

**THE INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES**

**31<sup>st</sup> ANNUAL CONFERENCE**

**Trade Protectionism or Globalization: A Distinct Choice for Economic and Political Stability?**

**\* OFFICIAL PROGRAM \***

April 3-6, 2019, Jacksonville, Florida, USA

The Hyatt Place, St. Johns Town Center, 4742 Town Center Parkway | Jacksonville | FL | 32246

IABD PRESIDENT Paul A. Fadil, University of North Florida

PROGRAM CHAIR Cindi Smatt, University of North Georgia

SPONSORING INSTITUTIONS AND INDIVIDUALS **University of North Florida, Coggin College of Business Emerson College**

# Table of Contents

# IABD President's Welcome

My Dear Friends,

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 2014 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:

The Declan Suites San Diego 701 A Street | San Diego | CA | 92101 Tel: 619-696-9800  
<http://www.declansuitessandiego.com>

We strongly encourage you to arrive at the hotel on Wednesday afternoon, April 9th, 2014. A reception will be held in the evening for those arriving that day. Beginning Thursday morning, the hotel will provide a full breakfast which will be followed by a full schedule of papers, panels, and business meetings. There is also a gala reception meal on Thursday evening (cost included in your registration fee).

**REGISTRATION** Take time to fully enjoy the IABD experience, meet other participants, and partake in the many opportunities afforded in San Diego. At the conference, pick up your registration materials, conference badge and other information at the IABD registration desk

## IABD MISSION AND OBJECTIVES

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 9, 2014 4:30 PM – 6:00 PM Ovations Foyer  
Thursday, April 10, & Friday, April 11th, 2014 7:30 AM – 4:00 PM Ovations Foyer Saturday,  
April 12, 2014 7:30 AM – 12:00 PM Ovations Foyer

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 our Webpage Administrator: Saurabh Gupta, Email: [s.gupta@unf.edu](mailto:s.gupta@unf.edu), Phone Number: (904) 620-1696.

2014 QUARTERLY REVIEW OF BUSINESS DISCIPLINES (QRBD) Editor-in-Chief: Margaret A. Goralski Associate Editor: Kaye McKinzie

Quarterly Review of Business Disciplines is the official publication of the International Academy of Business Disciplines (IABD) and will be published four times per year: May, August, and November 2014 and February 2015. In this premier year, we have secured our ISSN numbers for both the online and print journal from the Library of Congress. QRBD has already been approved 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 QRBD and IABD 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. For additional information, please visit [www.iabd.org](http://www.iabd.org).

JOURNALS AND PERIODICALS IABD publishes and/or collaborates in producing: ☐ Quarterly Review of Business Disciplines ☐ Journal of Competitiveness Studies ☐ Journal of International Business Disciplines ☐ The International Journal of Commerce and Management ☐ The International Journal of Interdisciplinary Research ☐ Journal of Promotion Management

# IABD MISSION AND OBJECTIVES

NEXT YEAR'S CONFERENCE 2015 is just around the corner. The 27th Annual IABD Conference will be in Orlando, Florida.

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 26TH ANNUAL CONFERENCE:**

- ☐ EARLY BIRD RECEPTION: Wednesday, April 9th, 2014, 5:00 – 6:00 p.m., Sky Lounge
- ☐ IABD BOARD OF DIRECTORS MEETING: Wednesday, April 9th, 2014, 6:30 – 8:30 p.m., Rhapsody A
- ☐ GENERAL IABD MEETING (Open to All): Thursday, April 10th, 2014, 3:15 – 4:45 p.m., Rhapsody A/B
- ☐ ALL ACADEMY SESSION: Thursday, April 10th, 2014, 5:00 – 6:15 p.m., Rhapsody A/B
- ☐ ALL ACADEMY GALA RECEPTION/DINNER: Thursday, April 10th, 2014, 7:00 – 9:00 p.m., Ovations Ballroom
- ☐ IABD OFFICERS LUNCHEON: Friday, April 11th, 2014, 12:15 – 1:15 p.m., Symphony Towers – Crescendo Room

