

**Wednesday April 6<sup>th</sup> 4:30pm – 6pm**

**Board of Directors Meeting**

**Thursday, April 7<sup>th</sup> 8:30am – 9:00am**

**President's Welcome**

**Zoom Room 1**

**Thursday, April 7<sup>th</sup> 9:00am – 10:30am E.S.T**

**Dramaturgy – Track / Session Chair: Robert Brown**

**Zoom Room 2**

Robert Brown	24	PANEL: Re-Imagining Communication
Isabelle Hung	24	PANEL: Re-Imagining Communication
Kelly Ford	24	PANEL: Re-Imagining Communication
Zhichao Song	24	PANEL: Re-Imagining Communication

**International Business – Track Chair: Philemon Oyewole – Session Chair: Shahid Siddiqi**

**Zoom Room 3**

Philemon Oyewole	54	Comparative Pricing of Tourism in Latin America & Caribbean (LAC) Region Using PPPs of the ICP
Raul Gomez Martinez	89	FOOTBALL FAN TOKENS, THE NEW CRYPTOACTIVE
Maria Luisa Medrano	89	FOOTBALL FAN TOKENS, THE NEW CRYPTOACTIVE
Shahid Siddiqi	72	REDISCOVERING THE INNER CORE OF GLOBALIZATION: AN ARCHAEOLOGICAL PERSPECTIVE

**Global Corporate PR, Responsibility & Culture – Track / Session Chair: Enric Ordeix**

**Zoom Room 4**

Enric Ordeix		Increasing of Academic Research at Corporations: Fostering Hubs of Knowledge to Reposition its Narrative
Gregory Payne		Increasing of Academic Research at Corporations: Fostering Hubs of Knowledge to Reposition its Narrative
Cristina Fernández Rovira	23	Place branding in zones of armed groups conflicts. Defining the brand of the southern Tolima in Colombia (2002-2020)
Xavier Ginesta	23	Place branding in zones of armed groups conflicts. Defining the brand of the southern Tolima in Colombia (2002-2020)
Santiago Giraldo Luque	23	Place branding in zones of armed groups conflicts. Defining the brand of the southern Tolima in Colombia (2002-2020)
Jordi de San Eugenio Vela	23	Place branding in zones of armed groups conflicts. Defining the brand of the southern Tolima in Colombia (2002-2020)
Andrés Tafur Villarreal	23	Place branding in zones of armed groups conflicts. Defining the brand of the southern Tolima in Colombia (2002-2020)
John Fisher	51	What is News?

**Public Relations and Corporate Communication – Track / Session Chair: Bonita Dostal Neff****Zoom Room 5**

Tricia Hansen-Horn	33	Beginning to Assess the Public Relations Society of America MBA Initiative Impact
Adam E. Horn	33	Beginning to Assess the Public Relations Society of America MBA Initiative Impact
Carles Soto Garreta	83	Public Relations & Strategic Communication for NGOs in the 21st Century
Arnau Fernandez Ruiz	83	Public Relations & Strategic Communication for NGOs in the 21st Century
Pol Marzo Montoro	83	Public Relations & Strategic Communication for NGOs in the 21st Century
Jeffrey Brand	41	Reviving a Well-Known Brand: An Integrated Marketing Communications Exercise
Bonita Neff	75	The Legal Discipline is Impinging Upon Public Relations and Marketing: Are Educators Ready to Prepare Students for the Challenge??

**Thursday, April 7th****10:45am – 12:15pm E.S.T****International Business – Track / Session Chair: Philemon Oyewole****Zoom Room 2**

Edward O'Donnell	40	THE IMPACT OF PERIPHERAL PRODUCT ADAPTATION ON SMALL AND MEDIUM SIZE FIRM EXPORT PERFORMANCE
Lance Brouthers	40	THE IMPACT OF PERIPHERAL PRODUCT ADAPTATION ON SMALL AND MEDIUM SIZE FIRM EXPORT PERFORMANCE
Raul Gomez Martinez	70	FACTORS OF VALUATION OF NON-FUNGIBLE TOKEN (NFT)
Maria Luisa Medrano	70	FACTORS OF VALUATION OF NON-FUNGIBLE TOKEN (NFT)
Javier Benjamin Alvarez-Bello	13	Searching for reducing CO2 emissions in international transportation through the short sea shipping
Paloma Bernal-Turnes	13	Searching for reducing CO2 emissions in international transportation through the short sea shipping

