

Friday, March 26th

8:30am – 9:00am

President's WelcomeFriday, March 26th

9:00am – 10:30am E.S.T

Supply Chain Management – Track Chair: Rahul Kale – Session Chair: Deepak Iyengar**Ferndandina Beach**

Deepak Iyengar	26	Impact of Social Networks on Bottom of the Pyramid Supply Chains
Rahul Nilakantan	26	Impact of Social Networks on Bottom of the Pyramid Supply Chains
Shashank Rao	26	Impact of Social Networks on Bottom of the Pyramid Supply Chains
Kouassi Desire Kossonou	89	Supply Chain Management and Offshoring in the US
Mark McMurtrey	89	Supply Chain Management and Offshoring in the US
Kelsey Hagan	92	Total Quality Management and the Software Industry
Mark McMurtrey	92	Total Quality Management and the Software Industry

Public Relations Panel – Track / Session Chair: Bonita Dostal Neff**Mayport Beach**

Tricia Hansen-Horn	62	Public Relations Standards During the Pandemic: Understanding Excellence Within Context and Function
Mitchell Friedman	62	Public Relations Standards During the Pandemic: Understanding Excellence Within Context and Function
Ashleigh Horn	62	Public Relations Standards During the Pandemic: Understanding Excellence Within Context and Function
Kylee Julian	62	Public Relations Standards During the Pandemic: Understanding Excellence Within Context and Function
Dani LaGree	62	Public Relations Standards During the Pandemic: Understanding Excellence Within Context and Function
Adam Horn	62	Public Relations Standards During the Pandemic: Understanding Excellence Within Context and Function

Analytics – Track Chair: Mitchell Church – Session Chair: Christine Jonick**Ponte Verda Beach**

H. Paul LeBlanc III	68	Application of Statistics Training to Real-World Contexts: Issues Related to Working as Data Analysts Outside Academe
David A. Cortez	68	Application of Statistics Training to Real-World Contexts: Issues Related to Working as Data Analysts Outside Academe
Leslie E. Doss	68	Application of Statistics Training to Real-World Contexts: Issues Related to Working as Data Analysts Outside Academe
T. Thomas Lahoud	14	Developing ECG Authentication Models to Protect Private Consumer Data Based on Subjective Norm, Experience & Perceived Risk as Endogenous Variables
Christine Jonick	23	Analyzing and Tracking Big Data in the Context of Product Market Segmentation
Jennifer Schneider	23	Analyzing and Tracking Big Data in the Context of Product Market Segmentation

Student Papers – Track / Session Chair: John Tedesco**Neptune Beach**

Mark Brodie	114	Pedagogical Approach to Developing Student Skillsets By Participating in a Common Collective
Patrick Mulligan	114	Pedagogical Approach to Developing Student Skillsets By Participating in a Common Collective
David Lee	33	Spring 2020 Distance Learning: What Connects the School Districts of Arkansas and What Doesn't?
Mavuto Kalulu	33	Spring 2020 Distance Learning: What Connects the School Districts of Arkansas and What Doesn't?
Madison Sims	X	Facebook and COVID-19 Vax Hesitancy
Skylar Jiang	x	Gastrodiplomacy: Branding the Lunar New Year in China
Yuki Wang	x	Gastrodiplomacy: Branding the Lunar New Year in China

International Business – Track / Session Chair: Philomen Oyewole**Black Rock Beach**

Philemon Oyewole	55	A Shift Share Analysis of Service Exports of the Countries of Latin America & Caribbean
Shahid Siddiqi	110	COVID 19 & its Globalization Linkages: Identifying & Examining the Depth of Complexity
Allison Thomas	78	Should Freedom of Speech be Accepted Universally?
Andrea Nevil	78	Should Freedom of Speech be Accepted Universally?
Susana Velez-Castrillon	78	Should Freedom of Speech be Accepted Universally?

Advertising & Marketing Communication – Track Chair: Louis Falk – Session Chair: Charles Lubbers**Atlantic Beach**

Louis Falk	53	The Advertising / Marketing of Guns: An Industry Overview
Douglas Stoves	53	The Advertising / Marketing of Guns: An Industry Overview
Enrique Erdmenger	53	The Advertising / Marketing of Guns: An Industry Overview
Branko Cavarkapa	86	How to Reach Out to Your Consumers: Online Advertising vs Traditional Advertising
George Funk	42	Businesses Minded Approach to Marketing Counseling and Psychological Services
Brian Larson	42	Businesses Minded Approach to Marketing Counseling and Psychological Services
Ali Kansa	52	Barriers and Misinterpretations: Why Businesses Still Fail to Fully Implement Integrated Marketing Communication (IMC)

Friday, March 26th**10:45am – 12:15pm E.S.T****Economics / Sustainability – Track Chairs: Dale Steinreich / Chris Baynard – Session Chair: Dale Steinreich****Ponte Vedra Beach**