## AWARDS AND RECOGNITIONS



2014 Best Paper Award

“Motivate to Participate: Promoting Campus Activities to Increase Student Participation”  
Charles A. Lubbers, University of South Dakota Teddi A. Joyce, University of South Dakota

2014 David P. Twomey III Public Diplomacy Award

Siyang Qi, Emerson College

2014 Zulene Payne Global Communication Award

Donavan Birch, Emerson College Jordan Rummell, Emerson College

2014 Outstanding Track Chairs

Zahid Khairullah, St. Bonaventure University Nada Farhat, Tufts University Medical School

## AWARDS AND RECOGNITIONS



The 2014 IABD Lifetime Achievement Award

Robert Page, Southern Connecticut State University

Robert (Rob) Page has been a tenured faculty member at Southern Connecticut State University (SCSU) since 1999. He has served at SCSU as Commissioner, University Commission on Research and Scholarly Activity; General Education Review Task Force (co-chair); Faculty Senate; Faculty Academic Strategic Planning Committee; Undergraduate Program Review Committee; and Curriculum-Related Activities Committee, as well as others. He is Editor-in-Chief of the Journal of Business Management and Change. Rob has been a member of IABD since 2003. He has served IABD in the capacity as a reviewer, discussant, and session chair. Additionally, he has held the position of Track Chair of Entrepreneurship, Spirituality in Organizations, and Sustainability. He has also been the Strategy Committee Chair and Managing Editor of the Journal of International Business Disciplines between 2006 and 2008. Rob has always been willing to lend a hand or help in any way possible, but most of all Rob has spread the word about IABD. He has brought many members into IABD, including Margaret Goralski, Chulguen (Charlie) Yang, and Greg Robbins among others. Rob Page has truly been an advocate of the International Academy of Business Disciplines in every capacity.



## AWARDS AND RECOGNITIONS

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, University of Northern British Columbia <rcox@unbc.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>

## AWARDS AND RECOGNITIONS

IABD BOARD OF DIRECTORS Abbas J. Ali Indiana University of Pennsylvania Phillip W. Balsmeier Centenary College of Louisiana Hooshang M. Beheshti Radford University Robert C. Camp Indiana University of Pennsylvania Raymond A. Cox University of Northern British Columbia Louis K. Falk University of Texas at Brownsville Joe Horton University of Central Arkansas Ali Kansa University of Texas at San Antonio Diane McFarland Buffalo State College, SUNY J. Gregory Payne Emerson College Ahmad Tootoonchi Frostburg State University Zahid Khairullah St. Bonaventure University

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

IABD QUARTERLY REVIEW OF BUSINESS DISCIPLINES CHIEF EDITOR Margaret A. Goralski, Quinnipiac University <margarat.goralski@quinnipiac.edu>

IABD QUARTERLY REVIEW OF BUSINESS DISCIPLINES ASSOCIATE EDITOR Kaye McKinzie, University of Central Arkansas <KmcKinzie@uca.edu>

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

IABD VP for ADMINISTRATION AND FINANCE Reza Eftekharzadeh, St. John's University <eftekhar@stjohns.edu >

IABD VP for ADVANCEMENT J. Gregory Payne, Emerson College <zulene@aol.com>

IABD VP for COMMUNICATION/MEDIA RELATIONS AND HISTORIAN Louis K. Falk, University of Texas at Brownsville <louis.falk@utb.edu>

IABD VP OF PUBLICATIONS Margaret A. Goralski, Quinnipiac University <margarat.goralski@quinnipiac.edu>

IABD DIRECTOR OF TECHNOLOGY Saurabh Gupta, University of North Florida <s.gupta@unf.edu>

IABD DIRECTOR OF CONFERENCE PROMOTION Karin Reinhard, Baden Wurttemberg Cooperative State University <reinhard@dhbwraensburg.de>

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 2019 IABD ANNUAL CONFERENCE