**Finance – Track Chair: Xuechen Gao – Session Chair: Alexander Chen****Zoom Room 3**

Alexander Chen	60	Covid-19, Vaccine and E-payment Adoption Behavior of Germans
Niklas Iking	60	Covid-19, Vaccine and E-payment Adoption Behavior of Germans
Jim Downey	60	Covid-19, Vaccine and E-payment Adoption Behavior of Germans
Samer Ajour El Zein	57	Sustainable News and their Impact on Company's Market Capitalization in Spain Do Sustainable News of a Company have a Positive Influence on their Stock Price
Cristina Tomas-Perez	57	Sustainable News and their Impact on Company's Market Capitalization in Spain Do Sustainable News of a Company have a Positive Influence on their Stock Price
Albert Ariso	57	Sustainable News and their Impact on Company's Market Capitalization in Spain Do Sustainable News of a Company have a Positive Influence on their Stock Price
Paulo Sartorato Neto	57	Sustainable News and their Impact on Company's Market Capitalization in Spain Do Sustainable News of a Company have a Positive Influence on their Stock Price

Alexander Chen	58	Firms Characteristics, Platforms, and Its Industry on Usage of E-Payment Systems among Merchants in Shanghai, China
Xuechen Gao	58	Firms Characteristics, Platforms, and Its Industry on Usage of E-Payment Systems among Merchants in Shanghai, China
Jim Downey	58	Firms Characteristics, Platforms, and Its Industry on Usage of E-Payment Systems among Merchants in Shanghai, China
Alexander Chen	61	Spiritualities and Urbanization on Perceptions of Ethics among Colleges Students in China
Kelsey Hagan	61	Spiritualities and Urbanization on Perceptions of Ethics among Colleges Students in China
Michael Rubach	61	Spiritualities and Urbanization on Perceptions of Ethics among Colleges Students in China
Naikao Wang	61	Spiritualities and Urbanization on Perceptions of Ethics among Colleges Students in China

**Global Corporate PR, Responsibility & Culture – Track / Session Chair: Enric Ordeix****Zoom Room 4**

Andrew Deng Sun Long	37	IKEA Singapore: The Use of Contingency Theory to Take Responsibility and Respond to Crisis
Cindy Ho	37	IKEA Singapore: The Use of Contingency Theory to Take Responsibility and Respond to Crisis
Suwichit Sean Chaidaroon	37	IKEA Singapore: The Use of Contingency Theory to Take Responsibility and Respond to Crisis
Cristian Ducu	59	Revisiting Corporate Sustainability. How EU Is Pushing Responsibility Forward through New Regulatory Changes
Enric Ordeix	59	Revisiting Corporate Sustainability. How EU Is Pushing Responsibility Forward through New Regulatory Changes

**Sports Business / Sustainability – Track Chairs: Brian Larson & Yawei Wang / Chris Baynard – Session Chair: Chris Baynard****Zoom Room 5**

Allison Kovacs	7	Moneyball Analytics: If it is so good, why isn't everyone doing it?
Brian Larson	7	Moneyball Analytics: If it is so good, why isn't everyone doing it?
Xavier Ginesta	15	The rebranding process of RCD Mallorca in Spanish LaLiga: a stakeholder's approach to the relationship among soccer, sustainability, and tourism
Nahuel Ivan Faedo	15	The rebranding process of RCD Mallorca in Spanish LaLiga: a stakeholder's approach to the relationship among soccer, sustainability, and tourism
Santiago Fernandez	73	How to Manage Sustainable Entities
Samantha White	73	How to Manage Sustainable Entities
Susana Velez-Castrillon	73	How to Manage Sustainable Entities

**Thursday, April 7th****1:30pm – 2:45pm E.S.T****Entrepreneurship & Family Business – Track / Session Chair: Marty Mattare****Zoom Room 1**