Henrique Lyra Maia	59	Are Paradigmatic Analyses Useful? The Case of Monetarism, the Austrian School, and the Brazilian Economy of 2004-2016
Dale Steinreich	59	Are Paradigmatic Analyses Useful? The Case of Monetarism, the Austrian School, and the Brazilian Economy of 2004-2016
Deborah Combs	3	Sustainability in the United States Higher Education System; Where Are We Headed Now
Christi Mattix	3	Sustainability in the United States Higher Education System; Where Are We Headed Now

Supply Chain Management/Marketing – Track Chairs: Rahul Kale / David Kim – Session Chair: Mark McMurtrey

Rahul Kale	85	A Literature Survey of Process Mapping
Sarah Duggan	90	Distribution in the Food Industry: Impact of the 2020 Truck Driver Shortage
Mark McMurtrey	90	Distribution in the Food Industry: Impact of the 2020 Truck Driver Shortage
Jose Matarranz	76	A Marketing vision for Higher Education institutions from the perspective of quality and perceived value in the post-COVID19 time
Jesus Garcia-Madariaga	76	A Marketing vision for Higher Education institutions from the perspective of quality and perceived value in the post-COVID19 time

Student Papers – Track / Session Chair: John Tedesco**Neptune Beach**

Jared Haines	x	Emotional Intelligence in the COVID Era
Annie Noel	X	Feedback Loop for Elected Officials
Isabel Holloway	130	Polling, Public Opinion and the 2020 Election
Kelsey Reardon	130	Polling, Public Opinion and the 2020 Election
Spencer Kimball	130	Polling, Public Opinion and the 2020 Election
Nicolette Simmonds	x	National Cuisine as Gastrodiplomacy
Kathryn Smith	107	Progressive Campaigning in the Age of COVID

Cross-Cultural & Interpersonal Communication – Track / Session Chair: Jennifer Summary**Jacksonville Beach**

Ana Tereza de Almeida Caires	140	Bolsonaro and Trump: Populist Rhetoric at Pandemic Times
John Fisher	95	Cultural Implications of a Study of Police Communication with Minorities
Halil Asllani	95	Cultural Implications of a Study of Police Communication with Minorities
Jennifer Summary	128	Gaslighting in Family Communication

Advertising & Marketing Communication – Track Chair: Louis Falk – Session Chair: Brian Larson**Atlantic Beach**

Angela Corbo	17	Communicating Sense of Place to Build Brand Identity: An Analysis of Craft Brewery Websites
Jeffrey Lolli	17	Communicating Sense of Place to Build Brand Identity: An Analysis of Craft Brewery Websites
Donna Albano	17	Communicating Sense of Place to Build Brand Identity: An Analysis of Craft Brewery Websites
Thomas Prinsen	25	Social Media Use of Religious Leaders
Charles Lubbers	65	Young Adults Use and Perception of Dating Apps
Teddi Joyce	65	Young Adults Use and Perception of Dating Apps

Dramaturgy – Track / Session Chair: Robert Brown**Black Rock Beach**

Robert E. Brown	119	Acting Out
Robin Low	125	Why We Fail at Helping Others
Burton St John III	123	Four Building Blocks for the Engineering of Human Connections

Public Relations & Corporate Communication – Track Chair: Bonita Neff – Session Chair: Dani LaGree**Mayport Beach**

Mitchell Friedman	64	What about the client in the public relations campaigns course? A look at what the literature tells us
John King	69	Face-ism theory in YouTube images of candidates in the 2020 U.S. presidential election
Ali Kanso	91	Southwest Airlines Efforts to Diminish Negative Publicity Caused by Engine Failure
Leah Grassmuck	91	Southwest Airlines Efforts to Diminish Negative Publicity Caused by Engine Failure

Friday, March 26th**1:00pm – 2:30pm E.S.T****Student Papers – Track / Session Chair: John Tedesco****Neptune Beach**

Yulia Efthymiou	x	Event Planning in an Era of COVID
Tanner Corley	35	License to Exclude: Minority Barber in Arkansas
Wendy Lucas	35	License to Exclude: Minority Barber in Arkansas
Jay Rosato	144	A Tale of Two Faces: Analyzing the Communication Strategies John D. Mahama and Nana Akufo-Addo used during the 2020 Elections
Alex Kanode	30	Occupational Licensing Growth and its Effect on Opticians and Cosmetologists
Elsa Mattson	30	Occupational Licensing Growth and its Effect on Opticians and Cosmetologists
Thomas Snyder	30	Occupational Licensing Growth and its Effect on Opticians and Cosmetologists

Strategic Management – Track / Session Chair: Pingying Zhang**Atlantic Beach**

Alicia Blanco-González	9	Corporate Legitimacy during COVID-19 lockdown according to New York citizens
Francisco Díez-Martín	9	Corporate Legitimacy during COVID-19 lockdown according to New York citizens
Giorgia Miotto	9	Corporate Legitimacy during COVID-19 lockdown according to New York citizens
Wonseok Choi	20	Developing Intra-Group Trust Digitally: Challenges of Distant Learning in the COVID-19 Era
Lawrence Zeff	20	Developing Intra-Group Trust Digitally: Challenges of Distant Learning in the COVID-19 Era
Ana Raposo	115	Business-to-Business (B2B) Companies: Strategic Communication in a Post-COVID World
Marta Gonçalves	115	Business-to-Business (B2B) Companies: Strategic Communication in a Post-COVID World
Yi Karnes	36	COVID 19 and Cross-Sector Collaboration