## Accounting Research

- 9 Aggregate Profits and Market Returns: Predictability of Market Downturns 1(4)  
1.0
- 6 DATA ARCHITECTURE: WILL USER DEMAND MAKE FINANCIAL STATEMENTS OBSOLETE?  
0(4) 0.0

## Advertising & Marketing Communication

- 32 TRUMPS SOCIAL MEDIA – THE FIRST 100 DAYS OF HIS PRESIDENCY: A CONTENT  
ANALYSIS 3(5) 3.0 ACCEPT
- 77 Benefits of Shadow Day 3(5) 3.0 ACCEPT
- 31 International Advertising Decision Making: How are the Choices Influenced?  
0.0 ACCEPT
- 54 The Dichotomy of Advertising Agency Selection and Media Decisions: Applications in  
**International Markets** 0.0 ACCEPT
- 55 Using Semester-Long, Shadowing of Professional to Enhance Student Learning  
0.0 ACCEPT
- 57 Experiential Activities: When middle-school classroom and a local client walk into your  
classroom 0.0 ACCEPT
- 58 Know that You Know Nothing 0.0 ACCEPT
- 59 Advertising Pedagogy in the 21st Century 0.0 ACCEPT
- 72 THE AESTHETICIZATION AND FRAMING OF ADVERTISING BY AMERICAN FAST FOOD  
**FRANCHISES ABROAD** 0.0 ACCEPT
- 84 Exploring YouTube Marketing Communications among 200 Leading National Advertisers  
0.0 ACCEPT
- 93 Morphing corporate/product identity through photography: stock photography vs.  
creating your own corporate photo library. 0.0 ACCEPT
- Analytics
- 100 Breast Cancer Cellularity and Image Scoring using Automated Machine Learning  
(AutoML) 3(5) 3.0 ACCEPT
- 60 ECG-BASED WEARABLE AUTHENTICATION: DETERMINANTS OF ACCEPTANCE IN  
CONSUMER APPLICATIONS USING PLS-SEM TO DEFINE A MODEL CAUSE-EFFECT RELATIONSHIPS  
WITH LATENT VARIABLES 0.0 ACCEPT
- 101 Using Data-Driven Approaches to Improve Health & Wellness Strategies 0.0  
ACCEPT

## Business Law

- 23 The Compliance Law Implications of Blockchain Technology Usage in Corporate  
Environments 3(5) 3.0 ACCEPT
- 111 Legal Considerations of the #MeToo Movement and Business: Two Steps Forward, Two  
Steps Back? 3(5) 3.0
- Cross-Cultural & Interpersonal Communication
- 18 Customer Satisfaction with Hotel Technology: A Comparison Among Cultures and Hotel  
Categories 0.0 ACCEPT
- 41 The influence of past relationship trust violation on the relational outcomes of current  
relationships 0.0 ACCEPT
- Economics

