY CHAIN MANAGEMENT/
SUSTAINABILITY**

Track: Sports Business/ Supply Chain Management/ Sustainability

Track Chairs: Brian V. Larson, Widener University
Yawei Wang, Montclair State University/
Rahul Kale, University of North Florida/
Chris Baynard, University of North Florida

Session Title: Sport Event Analysis: Its Production and Consumption/
Efficiency and Sustainability

Session Chair: Ric Jensen, The University of Texas at San Antonio

-
1. Presentation Title: "Impact of Gameday Touchpoint Efforts at Professional MLS Games"⁷
Brian Larson, Widener University
Amin Keramati, Widener University
 2. Presentation Title: "How College Students at UTSA Watched the 2024 Super Bowl"⁸
Ricard Jensen, The University of Texas at San Antonio
 3. Presentation Title: "Measuring Credit Union Efficiency with Undesirable Outputs: Evidence from India"⁹
Rahul Nilakantan, Georgia Southern University
Deepak Iyengar, Georgia Southern University
Rahul Kale, University of North Florida
 4. Presentation Title: "Exploring the Green Intervention on Operations Efficiency and Innovation Capabilities: A Synergy-Analytic Approach"¹⁰
He-Boong Kwon, Colorado State University-Pueblo
JooH Lee, Rowan University

⁷ Proceedings page 23

⁸ Proceedings page 22

⁹ Proceedings page 29

¹⁰ Proceedings page 17

Thursday, April 4th, 2024

8:30 A.M. – 10:00 A.M.

Room: Skyview 4

**ECONOMICS/
FINANCE**

Track: Economics/
Finance

Track Chair: Dale Steinreich, Drury University
Xuechen Gao, University of Central Arkansas

Session Title: Economic and Financial Issues

Session Chair: Dale Steinreich, Drury University

-
1. Presentation Title: “Is Non-Compliance with the Announced Plan of Acquisition a Profitable Strategy for the Government?”¹¹
Jun He, Southern Utah University
 2. Presentation Title: “Should Chinese Law Enable Private Enforcement against the Sales of Counterfeits?”¹²
Jun He, Southern Utah University
 3. Presentation Title: “Analysis of Pitfall in Cyclical Business Investment”¹³
Howard Qi, Northern Arizona University
K. Matthew Wong, St Johns University

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

¹¹ Proceedings page 26

¹² Proceedings page 35

¹³ Proceedings page 4

****Refreshments****



Thursday, April 4, 2024

10:00 AM – 10:30 AM

Thursday, April 4th, 2024

10:30 A.M. – 12:00 P.M.

Room: Skyview 5

ADVERTISING & MARKETING COMMUNICATION

Track: Advertising & Marketing Communication

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

Session Title: Generation Z, Priorities, Advertising, and Toys

Session Chair: Miguel Ángel Zúñiga, Morgan State University

1. Presentation Title: “Generation Z’s evaluation of Super Bowl Advertisements”¹⁴

Jae Hee Park, University of North Florida

Hyun Jung Yun, Texas State University

2. Presentation Title: “These Aren’t their Parents’ Priorities: Generation Z’s Priorities for Employers and Workplaces”¹⁵

Charles Lubbers, University of South Dakota

Lori Castillo, University of South Dakota

3. Presentation Title: “The Value of Donated Toys”¹⁶

Louis K. Falk, University of Texas Rio Grande Valley

Tom Prinsen, Dordt University

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

¹⁴ Proceedings page 19

¹⁵ Proceedings page 38

¹⁶ Proceedings page 41

Thursday, April 4th, 2024

10:30 A.M. – 12:00 P.M.

Room: Skyview 2

ACCOUNTING RESEARCH & THEORY

Track: Accounting Research & Theory

Track Chair: Uma Sridharan, Columbus State University

Session Title: AI and Financial Implications

Session Chair: Daniel Boylan, Purdue University – Fort Wayne

-
1. Presentation Title: “Impact of AI on the Accounting Profession”¹⁷
Uma Sridharan, Columbus State University
 2. Presentation Title: “Going-private Transactions in the Pre and Post Sarbanes-Oxley Era: The Case of U.S. Restaurant Firms”¹⁸
Melih Madanoglu, Kennesaw State University
Ersem Karadag, Robert Morris University
Celina Duong, Kennesaw State University
Matt Hammer, Kennesaw State University
Ozgun Ozdemir, University of Nevada – Las Vegas
 3. Presentation Title: “Are Exchange-Traded Funds a Better Investment Option Than Mutual Funds”¹⁹
Daniel Boylan, Purdue University – Fort Wayne
Benjamin Vandenberghe, Purdue University – Fort Wayne

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

¹⁷ Proceedings page 22

¹⁸ Proceedings page 20

¹⁹ Proceedings page 6

Thursday, April 4th, 2024

10:30 A.M. – 12:00 P.M.