Eren Ozgen	25	DIGITAL TRANSFORMATION IN ENTREPRENEURSHIP EDUCATION IN A POST-PANDEMIC WORLD
Martha Mattare	71	Risk tolerance and the entrepreneurial mindset
Kaidan Zheng	66	Foreign education experience and family investment behaviors: evidence from Chinese household investments survey

**Information Systems & E-Learning – Track / Session Chair: Shuaifu Lin****Zoom Room 2**

Liqiong Deng		IT Affordances, Customer Experiences and Purchase Intention in Social Commerce
Shuaifu Lin		HOW COMMUNITY VIRTUALITY INFLUENCES PRIVACY RISK BELIEFS IN VIRTUAL COMMUNITIES
Deborah Armstrong		HOW COMMUNITY VIRTUALITY INFLUENCES PRIVACY RISK BELIEFS IN VIRTUAL COMMUNITIES
Tish Matuszek		From the Professor's Perspective: Caveats of Online Education
Diane Bandow		From the Professor's Perspective: Caveats of Online Education

**Strategic Management – Track / Session Chair: Pingying Zhang****Zoom Room 3**

Destiny Cole	81	The Impact of Cultural Diversity and Perceived Employee Psychological Safety on Absenteeism, Turnover and Project Success
Paul Fadil	81	The Impact of Cultural Diversity and Perceived Employee Psychological Safety on Absenteeism, Turnover and Project Success
Pingying Zhang	92	RESILIENCE IN THE COVID-19 PANDEMIC: A STUDY OF BOARD DIVERSITY THROUGH A CRISIS MANAGEMENT PLAN
Nada Kakabase	92	RESILIENCE IN THE COVID-19 PANDEMIC: A STUDY OF BOARD DIVERSITY THROUGH A CRISIS MANAGEMENT PLAN
Wonseok Choi	14	How team trust and peer learning impact student satisfaction with group projects
Lawrence Zeff	14	How team trust and peer learning impact student satisfaction with group projects
Mary Higby	14	How team trust and peer learning impact student satisfaction with group projects

**Ethical & Social Issues – Track / Session Chair: Kellye Jones****Zoom Room 4**

H. Paul LeBlanc III	28	Communication and humility: Life with a purpose
Kellye Jones	26	The Holmes Effect: Is There a Preference in Venture Capitalist Assessment of Technology Start-Ups?
Jailynn Caraballo	88	How Has AOC Used Her Unique Identity as a "Woman of Color" to Shape the Current Social Media Political Landscape?
Tao Sun	87	News Consumption, Corruption Perception, and Institutional Trust among Kenyans -- A Moderated Mediation Analysis
Gregory Payne	87	News Consumption, Corruption Perception, and Institutional Trust among Kenyans -- A Moderated Mediation Analysis

**Public Relations and Corporate Communication – Track / Session Chair: Bonita Dostal Neff****Zoom Room 5**

Kamryn Jacobs	46	SAISD MASK AND VACCINE MANDATE CONTROVERSY: A PUBLIC RELATIONS PLAN TO SETTLE THE DISPUTE
Molly Judson	35	A PROACTIVE PUBLIC RELATIONS TO PREVENT SEXUAL MISCONDUCT
Phoebe Huei Chan	38	Peeing in Bottles: Amazon's Corporate Crisis and Ethical Implications
Cindy Ho	38	Peeing in Bottles: Amazon's Corporate Crisis and Ethical Implications
Suwichit Sean Chaidaroon	38	Peeing in Bottles: Amazon's Corporate Crisis and Ethical Implications
Rebekah Alegria	44	Subway's "Fishy" Tuna Scandal

**Thursday, April 7th****3:15pm – 4:30pm E.S.T**

**ALL ACADEMY – General Meeting****Zoom Room 1****FRIDAY****Friday, April 8th****8:00am – 9:00am E.S.T****ALL ACADEMY Session****Zoom Room 1**

