

The 54th Annual

MBAA INTERNATIONAL CONFERENCE

**Putting the Pieces Together: Top
Educators + Best Practices + New
Technology = Relevant Outcomes**

**Publishing: Practical Help
for Publishing Success**



April 18–20, 2018

Palmer House Hilton Hotel • Chicago, IL
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- » Friday, April 20 at 9:30 a.m.



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MBAA International

America's Best Conference Value!

2019 Conference Dates

March 27 through March 29, 2019

MBAA International is America's Best Conference Value. It's what a great conference ought to be—useful research, engaging relationships, and fun—lot's of fun.

With hundreds of your colleagues, cutting-edge education resource providers, practical topics such as How to Get Published, and amazing entertainment, all at an incredible price **and** an incredible hotel rate at the world class Palmer House Hilton, a world-wide destination hotel, it's easy to see why MBAA International **IS** America's Best Conference Value!



For 50+ years MBAA International, with 12 tracks covering every business discipline, has been the leader in high-value, interdisciplinary professional development.

Two free nights of entertainment (with beverages included) is icing on an already great cake!

Palmer House Hilton Hotel—World Class
In the heart of Chicago's Loop

Mail Advance Registration to:

Jeff Clark, Executive Director
MBAA International
Middle Tennessee State University
BAS N360, Box 45
Murfreesboro, TN 37132

Advance Registration

Advance registration speeds up the on-site process at the conference and facilitates materials preparation and mail list maintenance. A packet containing appropriate documents and receipts will be waiting for each registrant at the pre-registration booth.

Membership in MBAA International is included in your paid primary registration.

Hotel Arrangements

We have a special conference rate at the Palmer House Hilton Hotel for the 2018 conference.

Please make all hotel reservations directly with the Palmer House Hilton Hotel. To make your reservation online, go to mbaainternational.org and follow the hotel reservation instructions.

Exhibits

MBAA International sponsors exhibits of educational material during the conference.

2019 MBAA International Program

Persons interested in participating in the 2019 program, scheduled for April 17 through April 19, 2019, at the amazing Palmer House Hilton Hotel ~ history in the heart of Chicago's Loop! ~ please contact:

Juan Meraz
Missouri State University
901 South National
Springfield, MO 65897
JuanMeraz@MissouriState.edu
(417) 836-5566

2018 MBAA International Best Paper Awards

Academy of Finance

*Bank Failures, Capital Buffers, and Exposure
to the Housing Market Bubble*

Gazi Kara, Senior Economist, Federal Reserve Board
Cindy M. Vojtech, Principal Economist, Federal Reserve Board

Academy of International Business, Midwest Region

*Economic Freedom, Firm Value, and Firm Profitability:
An International Analysis*

Min-Yu (Stella) Liao, Illinois State University

Business and Health Administration Association

*Mental Health in the United States and United Kingdom:
Past, Present, and Future*

Emily R. Baggett, University of Evansville
William B. Stroube, University of Evansville

Marketing Management Association

Social Media Sentiment and Firm Value

Chanchal B. Tamrakar, Georgia Southern University
Tae-Hyung Pyo, University of Idaho
Thomas S. Gruca, University of Iowa

2018 MBAA International Best Paper Awards

Midwest Academy of Legal Studies in Business

Caremark's Behavioral Legacy

Todd Haugh, Indiana University

North American Accounting Society

*The Impact of the Current Expected Credit Loss Standard (CECL)
on the Timing and Comparability of Reserves*

Sarah Chae, Federal Reserve Board of Governors
Robert F. Sarama, Federal Reserve Board of Governors
Cindy M. Vojtech, Federal Reserve Board of Governors
James Wang, Federal Reserve Board of Governors

North American Management Society

*Developing and Piloting a Training Program to
Ameliorate Work Ethic Espousal*

Melissa Mann, University of North Carolina at Pembroke

Operations Management and Entrepreneurship Association

Proposed Border Tax Adjustment—Implications to the U.S. Auto Industry

Anthony Narsing, Middle Georgia State University
Wilhelmina (Mimi) Ford, Middle Georgia State University
Troy Sullivan, Middle Georgia State University

What Does the M•B•A•A Signify?

MBAA International stands for MBAA International—kind of like IBM stands for IBM (OK, most people know that IBM actually does stand for International Business Machine but IBM is really all you need to know).

We could say that MBAA stands for a high quality, high value, multidisciplinary gathering of leaders from around the world with almost a half century of history to present and receive useful research, share effective pedagogy, and network in a fun and familiar setting.

We could say that, and it would be true. Nobody has been doing what we do for as long as we've been doing it. Some people say that MBAA International invented the multidisciplinary conference.

I don't really know for sure about that, but I do know that it's a great group of people coming together—many of us year after year—forming a community. My first ever academic publication came right here at MBAA International in 1985, and I've been here every year since.

In our earliest days, we were known as the Midwest Business Administration Association. We were formed in 1964 when a group of professors from leading universities, including Indiana University and the University of Kansas, recognized the need for an interdisciplinary business conference.

We grew and we grew—in both reach and reputation—so that we came to have regular participants from all 50 states and dozens of countries. It didn't seem right to keep calling ourselves Midwest—it just wasn't true.

We talked about our name for a while and, like good professors, we took a survey. Someone mentioned that AACSB International went through more or less the same process—expansion in their reach and reputation—and they, like us, didn't want to abandon decades of brand identity with their familiar AACSB moniker.

So, AACSB became AACSB International. It seemed to our membership that if works for them it ought to work for us, so we became MBAA International. So now, MBAA stands for MBAA and it represents a lot of people from a lot of places.

And now you know.