## TRACK CHAIRS OF THE 2019 IABD ANNUAL CONFERENCE

16	Efficiency in Public Higher Education: A Stochastic Frontier Analysis Considering Heterogeneity	0.0	ACCEPT	
33	Slot Divestitures and Price Competition at Reagan National and LaGuardia			0.0
	ACCEPT			
34	Another Flight of the Chicken: An Austrian Autopsy of Lula's New Matrix			0.0
	ACCEPT			
44	The Influence of Quality Perception and Location on Household Water Usage	0.0	ACCEPT	
48	The Welfare Cost of the US Current Account Deficits on Developing Countries	0.0	ACCEPT	
50	Influencing Changes to Nationalistic Policies Abroad: The Case of the China and the U.S.	0.0	ACCEPT	
51	Economic theories and determinants of saving in Argentina. An empirical approach based on the 2012/13 National Household Survey.	0.0	ACCEPT	
52	The Onus of Student Debt: Who is Most Impacted by the Rising Cost of Higher Education?	0.0	ACCEPT	
53	The End of de World's Tourism Demand	0.0	ACCEPT	
66	Decomposition of the Gini Coefficient by sources of income: recent empirical evidence in Argentina	0.0	ACCEPT	
67	Inequality and economic growth: an econometric analysis for a selection of 53 countries	0.0	ACCEPT	
81	Estimating Returns To Tertiary Education In Argentina: 2nd Quarter of 2018	0.0	ACCEPT	
87	The Impact of Logistics on Exports	0.0	ACCEPT	
Entrepreneurship & Family Business				
65	Boosting Entrepreneurship: Designing and Executing a Local Business Plan Competition 3(5)	3.0	ACCEPT	
13	FEMALE ENTREPRENEURS IN DEVELOPING COUNTRIES: A REVIEW OF RURAL versus URBAN REGIONS, CULTURAL AND SOCIO-ECONOMIC SETTING, EDUCATIONAL ATTAINMENT AND THE INDUSTRY SECTOR	0.0		
14	FINANCING YOUTH ENTREPRENEURSHIP IN A LESS DEVELOPED COUNTRY			0.0
64	Investigating the notion of the selfish entrepreneur	0.0		
Ethical & Social Issues				
79	An Analysis of Diversity Reports Within the Technology Sector 2.0: Have Reactions Changed? 3(5)	3.0	ACCEPT	
42	Communication ethics and public deception: The effects of misinformation on desensitization to truth telling	0.0		
61	Legal Rights and Identity of "Transgender" in Pakistan: Theory and Practice and Social Acceptance in Pakistani Society	0.0		
98	Temple's Fox School of Business and the Business School Rankings Scandal: Speculative Implications for Faculty and Deans	0.0		
Finance				
90	Financially Challenged: Caught between a Rock and a Hard Place 3(5)	3.0	ACCEPT	

## TRACK CHAIRS OF THE 2019 IABD ANNUAL CONFERENCE

36	Fintech - Digital Tokens	0.0	ACCEPT	
	Global Corporate PR, Responsibility & Culture			
46	Phenomenon of inmigration in chile: A Case study	0.0		
	Health Communication & Public Policy			
45	Impact of Overlapping Surgeries on Patient Care and Healthcare Resources	0.0	ACCEPT	
49	Can We Afford to Extend Medicare to the General Population, If So How?	0.0		
	ACCEPT			
	Human Resources Management			
8	Puff or Pass? Understanding the implications for Human Resource policies in states with legal recreational cannabis usage	3(5)	3.0	ACCEPT
39	You Should Have Known: When Tacit Organizational Factors Are Barriers to African Americans for Executive Leadership	3(5)	3.0	ACCEPT
4	Alphabet Soup: XYZ Generations in the Workplace		0.0	
62	Person with Disabilities and Legal Development in Pakistan		0.0	
74	Organizational Diversity Climate		0.0	
102	Workplace Bullying: An HR time-bomb waiting to explode.		0.0	
109	Woman or Leader First? Gender Bias in the Perception of Female Leader Effectiveness		0.0	
	Information Systems & E-Learning			
15	Gamified Information Systems and User Engagement	3(5)	3.0	ACCEPT
29	AN EMPIRICAL STUDY OF BEHAVIORAL INTENTION TO USE BLOCKCHAIN TECHNOLOGY	3(4)	3.0	ACCEPT
47	A Tripartite Acceptance Model for Enterprise 2.0 Systems	3(5)	3.0	ACCEPT
71	LEGAL CONSIDERATIONS OF CRYPTOCURRENCY IN DIVORCE, MONEY LAUNDERING, AND TAX EVASION		0.0	ACCEPT
91	Win or Lose: A Study on the Effects of Video Game Violence		0.0	ACCEPT
112	Multi-Level Public Knowledge Assessment of Cybersecurity		0.0	
	Interdisciplinary Studies			
30	FACTORS AFFECTING OVER-THE-TOP SERVICES: AN EXPANDED TECHNOLOGY ACCEPTANCE MODEL		0.0	
	Instructional & Pedagogical Studies			
2	Flexing Those Soft Skill Muscles: Work Readiness in College Students	3(4)	3.0	
24	The Use of Student-Authored Cases to Enhance Case-Based Learning	3(5),3(5)		
	3.0		ACCEPT	
28	The Experiential Flipped Classroom: Anatomy of Interdisciplinary Mentorship	3(5)		
	3.0			
38	Developing Leadership Capabilities Through Applied Learning	3(5)	3.0	
40	THE IMPACT OF SITUATIONAL CONTEXT ON SUSCEPTIBILITY TO SPEAR PHISHING ATTACKS	3(5)	3.0	
73	The Case for Collaborative Assignments in the Virtual Classroom	3(4),3(5)	3.0	
17	Accounting Teaching Innovation: Using the Pink Collar Crime series to reinforce Fraud concepts	2(3),3(4)	2.5	

