

# **THE INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES**

**THIRTY – SIX ANNUAL CONFERENCE**

**\* OFFICIAL PROGRAM \***

**April 2 – 5, 2025**

**Orlando, Florida, USA**

**WESTGATE LAKES RESORT & SPA**

**9500 Turkey Lake Rd  
Orlando, FL 32819**

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## **IABD PRESIDENT**

**Paul A. Fadil, University of North Florida**

## **PROGRAM CHAIR**

**Cindi Smatt, University of North Georgia**

## **ASSOCIATE PROGRAM CHAIR**

**Robert A. Smith, Southern Connecticut State University**

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## **SPONSORING INSTITUTIONS AND INDIVIDUALS**

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

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## **IABD President's Welcome**

My Dear Friends,

I would like to take this opportunity to welcome you to the 36th annual conference of the International Academy of Business Disciplines (IABD) in Orlando, Florida. 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.

With the camaraderie 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. 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. With the current political climate, organizations like IABD are more important than ever.

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.

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 and reviewers 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. Robert Smith, for continuing to excel in the Program Chair duties; Dr. Robert A. Smith, for editing our Proceedings; Dr. Louis K. Falk, for creating the journal's website and forcing us to honor our past; Dr. Gregory 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 Lewis, 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 special organization. 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 2025 IABD Conference.

Sincerely,

*Paul A. Fadil*

Paul A. Fadil

## **IABD MISSION AND OBJECTIVES**

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

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

## **ACKNOWLEDGMENTS**

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

We extend acknowledgments and thanks to all participants who submitted their work and supported IABD activities leading up to the 2025 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:

**WESTGATE LAKES RESORT & SPA**  
9500 Turkey Lake Rd  
Orlando, FL 32819  
**Tel:** (888) 826-3409

## **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**

Thursday, April 3, 2025

7:30 AM – 4:00 PM Main Lobby

Friday, April 4, 2025

7:30 AM – 4:00 PM Main Lobby

## **PRESENTING YOUR RESEARCH**

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

## **WEBPAGE ADMINISTRATOR**

The Academy maintains an active webpage at **[www.iabd.org](http://www.iabd.org)**.

For more information, please contact: Kaye McKinzie, Email: [kmckinzie@uca.edu](mailto:kmckinzie@uca.edu).

## **2025/2026 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**

2026 is just around the corner. The **37<sup>th</sup> Annual IABD Conference will be in ????????**

## **MESSAGE BOARDS**

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

## **SPECIAL EVENTS AT THE IABD 36<sup>TH</sup> ANNUAL CONFERENCE:**

- **EARLY BIRD RECEPTION:** Wednesday, April 2, 2025, 5:00 – 6:30 p.m., Versailles AB
- **IABD BOARD OF DIRECTORS MEETING:** Wednesday, April 2, 2025, 7:00 – 9:00 p.m., Versailles
- **ALL ACADEMY LUNCH & BUSINESS MEETING:** Thursday, April 3, 2025, 12:00 – 1:15 p.m., Versailles D
- **ALL ACADEMY SESSION:** Thursday, April 3, 2025, 3:30 – 5:00 p.m., Fontainebleau D
- **TRACK CHAIR LUNCH & AWARD PRESENTATIONS:** Thursday, April 3, 2025, 12:00 – 1:15 p.m., Versailles D
- **ALL ACADEMY GALA RECEPTION/DINNER:** Friday, April 4, 2025, 7:00 – 9:00 p.m., Drafts Balcony

## **AWARDS & RECOGNITIONS**



### **2025 Best Paper Awards**

“The Cyclical Feedback Recommender System: How Machine Learning Can Enhance the User Experience on Marketplace Platforms”

Stephanie Villers, University of Waterloo

Riaan Oberholzer, Sheridan College

### **2025 Outstanding Track Chair**

Shuaifu Lin

Information Systems & e-Learning Track

## **AWARDS & RECOGNITIONS**



### **The 2025 Annual IABD Lifetime Achievement Award**



Charles (Chuck) Lubbers, University of South Dakota

Charles (Chuck) Lubbers, Ph.D., is a Professor in the Department of Media & Journalism at the University of South Dakota. He moved to USD in 2005 and served as the Department Chair through 2010. Prior to joining the department at USD, he was on the faculty of the A. Q. Miller School of Journalism and Mass Communication at Kansas State University for 14 years. At K-State Dr. Lubbers started as an instructor in the fall of 1991 and moved up through the professorial ranks to a full professor in 2002. He served as the coordinator of the public relations sequence and when he departed K-State, he was serving as the Assistant Director of the A. Q. Miller School and was in charge of the graduate program and research activities.

From 2008-2014 Lubbers served as the editor of Teaching Public Relations Monographs and led the conversion of TPRM to the Journal of Public Relations Education. In 2017 he ended his three-year term as the inaugural editor of the Journal of Public Relations Education and took on the role of associate editor for reviews for a three-year term. Lubbers has served as the Associate Editor of the Quarterly Review of Business Disciplines since its founding in 2013 and has been an issue editor several times. Additionally, he has served on the editorial board of Journalism & Mass Communication Educator, the Journal of Promotion Management and Journalism and Communication Monographs. Dr. Lubbers has served as a manuscript reviewer for the national conventions of three major organizations, for at least five major text publishers and for

Public Relations Review, Public Relations Research Journal, and Mass Communication and Society.