Jeff Clark
Executive Director
MBAA INTERNATIONAL



MBAA INTERNATIONAL: Our Roots – Over 50 Years of Value

Over a half-century ago (1964) Schuyler F. Otteson and L. L. Waters of Indiana University and Charles Saunders and Sidney P. Feldman of the University of Kansas, gathered, as they later wrote, “on the occasion of the American Economic Association meeting” and planned our inaugural meeting in 1965.

MBAA INTERNATIONAL has become successful beyond even the great dreams of our founders. They established a culture of coordination and cooperation that still thrives.

More than 50 years later, MBAA International is still going strong. We’ve built on the innovative, interdisciplinary vision of these great leaders to become AMERICA’S BEST CONFERENCE VALUE!

The MBAA INTERNATIONAL experience is the inviting feeling of the familiar and the excitement of the new.

The MBAA INTERNATIONAL experience is collegiality and fellowship, renewing friendships and making new ones.

The MBAA INTERNATIONAL experience is initiating and continuing dialogues about teaching and research.

The MBAA INTERNATIONAL experience is the rich mixture of attendees from colleges—large and small, public and private—governmental organizations, non-profit institutions, and the business community.

The MBAA INTERNATIONAL experience is Chicago—an incredible city with entertaining events, great food, and ‘round-the-clock action.

We’re flattered that other organizations have adopted our “multidisciplinary experience,” but nobody has been doing it longer and many believe that nobody does it better than MBAA International, America’s long-term leader in low-cost, high-value integrative professional development.

MBAA INTERNATIONAL: On the Record

Our 2017 conference had more than 750 registrants. Primary registrations for the various MBAA INTERNATIONAL tracks at the 2014, 2015, 2016, and 2017 annual meetings were:

	2014	2015	2016	2017
Accounting.....	75	89	67	77
Business, Society, and Government.....	25	18	17	23
Case Research.....	76	73	77	69
Economics.....	40	30	44	25
Finance.....	86	70	78	77
Health Administration.....	75	73	97	98
Information Systems.....	19	22	29	23
International Business.....	54	52	70	68
Legal Studies.....	53	64	65	63
Management.....	76	67	87	83
Marketing.....	131	115	112	109
Operations Management and Entrepreneurship.....	30	26	18	11
MBAA International.....	<u>23</u>	<u>43</u>	<u>21</u>	<u>24</u>
Total	<u>755</u>	<u>728</u>	<u>804</u>	<u>750</u>

Some participants support more than one organization through one or more secondary registrations. In 2014, there were 100 secondary registrants; in 2015, 83; in 2016, 106; and in 2017, 100.

The leaders of the formal organizations are listed near the back of this program, as are members of the MBAA INTERNATIONAL Advisory Council, Past Presidents, Past Executive Directors, and the Executive Board.

Useful programming, collegial networking, and exciting entertainment—all in a great city and all at an incredibly great price—make MBAA INTERNATIONAL **AMERICA'S BEST CONFERENCE VALUE!**



Business Meetings, Special Meetings, Meals, and Receptions

Wednesday, April 18, 2018

Registration Opens at 11:00 a.m.

MANAGEMENT

1:30–2:45 p.m......**Burnham 4, 7th Floor**

North American Management Society Executive Council Meeting

Presiding: Chaunda L. Scott, Oakland University

Jeanetta D. Sims, University of Central Oklahoma

NAMS Co-Presidents

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m......**Madison Room, 3rd Floor**

Theme: Business, Society, and Government Annual Meeting

Chair: Wei Zhou, Northwestern Oklahoma State University

Discussant: All BSG presenters invited

ACCOUNTING

4:30–5:45 p.m......**Salon 12, 3rd Floor**

North American Accounting Society Board Meeting

Presiding: Wilhelmina (Mimi) Ford, Middle Georgia State University

BUSINESS AND HEALTH ADMINISTRATION

4:30–5:45 p.m......**Dearborn 1, 7th Floor**

BHAA Board Meeting

Chair: Marcy Butler, Clayton State University

CASE RESEARCH

4:30–5:45 p.m......**LaSalle 3, 7th Floor**

Society for Case Research Board Meeting

Business Meetings, Special Meetings, Meals, and Receptions

FINANCE

4:30–5:45 p.m. Clark 5, 7th Floor

Selection of Academy of Finance Teaching Award

Chair: Peppi Kenny, Western Illinois University

MBAA INTERNATIONAL

6:00 p.m. Crystal Room, 3rd Floor

Advisory Council Dinner and Meeting (By invitation only)

FUN NIGHT—*John Williams with An Irish Evening!*

8:00 p.m. The Empire Room, Off Lobby

MBAA INTERNATIONAL HOSPITALITY SUITE

**–11:00 p.m. Room 128, 8th Floor

**Begins at the end of the Empire Room Entertainment event and closes at 11:00 p.m.

Thursday, April 19, 2018

Registration Opens at 7:45 a.m.

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. Dearborn 1, 7th Floor

BHAA Annual Business Meeting and Awards Function

Presiding: Jean Sanchez, Washburn University

Co-presiding: Marcy Butler, Clayton State University

All BHAA members are invited to attend.

BUSINESS, SOCIETY, AND GOVERNMENT

8:00–9:00 a.m. Lockwood Restaurant, Lobby Level

Theme: BSG Breakfast

The BSG Consortium attendees and presenters are invited to meet for breakfast.