Ethical & Social Issues – Track / Session Chair: Kellye Jones**Black Rock Beach**

Mary Lou Overs	133	Bullying in Academia: Perception or Reality
Robert Schupp	133	Bullying in Academia: Perception or Reality
Paul Fadil	133	Bullying in Academia: Perception or Reality
Kaye McKinzie	1	Gender & Rank of Faculty
Brigid A. Appiah Otoo	1	Gender & Rank of Faculty
Samira Shirzaei	1	Gender & Rank of Faculty
Avery Smith	39	Redefining the subject of the free market for international trade in the 21st Century
Alexander Chen	71	Perceived Ethics, Grouping and Comparison among Business Students
Michael Rubach	71	Perceived Ethics, Grouping and Comparison among Business Students
Marsha Carson	71	Perceived Ethics, Grouping and Comparison among Business Students

Health Communication & Public Policy – Track Chair: Gregory Payne – Session Chair: Enric Ordeix**Mayport Beach**

C. Christopher Lee	54	A Zero-One Linear Programming Model for Determining an Optimal Health Insurance Plan
Lisa Main	54	A Zero-One Linear Programming Model for Determining an Optimal Health Insurance Plan
Ramadan Hemaïda	54	A Zero-One Linear Programming Model for Determining an Optimal Health Insurance Plan
Bridget Seche	x	Local/Global Civic Engagement through Sports: The Launch of Sports and Snacks
Natalie Reid	x	Local/Global Civic Engagement through Sports: The Launch of Sports and Snacks
Alexis Dill	x	Local/Global Civic Engagement through Sports: The Launch of Sports and Snacks
Carolyn Young	x	Keeping Antarctica a Neutral Continent
Alexander Chen	83	Prevention Health Care, Social Influence, and Demographics on Lifestyle of Taiwanese Baby Boomers
Kelsey Hagan	83	Prevention Health Care, Social Influence, and Demographics on Lifestyle of Taiwanese Baby Boomers
Scott Nadler	83	Prevention Health Care, Social Influence, and Demographics on Lifestyle of Taiwanese Baby Boomers

Instructional & Pedagogical Studies – Track Chair: Amiso George – Session Chair: Joseph Thomas**Fernandina Beach**

James Aller	58	Examination of Qualitative versus Quantitative Video Utilization
Mark Grimes	58	Examination of Qualitative versus Quantitative Video Utilization
Allen Brown	58	Examination of Qualitative versus Quantitative Video Utilization
Joseph Thomas	40	Impact of COVID-19 on Pedagogy and Student Success
Mike Casey	40	Impact of COVID-19 on Pedagogy and Student Success
Jeff Hill	40	Impact of COVID-19 on Pedagogy and Student Success
Nanda Ganesan	21	Conducting Online Examinations
Nirusha Thavarajah	21	Conducting Online Examinations
Brandi Quesenberry	104	Emotional Intelligence: It's more than just a "soft skill"

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

Diane Bandow	19	Business Case: JoeLouie's Restaurants
Tish Matuszek	19	Business Case: JoeLouie's Restaurants
James Aller	57	Examination of the Antecedents and Consequences of Human Resource Decisions and the Psychological Contract of HR Staff
John Dexter	57	Examination of the Antecedents and Consequences of Human Resource Decisions and the Psychological Contract of HR Staff
Tish Matuszek	48	Faculty Development as a 21st Century Paradigm of Corporate Social Responsibility
Diane Bandow	48	Faculty Development as a 21st Century Paradigm of Corporate Social Responsibility
C. Christopher Lee	97	Moderating Effects of Generations on Employee Retention during the COVID-19 Pandemic: A Regression Analysis
Joseph Quattropiani	97	Moderating Effects of Generations on Employee Retention during the COVID-19 Pandemic: A Regression Analysis
Donghwi Seo	97	Moderating Effects of Generations on Employee Retention during the COVID-19 Pandemic: A Regression Analysis

Tourism, Travel & Hospitality – Track Chairs: AJ Templeton & Liza Cobos – Session Chair: AJ Templeton**Ponte Verda Beach**

Jie Gao	4	How Souvenirs Extend Happiness: An Emotion Regulation Perspective
Ye Zhang	4	How Souvenirs Extend Happiness: An Emotion Regulation Perspective
Ting Liu	4	How Souvenirs Extend Happiness: An Emotion Regulation Perspective
Xinran Zhao	4	How Souvenirs Extend Happiness: An Emotion Regulation Perspective
Brian V. Larson	74	Mytho-tourism: Fan communities and brand loyalty to mythical cryptids in the U.S.
H. Paul LeBlanc III	74	Mytho-tourism: Fan communities and brand loyalty to mythical cryptids in the U.S.
Jie Gao	5	Strategies for Recovering From Service Failure
Lixia Yao	5	Strategies for Recovering From Service Failure