Room: Skyview 3

SPORTS BUSINESS

Track: Sports Business

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

Session Title: Effects of Sport and Sport Communications

Session Chair: Ric Jensen, The University of Texas at San Antonio

-
1. Presentation Title: "The Wemby Effect -- How A French NBA Superstar is Grabbing Worldwide Attention for the Spurs San Antonio & UTSA"²⁰
Ricard Jensen, The University of Texas at San Antonio
 2. Presentation Title: "A Study of Verbal Rumination, Relationships, Stress, and Identity on Health Communication in Collegiate Athletics"²¹
Landon Kemp, University of South Dakota
Charles Lubbers, University of South Dakota
 3. Presentation Title: "WNBA and NBA Viewership Disparity amongst Adolescents"²²
Helen Cheng, York College of Pennsylvania
Yawei Wang, Montclair State University
 4. Presentation Title: "Do NFL Standards Need Changed? Examples of Potential Changes"²³
Daniel Boylan, Purdue University, Fort Wayne
Zachary Adair, Purdue University, Fort Wayne

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

²⁰ Proceedings page 43

²¹ Proceedings page 36

²² Proceedings page 44

²³ Proceedings page 12

Thursday, April 4, 2024

10:30 A.M. – 12:00 P.M.

Room: Skyview 4

ETHICAL AND SOCIAL ISSUES

Track: Ethical and Social Issues

Track Chair: Kellye Jones, Clark Atlanta University

Session Title: Ethical and Social Issues

Session Chair: Kellye Jones, Clark Atlanta University

-
1. Presentation Title: "Understanding Illicit Trade of Drugs and Tobaccos Through Balkan Route: The Perception About This Issue"²⁴
Ferid Azemi, Kosovo Academy for Public Safety
 2. Presentation Title: "Venture Capitalists and Female Focused Investing: An Analysis of Attitudes and Behaviors"²⁵
Kellye Jones, Clark Atlanta University
 3. Presentation Title: "YouTube's Role in Language Learning for Non-English Speaking Youth"²⁶
Halil Asllani, Kosovo Academy for Public Safety

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

²⁴ Proceedings page 39

²⁵ Proceedings page 42

²⁶ Proceedings page 44

****Lunch Break****



Thursday, April 4, 2024

12:00 PM – 1:15 PM

***Location:
ON YOUR OWN***

Thursday, April 4, 2024

1:30 P.M. – 3:00 P.M.

Room: Skyview 5

COMPUTER SCIENCE

Track: Computer Science

Track Chair: Jason Porter, University of North Georgia

Session Title: Artificial Intelligence and Security

Session Chair: Jason Porter, University of North Georgia

-
1. Presentation Title: "The Weaknesses of Multi-Factor Authentication: Why a New Approach to Account Security Is Needed"²⁷
Tyler Lurie, University of North Georgia
Bryson Payne, University of North Georgia
 2. Presentation Title: "Artificial Disruption: Combatting Real-Time Disinformation via Deepfakes, ChatGPT, and Generative AI"²⁸
Edward Mienie, University of North Georgia
Bryson Payne, University of North Georgia
 3. Presentation Title: " Anomaly Detection: Distinguishing AI-Generated Work from Student-Created Submissions"²⁹
Brian Clements, University of North Georgia
Tamirat Abegaz, University of North Georgia
Bryson Payne, University of North Georgia
 4. Presentation Title: "Accelerating Pharmaceutical Compound Discovery with Narrow AI"³⁰
Ron Davis, University of North Alabama
Leslie Russell, Daidalus, LLC
Amy Davis, University of North Alabama

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

²⁷ Proceedings page 43

²⁸ Proceedings page 6

²⁹ Proceedings page 5

³⁰ Proceedings page 1

Thursday, April 4th, 2024

1:30 P.M. – 3:00 P.M.

Room: Skyview 2

ACCOUNTING RESEARCH & THEORY

Track: Accounting Research & Theory

Track Chair: Uma Sridharan, Columbus State University

Session Title: Technology and Internal Controls

Session Chair: Daniel Boylan, Purdue University, Fort Wayne

-
1. Presentation Title: "Are Data Lakes the Future in Secure Accounting Audits?"³¹
Daniel Boylan, Purdue University, Fort Wayne
Lincoln Dale, Purdue University, Fort Wayne
 2. Presentation Title: "Personality Effects in Participative Budgeting: An Experimental Investigation"³²
Charles Boster, Columbus State University
Michael Schuldt, Salisbury University
Nicholas Busko, Worcester Preparatory School
 3. Presentation Title: "Impacts of Auditing on Environmental Social Governance: Evidence from the Apparel Industry"³³
Daniel Boylan, Purdue University, Fort Wayne
Grey Schrock, Purdue University, Fort Wayne
 4. Presentation Title: "Cost of Internal Control and Cost of Fraud: Cost-Benefit Considerations and the Role of Trust in Employees"³⁴
Ersem Karadag, Robert Morris University

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

³¹ Proceedings page 5

³² Proceedings page 30

³³ Proceedings page 24

³⁴ Proceedings page 10

Thursday, April 4th, 2024

1:30 P.M. – 3:00 P.M.