# TRACK CHAIRS OF THE 2019 IABD ANNUAL CONFERENCE

- 68 IMPACTS OF GENDER AND EXPERIENCE ON CLASSROOM EFFECTIVENESS IN US BUSINESS SCHOOLS 2(3),3(5) 2.5
- 96 Student Perceptions of Best and Worst Course Level Service Quality and Satisfaction in Comparison with Overall Service Quality and Satisfaction 2(3),3(5) 2.5
- International Business
- 11 Dietary Attitude and Food Selection Criteria Among African-American College Students in the USA 2(4) 2.0 ACCEPT
- 37 The factors of internationalization of African SMEs: the case of Ivorian SMEs 0.0
- Leadership
- 86 Studying the exemplary: Predicting Exemplary Performance of Leaders/ Academicians Utilizing the Concept of American Exceptionalism 0.0
- Managerial Accounting
- 12 Empirical Evidence of Benford's Law in the Stock Market 0.0
- 89 Performance Management, Well-Being and Type A Behavior: An Empirical Study of Canadian Employees 0.0
- Marketing
- 70 Influencer Marketing and Social Media 3(5) 3.0 ACCEPT
- 63 BWP Bats: A marketing case study of maple bats in the major baseball leagues 0.0
- 69 ETHNIC SUPERMARKETS AS OASIS IN FOOD DESERTS: WHAT ARE THE BARRIERS TO ACCESS? 0.0
- 75 Designing an e-commerce website to increase customer repurchase intention based on cultural market segmentation 0.0
- 110 FROM ADAM SMITH TO THE MAKING OF THE MARKETS: A CRITIQUE OF CONTEMPORARY MARKETING AS IT IMPACTS SOCIETY WORLDWIDE 0.0
- Marketing Research
- 20 Financial Markets: How They Influence Marketing Budgets and Forecasting 0.0
- 94 Examining Package appearance in the Purchase decisions of OTC Analgesic Drugs:: A Neuro-Marketing Approach 0.0
- Operations Management
- 113 UTILIZING BUSINESS ANALYTICS: TO BOOST TOURISM 3(5) 3.0 ACCEPT
- Organizational Behavior & Theory
- 92 The Relationship between Servant Leadership, Psychological Safety and Effective Followership 0.0 ACCEPT
- 95 External Career Mentoring and Mentor Turnover Intentions: Role of Mentor Work Engagement, Satisfaction with Protégé, and Meeting Frequency 0.0 ACCEPT
- 97 RECONCEPTUALIZING HABITUAL WORK BEHAVIORS FOR MANAGEMENT RESEARCH 0.0 ACCEPT
- Organizational Communication & Crisis Management
- 80 Cultivating Campus Conversations as Preventative Crisis Communication 3(5) 3.0
- Polling