In Spring of 2023 Lubbers was invited to join the Commission on Public Relations Education (CPRE). He chaired the CPRE committee that wrote the chapter on the future of the PR workplace for the report, "Navigating Change: Recommendations for Advancing Undergraduate Public Relations Education." Dr. Lubbers is the past chair/head of the Public Relations Division of the Association of Education in Journalism and Mass Communication (AEJMC) and the Public Relations Division of the National Communication Association (NCA), the two largest groups of public relations educators in the US. Lubbers served as the chair of the AEJMC Emerging Scholars committee. He also completed a three-year appointment on the AEJMC Strategic Plan Implementation Committee. Prior to that he served on a special taskforce on fundraising. In addition to serving as an officer of the NCA PR Division for more than a decade (including service as the chair), he also served for three years on the NCA Legislative Council. During his academic career, he has been active in four professional organizations at various times: Association for Education in Journalism and Mass Communication (AEJMC); the International Academy of Business Disciplines (IABD); the National Communication Association (NCA); and the Public Relations Society of America (PRSA).

Dr. Lubbers has approximately 100 academic publications, with two-thirds of these selected after peer review. He also has over 125 convention presentations at national and international conferences. While he has conducted research in a wide range of areas, his primary research interests are in the areas of advertising and public relations pedagogy, as well as advertising, public relations and marketing communications for the entertainment sector, especially travel and tourism, motion pictures and sports.

Dr. Lubbers has been an instructor at the university level for three decades. His primary teaching areas in recent years include a wide variety of courses in the public relations, advertising and marketing communication specializations. He also teaches mass communication research methods, event marketing and management, as well as tourism marketing and management at the graduate and undergraduate level.

## **IABD PRESIDENT**

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

## **FORMER IABD PRESIDENTS**

Ahmad Tootoonchi	President, 2007-2012, Frostburg State University <tootoonchi@frostburg.edu>
J. Gregory Payne	President, 2005-2007, Emerson College <zulene@aol.com>
David L. McKee	President, 2003-2005, Kent State University <dmckee@bsa3.kent.edu>
Phillip W. Balsmeier	President, 2002-2003, Centenary College of Louisiana <phillip.balsmeier@nicholls.edu>
Raymond A. Cox	President, 2000-2001, Thompson Rivers University <rcox@tru.ca>
Richard Alan Nelson	President, 1998-1999, Louisiana State University and A&M College <rnelson@lsu.edu>
Hooshang M. Beheshti	President, 1996-1997, Radford University <hbehesht@radford.edu>
Elton A. "Dan" Devine	President, 1995, Eastern Michigan University <dan.devine@emich.edu>
Joseph Horton	President, 1994, University of Central Arkansas <jhorton@mail.uca.edu>
Mary S. Thibodeaux	President, 1993, University of North Texas <thibodea@unt.edu>
Robert C. Camp	President, 1992, Indiana University of Pennsylvania <robert.camp@iup.edu>
Frank Mastrianna	President, 1991, Slippery Rock University <smastrianna@sru.edu>
Raymond P. Lutz	President, 1989-90, University of Texas-Dallas <rplutz@utdallas.edu>

## **IABD BOARD OF DIRECTORS**

Abbas J. Ali	Indiana University of Pennsylvania
Hooshang M. Beheshti	Radford University
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
Kaye McKinzie	University of Central Arkansas
Margaret Goralski	Quinnipiac University

**IABD PROGRAM CHAIR**

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**ASSOCIATE PROGRAM CHAIR**

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Vance Lewis, Independent Researcher, <qrbdeditor@gmail.com>

**QUARTERLY REVIEW OF BUSINESS DISCIPLINES ASSOCIATE EDITOR**

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Robert A. Smith, Southern Connecticut State University <smithjjr1@southernct.edu>

**IABD VP for ADMINISTRATION AND FINANCE**

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

**IABD VP for ADVANCEMENT**

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**IABD VP for COMMUNICATION/MEDIA RELATIONS and HISTORIAN**

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

**IABD VP of PUBLICATION**

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

**IABD DIRECTOR of TECHNOLOGY**

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

**IABD AUDIT COMMITTEE**

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

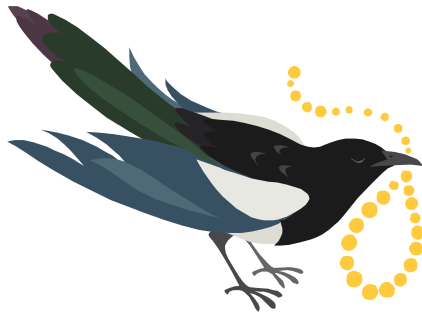
Abbas J. Ali, Indiana University of Pennsylvania <aaali@iup.edu>