Room: Skyview 3

INTERNATIONAL BUSINESS

Track: International Business

Track Chair: Philemon Oyewole, Howard University

Session Title: New Age, New Opportunities, and Challenges in the Sphere of International Business

Session Chair: Paloma Bernal Turnes, Rey Juan Carlos University; Spain

-
1. Presentation Title: “Indicators to Monitor Deeper Regional Trade Integration in Africa”³⁵
Paloma Bernal-Turnes, Rey Juan Carlos University
 2. Presentation Title: “International Marketing of Services and the Developing Countries of Africa: Past Trends, Future Prospects, and Challenges”³⁶
Philemon Oyewole, Howard University
 3. Presentation Title: “Connectivity for Growth: Key Transformations for The Globalization of The Vietnam Economy”³⁷
Paloma Bernal Turnes, Rey Juan Carlos University

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

³⁵ Proceedings page 25

³⁶ Proceedings page 26

³⁷ Proceedings page 9

Thursday, April 4th, 2024

1:30 P.M. – 3:00 P.M.

Room: Skyview 4

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Valparaiso University

Session Title: Challenges of the Public Relation Profession:
AI and Images Impacting the Public Relations Process

Session Chair: Bonita Dostal Neff, Valparaiso University

-
1. Presentation Title: “Face-ism Theory in You Tube Images of Haley and Trump in the Early Stage of the 2024 Republican U.S. Presidential Primary”³⁸
John Mark King, Eastern Kentucky University
 2. Presentation Title: “AI and Public Relations: A Challenge for Educators and Practitioners”³⁹
Bonita Dostal Neff, Valparaiso University
 3. Presentation Title: “Examination of Ethical Implications of Using AI in Service-Learning Public Relations Courses”⁴⁰
Maria Elles Scott, Emerson College

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

³⁸ Proceedings page 18

³⁹ Proceedings page 3

⁴⁰ Proceedings page 16

****Business Meeting****

General information



Thursday, April 4, 2024

3:15 PM – 4:30 PM

***Location:
Skyview 4***

ALL ACADEMY SESSION

Presentation Title: Plagiarism, Cheating, ChatGPT, Universities & The Law

Date: Thursday, April 4th, 2024

Time: 4:30 P.M. – 6:00 P.M.

Location: Skyview 4

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



What is plagiarism? According to the publication manual of the American Psychological Association (2020), “Plagiarism is the act of presenting the words, ideas, or images of another as your own; it denies authors or creators of content the credit they are due” (p. 284). And now with AI through ChatGPT and other similar AI sources, ‘original’ work written by AI has been labeled ‘plagiarism’. Or has it?

Is an ‘original’ AI written assignment plagiarism, or is it the same as contract cheating (hiring another human to complete an assignment)? What is plagiarism or cheating? What if the idea was originally that of the student or the detailed questions asked of ChatGPT were original to the student? Whose words or ideas, are they? To whom do they belong?

Are the terms plagiarism and cheating still viable with so much information being ‘shared’ via social media, copied from Google with miniscule revisions, and/or available in its ‘original’ form through Chat or other AI sources? Do the terms plagiarism and cheating have the same connotation in the minds of students as they did to previous scholars?

Therefore, is the university procedure of applying academic integrity (upholding a code or standard of values) to accuse a student of ‘plagiarism’ or ‘cheating’ still viable for universities? Additionally, are student lawsuits and the months and/or years involved in resolution of a lawsuit by a student or parent against a faculty member or university changing the game. Attorneys state that their academic misconduct cases have soared due to university allegations against students.

Have social media, Google, and the sharing of information and original content written by AI become the new norm to be accepted without allegations and recourse? Are they to be embraced as an innovative new style of writing in academia?

We are looking forward to a passionate lively discussion.

Friday, April 5, 2024



Breakout Sessions

Friday, April 5th, 2024

8:30 A.M. – 10:00 A.M

Room: Skyview 5

HUMAN RESOURCES MANAGEMENT

Track: Human Resources Management

Track Chair: Diane Bandow, Troy University

Session Title: The Good, the Bad, and the Exceptional in HR

Session Chair: Maria Scott, Emerson College

1. Presentation Title: "Perspective of Uniqueness and Exceptionalism in Iceland: Considerations for Living and Working in the Land of Fire and Ice"⁴¹

Perian Stavrum, St Cloud State University

Mark B. Schmidt, St Cloud State University

2. Presentation Title: "The Effect of Servant Leadership, Social Exclusion, and Stress on Employee Turnover Intentions"⁴²

Tobias Huning, University of North Florida

Kevin Hurt, Columbus State University

Uma Sridharan, Columbus State University

3. Presentation Title: "It Won't Happen Here: Workplace Violence"⁴³

Diane Bandow, Troy University

Tish Matuszek, Troy University

William Heisler, Troy University

4. Presentation Title: "It's All About Commitment: Personnel Development in the United States Marine Corp"⁴⁴

Mark Gonzalez, USMC

Diane Bandow, Troy University

Tish Matuszek, Troy University

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

⁴¹ Proceedings page 31

⁴² Proceedings page 13

⁴³ Proceedings page 27

⁴⁴ Proceedings page 27

Friday, April 5th, 2024

8:30 A.M. – 10:00 A.M.