Kyle Dante	Bridging Arts and Communication through Sports
Sam Decoste	Bridging Arts and Communication through Sports
Sophie Bednarsh	Bridging Arts and Communication through Sports
Nikki Emma	Bridging Arts and Communication through Sports
Garam Kwon	Bridging Arts and Communication through Sports
Jonathan Nam	Bridging Arts and Communication through Sports
Sofia Servizio	Bridging Arts and Communication through Sports
Razi Probststein	Bridging Arts and Communication through Sports
Kevin Park	Bridging Arts and Communication through Sports
Elise Michaud	Bridging Arts and Communication through Sports
Mark Brodie	Bridging Arts and Communication through Sports

**Friday, April 8th****9:00am – 10:30am E.S.T****Managerial Accounting – Track / Session Chair: Majidul Islam****Zoom Room 2**

Raymond Cox	8	The Performance of Canadian Listed Cannabis Equities
Quan Cheng	8	The Performance of Canadian Listed Cannabis Equities
Majidul Islam	79	HOW CAN THE TELECOM INDUSTRY MAKE EFFECTIVE USE OF THE BSC FOR THE IMPROVEMENT OF FINANCIAL INDACATORS? A Case Study
Ashrafee Hosain	79	HOW CAN THE TELECOM INDUSTRY MAKE EFFECTIVE USE OF THE BSC FOR THE IMPROVEMENT OF FINANCIAL INDACATORS? A Case Study
Muhammad Jamal	78	MANAGEMENT OF WORK HOURS: AN EMPIRICAL STUDY OF CANADIAN EMPLOYEES
Majidul Islam	78	MANAGEMENT OF WORK HOURS: AN EMPIRICAL STUDY OF CANADIAN EMPLOYEES

**Student Papers – Track / Session Chair: John Tedesco****Zoom Room 3**

Michael Rubenstein	86	The Importance of Experiential Learning for PR Students
Zarina Levitsky	86	The Importance of Experiential Learning for PR Students
Gabrielle Williams	68	HOW MCDONALD'S FACED PUBLIC BACKLASH AFTER CHANGES IN WORK CONDITIONS CAUSED BY THE PANDEMIC: A PUBLIC RELATIONS CASE STUDY
Alexander Chen	77	Covid-19, Vaccine and Brazilian E-Payment Adoption Behavior
David McCalman	77	Covid-19, Vaccine and Brazilian E-Payment Adoption Behavior
Matheus Tupinamba Augusto de Brito	77	Covid-19, Vaccine and Brazilian E-Payment Adoption Behavior
Alexander Chen	76	Covid-19, Vaccine and Mexican E-Payment Adoption Behavior
Adrian Juarez Castellanos	76	Covid-19, Vaccine and Mexican E-Payment Adoption Behavior
Tracy Suter	76	Covid-19, Vaccine and Mexican E-Payment Adoption Behavior

**Advertising & Marketing Communication – Track Chair: Louis Falk – Session Chair: Tom Prinsen****Zoom Room 4**

Louis Falk	32	Firearm Ownership, Crime, Politics, Sales, and Advertising
Thomas J. Prinsen	32	Firearm Ownership, Crime, Politics, Sales, and Advertising
Enrique Erdmenger	32	Firearm Ownership, Crime, Politics, Sales, and Advertising
Charles Lubbers	34	UNIVERSITY STUDENT PERCEPTIONS OF THE IMPORTANCE OF COMMUNITY CULTURAL ASSOCIATIONS: SUGGESTIONS FOR MARKETING
Maria Villa-Benito	11	Advertising innovation in men's fashion magazines in the Spanish market
Paloma Bernal-Turnes	11	Advertising innovation in men's fashion magazines in the Spanish market
Ali Kanso	62	KEY CHALLENGES CONFRONTING INTERNATIONAL MARKETING RESEARCHERS

**Leadership – Track / Session Chair: Robert Bennett****Zoom Room 5**

Nicha Petcharapiracht	36	Female Leadership: Examining Whitney Wolfe Herd's Social Media Engagement Strategies
Cindy Ho	36	Female Leadership: Examining Whitney Wolfe Herd's Social Media Engagement Strategies
Suwichit Sean Chaidaroon	36	Female Leadership: Examining Whitney Wolfe Herd's Social Media Engagement Strategies
Robert Bennett	80	OVERCOMING CULTURAL RESISTANCE TO SUCCESSFUL SERVANT LEADERSHIP PRACTICES
H. Paul LeBlanc III	29	Leading: From a communicative perspective