## **TRACK CHAIRS OF THE 2023 IABD ANNUAL CONFERENCE**

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

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

# **\*\* All Academy Early Bird Reception \*\***



Wednesday, April 2, 2025

5:00 PM – 6:30 PM

***Location:  
Versailles AB***

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



Wednesday, April 2, 2025  
7:00 PM – 9:00 PM

***Location:  
Versailles D***

**Thursday, April 3, 2025**



**Breakout Sessions**

**Thursday, April 3rd, 2025**

**8:30 A.M. – 10:00 A.M.**

**Room: Fontainebleau A**

**ADVERTISING & MARKETING COMMUNICATION**

**Track:** Advertising & Marketing Communication

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

**Session Title:** Attitudes, Anger, and Adoption

**Session Chair:** Ali Kanso, University of Texas San Antonio

- 
1. Presentation Title: "Can You Hear Me Now? Generation Z's Attitudes Toward Major Mobile Providers, Use of Mobile, and Provider Characteristics"<sup>1</sup>  
Lori Costello, University of South Dakota  
Charles Lubbers, University of South Dakota
  2. Presentation Title: "Using AI for Teaching in a University Setting"<sup>2</sup>  
Louis K. Falk, University of Texas Rio Grande Valley  
John Fisher, Utah Valley University
  3. Presentation Title: "Exploring Consumer Adoption and Communication in Mobile Peer-to Peer (P2P) Payment Services"<sup>3</sup>  
Jong-Hyuok Jung, Texas Christian University  
Jae Hee Park, University of North Florida
  4. Presentation Title: "Dove Body Wash Ad Invokes Anger on Social Media: Lessons Learned from Crisis Management"<sup>4</sup>  
Ali Kanso, University of Texas San Antonio
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>1</sup> Proceedings page 5

<sup>2</sup> Proceedings page 31

<sup>3</sup> Proceedings page 10

<sup>4</sup> Proceedings page 7

**Thursday, April 3rd, 2025**

**8:30 A.M. – 10:00 A.M.**

**Room: Fontainebleau B**

**Sports Business**

**Track:** Sports Business

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

**Session Title:** From the Stands to the Destination: The Business of Fan Experience and Sport Tourism

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

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1. Presentation Title: "Measuring Gameday Satisfaction: A Replication and Multicounty Extension of Stadium Service Touchpoints"<sup>5</sup>

Brian Larson, Widener University  
Amin Keramati, Widener University  
Maria Luiza Pinho, Widener University  
Tongyang Yang, Widener University

2. Presentation Title: "Accessible Adventure: The Business of Adaptive Sports Tourism in Costa Rica"<sup>6</sup>

Yawei Wang, Montclair State University

3. Presentation Title: "Exploring the Development of Sport Tourism: Analyzing the Impact of Amateur Sports Event Participation and Social Attributes – A Case Study of the 2024 51st AAU Junior National Volleyball Championships"<sup>7</sup>

Qianwen Xu, Tourism College of Zhejiang  
Erwei Dong, New York University  
Yawei Wang, Montclair State University

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

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<sup>5</sup> Proceedings page 18

<sup>6</sup> Proceedings page 2

<sup>7</sup> Proceedings page 11

**Thursday, April 3rd, 2025**

**8:30 AM – 10:00 AM**

**Room: Fontainebleau C**

**ORGANIZATIONAL BEHAVIOR & THEORY/  
SUPPLY CHAIN MANAGEMENT**

**Track:** Organizational Behavior & Theory /  
Supply Chain Management

**Track Chairs:** Paul A. Fadil, University of North Florida/  
Rahul Kale, University of North Florida/

**Session Title:** Creativity in Organizational Behavior and Logistics

**Session Chair:** Rahul Kale, University of North Florida

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1. Presentation Title: "The Interaction of Ego and Alters in Social Networks: A Catalyst for Creativity"<sup>8</sup>  
Wonseok Choi, University of Detroit Mercy
  2. Presentation Title: "Impact of Being on the Dark Side When Defining Professionalism"<sup>9</sup>  
Vance Lewis, Northeastern State University  
Erin Lofties, Oklahoma City University  
Trica Mikolon, University of the Cumberland  
Sarah Littlebear, University of the Cumberland  
MJ Babcock, R3 Continuum
  3. Presentation Title: "Motor Carrier Performance Improvements on Electronic Logistics Marketplaces"<sup>10</sup>  
Rahul Kale, University of North Florida  
Paul A. Fadil, University of North Florida
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>8</sup> Proceedings page 28

<sup>9</sup> Proceedings page 15

<sup>10</sup> Proceedings page 19

**Thursday, April 3rd, 2025**

**8:30 A.M. – 10:00 A.M.**

**Room: Fontainebleau D**

**HUMAN RESOURCES MANAGEMENT /  
TOURISM, TRAVEL & HOSPITALITY**

**Track:** Human Resources Management /  
Tourism, Travel & Hospitality

**Track Chair:** Diane Badow, Troy University /  
Liza Cobos, Missouri State University

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

**Session Chair:** Liza Cobos, Missouri State University

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1. Presentation Title: "Measuring and Defining Trust"<sup>11</sup>  
Diane Badow, Troy University  
Tish Matuszek, Troy University