Friday, March 26th**2:45pm – 4:15pm E.S.T****Entrepreneurship & Family Business – Track / Session Chair: Marty Mattare****Fernandina Beach**

Carlos Baldo	31	An investigation on factors influencing university students' entrepreneurship orientations
Shiang-Lih Chen McCain	31	An investigation on factors influencing university students' entrepreneurship orientations
Angelika Koukoulas	31	An investigation on factors influencing university students' entrepreneurship orientations
Donna Danns	102	The Interconnections among Entrepreneurial Optimism, Realism and Pessimism: A Study of Youth Entrepreneurs in a developing country
George Danns	102	The Interconnections among Entrepreneurial Optimism, Realism and Pessimism: A Study of Youth Entrepreneurs in a developing country
Eren Ozgen	22	Digital Technologies in Entrepreneurship Education
Martha Mattare	32	Teaching University Students How to Write a Real Business Plan

Strategic Management – Track / Session Chair: Pingying Zhang**Atlantic Beach**

Enrique de Diego	11	Strategic Agility: A Bibliometric Analysis
Paloma Almodovar	11	Strategic Agility: A Bibliometric Analysis
Adrián López-Balboa	12	How to measure organizational legitimacy through online news?
Alicia Blanco-González	12	How to measure organizational legitimacy through online news?
Camilo Prado-Román	12	How to measure organizational legitimacy through online news?
Marisol Carvajal Camperos	77	Analysis of the concept and scope of strategic alliances: A longitudinal approach (1972-2020)
Paloma Almodóvar Martínez	77	Analysis of the concept and scope of strategic alliances: A longitudinal approach (1972-2020)
Roberto Vassolo	77	Analysis of the concept and scope of strategic alliances: A longitudinal approach (1972-2020)
Cory Angert	34	Moviepassed Out: Lessons Gleaned from Corporate Failure

Marketing Research – Track / Session Chair: Talha Harcar**Mayport Beach**

Talha Harcar	127	The Age of Neuromarketing: How Can Marketing Researchers Benefit from Neuroscience
Taha Murat Harcar	127	The Age of Neuromarketing: How Can Marketing Researchers Benefit from Neuroscience
Daniel W. Smith	126	The Business Cycle: How it Influences Small Businesses and Their Marketing Decisions
Talha Harcar	129	The Effects of Televised Turkish Soap Operas on Moroccan Consumers' Evaluations of Products "Made in Turkey"
Ali Kara	129	The Effects of Televised Turkish Soap Operas on Moroccan Consumers' Evaluations of Products "Made in Turkey"

Ethical & Social Issues – Track / Session Chair: Kellye Jones**Black Rock Beach**

Alexander Chen	43	Longitudinal Study of Business Student Ethics
Kaye McKinzie	43	Longitudinal Study of Business Student Ethics
Marsha Carson	43	Longitudinal Study of Business Student Ethics
Kellye Jones	88	Investor Preferences in Technology Firm Funding: Is There Gender Bias?
Avery Smith	38	Making the Dollar Stretch in a Free Market: A case study of robbing Peter to feed Paul
Diane Bandow	50	The Search for More Great, Ethical Leaders: Updating Management Education
Tish Matuszek	50	The Search for More Great, Ethical Leaders: Updating Management Education

Tourism, Travel & Hospitality / Organizational Behavior – Track Chairs: AJ Templeton & Liza Cobos / David Kim**Ponte Verda Beach**

Eran Ketter	98	Tourism resilience and the effects of COVID-19 on Europeans' travel sentiment
Jie Gao	8	Emotional Labor Strategies and Their Influences on Women's Leadership in Hotels
Ting Liu	8	Emotional Labor Strategies and Their Influences on Women's Leadership in Hotels
Jie Gao	6	Examining Emotional Labor in COVID-19 Through the Lens of Self-efficacy
Lixia Yao	6	Examining Emotional Labor in COVID-19 Through the Lens of Self-efficacy

Sports Business / Leadership – Track Chairs: Brian Larson & Yawei Wang / Robert Bennett – Session Chair: Yawei Wang**Jacksonville Beach**

Isaac Taberner	47	The Influence of Sport Event and Destination Attributes on Participants' Satisfaction
Albert Juncà	47	The Influence of Sport Event and Destination Attributes on Participants' Satisfaction
Brian Larson	60	Evolving Jersey Sponsorship Actions and Fan Responses Over Time and Across Major League Sports
Ric Jensen	60	Evolving Jersey Sponsorship Actions and Fan Responses Over Time and Across Major League Sports
Ryan Dastrup	60	Evolving Jersey Sponsorship Actions and Fan Responses Over Time and Across Major League Sports
Yawei Wang	60	Evolving Jersey Sponsorship Actions and Fan Responses Over Time and Across Major League Sports
Erich Bergiel	44	COVID-19 Leadership: The Impacts of a Pandemic on How We Lead
Tanya Thomas	44	COVID-19 Leadership: The Impacts of a Pandemic on How We Lead
Rodney Hyatt	44	COVID-19 Leadership: The Impacts of a Pandemic on How We Lead