Business Meetings, Special Meetings, Meals, and Receptions

FINANCE

8:00–9:00 a.m. **Clark 3, 7th Floor**

Academy of Finance Executive/Board of Directors Meeting

Co-Chair: Don T. Johnson, Western Illinois University

Co-Chair: Thomas M. Krueger, Texas A&M University-Kingsville

INTERNATIONAL BUSINESS

8:00–9:00 a.m. **Crystal Room, 3rd Floor**

Academy of International Business—Midwest Region Business Meeting followed by Officers Meeting

Chair: David J. Boggs, Eastern Illinois University

FINANCE

10:45 a.m.–12:00 p.m. **Clark 7, 7th Floor**

Academy of Finance Business Meeting

Co-Chairs: Thomas M. Krueger, Texas A&M University-Kingsville

Don T. Johnson, Western Illinois University

MARKETING

10:45 a.m.–12:00 p.m. **Wabash Room, 3rd Floor**

MMA Awards Brunch (Ticket Required)

Best Track Papers and MMA Master Scholar Awards Presented

BUSINESS AND HEALTH ADMINISTRATION

12:15–1:30 p.m. **Dearborn 1, 7th Floor**

BHAA Luncheon (Ticket Required)

CASE RESEARCH

12:15–1:30 p.m. **Chicago Room, 5th Floor**

Annual Meeting and Luncheon (Ticket Required)

Business Meetings, Special Meetings, Meals, and Receptions

FINANCE

12:15–1:30 p.m. Clark 5, 7th Floor
Academy of Finance Luncheon (Ticket Required)

Theme: Lessons Learned and Opportunities Observed from
Inside the Financial Markets

Keynote

Speaker: Jeffrey Schuppel, Bridgeport Partners, LLC

INTERNATIONAL BUSINESS

12:15–1:30 p.m. Crystal Room, 3rd Floor
Academy of International Business–Midwest Region Luncheon
(Ticket Required)

Keynote

Speaker: Sanford L. Moskowitz, Global Business at St. John's
University and the College of St. Benedict

MANAGEMENT

12:15–1:30 p.m. Empire Room, Off Lobby
NAMS Awards Luncheon (Ticket Required)

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

12:15–1:30 p.m. Ashland Room, 3rd Floor
OMEA Annual Meeting and Luncheon (Ticket Required)

MBAA INTERNATIONAL

4:20–5:30 p.m. Crystal Room, 3rd Floor
Annual Business Meeting

Includes “MBAA International Best Paper” Awards Presentations

INTERNATIONAL BUSINESS

6:00 – 8:00 p.m. Crystal Room, 3rd Floor
Officers Meeting and Dinner (Invitation Only)

Business Meetings, Special Meetings, Meals, and Receptions

"FUN NIGHT" – *American English:*

America's Premier Beatles Tribute Band

8:00 p.m. The Empire Room, Off Lobby

MBAA INTERNATIONAL HOSPITALITY SUITE

****–11:00 p.m.** Room 128, 8th Floor

****Begins at the end of the Empire Room Entertainment event and
closes at 11:00 p.m.**

Friday, April 20, 2018
Registration Opens at 7:45 a.m.

ACCOUNTING

7:30–9:15 a.m. Wabash Room, 3rd Floor
**North American Accounting Society Breakfast and Business Meeting
(Ticket Required)**

Presiding: Wilhelmina (Mimi) Ford, Middle Georgia State University

INFORMATION SYSTEMS

8:00–9:15 a.m. Kimball Room, 3rd Floor
Society for the Advancement of Information Systems Annual Meeting

MANAGEMENT

8:00–9:15 a.m. Burnham 4, 7th Floor
North American Management Society Membership Meeting

Presiding: Chaunda L. Scott, Oakland University
 Jeanetta D. Sims, University of Central Oklahoma
 NAMS Co-Presidents

Business Meetings, Special Meetings, Meals, and Receptions

LEGAL STUDIES

12:15–1:30 p.m...... **Wabash Room, 3rd Floor**
Plenary Lunch and MALSB Annual Meeting (Ticket Required)

Presiding: Denise (Deni) Oas, President, Midwest Academy of
Legal Studies in Business

MBAA INTERNATIONAL

12:15–1:30 p.m...... **Salon 12, 3rd Floor**
2019 Program Track Chairs Planning Workshop

Presiding: Juan Meraz, Missouri State University
Jeff Clark, Middle Tennessee State University

MBAA International 2019 Program Chair, Juan Meraz, and Executive Director, Jeff Clark, will meet with the program track chairs from each of the twelve tracks. Each track should have their 2019 program chair present. 2018 program chairs may also attend to provide continuity. In the event that a 2019 program track chair can't attend, each track is responsible for providing their substitute.

MMA HOSPITALITY GATHERING – ALL MBAA INTERNATIONAL IS WELCOME

5:00–6:30 p.m...... **Potter's Lounge, Lobby Level**
Marketing Management Association welcomes MBAA International to “wind down together” at a special “end-of-event” reception. Everyone still in town is welcome to join us for a good time.

How to Get Published

Wednesday, April 18, 2018

CASE RESEARCH

3:00–4:15 p.m......LaSalle Room 3, 7th Floor

Theme: **Case Writers Workshop**

Panelists: Andy Borchers, Lipscomb University

Thursday, April 19, 2018

MARKETING

8:00–9:00 a.m...... Salon 1, 3rd Floor

Theme: **Panel: How to Get Published**

Panelists: Eric Harris, Editor, *Journal of Managerial Issues*
Brian Rutherford, Editor, *Marketing Management Journal*
Brian Vander Schee, Former Editor, *Marketing Education Review*

FINANCE

9:15–10:30 a.m. Clark 5, 7th Floor

Theme: **Special Topics**

Chair: Jayen B. Patel, Adelphi University

Tips for New Professors to Successfully Write and Review Finance Journal Articles

Don T. Johnson, Western Illinois University

Peppi Kenny, Western Illinois University

Discussant: Hongbok Lee, Western Illinois University

Neurobiological Foundation of Risk—Analysis of the Linda Problem

Howard Qi, Michigan Technological University

Discussant: Takdir Hossain, Dhaka University

How to Get Published

The Process of Monetary Union in The Korean Peninsula: An Alternative Approach to Denuclearization, Economic Integration, and Peaceful Unification