2. Presentation Title: "Tales from the Dark Side: Responding to Young, Underdeveloped Employees"<sup>12</sup>  
Tish Matuszek, Troy University  
Diane Badow, Troy University

3. Presentation Title: "Understanding the Unique Value Propositions of Jimm's Steakhouse and Pub: A Descriptive Case Study"<sup>13</sup>  
Svetlana Volkova, Missouri State University  
Liza Cobos, Missouri State University

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

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<sup>11</sup> Proceedings page 17

<sup>12</sup> Proceedings page 26

<sup>13</sup> Proceedings page 30

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



Thursday, April 2, 2025

10:00 AM – 10:30 AM

**Thursday, April 3rd, 2025**

**10:30 A.M. – 12:00 P.M.**

**Room: Fontainebleau A**

## **MANAGERIAL ACCOUNTING**

**Track:** Managerial Accounting

**Track Chair:** Majidul Islam, Concordia University, Montreal

**Session Title:** Management Accounting in a World of Unmanageable Time

**Session Chair:** Melih Madanoglu, Kennesaw State University

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1. Presentation Title: “The Role of Gender and Accounting Competence as Determinants of Tax Bribe Encounters: Evidence from Ghana and Sierra Leone”<sup>14</sup>  
Karadag Ersem, Istanbul University and Robert Morris University  
Melih Madanoglu, Kennesaw State University
  2. Presentation Title: “An Application of Benford’s Law in the NASDAQGS Health Care Industry”<sup>15</sup>  
Raymond Cox, Thompson Rivers University  
Natalia Popa Antalovschi, Thompson Rivers University
  3. Presentation Title: “Some Things Are Never Fixed. Little Errors-Titanic Consequences”<sup>16</sup>  
Stephen Kerr, Bradley University
  4. Presentation Title: “Sustainability Through Use of Resources: An Investigation into the Services of the Financial Institutions”<sup>17</sup>  
Ashrafee Hossain, Memorial University of Newfoundland  
Majidul Islam, Concordia University,  
Ahmad Hammami, Concordia University
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<sup>14</sup> Proceedings page 29

<sup>15</sup> Proceedings page 3

<sup>16</sup> Proceedings page 24

<sup>17</sup> Proceedings page 25

**Thursday, April 3rd, 2025**

**10:30 A.M. – 12:00 P.M.**

**Room: Fontainebleau B**

## **SPORTS BUSINESS**

Track: Sports Business

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

Session Title: Sports Business 2.0: AI, Sponsorship Metrics, and the Future of Competition

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

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1. Presentation Title: “Emerging Trends in the Use of AI for Sports & Live Events Marketing”<sup>18</sup>

Ricard Jensen, University of Texas at San Antonio  
Ryan Dastrup, Coastal Carolina University

2. Presentation Title: “Use of High-Tech Tools to Assess Success of Sport Sponsorship”<sup>19</sup>

Ricard Jensen, University of Texas at San Antonio  
Ryan Dastrup, Coastal Carolina University

3. Presentation Title: “Is AI too Fast for Motorsports?”<sup>20</sup>

E. Shirl Donaldson, University of Michigan Flint  
Vincent Johns Jr., University of Michigan Flint

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

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<sup>18</sup> Proceedings page 8

<sup>19</sup> Proceedings page 31

<sup>20</sup> Proceedings page 16

**Thursday, April 3rd, 2025**

**10:30 A.M. – 12:00 P.M.**

**Room: Fontainebleau C**

## **SUSTAINABILITY**

**Track:** Sustainability

**Track Chair:** Chris Baynard, University of North Florida

**Session Title:** Sustainability from International Perspectives

**Session Chair:** Chris Baynard, University of North Florida

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1. Presentation Title: "Ecolabels: Tools for Teaching Sustainable Development"<sup>21</sup>  
Susana Velez-Castrillon, University of West Georgia
2. Presentation Title: "Exploring Barriers to Low Ecovillage Adoption: A Southeast Asian Perspective with Malaysia Focus – A Preliminary Study"<sup>22</sup>  
Hossein Nezakati Alizadeh, Northeastern State University  
Imran Rautan, Sunway Group, Malaysia  
Sivakumari Supramaniam, Sunway Group, Malaysia  
Stephen Thomas Homer, Sunway Group, Malaysia
3. Presentation Title: "NDVI as a Sustainability Indicator: Tracking Gold Mining-Led Deforestation in Northern South America"<sup>23</sup>  
Chris Baynard, University of North Florida

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

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<sup>21</sup> Proceedings page 8

<sup>22</sup> Proceedings page 9

<sup>23</sup> Proceedings page 19

**Thursday, April 4, 2024**

**10:30 A.M. – 12:00 P.M.**

**Room: Fontainebleau D**

**PUBLIC RELATIONS AND CORPORATE COMMUNICATION/  
HEALTH COMMUNICATION & PUBLIC POLICY**

**Track:** Public Relations and Corporate Communication/  
Health Communication & Public Policy

**Track Chair:** Bonita Dostal Neff, Valparaiso University – Indiana/  
Gregory Payne, Emerson College

**Session Title:** Policies in Academia

**Session Chair:** Bonita Dostal Neff, Valparaiso University – Indiana

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1. Presentation Title: “Value and Health Belief Models for Understanding Vaccine Refusals in Colleges”<sup>24</sup>