Room: Skyview 2

BUSINESS LAW

Track: Business Law

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

Session Title: Prevalent Industry Issues and the Regulatory Environment of Business

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

-
1. Presentation Title: "Prevalence of Mental Health and Substance Use Issues Among a Sample of Legal Professionals in Arkansas"⁴⁵
Catherine Crisp, University of Arkansas at Little Rock
Kaye McKinzie, University of Central Arkansas
 2. Presentation Title: "Artificial Intelligence (AI), The Regulatory Environment, and Business Ethics"⁴⁶
Kauther S. Badr, Southern Connecticut State University
Robert A. Smith, Southern Connecticut State University
 3. Presentation Title: "The Rise and Decline of WeWork, Inc.: What Went Wrong?"⁴⁷
James V. Aselta, Southern Connecticut State University
Robert A. Smith, Southern Connecticut State University

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

⁴⁵ Proceedings page 32

⁴⁶ Proceedings page 7

⁴⁷ Proceedings page 33

Friday, April 5th, 2024

8:30 A.M. – 10:00 A.M.

Room: Skyview 3

**CROSS-CULTURAL & INTERPERSONAL COMMUNICATION/
HEALTH COMMUNICATION & PUBLIC POLICY**

Track: Cross-Cultural & Interpersonal Communication
Health Communication & Public Policy

Track Chair: Jennifer Summary, Florida SouthWestern State College
Gregory Payne, Emerson College

Session Title: AI and Communication
Health Policy Issues

Session Chair: Jennifer Summary, Florida SouthWestern State College

1. Presentation Title: “Incorporating AI to Increase Cross-Cultural Interpersonal
Communication Related to Core Values”⁴⁸

Korinne Babel, Troy University

Latasha Morss, Troy University

2. Presentation Title: “The State of the State: A Presentation and Discussion Over
Communication Requirements for State Colleges”⁴⁹

Jennifer Summary, Florida SouthWestern State College

2. Presentation Title: “Examining the Language Used by the Pharmaceutical Industry to
Challenge Medicare Drug Pricing”⁵⁰

Cynthia Irizarry, Suffolk University

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

⁴⁸ Proceedings page 25

⁴⁹ Proceedings page 35

⁵⁰ Proceedings page 16

Friday, April 5th, 2024

8:30 A.M. – 10:00 A.M.

Room: Skyview 4

GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE

Track: Global Corporate PR, Responsibility and Culture

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

Session Title: Trends in Business and Reputation Management

Session Chair: Paloma Bernal Turnes, Rey Juan Carlos University

1. Presentation Title: “The Enhancement of Cooperation and Philanthropic Relations During the COVID Pandemic Through Digital Communication”⁵¹
Enric Ordeix, EAE Business School Barcelona
Paloma Bernal Turnes, Rey Juan Carlos University
Ricardo Ernst, Rey Juan Carlos University

2. Presentation Title: “Conversational Skills to Teach and Learn Better with AI Technology”⁵²
Albert Ariso, EAE Business School Barcelona
Samer Ajour, EAE Business School Barcelona

3. Presentation Title: “AI and Equity in Finance: Navigating Behavioral Biases and Operational Efficiency”⁵³
Samer Ajour, EAE Business School Barcelona
Albert Ariso, EAE Business School Barcelona

4. Presentation Title: “The Future of Education: A Roadmap for the Future of a More Interdisciplinary Business Education”⁵⁴
Enric Ordeix, EAE Business School Barcelona
Frank Longo, EAE Business School Barcelona

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

⁵¹ Proceedings page 15

⁵² Proceedings page 10

⁵³ Proceedings page 2

⁵⁴ Proceedings page 19

**** Refreshments ****



Friday, April 5, 2024

10:00 AM – 10:30 AM

Friday, April 5th, 2024

10:30 A.M. – 12:00 P.M.