Student Papers – Track / Session Chair: John Tedesco**Neptune Beach**

Collin Hodges	37	Occupational License Reform and Immigration Employment
Kennedy Neely	37	Occupational License Reform and Immigration Employment
Alexis Dill	x	Global Engagement Through Sports - The Launch of Sports and Snacks
Bridget Seche	x	Global Engagement Through Sports - The Launch of Sports and Snacks
Natalie Reid	x	Global Engagement Through Sports - The Launch of Sports and Snacks
Patty Tamayo	108	Promoting Multidisciplinary Engagement in the COVID Era – Dia De Los Muertos

Friday, March 26th**4:30pm – 6:00pm E.S.T****ALL ACADEMY Session**

Margaret A. Goralski	The Challenges of Professing during COVID-19: On Campus, Remote, Online
Louis K. Falk	The Challenges of Professing during COVID-19: On Campus, Remote, Online
John R. Fisher	The Challenges of Professing during COVID-19: On Campus, Remote, Online
Paul Fadil	The Challenges of Professing during COVID-19: On Campus, Remote, Online

SATURDAY**Saturday March 27th****9:00am – 10:30am E.S.T****ALL ACADEMY Session**

Cathryn Edelstein	The Team Harmony Foundation: “HATE: What are YOU going to DO?”
Angel Salcedo	The Team Harmony Foundation: “HATE: What are YOU going to DO?”
Eleanor Barkett	The Team Harmony Foundation: “HATE: What are YOU going to DO?”
Khary Higgins	The Team Harmony Foundation: “HATE: What are YOU going to DO?”
Mark Brodie	The Team Harmony Foundation: “HATE: What are YOU going to DO?”
Gregory Payne	The Team Harmony Foundation: “HATE: What are YOU going to DO?”
Mariana Periera	The Team Harmony Foundation: “HATE: What are YOU going to DO?”
Hugo Andrade	The Team Harmony Foundation: “HATE: What are YOU going to DO?”
Ana Margarida Patinho	The Team Harmony Foundation: “HATE: What are YOU going to DO?”

Saturday March 27th**10:45am – 12:15pm****Interdisciplinary Studies – TEAM HARMONY – Track Chair: Nada Farhat – Session Chair: Cathryn Edelstein****Atlantic Beach**

Sonali Anand	Student Perspectives on Conducting “ON THE SAME PAGE” A Book Donation Campaign for Boston Public Schools
José Garcia	Student Perspectives on Conducting “ON THE SAME PAGE” A Book Donation Campaign for Boston Public Schools
Lauren DiTullio	Student Perspectives on Conducting “ON THE SAME PAGE” A Book Donation Campaign for Boston Public Schools
Monica Roche	Student Perspectives on Conducting “ON THE SAME PAGE” A Book Donation Campaign for Boston Public Schools

Accounting Research / Accounting Theory / Finance – Track Chairs: Robert Slater / Uma Sridharan / Phillip Fuller**Session Chair: Uma Sridharan / Robert Slater****Fernandina Beach**

Uma Sridharan	16	Fintech, Digital Payments and the Risks of Outsourcing Payroll Accounting: The Case of MyPayrollHR
Daniel Boylan	49	How Can Continuous Accounting Improve a Company’s Accounting Cycle?
William Harris	49	How Can Continuous Accounting Improve a Company’s Accounting Cycle?
Alexander Sutton	49	How Can Continuous Accounting Improve a Company’s Accounting Cycle?
John Shoaf	18	Explaining Utility to Insurance Customers: The Dollar Weighted Utility Method
K. Matthew Wong	18	Explaining Utility to Insurance Customers: The Dollar Weighted Utility Method

Dramaturgy – Track Chair: Robert Brown – Session Chair: Johanna Fawkes**Black Rock Beach**

Johanna Fawkes	122	Public Relations as Performance
Jenny Zhengye Hou	121	Performing Humanism in Chinese Public Relations
Donn Tilson	124	Caritas - A Radical New View of Public Relations

Interdisciplinary Studies – Track / Session Chair: Nada Farhat**Jacksonville Beach**

Inês Casimiro	134	SARS-CoV-2 and the children_ some remarks on risk communication
Mafalda Eiró-Gomes	134	SARS-CoV-2 and the children_ some remarks on risk communication
João Ferreira	136	European Parliament and SARS-COV2 Risk Communication - Some Remarks
Mafalda Eiró-Gomes	136	European Parliament and SARS-COV2 Risk Communication - Some Remarks
Nada Farhat	x	A Personal Journey Through the Covid-19 Pandemic From Beginning to Vaccination
Vesna Pavičić	94	Humanitarian and Ecological Crisis in Eastern Ukraine Since the Conflict 2014
Muhaedin Bela	94	Humanitarian and Ecological Crisis in Eastern Ukraine Since the Conflict 2014
John Fisher	94	Humanitarian and Ecological Crisis in Eastern Ukraine Since the Conflict 2014