Avinash Waikar, Southeastern Louisiana University

Jennifer Henderson, Southeastern Louisiana University

2. Presentation Title: “From Practice to Pedagogy – Challenges and Advantages of Transitioning from Industry Practitioner to Academia”<sup>25</sup>

Kevin Mercuri, Emerson College

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

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<sup>24</sup> Proceedings page 32

<sup>25</sup> Proceedings page 13

**\*\*Lunch Break\*\***  
&  
**\*\*Business Meeting\*\***

General information



Thursday, April 3, 2025

12:00 PM – 1:15 PM

***Location:***  
***Versailles D***

**Thursday, April 3rd, 2025**

**1:30 P.M. – 3:00 P.M.**

**Room: Fontainebleau A**

## **INTERDISCIPLINARY STUDIES**

**Track:** Interdisciplinary Studies

**Track Chair:** Maria Scott, Copper Gryphon Consulting

**Session Title:** Issues Across Interdisciplinary Areas

**Session Chair:** Maria Scott, Copper Gryphon Consulting

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1. Presentation Title: "Searching for Identity: An Autoethnographic Exploration of Following My Father"<sup>26</sup>  
H. Paul LeBlanc III, The University of Texas at San Antonio
  2. Presentation Title: "Workforce Development from Practice to Professional"<sup>27</sup>  
Maria Scott, Copper Gryphon Consulting  
Joy Hermsen, California State Polytechnic University, Humboldt
  3. Presentation Title: "Why Would a College Professor Study Donk Racing"<sup>28</sup>  
E. Shirl Donaldson, University of Michigan Flint
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>26</sup> Proceedings page 23

<sup>27</sup> Proceedings page 33

<sup>28</sup> Proceedings page 33

**Thursday, April 3rd, 2025**

**1:30 P.M. – 3:00 P.M.**

**Room: Fontainebleau B**

**INSTRUCTIONAL & PEDAGOGICAL STUDIES**

**Track:** Instructional & Pedagogical Studies

**Track Chair:** Brandi Quesenberry, Virginia Tech

**Session Title:** Instructional & Pedagogical Studies

**Session Chair:** Brandi Quesenberry, Virginia Tech

- 
1. Presentation Title: "Bridging Theory and Practice: Assessing Student Skill Development Through Experiential Learning in Business Education"<sup>29</sup>

Maria Luiza Pinho, Widener University

Brian Larson, Widener University

Tongyang Yang, Widener University

Amin Keramati, Widener University

2. Presentation Title: "Talk Smart: The Business Advantage of Effective Communication"<sup>30</sup>

Brandi Quesenberry, Virginia Tech

3. Presentation Title: "Risk factors in Applicants to Graduate Programs in Analytics"<sup>31</sup>

Kaye McKinzie, University of Central Arkansas

Jeff Hill, University of Central Arkansas

Saif Bhuiyan, University of Central Arkansas

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

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<sup>29</sup> Proceedings page 4

<sup>30</sup> Proceedings page 26

<sup>31</sup> Proceedings page 22

**Thursday, April 3rd, 2025**

**1:30 P.M. – 3:00 P.M.**

**Room: Fontainebleau C**

**PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

**Track:** Public Relations and Corporate Communication

**Track Chair:** Bonita Dostal Neff, Valparaiso University

**Session Title:** Research Aids PR for Meeting the Challenges in Society

**Session Chair:** Charles Lubbers, University of South Dakota

- 
1. Presentation Title: "Staying Mum: Correlating Organizational Culture with Leader Member Communication and Locus of Control"<sup>32</sup>

Benjamin Gellerman, University of South Dakota

Charles Lubbers, University of South Dakota

2. Presentation Title: "Public Relations Ethics Code's AI Guidelines Assessed for Compliance with Academic/Professional and Legal Standards"<sup>33</sup>

Bonita Dostal Neff, Valparaiso University-Indiana

3. Presentation Title: "Face-ism in the 2024 United States Presidential Election"<sup>34</sup>

John Mark King, Eastern Kentucky University

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

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<sup>32</sup> Proceedings page 24

<sup>33</sup> Proceedings page 20

<sup>34</sup> Proceedings page 12

# ALL ACADEMY SESSION

**Presentation Title:** Using Artificial Intelligence to Make Academic Life Easier<sup>35</sup>

**Date:** Thursday, April 3rd, 2025

**Time:** 3:30 P.M. – 5:00 P.M.

**Location:** Fontainebleau D

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



Faculty members juggle a multitude of responsibilities, from teaching and research to administrative tasks. Artificial Intelligence (AI) offers transformative potential to streamline and enhance various facets of academic life. Faculty can leverage AI-driven tools to brainstorm, assist in lecture preparation, create class presentations, summarize research articles, and write letters of recommendation. Integrating AI into academia can make faculty life easier, more efficient, and more productive, ultimately benefiting the entire educational ecosystem. This panel intends to provide attendees insight into how faculty from diverse institutions utilize AI to simplify academic life.