Jin-Gil Jeong, Howard University

Discussant: Ajeet Jain, Alabama A&M University

CASE RESEARCH

1:30–2:45 p.m......**LaSalle 3, 7th Floor**

Theme: **Panel Discussion: Meet the SCR Journal Editors**

Panelists: Leigh Cellucci, East Carolina University
Elizabeth H. Jones, Notre Dame of Maryland University
Andy Borchers, Lipscomb University
Craig Davis, Ohio University
George Whaley, San Jose State University

INTERNATIONAL BUSINESS

1:30–2:45 p.m......**Crystal Room, 3rd Floor**

How to Get Published

Hemant Merchant, University of South Florida

Alex Polacco, Editor, *Journal of International Business Research and Practice*

Christopher Ziemnowicz, Co-editor, *Journal of International Business Research and Practice*

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m......**Dearborn 3, 7th Floor**

Theme: **How to Get Published**

Chair: Ashish Chandra, University of Houston-Clear Lake

Meet the Editors:

Ashish Chandra, *Hospital Topics*

Avinandan Mukherjee, *International Journal of Pharmaceutical and Healthcare Marketing*

Ahment "Ozzie" Ozturk, Cabell Huntington Hospital Paine Management Center

How to Get Published

INTERNATIONAL BUSINESS

3:00–4:15 p.m.....Crystal Room, 3rd Floor

Theme: Paper Development Workshop

Facilitator: Hemant Merchant, University of South Florida

MANAGEMENT

3:00–4:15 p.m.....Burnham 4, 7th Floor

Theme: 102 Things to Know about Publishing

Panelists: Ben Arbaugh, University of Wisconsin Oshkosh
Peter Gordon, Southeast Missouri State University
Regina A. Greenwood, Nova Southeastern University
Barbara Nemecek, Past President, MBAA International
Foster Roberts, Southeast Missouri State University
Julia Teahen, Baker College
Kenneth Thompson, DePaul University
Carolyn Wiley, Roosevelt University

Exhibitor Series

Wednesday, April 18, 2018

EXHIBITOR SERIES – The Ethics Game

3:00–4:15 p.m. Clark 10, 7th Floor

Equipping Learners for the Game of Life

In this workshop, the CEO of EthicsGame, Catharyn Baird, will explore how interactive ethics simulations can help broaden your learner’s critical thinking and ethical ability. Designed to provide an ethics component for a wide variety of classes whether delivered in person or through an on-line environment, with topics from accounting to entrepreneurship, sustainability, and international, Dr. Baird will discuss how the simulations can enhance your class to help learners become more effective ethical decision makers.

Thursday, April 19, 2018

EXHIBITOR SERIES – Capsim Management Simulations

9:15–10:30 a.m. Clark 10, 7th Floor

CapsimInbox

Speaker: Erich Dierdorff

Every business school has one goal in common: preparing students for career success. Reaching this goal means identifying, measuring, and improving the skills that are most critical to professional success. Large-scale surveys of employers routinely identify a common set of skills that are “must-haves” but at the same time are “hard to find” among graduates. Solving this skill gap problem is essential to the effectiveness of business school education. The most critical business skills are known, but if you can’t measure these competencies, how can you develop them to ensure your students’ success? Join this session to learn about CapsimInbox: a flexible, objective, and efficient simulation-based assessment tool designed to measure and help develop the hard-to-measure managerial skills such as organization, communication, people management and ethical decision making.

Exhibitor Series

EXHIBITOR SERIES – Marketplace® Simulations

10:45 a.m.–12:00 p.m..... Clark 10, 7th Floor

The Benefits of Experiential Learning and Simulations: How Marketplace® Simulations and Its Pedagogy Contribute to Assurance of Learning Goals

It is interesting to review how business simulations impact student learning in contrast with traditional teaching methods (lectures, case studies). We will describe the benefits of using a simulation in the classroom. We will also describe how Marketplace® Simulations and a number of value-added overlaid activities can help to assess the students' individual and team performance. The pedagogy of a capstone undergraduate course will be used to illustrate the pedagogy.

EXHIBITOR SERIES – Ethics Game

3:00–4:15 p.m..... Clark 10, 7th Floor

Equipping Learners for the Game of Life

In this workshop, the CEO of EthicsGame, Catharyn Baird, will explore how interactive ethics simulations can help broaden your learner's critical thinking and ethical ability. Designed to provide an ethics component for a wide variety of classes whether delivered in person or through an on-line environment, with topics from accounting to entrepreneurship, sustainability, and international, Dr. Baird will discuss how the simulations can enhance your class to help learners become more effective ethical decision makers.

Exhibitor Series

Friday, April 20, 2018

EXHIBITOR SERIES – Capsim Management Simulations

9:30–10:45 a.m. Clark 10, 7th Floor

Capsim’s Modular Exam

Speakers: Brendan Langen
 Randy Sealy

Assurance of Learning and measurement of student knowledge against goals is critical at the program and course level. Creating these exams and assessments can be time consuming and difficult. Join this session to learn about Capsim’s latest project: Modular Exam. This examination tool allows business school professors and administrators to build dynamic exams that measure student knowledge across a range of subject areas. Professors or administrators will select from a broad range of topics to build exams with questions designed using Capsim’s “snowflake” methodology: each question is based on different sets of reference data, so every student gets a unique but equivalent exam experience.

EXHIBITOR SERIES – Marketplace® Simulations

11:00–12:15 p.m. Clark 10, 7th Floor

The Benefits of Experiential Learning and Simulations: How Marketplace® Simulations and Its Pedagogy Contribute to Assurance of Learning Goals

It is interesting to review how business simulations impact student learning in contrast with traditional teaching methods (lectures, case studies). We will describe the benefits of using a simulation in the classroom. We will also describe how Marketplace® Simulations and a number of value-added overlaid activities can help to assess the students’ individual and team performance. The pedagogy of a capstone undergraduate course will be used to illustrate the pedagogy.