Room: Skyview 5

MANAGERIAL ACCOUNTING

Track: Managerial Accounting

Track Chair: Majidul Islam, Concordia University

Session Title: Strategic Focus and Managerial Performance

Session Chair: Raymond A. Cox, Thompson Rivers University

1. Presentation Title: "Voluntary Carbon Information Disclosures, Corporate-Level Environmental Sustainability Efforts, and Market Value"⁵⁵
Jaspreet K. Sra, University of Northern British Columbia
Annie L. Booth, University of Northern British Columbia
Raymond A. Cox, Thompson Rivers University
 2. Presentation Title: "Analyzing Management Control in Energy Sector: The Case of Top Ten Canadian Oil and Gas Companies"⁵⁶
Irina Gromova, Memorial University of Newfoundland
Ashrafee T. Hossain, Memorial University of Newfoundland
Majidul Islam, Concordia University
 3. Presentation Title: "Embracing the Future: The Impact of Artificial Intelligence on the Accounting Profession and Professional Accountants"⁵⁷
Mohammad Talha, Prince Mohammad Bin Fahad University
Syed Mohammad Faisal, Jazan University
Majidul Islam, Concordia University
-

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

⁵⁵ Proceedings page 42

⁵⁶ Proceedings page 4

⁵⁷ Proceedings page 14

Friday, April 5th, 2024

10:30 A.M. – 12:00 P.M.

Room: Skyview 2

LEADERSHIP

Track: Leadership

Track Chair: Robert Bennett III, Georgia Southwestern State University

Session Title: Understand Trends and in Leadership Practices

Session Chair: Robert Bennett III, Georgia Southwestern State University

1. Presentation Title: "Leader Considerations in Family Businesses"⁵⁸

Robert Bennett III, Georgia Southwestern State University

Gaynor G. Cheokas, Georgia Southwestern State University

Shannon Perry, Georgia Southwestern State University

2. Presentation Title: "Towards Responsible Global Leadership: A Conceptual Framework for Future Research"⁵⁹

Assad Raza, Troy University

3. Presentation Title: "Role of Christian Faith in Servant Leadership Practices: Further Evidence"⁶⁰

Robert Bennett III, Georgia Southwestern State University

Gaynor G. Cheokas, Georgia Southwestern State University

Shannon Perry, Georgia Southwestern State University

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

⁵⁸ Proceedings page 28

⁵⁹ Proceedings page 38

⁶⁰ Proceedings page 33

Friday, April 5th, 2024

10:30 A.M. – 12:00 P.M.

Room: Skyview 3

INSTRUCTIONAL & PEDAGOGICAL STUDIES

Track: Instructional & Pedagogical Studies

Track Chair: Brandi Quesenberry, Virginia Tech

Session Title: Understanding Current Trends in Educational Studies

Session Chair: Brandi Quesenberry, Virginia Tech

1. Presentation Title: “The Use of Reflective Journaling in Management Education to Increase Academic Success while Responding to Mental Health Issues”⁶¹

Victor Isbell, University of Nevada Las Vegas

2. Presentation Title: “Teaching Emotional Intelligence: A Path to Increased Career Success”⁶²

Brandi Quesenberry, Virginia Tech

3. Presentation Title: “Personal Health Advocacy: Measuring your Health Digitally”⁶³
Renée M.E. Pratt, Independent Researcher
Cindi Smatt, University of North Georgia

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

⁶¹ Proceedings page 40

⁶² Proceedings page 37

⁶³ Proceedings page 30

Friday, April 5th, 2024

10:30 A.M. – 12:00 P.M.

Room: Skyview 4

GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE

Track: Global Corporate PR, Responsibility and Culture

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

Session Title: Challenges in Diplomacy and Business Communication

Session Chair: Paloma Bernal Turnes, Rey Juan Carlos University

1. Presentation Title: “Managing the Brand of an Entertainment Multinational in the Football Industry: The Case of FC Barcelona”⁶⁴

Enric Ordeix, EAE Business School Barcelona

Xavier Ginesta, University of Vic-Central University of Catalonia

Gregory Payne, Emerson College

Mark Brodie, Emerson College

2. Presentation Title: “Addressing Radicalization: Kosovo's Struggle with ISIS Recruits and Its Implications”⁶⁵

John Fisher, Utah Valley University

Ferid Azemi, Kosovo Academy for Public Safety

Nebih Halili, Kosovo Corrections

3. Presentation Title: “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”⁶⁶

Vincent Raynauld, Emerson College

Anneke Butkus, Emerson College

Kiera Beatty, Emerson College

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

⁶⁴ Proceedings page 28

⁶⁵ Proceedings page 1

⁶⁶ Proceedings page 34

****Lunch Break****



Friday, April 5, 2024

12:00 PM – 1:45 PM

***Location:
On Your Own***

Friday, April 5th, 2024

2:00 P.M. – 3:30 P.M.