Three panelists from very dissimilar universities, two public and one private, will present on the discovery of AI use to streamline the mundanities of academia. Each of the presenters teaches different subjects and different levels of students. One of the presenters teaches primarily online, another teaches hybrid, and the third teaches face-to-face.

The presenters will share their ideas and experiences in this interactive session. The floor will be open for audience participants to share their discoveries and utilization of AI.

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

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<sup>35</sup> Proceedings page 32

**Friday, April 4, 2025**



**Breakout Sessions**

**Friday, April 4th, 2025**

**8:30 A.M. – 10:00 A.M**

**Room: Fontainebleau A**

**ADVERTISING & MARKETING COMMUNICATION**

**Track:** Advertising & Marketing Communication

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

**Session Title:** Advertising, Scandals and Integration

**Session Chair:** John Fisher, Utah Valley University

- 
1. Presentation Title: "Analyzing Super Bowl Advertising: Message Strategies and Their Effects"<sup>36</sup>

Jae Hee Park, University of North Florida

Jong-Hyuok Jung, Texas Christian University

2. Presentation Title: "AI integration in University Studies"<sup>37</sup>

John Fisher, Utah Valley University

Margaret Mittelman, Utah Valley University

3. Presentation Title: "Subway's "Fishy" Tuna Scandal: What Can Franchisees Do if a Similar Crisis Reoccurs?"<sup>38</sup>

Ali Kansa, University of Texas San Antonio

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

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<sup>36</sup> Proceedings page 3

<sup>37</sup> Proceedings page 3

<sup>38</sup> Proceedings page 25

**Friday, April 4th, 2025**

**8:30 A.M. – 10:00 A.M.**

**Room: Fontainebleau B**

## **ENTREPRENEURSHIP & SMALL BUSINESS**

**Track:** Entrepreneurship & Small Business

**Track Chair:** Cindi Smatt, University of North Georgia

**Session Title:** Issues in Entrepreneurship and Small Business

**Session Chair:** Maria Scott, Copper Gryphon Consulting

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1. Presentation Title: "Exploring New Horizons in Entrepreneurial Ecosystem Research"<sup>39</sup>

Eren Ozgen, Florida State University

2. Presentation Title: "From Academic Idea to Small Business: A Narrative Description of the Processes of a Sole-Proprietor"<sup>40</sup>

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

3. Presentation Title: "Youth Entrepreneurship and Gender in the Caribbean: The Case of Guyana"<sup>41</sup>

Donna Danns, University of North Georgia

George Danns, University of North Georgia

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

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<sup>39</sup> Proceedings page 10

<sup>40</sup> Proceedings page 13

<sup>41</sup> Proceedings page 34

**Friday, April 4th, 2025**

**8:30 A.M. – 10:00 A.M.**

**Room: Fontainebleau C**

**GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE**

**Track:** Global Corporate PR, Responsibility and Culture

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

**Session Title:** Disruption in Business Management and Business Communication

**Session Chair:** Paloma Bernal-Turnes, Rey Juan Carlos University

---

1. Presentation Title: "SEAT CUPRA. The Project Leaders for the Impulse"<sup>42</sup>

Claudia Chianese, EAE Business School

Samer Ajour, EAE Business School

2. Presentation Title: "Papyrus, A Roadmap for the Transformation of a Book Retail Chain"<sup>43</sup>

Miguel Angel Adame, EAE Business School

Eva Olmedo, EAE Business School

3. Presentation Title: "Barbie Global Repositioning: The 22nd Edition of the Global Communications Project"<sup>44</sup>

Roberta Giannini, EAE Business School

Jesus Rico, EAE Business School

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

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<sup>42</sup> Proceedings page 23

<sup>43</sup> Proceedings page 20

<sup>44</sup> Proceedings page 4

**Friday, April 4th, 2025**

**8:30 A.M. – 10:00 A.M.**

**Room: Fontainebleau D**

## **MARKETING**

**Track:** Marketing

**Track Chair:** Cindi Smatt, University of North Georgia

**Session Title:** Issues in Marketing

**Session Chair:** Kaye McKinzie, University of Central Arkansas

- 
1. Presentation Title: "Marketing Self-Care and Resiliency: Exploring Targeted Consumer Wellness Strategies"<sup>45</sup>  
Angela Merrick, Fayetteville State University  
Hamid Abbassi, Fayetteville State University
  2. Presentation Title: "The Cyclical Feedback Recommender System: How Machine Learning Can Enhance the User Experience on Marketplace Platforms"<sup>46</sup>  
Stephanie Villers, University of Waterloo  
Riaan Oberholzer, Sheridan College
  3. Presentation Title: "Rebuilding Brand Trust for Small Businesses: Insights from Online Consumer Reviews in North Carolina"<sup>47</sup>  
Alicia Del Pardo, Fayetteville State University  
Hamid Abbassi, Fayetteville State University
  4. Presentation Title: "Advancing CTR and Conversion Insights: A Focus on Ad Format, User Experience, and Next-Generation Modeling"<sup>48</sup>  
Ramon Rocha Silva, Fayetteville State University  
Hamid Abbassi, Fayetteville State University
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<sup>45</sup> Proceedings page 17