EQUIP LEARNERS FOR THE GAME OF LIFE

Join **EthicsGame's** session on **Wednesday** or **Thursday**, at **3:00 p.m.** to learn how to broaden your learner's critical thinking and ethical ability.

Explore the causes of moral stress and learn how to help learners discover how to move past analytical pitfalls that impede clear and nuanced ethical thought.

Wednesday, April 18, 2018

ACCOUNTING

1:30–2:45 p.m. Salon 10, 3rd Floor

Theme: An Update on the 2017 Tax Cut and Jobs Act

Panelists: Wilhelmina (Mimi) Ford, Middle Georgia State University
Kel-Ann Eyler, Georgia College and State University
Samantha Kelly, Georgia College and State University

ACCOUNTING

1:30–2:45 p.m. Salon 12, 3rd Floor

Theme: Case Studies

Chair: Susan Minke, Indiana University-Purdue University
Fort Wayne

Embezzlement in Dairyland

Carl Gahala, University of Wisconsin-Washington County
Ada Duffey, University of Wisconsin-Waukesha

Accounting Choices and Labor Contract Negotiations: A Case Study in the University Sector

Cameron Morrill, University of Manitoba
Janet Morrill, University of Manitoba

Factors Associated with Student Performance in Intermediate Accounting: An Empirical Study at a Residential University

Mostafa M. Maksy, Kutztown University of Pennsylvania

BUSINESS ECONOMICS

1:30–2:45 p.m. Logan Room, 3rd Floor

Theme: Topics in Taxation

Chair: Kathy Paulson Gjerde, Butler University

Simplification of Earned Income Tax Credit with the LG Tax System

Robert Kao, Park University
John Lee, Rigel Technology Corporation
Richard Lee, Kansas State University

Impact of State Taxes on States' Resilience Entering the Great Recession

Kathy Paulson Gjerde, Butler University
Peter Prescott, Butler University
Jennifer Rice, Butler University

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. Dearborn 1, 7th Floor

Theme: Healthcare Economics and Finance

Chair: Michael J. Molesky, Michigan State University

Discussant: Dan Friesner, North Dakota State University

The Economic Impact of Caregiving for Dementia Patients

Rahul Deshmukh, Rosalind Franklin University
Yeleea Sahakian, Rosalind Franklin University
Ateequr Rahman, Rosalind Franklin University

The Contribution of Laboratory and Imaging Cost Centers to the Financial Viability of Rural Hospitals in Washington State

Matthew Q. McPherson, Gonzaga University
Kelly Haugen, North Dakota State University
Dan Friesner, North Dakota State University

The Fragmentation of the United States Health System: An Analysis of Pluralized Healthcare from a Transatlantic Perspective

Kendra R. Mehling, University of Evansville
William B. Strube, University of Evansville

Enhancing Healthcare in Kenya—A Look at the Collaborations with U.S.A. and India

Mayank Kakkar, University of Houston-Clear Lake
Ashish Chandra, University of Houston-Clear Lake



Program Sessions

Wednesday, April 18, 2018

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m...... Dearborn 2, 7th Floor

Theme: Corporate Health, Pharmaceutical, and Healthcare Marketing

Chair: Peter G. Fitzpatrick, Clayton State University

Discussant: William "Kent" Willis, Marshall University

A Current Appraisal of Off-Label Prescribing in Oncology: Issues and Concerns from Economic, Marketing, and Regulatory Perspectives

Harsh V. Kuvadiah, St. John's University

Mriga A. Shrikhande, St. John's University

Dweeti V. Nayak, St. John's University

Rajesh Nayak, St. John's University

Problems and Concerns Regarding Pharmacy Benefit Management Organizations

Gene C. Wunder, Washburn University

Judy K. Wunder, Wunder Consulting Group

MACRA and Rural Hospitals

Erica Kelley, Marshall University

Rhea Lipscomb, Marshall University

Jennifer Valdez, Marshall University

Nitesh Patil, Marshall University

Alberto Coustasse, Marshall University

A Critical and Comparative Analysis of Community Hospitals in Nigeria as Compared to a U.S. Hospital

Grace Itiowe, University of Houston-Clear Lake

Ashish Chandra, University of Houston-Clear Lake

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m...... **Dearborn 3, 7th Floor**

Theme: **Ethical and Legal Issues in Healthcare**

Chair: Jean Sanchez, Washburn University

Discussant: Michaeline Skiba, Monmouth University

**Unhealthy Competition: Can the ACA Increase Health Insurance
Competition without McCarran Ferguson Antitrust Reform?**

Annemarie Kelly, Eastern Michigan University

HIPAA Compliance and the Use of Social Media

Michael F. Peters, Baker College

Ethical and Legal Aspects of Death Tourism

David P. Paul, Monmouth University

Michaeline Skiba, Monmouth University

Workplace Bullying

Melody L. Fortune, Delta State University

Jonathan Miles, Delta State University

BUSINESS, SOCIETY, AND GOVERNMENT

1:30–2:45 p.m...... **Madison Room, 3rd Floor**

Theme: **Round Table Incorporating Assessment in Class
Designs and Ethics across the Different Disciplines**

Chair: Alan Duesterhaus, Millikin University

Discussant: Sarah Chan, California State University-Stanislaus

Raymond Elson, Valdosta State University

Diane Sykes, Kaplan University

Bharat Thakkar, Walden University

Wei Zhou, Northwestern Oklahoma State University



Program Sessions Wednesday, April 18, 2018

CASE RESEARCH

1:30–2:45 p.m.LaSalle 1, 7th Floor

Theme: Embryo Case Presentations

Chair: Nikolaus T. Butz, University of Wisconsin-Stevens Point

Scribe: Dale Varble, Indiana State University

Discussants: Leigh Cellucci, East Carolina University
Kathryn Milun, University of Minnesota-Duluth

Discrimination or Poor Performance?