**Friday, April 8th****10:45am – 12:15pm****Analytics –Track / Session Chair: Samira Shirzaei Nichols****Zoom Room 2**

Brigid Appiah Otoo	55	PREDICTIVE ANALYSIS OF THE RELATIONSHIP BETWEEN HIT FUNCTIONALITIES AND HOSPITAL PERFORMANCE
Al Salam	55	PREDICTIVE ANALYSIS OF THE RELATIONSHIP BETWEEN HIT FUNCTIONALITIES AND HOSPITAL PERFORMANCE
Samira Nichols	55	PREDICTIVE ANALYSIS OF THE RELATIONSHIP BETWEEN HIT FUNCTIONALITIES AND HOSPITAL PERFORMANCE

Mike Ellis	45	Using Decision Trees and Random Forest to Classify Chronic Kidney Disease
Kaye McKinzie	45	Using Decision Trees and Random Forest to Classify Chronic Kidney Disease
Rashawn Edwards	45	Using Decision Trees and Random Forest to Classify Chronic Kidney Disease
Samira Nichols	42	Does one's sex impact pay? Comparison among different disciplines in public universities
Kaye McKinzie	42	Does one's sex impact pay? Comparison among different disciplines in public universities
Brigid Appiah Otoo	42	Does one's sex impact pay? Comparison among different disciplines in public universities

**Tourism, Travel, & Hospitality – Track Chairs: Jie Gao & Liza Cobbs – Session Chair: Jie Gao****Zoom Room 3**

Jie Gao	50	STAYCATION AND EMOTION REGULATION IN COVID-19
Mingfang Zhu	50	STAYCATION AND EMOTION REGULATION IN COVID-20
Yinghua Huang	50	STAYCATION AND EMOTION REGULATION IN COVID-21
Shiqi Liu	50	STAYCATION AND EMOTION REGULATION IN COVID-22
Emily Beeland	10	COVID-19 and The U.S. National Park System: New visitors, new opportunities... yet new concerns
Amanda Templeton	10	COVID-19 and The U.S. National Park System: New visitors, new opportunities... yet new concerns
Alan Fyall	10	COVID-19 and The U.S. National Park System: New visitors, new opportunities... yet new concerns
Jie Gao	49	Women's Emotional Regulation, Leadership and Innovation behavior in Hotels
Ting Liu	49	Women's Emotional Regulation, Leadership and Innovation behavior in Hotels
Ye Zhang	49	Women's Emotional Regulation, Leadership and Innovation behavior in Hotels
Xinran Michelle Zhao	49	Women's Emotional Regulation, Leadership and Innovation behavior in Hotels

**Organizational Behavior & Theory / Supply Chain Management – Track / Session Chairs: Vance Lewis / Rahul Kale****Zoom Room 4**

Vance Lewis	16	Not So Nice: Effects of Subordinate Affect on Perceptions of Abusive Supervision
Lisa Stickney	16	Not So Nice: Effects of Subordinate Affect on Perceptions of Abusive Supervision
Allen Brown	48	Post Covid-19 Supply Chain Disruptions: Trust as the antecedent to Knowledge Sharing and Knowledge Hiding Behavior
Ashish Thatte	63	Antecedents of Outsourcing: A structural equation model
Parag Dhumal	63	Antecedents of Outsourcing: A structural equation model
Rahul Kale	63	Antecedents of Outsourcing: A structural equation model
Vikas Agrawal	63	Antecedents of Outsourcing: A structural equation model

**Business Law – Track / Session Chairs: Robert Smith & Kauther Badr****Zoom Room 5**

Silvia Pascual	84	Cambridge Analytica Scandal: How the Crisis Changed the Social Media World
Aboubacar Diakite	82	Trust & Community Engagement in Law Enforcement
Mark Pisano	5	The Evolving Landscape of International Consumer Data Privacy Compliance
Robert Smith	5	The Evolving Landscape of International Consumer Data Privacy Compliance