Room: Skyview 5

INTERDISCIPLINARY STUDIES

Track: Interdisciplinary Studies

Track Chair: Maria Scott, Emerson College

Session Title: Consumer Marketing Research

Session Chair: Maria Scott, Emerson College

1. Presentation Title: "AI in Scholarship- Exploring the Integration of AI Tools in Literature Reviewing"⁶⁷
Iris Xiaohong Quan, San Jose State University
Sharon Qi, San Jose State University
2. Presentation Title: "AI Adoption among Public Safety Agencies in Smaller Countries: A Comparative Study"⁶⁸
John Fisher, Utah Valley University
Halil Asllani, Kosovo Academy for Public Safety
Nolan Jenkins, Utah Valley University
3. Presentation Title: "Using Artificial Intelligence to Facilitate Undergraduate Academic Advising"⁶⁹
Ron Davis, University of North Alabama
Leslie Russell, Daidalus, LLC
Amy Davis, University of North Alabama
4. Presentation Title: "Empowering Educators: AI-Driven Workload Optimization"⁷⁰
Anna Khachatryan, Emerson College
Amal Irgashev, Berklee College of Music

⁶⁷ Proceedings page 3

⁶⁸ Proceedings page 2

⁶⁹ Proceedings page 41

⁷⁰ Proceedings page 14

Friday, April 5th, 2024

2:00 P.M. – 3:30 P.M.

Room: Skyview 2

MARKETING RESEARCH

Track: Marketing Research

Track Chair: Talha Harcar, Pennsylvania State University at Beaver

Session Title: Attitudes and Beliefs

Session Chair: Talha Harcar, Pennsylvania State University at Beaver

-
1. Presentation Title: "Turkish Airlines Global Sports Sponsorship Activities"⁷¹
Talha Harcar, Pennsylvania State University at Beaver
 2. Presentation Title: "The Effect of Self-Confidence on Attitudes Toward Negotiating with Salespeople"⁷²
Michael Coolsen, Shippensburg University
Keith Quesenberry, Messiah University
 3. Presentation Title: "A Cross-Cultural Study of the Ethical Beliefs of American and Chinese Consumers"⁷³
Talha Harcar, Pennsylvania State University at Beaver
John E. Spillan, University of North Carolina at Pembroke

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

⁷¹ Proceedings page 39

⁷² Proceedings page 13

⁷³ Proceedings page 11

Friday, April 5th, 2024

2:00 P.M. – 3:30 P.M.

Room: Skyview 3

INFORMATION SYSTEMS & E-LEARNING

Track: Information Systems & E-Learning

Track Chair: Shuaifu Lin, University of Houston-Downtown

Session Title: AI and Technological Impacts on Learning

Session Chair: Shuaifu Lin, University of Houston-Downtown

-
1. Presentation Title: "Personalized AI Users' Privacy Concerns"⁷⁴
Shuaifu Lin, University of Houston-Downtown
 2. Presentation Title: "Cybersecurity Vulnerabilities in Intelligent Transportation Systems"⁷⁵
Sarah Sengupta, St. Cloud State University
Mark B. Schmidt, St. Cloud State University
 3. Presentation Title: "Faculty Needs and Expectations Regarding Integration of Artificial Intelligence into the Classroom"⁷⁶
Mary Joann Rouse, Troy University
Rodger Morrison, Troy University
 4. Presentation Title: "Good Shepherd Community Clinic: A Database Design and Development Case"⁷⁷
Cindi Smatt, University of North Georgia
Renée M.E. Pratt, Independent Researcher

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

⁷⁴ Proceedings page 31

⁷⁵ Proceedings page 11

⁷⁶ Proceedings page 18

⁷⁷ Proceedings page 21

Friday, April 5th, 2024

2:00 P.M. – 3:30 P.M.

Room: Skyview 4

STUDENT PAPERS

Track: Student Papers
Track Chair: John Tedesco, Virginia Tech
Session Title: Change for the Better?
Session Chair: John Tedesco, Virginia Tech

1. Presentation Title: “The Implications of Artificial Intelligence Integration in Service Learning”⁷⁸
Ananya Dutta, Emerson College
Barbara Stachurska, Emerson College
 2. Presentation Title: “How Artificial Intelligence is Redefining and Disrupting the Music Industry”⁷⁹
Susan Eyring, Emerson College
 3. Presentation Title: “Beyond AI: Unveiling the Authentic Indispensability of the Human Element of Communication”⁸⁰
Chloe Chee, Emerson College
Daniella White, Emerson College
-

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

⁷⁸ Proceedings page 24

⁷⁹ Proceedings page 21

⁸⁰ Proceedings page 7

Friday, April 5th, 2024

4:00 P.M. – 5:30 P.M.