Paul E. Olsen, Saint Michael's College

Connor F. Duffy, Saint Michael's College

Should I Stop Selling Pot or Not?

Deborah M. Gray, Central Michigan University

Not That Kind of Girl: A Coming of Age Memoir and Defamation Law

Wade Davis, Minnesota State University-Mankato

CASE RESEARCH

1:30–2:45 p.m.LaSalle Room 3, 7th Floor

Theme: Case Writers Workshop

Panelists: Andy Borchers, Lipscomb University

FINANCE

1:30–2:45 p.m. Clark 1, 7th Floor

Theme: Potpourri

Chair: Jesus Brío González, University of Oviedo

Value Drivers of LBOs

K. Matthew Wong, St. John's University

Guillaume Torjman, IESEG

Discussant: Alex Faseruk, Memorial University of Newfoundland

Board of Directors and Firm Performance in Scapegoating Firms

Jane Xie, St. Edward's University

Discussant: Neal Willcott, Memorial University of Newfoundland

Making Sense of Time Value of Money and Agency Considerations in Structuring Legal Settlements in Canada

Neal Willcott, Memorial University of Newfoundland

Alex Faseruk, Memorial University of Newfoundland

Discussant: Jane Xie, St. Edward's University

FINANCE

1:30–2:45 p.m...... **Clark 3, 7th Floor**

Theme: Special Topics

Chair: Seth A. Hoelscher, Missouri State University

Blockchain in Finance

Robert Balik, Western Michigan University

Discussant: Raj K. Kohli, Indiana University South Bend

Intellectual Contributions made through the *Academy of Finance Journals: 2003–2016*

Thomas M. Krueger, Texas A&M University-Kingsville

Monzurul Hoque, Saint Xavier University

Discussant: Larry Bauer, Memorial University of Newfoundland

Passing the Golden Baton: Understanding the Current State of Pawnbroker Succession Planning in the United States

Geralyn Miller, Indiana University-Purdue University Fort Wayne

Hui Di, Indiana University-Purdue University Fort Wayne

Steven Hanke, Indiana University-Purdue University Fort Wayne

Discussant: Robert Balik, Western Michigan University



Program Sessions Wednesday, April 18, 2018

FINANCE

1:30–2:45 p.m. Clark 5, 7th Floor

Theme: Financial Markets

Chair: Walt A. Nelson, Missouri State University

Bank Failures, Capital Buffers, and Exposure to the Housing Market Bubble

Gazi Kara, Federal Reserve Board

Cindy M. Vojtech, Federal Reserve Board

Discussant: Pedro Sottile, University of Wisconsin-Eau Claire

Transaction-Based Lending and Real Earnings Management

Stephen S. Gray, Western Illinois University

Charles R. Pryor, Western Illinois University

Discussant: Cindy M. Vojtech, Federal Reserve Board

Transaction-Based Lending and Accrual Quality

Stephen S. Gray, Western Illinois University

Charles R. Pryor, Western Illinois University

Discussant: Michael D. Mattei, Bellarmine University

FINANCE

1:30–2:45 p.m. Clark 7, 7th Floor

Theme: Investments and Portfolio Management

Chair: Jamie Hopkins, The American College

Portfolio Divestment and Economic Shocks

Brett Olsen, University of Northern Iowa

Discussant: Jim P. Estes, University of California-San Bernardino

The Fall of Puerto Rican Bonds and the Consequences to Investors and Investment Professionals

Jim P. Estes, California State University-San Bernardino

Discussant: Edmundo R. Lizarzaburu, Universidad Esan

The Risk Management Analysis Using Normal Backwardation and Contango in Futures Markets—A Proposal

Monzurul Hoque, Saint Xavier University

Discussant: Brett Olsen, University of Northern Iowa

FINANCE

1:30–2:45 p.m...... **Clark 9, 7th Floor**

Theme: Corporate Finance

Chair: Heather S. Knewtson, Michigan Technological University

Applying Opportunity Cost and Amortized Loan Concepts to the Discounted Payback and MIRR Capital Budgeting Methodologies

David A. DeBoeuf, Western Illinois University

Hongbok Lee, Western Illinois University

Padmaja Pillutla, Western Illinois University

Discussant: Mudassar Hasan, The University of Lahore

International spillovers of economic policy uncertainty to Pakistan

Mudassar Hasan, The University of Lahore

Muhammad Abubakr Naeem, Massey University

Muhammad Arif, Shaheed Benazir Bhutto University

Muhammad Ishfaq Ahmad, The University of Lahore

Ramiz Ur Rehman, The University of Lahore

Discussant: Hongbok Lee, Western Illinois University

Emerging Market Finance: What Do We Know About Korea?

Hongbok Lee, Western Illinois University

Kwangwoo Park, Korea Advanced Institute of Science and Technology

Discussant: Heather S. Knewtson, Michigan Technological University



Program Sessions Wednesday, April 18, 2018

INFORMATION SYSTEMS

1:30–2:45 p.m...... **Kimball Room, 3rd Floor**

Theme: **Information Systems—Online Education**

Chair and

Discussant: Thomas L. Buck, College of St. Scholastica

Administrative, Faculty, and Student Perspectives on a Two-Year Transition to a Large-Enrollment Online MBA Program: Challenges and Opportunities

Abbas Foroughi, University of Southern Indiana

Jack Smothers, University of Southern Indiana

Mohammed Khayum, University of Southern Indiana

The Accreditation of a Massive Open Online Course (MOOC): Benefits and Challenges of Restructuring a MOOC in Leadership and Management Ethics