Managerial Accounting – Track / Session Chair: Majidul Islam**Mayport Beach**

Raymond Cox	7	The Performance of US Marijuana Stocks
Quan Cheng	7	The Performance of US Marijuana Stocks
Majidul Islam	101	How Can the Telecom Industry Make Effective use of the BSC for the Improvement of Financial Indicators
Ashrafee Hosain	101	How Can the Telecom Industry Make Effective use of the BSC for the Improvement of Financial Indicators
Nirosh Kuruppu	101	How Can the Telecom Industry Make Effective use of the BSC for the Improvement of Financial Indicators
Muhammad Jamal	100	Non-Standard Work Schedules Management Among Canadian Employees: An Empirical Study
Majidul Islam	100	Non-Standard Work Schedules Management Among Canadian Employees: An Empirical Study

Health Communication & Public Policy – Track / Session Chair: Gregory Payne**Ponte Vedra Beach**

Chuqi Ding	x	Local/Global Civic Engagement from Beijing to Boston: PR and Pretzels
Xuefei Li	x	Local/Global Civic Engagement from Beijing to Boston: PR and Pretzels
Wenjie Zheng	x	Local/Global Civic Engagement from Beijing to Boston: PR and Pretzels
Mehroz Sajjad	x	International Women's Day: Pakistan's Women's March
Tao Sun	141	Effects of Meal Proportions on Body Weight
Arianna Cruz	x	Reviving a Proud Tradition: Pizza and Politics
Bu Zhong	142	Extracting Medical Insights to Manage Irritable Bowel Syndrome from Online Posts of Adolescents and Parents
Qian Liu	142	Extracting Medical Insights to Manage Irritable Bowel Syndrome from Online Posts of Adolescents and Parents

Student Papers – Track / Session Chair: John Tedesco**Neptune Beach**

Allison Valton	131	Tackling Burn-Out: How Students are Grappling with the COVID-19 Pandemic
Lilly Meehan-Egan	131	Tackling Burn-Out: How Students are Grappling with the COVID-19 Pandemic
Madison Sims	131	Tackling Burn-Out: How Students are Grappling with the COVID-19 Pandemic
Victoria Li	105	Global Pandemic and the Challenges of the Movie Industry
Dylan Scarfo	x	An Analysis of French Cuisine, Culture, and Hospitality Throughout Northeastern U.S. Restaurants
Kiki Deng	106	Zoom and Online Format for International Students
Nicole Li	106	Zoom and Online Format for International Students
Wenjie Zheng	106	Zoom and Online Format for International Students
Catalina Belmont	x	Gastrodiplomacy: The Chilean and Peruvian Battle over Nation Branding - The Peace Goes Sour
Nathan Heintze	87	Glove Order Analysis - Large Healthcare Facility in the Mid Southwest

Saturday March 27th**1:00pm – 2:30pm E.S.T****Information Systems & E-Learning – Track / Session Chair: Shuaifu Lin****Fernandina Beach**

Liqiong Deng	15	Gamified Information Systems: Gameful Experiences, Achievement Goals, and Performance
Liza Cobos	29	Influencing factors to continuance intention
Yoshimasa Kageyama	29	Influencing factors to continuance intention
Renee Pratt	103	The Cultural Impact on Electronic Health Record Implementation
Cindi Smatt	103	The Cultural Impact on Electronic Health Record Implementation
Donald Wynn	103	The Cultural Impact on Electronic Health Record Implementation
Mary Joann Rouse	117	Utilizing technology in a teaching environment to leverage student learning outcomes during the COVID pandemic
Sandra Thomas	117	Utilizing technology in a teaching environment to leverage student learning outcomes during the COVID pandemic

Operations Management – Track / Session Chair: Shakil Rahman**Black Rock Beach**

Hamid Khan	96	Organizational Behavior Modification (OBM) Helps in Operations Optimization, Student Retention, and Supply Chain Management by Simulation
Govind Sanjay Nayar	99	Operations Management Innovation, Agile and Digital Transformation in the New Reality – an Action Research
Ranjith Nayar	99	Operations Management Innovation, Agile and Digital Transformation in the New Reality – an Action Research
Ehsan Ardjmand	67	Order Cartonization and Fulfillment Center Assignment in the Retail Industry
Shakil Rahman	67	Order Cartonization and Fulfillment Center Assignment in the Retail Industry
William Young II	67	Order Cartonization and Fulfillment Center Assignment in the Retail Industry
Iman Ghalehkhondabi	67	Order Cartonization and Fulfillment Center Assignment in the Retail Industry

Global Corporate PR, Responsibility & Culture – Track Chair: Enric Ordeix – Session Chair: Alicia Blanco-González**Atlantic Beach**