Room: Skyview 2

**ORGANIZATION BEHAVIOR & THEORY/
STRATEGIC MANAGEMENT**

Track: Organizational Behavior & Theory/
Strategic Management

Track Chair: Paul A. Fadil, University of North Florida

Session Title: Attitudes and Beliefs

Session Chair: Paul A. Fadil, University of North Florida

-
1. Presentation Title: “Strategic Responses to Competing Institutional Pressures in Corporate Governance Reform”⁸¹
Mario Krenn, Southeastern Louisiana University
 2. Presentation Title: “The Universal Role of Temporary “Swift” Trust”⁸²
Wonseok Choi, University of Detroit Mercy
Lawrence Zeff, University of Detroit Mercy
Mary Higby, University of Detroit Mercy
 3. Presentation Title: “Should Academic Tenure be a Foregone Conclusion”⁸³
Paul A. Fadil, University of North Florida
Cindi Smatt, University of North Georgia
-

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

⁸¹ Proceedings page 35

⁸² Proceedings page 40

⁸³ Proceedings page 34

Friday, April 5th, 2024

4:00 P.M. – 5:30 P.M.

Room: Skyview 3

TOURISM, TRAVEL, & HOSPITALITY

Track: Tourism, Travel, & Hospitality

Track Chair: Liza Cobos, Missouri State University
Jie Gao, San José State University

Session Title: Tourism and Safe Spaces

Session Chair: Liza Cobos, Missouri State University

1. Presentation Title: “Exploring Urban Women’s Leisure Participation”⁸⁴

Mingfang Zhu, Jinan University
Jie Gao, San José State
Qingxu Yang, Jinan University
Ju Zhu, Jinan University

2. Presentation Title: “Outdoor Accessibility Is For All, Right? The US National Park System and Persons with Disabilities”⁸⁵

Emily Beeland, University of Central Florida
Matthew Watson, Southern Utah University
AJ Templeton, Southern Utah University
Alan Fyall, University of Central Florida

3. Presentation Title: “Teaching Technology in Hospitality and Tourism: A Strategic Approach of Integrating Gartner's Hype Cycle”⁸⁶

Yawei Wang, Montclair State University

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

⁸⁴ Proceedings page 17

⁸⁵ Proceedings page 29

⁸⁶ Proceedings page 37

Friday, April 5th, 2024

4:00 P.M. – 5:30 P.M.

Room: Skyview 4

STUDENT PAPERS

Track: Student Papers

Track Chair: John Tedesco, Virginia Tech

Session Title: AI, Student Engagement, Service & Learning

Session Chair: John Tedesco, Virginia Tech

1. Presentation Title: “The Implications of Artificial Intelligence Integration in Service Learning”⁸⁷

Ananya Dutta, Emerson College

Barbara Stachurska, Emerson College

2. Presentation Title: “A Case Study on Factors Impacting Student Engagement in Higher Education”⁸⁸

Matt Bekebrede, Missouri State University

Liza Cobos, Missouri State University

AJ Templeton, Southern Utah University

Eric Kirby, Southern Utah University

3. Presentation Title: “Generative AI for Three Tiers of Experiential Learning”⁸⁹

Stephanie Villers, University of Waterloo

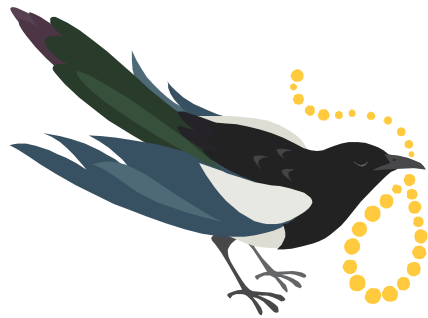
Discussants: The Session Chair will coordinate a discussion amongst all present.