# TRACK CHAIRS OF THE 2019 IABD ANNUAL CONFERENCE

104	THE IMPACT OF SOCIAL MEDIA ON NAME RECOGNITION IN THE 2020 PRIMARIES			
	0.0 ACCEPT			
105	MEASURING THE RESIDUAL EFFECTS OF POPULIST MOVEMENTS AFTER ELECTORAL SUCCESS	0.0	ACCEPT	
106	VOTING INCLINATIONS OF THE TRUMP ELECTORATE	0.0	ACCEPT	
107	DETERMINING AN "IDEAL" PRESIDENTIAL CANDIDATE IN 2020	0.0		
	ACCEPT			
Project & Knowledge Management				
76	DIGITALIZATION AND CORPORATE PERFORMANCE MANAGEMENT	3(5),3(5)		3.0
	ACCEPT			
83	Digital Transformation in Higher Education	3(5),3(5)	3.0	ACCEPT
Public Relations & Corporate Communication				
3	Task Stress in Public Relations & Coping Methods of Practitioners		0.0	
21	The Public Information Officer's (PIOs) Participation in the National Incident Management System (NIMS) During Emergency Response: A Pilot Study		0.0	
22	How the Public Relations Campaigns Class Can Better Meet the Needs of Nonprofit Community Partners: A Panel Discussion	0.0		
25	Speaking from the Podium: Public Perception of Press Secretaries		0.0	
35	Leading by example and expectation: How managers can positively influence employees' usage of internal communication media?	0.0		
43	Study of consumption of financial products (savings and investment) by gender in Chile. Developed by students of the Public Relations career of Duoc UC 2018.		0.0	
Social Media				
27	The Impact of Global Influencers on Fashion Promotion		0.0	
Sport Business				
56	Are FCS and FBS Students Different?: Assessing Factors Influencing Attendance at Division 1 Football Games and Students' Overall Game Day Experience	2(5),3(4)		2.5
	ACCEPT			
103	THE VALUE OF ANALYZING A SPORTS EVENT ECONOMICALLY FROM COMMUNITY PERSPECTIVES	0.0		
Strategic Management				
7	DIGITAL NATIVES IN CHINA AND AMERICA: IN-GROUP COMMUNICATION PROCESSES	2(4)	2.0	ACCEPT
88	The Impact of Planning for Decision Making and Policy Makers in Public Sector		2(4)	
	2.0 ACCEPT			
99	Strategy 4.0: Digitilization, Blockchain, and Strategic Management	2(4)	2.0	
	ACCEPT			
Student Papers				
5	How can AIS Help to Better Prevent Fraudulent Activity in the Business World?		0.0	
Supply Chain Management				
10	Safety Violations and its Supply Chain Implications	3(4)	3.0	ACCEPT
1	The Moderating Effect of The Supply Chain Position on Inventory	3(4),2(4)		2.5
	ACCEPT			

# TRACK CHAIRS OF THE 2019 IABD ANNUAL CONFERENCE

108 Performance measurement systems: From proposals to implementation 2(3) 2.0  
ACCEPT

Tourism, Travel & Hospitality

19 International Customers' Satisfaction Between Green and Non-Green Hotels in Vietnam  
2(4) 2.0 ACCEPT

78 Exploring tourists' crying behaviors during vacation: A well-being-based approach  
0.0 ACCEPT Accounting Theory Rodney A. Oglesby, Drury University