Jordi Xuclà	46	Raise of international value of Spain due to the international affairs deals when the retreat of the Iraq troops.
Gabriel Cachón Rodriguez	13	The effect of legitimacy and communication on the purchase intention of North American consumers during the COVID-19 crisis: USA versus Mexico
Cristina Del Castillo Feito	13	The effect of legitimacy and communication on the purchase intention of North American consumers during the COVID-19 crisis: USA versus Mexico
Sandra Escamilla	13	The effect of legitimacy and communication on the purchase intention of North American consumers during the COVID-19 crisis: USA versus Mexico
Betsy Read	x	Mapping Female Sports Management
Enric Ordeix	x	Mapping Female Sports Management

Sustainability – Track Chair: Chris Baynard – Session Chair: Dale Steinreich**Ponte Vedra Beach**

Ayesha Mirza	x	Crisis management in a connected world During Pandemic: A Review of Communication Strategies of MNCs
Legor Trieshhchov	113	The Circular Economy - Sustainable Stakeholder Management
Talha Interlink	x	Vaccine Nationalism and Role of Communication in Globalised World

Public Relations & Corporate Communication – Track Chair: Bonita Neff – Session Chair: Ali Kanso**Mayport Beach**

Tricia Hansen-Horn	61	What's with a Public Relations Name and Credibility: Moving Forward in Spite of a Global Pandemic
Dani LaGree	61	What's with a Public Relations Name and Credibility: Moving Forward in Spite of a Global Pandemic
Adam Horn	61	What's with a Public Relations Name and Credibility: Moving Forward in Spite of a Global Pandemic
John King	70	Broadcast media framing of a Middle East political rift
Meruyert King	70	Broadcast media framing of a Middle East political rift
Bonita Neff	84	The Theoretical Undergirding: Comparing and Contrasting Public Relations and Marketing Theory

Interdisciplinary Studies – Track / Session Chair: Nada Farhat**Jacksonville Beach**

Filipa Brandão	139	Communicating the Space: A New Endeavor for Communication Professionals
Mafalda Eiró-Gomes	139	Communicating the Space: A New Endeavor for Communication Professionals
Mariana Pereira	137	Discrimination Against LGBTQ+ Community: What Have We Done?
Ana Carolina Martins	137	Discrimination Against LGBTQ+ Community: What Have We Done?
Ana Margarida Patinho	137	Discrimination Against LGBTQ+ Community: What Have We Done?
Hugo Andrade	137	Discrimination Against LGBTQ+ Community: What Have We Done?
Tiago Silva	137	Discrimination Against LGBTQ+ Community: What Have We Done?
Vanessa Moreira	135	Risk and Crisis: Remarks on a Science Communication Approach to Help Navigate Uncertainty

Student Papers – Track / Session Chair: John Tedesco**Neptune Beach**

Allison Valton	109	Student Civic Engagement During COVID-19: A New Normal
Andrew Geiger	109	Student Civic Engagement During COVID-19: A New Normal
Arianna Cruz	109	Student Civic Engagement During COVID-19: A New Normal
Cole Salamone	109	Student Civic Engagement During COVID-19: A New Normal
Andrew Knight	116	Implementing Buy Local Campaigns with Authenticity: Expanding the Public Relations Toolkit
Alexander Chen	81	Attitudes and Behaviors of Egyptians Towards E-Payment Services
David McCalman	81	Attitudes and Behaviors of Egyptians Towards E-Payment Services
Jacob Walker	81	Attitudes and Behaviors of Egyptians Towards E-Payment Services
Mohamed Abdeldayem	81	Attitudes and Behaviors of Egyptians Towards E-Payment Services
Sayed Elsayed Elkhoully	81	Attitudes and Behaviors of Egyptians Towards E-Payment Services
Shuaifu Lin	118	A Nomological Network of Supplier Integration and Customer Integration on Firm Performance
Tooba Narejo	118	A Nomological Network of Supplier Integration and Customer Integration on Firm Performance
Alexander Chen	79	Encouraging a Cashless Society in Saudi Arabia
Joseph Thomas	79	Encouraging a Cashless Society in Saudi Arabia
Khazretali Zeinolla	79	Encouraging a Cashless Society in Saudi Arabia
Mark McMurtrey	79	Encouraging a Cashless Society in Saudi Arabia
Michael Ellis	79	Encouraging a Cashless Society in Saudi Arabia

Saturday March 27th**2:45pm – 4:15pm E.S.T****Student Papers – Track / Session Chair: John Tedesco****Neptune Beach**

Alexander Chen	80	Attitudes and Behaviors of Young Chinese Towards E-Payment Services
Daryl Adopo	80	Attitudes and Behaviors of Young Chinese Towards E-Payment Services
Jim Downey	80	Attitudes and Behaviors of Young Chinese Towards E-Payment Services
Andrew Geiger	x	Esports Event Planning in the COVID Era: Cody Dragon Esports Evangelist
Cole Salamone	x	Esports Event Planning in the COVID Era: Cody Dragon Esports Evangelist
Kaye McKinzie	63	Putting More in to Get Less Out: A Study of the Sewage and Pollution Problem in New York City
Mary May	63	Putting More in to Get Less Out: A Study of the Sewage and Pollution Problem in New York City
Alexander Chen	82	Preventive Health Care and Factors Affecting Dietary Behavior Among Taiwanese Baby Boomers
Kelsey Hagan	82	Preventive Health Care and Factors Affecting Dietary Behavior Among Taiwanese Baby Boomers
Scott Nadler	82	Preventive Health Care and Factors Affecting Dietary Behavior Among Taiwanese Baby Boomers