Thomas L. Buck, College of St. Scholastica

Richard L. Revoir, College of St. Scholastica

INTERNATIONAL BUSINESS

1:30–2:45 p.m...... **Crystal Room, 3rd Floor**

Theme: **Innovation and Technology**

Chair: Anand Pore, University of Houston-Downtown

A Model of Knowledge Sharing in a Global Virtual Team Environment

Daniel Gulanowski, Carleton University

Lynne Plante, National Research Council Canada

Using New Technologies to Achieve Competitive Advantage in International Markets

David J. Boggs, Eastern Illinois University

Junnatun Naym, Eastern Illinois University

How Should Online Trading Platforms Evolve: Forecasting a Better Defense Mechanism Against Security Threats

Nalindrani Malimage, Saint Cloud State University

Kingshuk Mukherjee, College of Saint Benedict and Saint John's University

Anand Pore, University of Houston-Downtown

Analyzing Technology and Information Systems Trends in Major International Business Journals using Keyword and Cluster Analysis
Jin Ho Kim, Old Dominion University/Strome College of Business

INTERNATIONAL BUSINESS

1:30–2:45 p.m.Cresthill Room, 3rd Floor

Theme: Marketing, Branding, and Consumer Research

Chair: Man Zhang, Bowling Green State University

Using Meta-Fields To Get Richer Data From Complex Populations
Eliane Karsaklian, Universite Sorbonne

International Perspectives on Co-Creating Customer Value: A Force Field Analysis
Eric T. Brey, University of Wisconsin-Stout

Customer Satisfaction Among Retail Consumers in Talca, Chile: An Empirical Study
Christopher Ziemnowicz, University of North Carolina-Pembroke
John E. Spillan, University of North Carolina at Pembroke

Food Law in the United States and the European Union
Kelly Nicole O'Hara, Saint Michael's College

MANAGEMENT

1:30–2:45 p.m.Burnham 4, 7th Floor

North American Management Society Executive Council Meeting

**Presiding: Chaunda L. Scott, Oakland University
Jeanetta D. Sims, University of Central Oklahoma
NAMS Co-Presidents**



Program Sessions Wednesday, April 18, 2018

MARKETING

1:30–2:45 p.m. Salon 1, 3rd Floor

Theme: Marketing Education

Chair and

Discussant: Brian Vander Schee, Aurora University

Assessing the Contribution of International Focused Articles from Seminars of Marketing Doctoral Programs

Ronald Bauerly, Western Illinois University

Samit Chakravorti, Western Illinois University

Students' Perceptions of Client-Based Research Project: An Exploratory Study

Henry Ho, Ferris State University

Timothy Brotherton, Ferris State University

Under Pressure: Parkinson's Law Meets Collegiate Competitions - Traditional Coursework versus An Intensive Approach to Collegiate Student Marketing Competitions

Margaret (Peg) Murphy, Columbia College Chicago

Dana Connell, Columbia College Chicago

MARKETING

1:30–2:45 p.m. Salon 2, 3rd Floor

Theme: Cross-Cultural, Ethics, and Social Responsibility

Chair: Doreen Sams, Georgia College and State University

Trendsetting and Face Consciousness Among Young Adult Consumers in China, Korea, and U.S.

Seung-Hee Lee, Southern Illinois University

Jane E. Workman, Southern Illinois University

Kwangho Jung, Seoul National University

When East Meets West: The Characteristics and Meanings of Gifts Across Cultures

Sydney Chinchanchokchai, University of Akron

Theeranuch Pusaksrikit, University of the Thai Chamber of Commerce

Instagram Pics and Objectified Chicks: Exploring Cross-Cultural Representations of Female Bodies on Branded Social Media

Anna Pristach, Loyola University Chicago
Jenna Drenten, Loyola University Chicago

MARKETING

1:30–2:45 p.m...... Salon 3, 3rd Floor

Theme: Consumer Behavior and B2B

Chair and

Discussant: Ursula Sullivan, Northern Illinois University

Vehicle Modification, Performance Reliability, and Behavioral Intentions within the Consumer-Vehicle Relationship

James (Jim) Doyle, The University of North Carolina at Pembroke

A Perfect Fit—Personalization versus Privacy

Joni Jackson, Chicago State University

Preferences of Nutrition Messages on Restaurant Menus

Rebecca Hochradel, Transylvania University
Zinaida Taran, Delta State University

MARKETING

1:30–2:45 p.m...... Wilson Room, 3rd Floor

Theme: MMA Master Scholar: Promising Practices in Marketing Scholarship

Co-Chairs: Timothy W. Aurand, Northern Illinois University
Maxwell Hsu, University of Wisconsin-Whitewater

Based on the written submissions, the top three will become finalists and each of these three finalists will make a 15–20-minute presentation of their submission material to attendees and the judges. One of these three finalists will be selected as the MMA Master Scholar recognized at the MMA Spring Conference Awards Brunch on Thursday, April 19.

Judges: Rama Yelkur, St. John Fisher College
Judy Wiles, Southeast Missouri State University
Maxwell Hsu, University of Wisconsin-Whitewater
Timothy W. Aurand, Northern Illinois University



Program Sessions Wednesday, April 18, 2018

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

1:30-2:45 p.m. **Indiana Room, 3rd Floor**

Theme: **Business Enterprise and Integrating Innovation**

Chair: Bruce Fischer, Elmhurst College

Making Ice Cream...How Hard Can it Get?

Ali Adel Alhamad, Owner, Cherriez Ice Cream Factory

Panelists: Yunus Kathawala, Gulf University for Science and
Technology

Nabeel Sawalha, Gulf University for Science and
Technology

Engaging Employees in the Innovation Process

Bruce Fischer, Elmhurst College

Holly Bachman, Elmhurst College

Discussant: Yunus Kathawala, Gulf University for Science and
Technology

ACCOUNTING

3:00-4:15 p.m...... **Salon 10, 3rd Floor**

Theme: **Accounting Issues at Governmental Entities
and Universities**

Chair: Carol Jessup, University of Illinois-Springfield

Negotiation Strategy Selection in Budget Negotiation

Justin Stearns, Eastern Kentucky University

Regional Campuses: Is Responsibility Centered Management Actually Responsible?