2. Accounting History Darwin L. King, St. Bonaventure University

3. Advertising & Marketing Communication

Louis K. Falk, Univ. of Texas at Brownsville

4. Applied Management Science & DSS

Zahid Khairullah, St. Bonaventure University

5. Communication and Technology John C. Tedesco, Virginia Tech University

6. Cross-Cultural Communication Raquel Casino, Independent Comm. Consult.

7. Cross-Cultural Marketing

Ziad Swaidan, University of Houston-Victoria

8. Cross-Cultural Psychology

C. Dominik Güss, University of North Florida

9. Economics

Dale Steinreich, Drury University

10. Emotional Intelligence & Mindfulness

Chulguen Yang, Southern Connecticut State

11. Entrepreneurship & Small Business

Marty Mattare, Frostburg State University

12. Ethical & Social Issues Stewartyn Ashe, Univ of Houston – Downtown

13. Finance

Phillip Fuller, Jackson State University

14. Global Corp PR, Responsibility & Culture

Eric Ordeix, Ramon Llull University

15. Health Communication & Public Policy J. Gregory Payne, Emerson College



# TRACK CHAIRS OF THE 2019 IABD ANNUAL CONFERENCE

16. Human Resources Management Kaushik Chaudhuri, Shiv Nadar University

17. Information Systems Saurabh Gupta, University of North Florida

18. Interdisciplinary Studies Nada Farhat, Tufts University Medical School

19. Instructional and Pedagogical Issues

Amiso M. George, Texas Christian University

20. International Business Philemon Oyewole, Howard University

21. Leadership John Fisher, Utah Valley University

22. Managerial Accounting Majidul Islam, Concordia University

23. Management of Diversity Chynette Nealy, Univ of Houston – Downtown

24. Manufacturing and Service Mohammad Z. Bsar, National University

25. Marketing

Felix Abeson, Coppin State University

26. Marketing Research

Talha D. Harcar, Penn State – Beaver

27. Operations Management Shakil Rahman, Frostburg State University

28. Organizational Behavior & Theory Kayong Holston, Ottawa University

29. Organizational Comm. & Crisis Mgmt. Reza Eftekharzadeh, St. John's University

30. Political Comm. & Public Affairs John King, East Tennessee State University

31. Project & Knowledge Management Michael Baechle, Baden Wurttemberg Cooperative State University Arthur Kolb, Univ. of Applied Sciences-Kempton

32. Public Relations & Corp. Comm. Bonita Dostal Neff, Indiana University Northwest

33. Service Marketing Paloma Bernal Turnes, Univ. Rey Juan Carlos

34. Social Media Karin Reinhard, Baden Wurttemberg Cooperative State University Kaye McKinzie, University of Central Arkansas

# **TRACK CHAIRS OF THE 2019 IABD ANNUAL CONFERENCE**

35. Sport Business Brian Larson, Widener University

36. Strategic Management Crystal Owen, University of North Florida

37. Strategic Marketing Harold W. Lucius, Rowan University

38. Student Papers Marty Mattare, Frostburg State University

39. Sustainability Greg Robbins, Southern Connecticut State University

40. Tourism, Travel, & Hospitality Nathan K. Austin, Morgan State University

**TRACK CHAIRS OF THE 2014 IABD ANNUAL CONFERENCE**

# CONFERENCE PRESENTATIONS

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



Wednesday, April 9, 2014

5:00 PM – 6:00 PM

Location: Sky Lounge

14

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

# CONFERENCE PRESENTATIONS



Wednesday, April 9, 2014 6:30 PM – 8:30 PM

Location: Rhapsody  
Reception & Dinner

# CONFERENCE PRESENTATIONS

\*\* Breakfast \*\*



Thursday, April 10, 2014

7:00 AM – 8:15 AM

Location: Renditions Restaurant

# CONFERENCE PRESENTATIONS

Thursday, April 10, 2014

8:30 A.M. – 10:00 A.M.

Room: Rhapsody

## HEALTH COMMUNICATION AND PUBLIC POLICY

Track: Health Communication

Track Chair: Gregory Payne, Emerson College

Session Title: Insights on Caring for the Alzheimer's Patient and the Elderly

Session Chair: John Tedesco, Virginia Tech University

- 
1. Presentation Title: "Relationships with Audiences on an On-line Community: A Textual Analysis of the Facebook Pages of Alzheimer's Disease International and Affiliate Organizations in Three Countries" Shannon Listorti, Texas Christian University Amiso M. George, Texas Christian University
  2. Presentation Title: "Caring for Those You Love with Dementia: Documenting the Caregiver's Narrative" Janice Payne, Los Angeles Program John McDaniels, Atlanta
  3. Presentation Title: "Personal Narrative on Relationships and Caregiving for Grandpa" Pete Hall, Emerson College
  4. Presentation Title: "Music as the Means of Communication and Caring" Gregory Payne, Emerson College
- 

Discussants: Enric Ordeix, Ramon Llull University, as well as the panel members.

# CONFERENCE PRESENTATIONS

Planned Excursion...



# CONFERENCE PRESENTATIONS

INDEX