⁸⁷ Proceedings page 24

⁸⁸ Proceedings page 8

⁸⁹ Proceedings page 20

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



Friday, April 5th, 2024

7:00 PM – 9:00 PM

***Location:
Skyview 6***

Index

- Abbas J. Ali, 10, 11
Ahmad Tootoonchi, 9, 10
Alan Fyall, 49
Albert Ariso, 37
Ali M. Kanso, 10, 17
Amal Irgashev, 44
Amanda (A.J.) Templeton, 1, 3, 11, 49, 50
Amin Keramati, 19
Amy Davis, 27, 44
Ananya Dutta, 47, 50
Andres Gallo, 11
Anna Khachatryan, 44
Anneke Butkus, 42
Annie L. Booth, 39
Armin Roth, 13
Arthur Kolb, 13
Ashrafee T. Hossain, 39
Assad Raza, 40
Barbara Stachurska, 47, 50
Benjamin Vandenberghe, 23
Bonita Dostal Neff, 8, 13, 30
Brandi Quesenberry, 8, 12, 41
Brian Clements, 27
Brian V. Larson, 10, 13, 19, 24
Bryson Payne, 27
Catherine Crisp, 35
Celina Duong, 23
Charles Boster, 28
Charles Lubbers, 4, 6, 11, 22, 24
Chloe Chee, 47
Chris Baynard, 13, 19
Cindi Smatt, 1, 3, 11, 12, 41, 46, 48
Cynthia Irizarry, 36
Dale Steinreich, 12, 20
Daniel Boylan, 23, 24, 28
Daniella White, 47
David L. McKee, 10
Deepak Iyengar, 19
Diane Bandow, 12, 34
Edward Mienie, 27
Elmira Shahriari, 18
Elton A. "Dan" Devine, 10
Emily Beeland, 49
Enric Ordeix, 10, 12, 37, 42
Eric Kirby, 50
Ersem Karadag, 23, 28
Ferid Azemi, 25, 42
Frank Longo, 37
Frank Mastrianna, 10
Gaynor G. Cheokas, 40
Gregory Payne, 10, 11, 12, 36, 42
Grey Schrock, 28
Halil Asllani, 25, 44
Hamid Abbassi, 18
Helen Cheng, 24
Hooshang M. Beheshti, 10, 11
Howard Qi, 20
Huimin Zhang, 18
Hyun Jung Yun, 22
Irina Gromova, 39
Iris Xiaohong Quan, 44
Ivonne M. Torres, 17
Jae Hee Park, 22
James V. Aselta, 35
Jason Porter, 12, 27
Jaspreet K. Sra, 39
Jennifer Summary, 12, 36
Jie Gao, 13, 18, 49
John E. Spillan, 45
John Fisher, 3, 11, 42, 44
John Mark King, 30
John Tedesco, 13, 47, 50
Joseph Horton, 10
Ju Zhu, 49
Jun He, 20
Jung Hwa Choi, 17
K. Matthew Wong, 20
Kauther S. Badr, 12, 35
Kaye McKinzie, 3, 6, 11, 35
Keith Quesenberry, 45
Kellye Jones, 12, 25
Kevin Hurt, 34
Kiera Beatty, 42
Korinne Babel, 36
Landon Kemp, 24

Latasha Morss, 36
 Lawrence Zeff, 48
 Leslie Russell, 27, 44
 Lincoln Dale, 28
 Lixia Yao, 18
 Liza Cobos, 13, 49, 50
 Louis K. Falk, 8, 10, 11, 12, 17, 22, 32
 Majidul Islam, 12, 39
 Margaret A. Goralski, 11, 32
 Maria Scott, 12, 30, 34, 44
 Mario Krenn, 48
 Mark B. Schmidt, 8, 34, 46
 Mark Brodie, 42
 Mark Gonzalez, 34
 Mary Higby, 48
 Mary Joann Rouse, 46
 Mary S. Thibodeaux, 10
 Matt Bekebrede, 50
 Matt Hammer, 23
 Matthew Watson, 49
 Melih Madanoglu, 23
 Michael Coolsen, 45
 Michael Schuldt, 28
 Michelle Castro, 17, 22
 Miguel Ángel Zúñiga, 17, 22
 Mihyun Kang, 17
 Mingfang Zhu, 49
 Mohammad Talha, 39
 Nicholas Busko, 28
 Nolan Jenkins, 44
 Nourah Alfayez, 18
 Ozgur Ozdemir, 23
 Paloma Bernal Turnes, 10, 29, 37, 42
 Paloma Bernal-Turnes, 29
 Paul A. Fadil, 1, 4, 10, 13, 48
 Perian Stavrum, 8, 34
 Peter Ricci, 18
 Philemon Oyewole, 12, 29
 Phillip W. Balsmeier, 10
 Qingxu Yang, 49
 Rahul Kale, 13, 19
 Rahul Nilakantan, 19
 Raymond A. Cox, 10, 39
 Raymond P. Lutz, 10
 Renée M.E. Pratt, 41, 46
 Reza Eftekharzadeh, 3, 11
 Reza Fazli-Salehi, 17
 Ricard Jensen, 19, 24
 Ricardo Ernst, 37
 Richard Alan Nelson, 10
 Robert A. Smith, 12, 35
 Robert Bennett III, 12, 40
 Robert C. Camp, 10
 Rodger Morrison, 46
 Ron Davis, 27, 44
 Rozbeh Madadi, 17
 Samer Ajour, 37
 Sarah Sengupta, 46
 Shannon Perry, 40
 Sharon Qi, 44
 Shuaifu Lin, 12, 46
 Stephanie Villers, 50
 Susan Eyring, 47
 Syed Mohammad Faisal, 39
 Talha Harcar, 13, 45
 Tamirat Abegaz, 27
 Tish Matuszek, 34
 Tobias Huning, 34
 Tom Prinsen, 17, 22
 Tyler Lurie, 27
 Uma Sridharan, 12, 23, 28, 34
 Vance Johnson, 4
 Vance Lewis, 6
 Victor Isbell, 41
 Vincent Raynauld, 42
 William Heisler, 34
 Wonseok Choi, 48
 Xavier Ginesta, 42
 Xuechen Gao, 12, 20
 Yawei Wang, 13, 19, 24, 49
 Ye Zhang, 12, 18
 Zachary Adair, 24