Kauther Badr	5	The Evolving Landscape of International Consumer Data Privacy Compliance
Daniel Boylan	18	The Whistleblower Hoax: Federal Laws aid the Powerful Against the Weak
Austin Gerber	18	The Whistleblower Hoax: Federal Laws aid the Powerful Against the Weak

**Friday, April 8th**

**1:30pm – 3:00pm E.S.T**

**Accounting Theory – Track / Session Chair: Uma Sridharan**

**Zoom Room 2**

Daniel Boylan	19	Auditing Software: Are they all the same or do some offer competitive advantages?
Judith Edwards	19	Auditing Software: Are they all the same or do some offer competitive advantages?
Uma Sridharan	64	Analysis of individual choice to use Cryptocurrency for compensation and spending decisions
Tobias Huning	64	Analysis of individual choice to use Cryptocurrency for compensation and spending decisions
Lydia Ray	64	Analysis of individual choice to use Cryptocurrency for compensation and spending decisions
Brian Wilson	4	Account For It
Daniel Boylan	20	The Change of the Accounting Profession Due to Enron
Noah Lehn	20	The Change of the Accounting Profession Due to Enron

**Human Resources Management – Track / Session Chair: Diane Bandow**

**Zoom Room 3**

Claudia McCalman	39	Gender Diversity Management in a Male-Dominated Industry: The Example of the Oil and Gas Industry
Lixia Yao	22	INFLUENCES OF EMOTIONAL LABOR ON EMPLOYEES' WELL-BEING
Jie Gao	22	INFLUENCES OF EMOTIONAL LABOR ON EMPLOYEES' WELL-BEING
Diane Bandow	47	Veterans in the classroom: Examining Gaps in ADA
Tish Matuszek	47	Veterans in the classroom: Examining Gaps in ADA

**Instructional & Pedagogical Studies – Track Chair: Amiso George – Session Chair: John Fisher**

**Zoom Room 4**

H. Paul LeBlanc III	27	COMFORT LEVEL IN AN UNDERGRADUATE RESEARCH METHODS COURSE WITH MULTIPLE TEACHING MODALITIES: IMPACT ON SELF-EFFICACY
Maria Scott	9	The Intersection of Experiential and Service-Learning Provides Students with Skills and a Stepping-Stone to Employment
Emily King	9	The Intersection of Experiential and Service-Learning Provides Students with Skills and a Stepping-Stone to Employment
Calvin Jacey	9	The Intersection of Experiential and Service-Learning Provides Students with Skills and a Stepping-Stone to Employment
Megan D'Souza	9	The Intersection of Experiential and Service-Learning Provides Students with Skills and a Stepping-Stone to Employment
Vance Lewis	43	Back in My Day: How Student Evaluations of Teaching are Impacted by Faculty Work Experience
Kaye McKinzie	43	Back in My Day: How Student Evaluations of Teaching are Impacted by Faculty Work Experience
Steve Holley	52	Student success in EMT course as a predictor of persistence and graduation
Nichole Berge	52	Student success in EMT course as a predictor of persistence and graduation



John Fisher	52	Student success in EMT course as a predictor of persistence and graduation
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**Marketing Research – Track / Session Chair: Talha Harcar****Zoom Room 5**

Nicolas Hamelin	67	Emotionally Engaging Customers Through Storytelling
Nitin Patwa	67	Emotionally Engaging Customers Through Storytelling
Anna Tarabasz	67	Emotionally Engaging Customers Through Storytelling
Talha Harcar	67	Emotionally Engaging Customers Through Storytelling
Daniel W. Smith	65	A Framework for Developing Small Business Marketing Budgets, Forecasts and Strategies Using the Capital Markets
Talha Harcar	69	Stadium Sponsorship Naming Rights in the Global Markets

**Friday, April 8th****3:15pm – 4:45pm E.S.T****ALL ACADEMY Session****Zoom Room 1**

Margaret A. Goralski	Preparing for Disruption: Teaching Across Modalities
Louis K. Falk	Preparing for Disruption: Teaching Across Modalities

**Friday, April 8th****4:45pm – 5:00pm E.S.T****President's Closing Remarks****Zoom Room 1**