<sup>46</sup> Proceedings page 28

<sup>47</sup> Proceedings page 21

<sup>48</sup> Proceedings page 2

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

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



Friday, April 4, 2025

10:00 AM – 10:30 AM

**Friday, April 4th, 2025**

**10:30 A.M. – 12:00 P.M.**

**Room: Fontainebleau A**

## **ECONOMICS**

**Track:** Economics /  
Project & Knowledge Management

**Track Chair:** Dale Steinreich, Drury University /  
Arthur Kolb, University of Applied Sciences - Kempten

**Session Title:** Economic Issues

**Session Chair:** Dale Steinreich, Drury University

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1. Presentation Title: "Human Capital in Peru"<sup>49</sup>  
Paloma Bernal-Turnes, Rey Juan Carlos University  
Enric Ordeix-Rigo, EAE Business School, Barcelona  
Ricardo Ernst, Georgetown University
  2. Presentation Title: "The Political Business Cycle At 50: Real GDP and Money in the  
U.S. and Brazil Since 1975"<sup>50</sup>  
Dale Steinreich, Drury University
  3. Presentation Title: "Modern Tools and Platforms to Enhance Transparency,  
Replicability and Generalizability of Business and Economics  
Research"<sup>51</sup>  
Paloma Bernal-Turnes, Rey Juan Carlos University  
Enric Ordeix-Rigo, EAE Business School, Barcelona  
Ricardo Ernst, Georgetown University
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>49</sup> Proceedings page 14

<sup>50</sup> Proceedings page 29

<sup>51</sup> Proceedings page 18

**Friday, April 4th, 2025**

**10:30 A.M. – 12:00 P.M.**

**Room: Fontainebleau B**

**INFORMATION SYSTEMS & E-LEARNING**

**Track:** Information Systems & e-Learning

**Track Chair:** Shuaifu Lin, University of Houston – Downtown

**Session Title:** Behavioral Side of Information Systems

**Session Chair:** Shuaifu Lin, University of Houston – Downtown

- 
1. Presentation Title: “The Role of Social Interaction Features in Influencing Habitual Use of Fitness Wearables”<sup>52</sup>

Arpit Sharma, University of North Georgia

Denise McWilliams, University of North Georgia

2. Presentation Title: “Technology Self Efficacy using Salesforce (MaxLabs)”<sup>53</sup>

Kaye McKinzie, University of Central Arkansas

Mike Ellis, University of Central Arkansas

Jeff Hill, University of Central Arkansas

3. Presentation Title: “Defining IS: Enhancing Understanding and Interest in Information Systems Through a Healthcare-Focused Program”<sup>54</sup>

Renee Pratt, Independent Researcher

Cindi Smatt, University of North Georgia

Paul Fadil, University of North Florida

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

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<sup>52</sup> Proceedings page 30

<sup>53</sup> Proceedings page 27

<sup>54</sup> Proceedings page 7

**Friday, April 4th, 2025**

**10:30 A.M. – 12:00 P.M.**

**Room: Fontainebleau C**

## **MARKETING RESEARCH**

**Track:** Marketing Research

**Track Chair:** Talha Harcar, Pennsylvania State University at Beaver

**Session Title:** Behaviors and Education in Marketing

**Session Chair:** Talha Harcar, Pennsylvania State University at Beaver

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1. Presentation Title: "Exploring the Relationship Between Religiosity and Ethical Shopping Behavior: A Study of Turkish Consumers"<sup>55</sup>  
Talha Harcar, Pennsylvania State University at Beaver
  2. Presentation Title: "Riding the Waves of Change: Predictive Tools for Small Business Owners and Marketing Managers"<sup>56</sup>  
Dan Smith, Pennsylvania State University at Beaver
  3. Presentation Title: "Teaching Methods in Principles of Marketing Courses: A Syllabus Analysis"<sup>57</sup>  
Talha Harcar, Pennsylvania State University at Beaver
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>55</sup> Proceedings page 11

<sup>56</sup> Proceedings page 22

<sup>57</sup> Proceedings page 27

**Friday, April 4th, 2025**

**10:30 A.M. – 12:00 P.M.**

**Room: Fontainebleau D**

**FINANCE /  
ETHICAL & SOCIAL ISSUES**

**Track:** Finance /  
Ethical & Social Issues

**Track Chair:** Xuechen Gao, Penn State Behrend /  
Kelley Jones, Clark Atlanta University

**Session Title:** Trends in Financial Services

**Session Chair:** Kelley Jones, Clark Atlanta University

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1. Presentation Title: "Imprudence in Defined Contribution Plans: The Case of Actively Managed Stock Funds"<sup>58</sup>  
Robert Brooks, Financial Risk Management, LLC  
Joshua Brooks, Columbus State University
  2. Presentation Title: "Evaluating the Usefulness of an Investment Advisory Service in a Digital Age"<sup>59</sup>  
Siddharth Giridharan, University of North Carolina Chapel Hill  
Uma Sridharan, Columbus State University
  3. Presentation Title: "Femtech and Fertility: An Analysis of User Information Sharing Attitudes"<sup>60</sup>  
Kelley Jones, Clark Atlanta University
- 