Interdisciplinary Studies – Track / Session Chair: Nada Farhat**Jacksonville Beach**

Daniel Boylan	51	Norm Detachment: Unwillingness of Millennials to Negotiate
Bianca Beerman	51	Norm Detachment: Unwillingness of Millennials to Negotiate
C. Christopher Lee	56	Effects of Anchoring Paradigm on Generation Z Consumers' Purchasing Decision-Making
Teodor Panaitisor	56	Effects of Anchoring Paradigm on Generation Z Consumers' Purchasing Decision-Making
Ramadan Hemaida	56	Effects of Anchoring Paradigm on Generation Z Consumers' Purchasing Decision-Making
Sohail Riaz	x	Women Empowerment through Positive Media Representation- A Case Study of Pakistani Television Drama
Hyun Jung Yun	93	The Spiral of Political Youth Voice: An Application of the Spiral of Silence Theory to Opinion Expression among New American Voters
Monica Ancu	93	The Spiral of Political Youth Voice: An Application of the Spiral of Silence Theory to Opinion Expression among New American Voters
Jae Hee Park	93	The Spiral of Political Youth Voice: An Application of the Spiral of Silence Theory to Opinion Expression among New American Voters
Blake Farrar	93	The Spiral of Political Youth Voice: An Application of the Spiral of Silence Theory to Opinion Expression among New American Voters
Spiro Kiouisis	93	The Spiral of Political Youth Voice: An Application of the Spiral of Silence Theory to Opinion Expression among New American Voters

Global Corporate PR Responsibility & Culture – Track Chair: Enric Ordeix – Session Chair: Gregory Payne**Atlantic Beach**

Shiang-Lih Chen McCain	28	Casino Corporate Social Responsibility during the Pandemic
Jeff Lolli	28	Casino Corporate Social Responsibility during the Pandemic
John Umit Palabiyik	28	Casino Corporate Social Responsibility during the Pandemic
Silva Pasqual	x	Experiential Education in PR: The case of the GlobCom Project and the Daily Mile Foundation
Adriana Chiva	x	Experiential Education in PR: The case of the GlobCom Project and the Daily Mile Foundation
Enric Ordeix	x	Corporate Hubs of Knowledge: A new trend to become a change agent
Gregory Payne	x	Corporate Hubs of Knowledge: A new trend to become a change agent

Business Law / Organizational Communication & Crisis Management – Track / Session Chairs: Robert A. Smith & Kauther Badr**Black Rock Beach**

Kauther Badr	66	Child Labor and Ethical Decision Making in a Globalized World
Robert Smith	66	Child Labor and Ethical Decision Making in a Globalized World
Ivan Seenaring	66	Child Labor and Ethical Decision Making in a Globalized World
Brookney Delgado	24	How Employee Perceptions of Leader's Interpersonal Communication Competence Correlates with Job Satisfaction and Motivation
Charles Lubbers	24	How Employee Perceptions of Leader's Interpersonal Communication Competence Correlates with Job Satisfaction and Motivation

Project & Knowledge Management – Track / Session Chair: Arthur Kolb**Mayport Beach**

Cindi Smatt	72	Emotional Resources Impact on Knowledge Exchange: A Social Network Approach
Renee Pratt	72	Emotional Resources Impact on Knowledge Exchange: A Social Network Approach
Arthur Kolb	27	Maturity Model to determine digital status in Higher Education
Luisa Eugenia Reyes Recio	45	Agile to University Teaching in Project management: A Test in the Classrooms of Rey Juan Carlos University
Elena Fernández Gascueñas	45	Agile to University Teaching in Project management: A Test in the Classrooms of Rey Juan Carlos University
Rocio Usero López	45	Agile to University Teaching in Project management: A Test in the Classrooms of Rey Juan Carlos University

Information Systems & e-Learning / Computer Science – Track Chairs: Shuaifu Lin / Jason Porter – Session Chair: Jason Porter**Fernandina Beach**

Liqiong Deng	2	Technology Paradoxes, Regulatory Focus and Trust
Joseph Thomas	41	Public Knowledge Assessment of Cybersecurity Prior To COVID-19
Ken Griffin	41	Public Knowledge Assessment of Cybersecurity Prior To COVID-19
Jacob Malimban	10	Drone Hacking: Applying the Cyber Kill Chain to Hijack Unmanned Aerial Systems
Bryson Payne	10	Drone Hacking: Applying the Cyber Kill Chain to Hijack Unmanned Aerial Systems
Tamirat Abegaz	10	Drone Hacking: Applying the Cyber Kill Chain to Hijack Unmanned Aerial Systems

Saturday March 27th**4:15pm – 5:00pm E.S.T****President's Closing Remarks**