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

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<sup>58</sup> Proceedings page 15

<sup>59</sup> Proceedings page 9

<sup>60</sup> Proceedings page 12

**\*\*Track Chair Luncheon\*\***  
**&**  
**\*\*Award Ceremony\*\***



Friday, April 4, 2025

12:00 PM – 1:45 PM

***Location:***  
***Versailles***

**Friday, April 4th, 2025**

**2:00 P.M. – 3:30 P.M.**

**Room: Fontainebleau A**

## **LEADERSHIP**

**Track:** Leadership

**Track Chair:** Robert Bennett III, Georgia Southwestern State University

**Session Title:** Trends in Leadership Practices

**Session Chair:** Robert Bennett III, Georgia Southwestern State University

- 
1. Presentation Title: "Leader Considerations in Family Businesses: Interview Findings"<sup>61</sup>

Robert Bennett III, Georgia Southwestern State University

Gaynor G. Cheokas, Georgia Southwestern State University

2. Presentation Title: "A Cross-Cultural Comparison of CSR and Responsible Leadership Orientation: United States vs Vietnamese Students"<sup>62</sup>  
Assad Raza, Troy University

3. Presentation Title: "Role of Christian Faith in Servant Leadership Practices: Evidence from Followers"<sup>63</sup>

Robert Bennett III, Georgia Southwestern State University

Gaynor G. Cheokas, Georgia Southwestern State University

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

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<sup>61</sup> Proceedings page 16

<sup>62</sup> Proceedings page 1

<sup>63</sup> Proceedings page 22

**Friday, April 4th, 2025**

**2:00 P.M. – 3:30 P.M.**

**Room: Fontainebleau B**

**INFORMATION SYSTEMS & E-LEARNING**

**Track:** Information Systems & e-Learning /  
Cross-Cultural & Interpersonal Communication

**Track Chair:** Shuaifu Lin, University of Houston – Downtown /  
Jennifer Summary, Florida SouthWestern State College

**Session Title:** Machine Learning & AI and Social Networks

**Session Chair:** Shuaifu Lin, University of Houston – Downtown

- 
1. Presentation Title: “Comparative Analysis of Machine Learning Models for Knowledge Acquisition, Utilization, and Application in Intelligent Assistants”<sup>64</sup>  
Denise McWilliams, University of North Georgia  
Tamirat Abegaz, University of North Georgia
  2. Presentation Title: “Cognitive Appraisals, Emotions and Artificial Intelligence (AI) Engagement”<sup>65</sup>  
Liqiong Deng, University of West Georgia
  3. Presentation Title: “Leaving Facebook: Ancient Rhetors and Breaking the Social Network”<sup>66</sup>  
H. Paul LeBlanc III, The University of Texas at San Antonio
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>64</sup> Proceedings page 6

<sup>65</sup> Proceedings page 5

<sup>66</sup> Proceedings page 16

**Friday, April 4th, 2025**

**2:00 P.M. – 3:30 P.M.**

**Room: Fontainebleau C**

## **STUDENT PAPERS**

**Track:** Student Papers

**Track Chair:** John Tedesco, Virginia Tech

**Session Title:** Change for the Better?

**Session Chair:** Brandi Quesenberry, Virginia Tech

- 
1. Presentation Title: “Creating a Baseline Security Framework for Non-Federal Information Systems using NIST 800”<sup>67</sup>

Matthew White, University of North Georgia

Bryson Payne, University of North Georgia

Denise McWilliams, University of North Georgia

2. Presentation Title: “A Case Study on “Unhinged Marketing”: The Duolingo Owl is Dead”<sup>68</sup>

Abigail Gagermeier, Virginia Tech

3. Presentation Title: “Gamifying Cybersecurity-ICS Training: Crafting Effective CTFs and Inject-Based Learning”<sup>69</sup>

Smit Patel, University of North Georgia

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

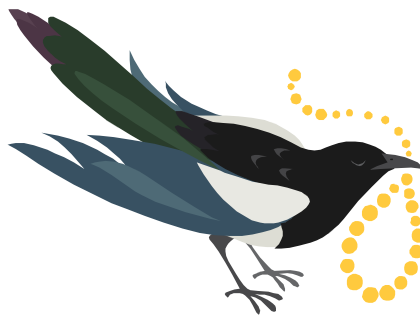
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<sup>67</sup> Proceedings page 6

<sup>68</sup> Proceedings page 1

<sup>69</sup> Proceedings page 14

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



Friday, April 4th, 2025

7:00 PM – 9:00 PM

***Location:***  
***Drafts Balcony***

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