Jonna Depugh, Ohio University

An Examination of Teachers Retirement Systems

Sheldon Langsam, Western Michigan University

Jerry Kreuze, Western Michigan University

James Penner, Western Michigan University

Cari Burke, Western Michigan University

ACCOUNTING

3:00–4:15 p.m. Salon 12, 3rd Floor

Theme: Accounting Education

Chair: Essam Elshafie, Northeastern Illinois University

Fulbright Specialist Program: An International Opportunity for Seasoned Faculty

Jack Armitage, University of Nebraska-Omaha

Accounting Program Leaders Perceptions of Various Organizational Behavior Variables: A Gender Study

Robert L. Webster, Ouachita Baptist University

Kevin L. Hammond, University of Tennessee-Martin

Auditor Independence and Audit Failure

Ermira Mazziotta, Muhlenberg College

BUSINESS ECONOMICS

3:00–4:15 p.m. Logan Room, 3rd Floor

Theme: Topics in Time Series

Chair: John Stinespring, The University of Tampa

Predictive Performance of Alternative Inflation Forecasting Models: New International Evidence

Unro Lee, University of the Pacific

Does Export Lead Economic Growth? Or Other Way? VEC-Granger Causality Evidence from Nine South-East Asian Countries

Abdus Samad, Utah Valley University

Okun's Law at the Florida MSA Level

John Stinespring, The University of Tampa



Program Sessions Wednesday, April 18, 2018

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m...... Dearborn 1, 7th Floor

Theme: Healthcare Education

Chair: Daniel West, University of Scranton

Discussant: Allen C. Minor, Misericordia University

Do Tenure and Promotion Reduce Faculty Research Production? Evidence from a Pharmacy Practice Department

David Scott, North Dakota State University

Michael Kelsch, North Dakota State University

Dan Friesner, North Dakota State University

Preparing Students for a Future in Healthcare

Allen C. Minor, Misericordia University

Comparative Conceptual Study HBCU Computational Chemistry and Health IT Research Parallels

Jesse Edwards III, Florida A&M University

Roscoe Hightower Jr., Florida A&M University

LeeShawn Thomas, Florida A&M University

Hongmei Chi, Florida A&M University

Optimizing Growth: Retention Strategies in Healthcare Administration Programs

Sarah J. Holt, Southeast Missouri State University

Heather S. McMillan, Southeast Missouri State University

Judy Wiles, Southeast Missouri State University

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m...... Dearborn 2, 7th Floor

Theme: Health Informatics and Technology

Chair: Bernardo Ramirez, University of Central Florida

Discussant: Rodeen Lechleitner

CHED: Carbon Health Education for Diabetics

Rodeen Lechleitner

Privacy by Design: Fix it before it Breaks

Terri Barrett, Oregon Health Science University

Jon Klein, Oregon Health Science University

Health Informatics in Developing Countries: The Revolutionary Impact on Healthcare in Nigeria

Hassan E. Arekemase, University of Evansville
Oghogho O. Ufo, University of Evansville
William B. Stroube, University of Evansville

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m...... Dearborn 3, 7th Floor

Theme: Public Health

Chair: Michael E. Dalmat, Clayton State University

Discussant: William "Kent" Willis, Marshall University

The Cost of the Opioid Epidemic in West Virginia

Nicholas Bowden, Marshall University
Rachel Merino, Marshall University
Sruthi Katamneni, Marshall University
Alberto Coustasse, Marshall University

Perceptions of Public Health among College Students in Health Profession Fields

Kendra R. Mehling, University of Evansville
Su Jin Jeong, University of Evansville

Oral Health Screening Results of Children Attending Two Early Childhood Development Centers in South Africa: A Retrospective Analysis

Marcy Butler, Clayton State University

The Effects of Poor Air Quality on Asthma

Sadaf Jawad, University of Evansville
Payal Patel-Dovlatbadi, University of Evansville
Sarah Harness, University of Evansville
Anthony Chastain, University of Evansville



Program Sessions Wednesday, April 18, 2018

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m...... **Madison Room, 3rd Floor**

Theme: **Business, Society, and Government Annual Meeting**

Chair: Wei Zhou, Northwestern Oklahoma State University

Discussant: All BSG attendees and presenters invited

CASE RESEARCH

3:00–4:15 p.m...... **LaSalle 1, 7th Floor**

Theme: **Embryo Case Presentations**

Chair: Kasia Firlej, Purdue University Northwest

Scribe: Jean Lefebvre, Central Connecticut State University

Discussants: Susan D. Peters, University of North Carolina
at Pembroke

Rebecca O. Pille, Maryland University of
Integrative Health

Collectible Grading Authority: The Lack of Brand Equity Is Problematic for Success

Russell Casey, Fort Hays State University

23andMe: Direct to Consumer Marketing of Personal Genomics Services

George Whaley, San José State University

Stephen McGuire, California State University-Los Angeles

Sharvani Sharvani, San José State University

CASE RESEARCH

3:00–4:15 p.m...... **LaSalle 2, 7th Floor**

Theme: **Case Presentations**

Chair: Andy Borchers, Lipscomb University

Scribe: Joyce A. Young, Indiana State University

Discussants: Jessica A. Magaldi, Pace University

Elizabeth H. Jones, Notre Dame of Maryland University

Medical Marijuana: An Ethical Dilemma?

Britt Shirley, The University of Tampa

Kodiak Garland, The University of Tampa

Outsmarting the Fox: Gretchen Carlson's Battle to Avoid Being Forced to Arbitrate Her Sexual Harassment Claims Against Roger Ailes and Fox News

Kent Kauffman, Indiana University-Purdue University Fort Wayne
Kimberly O'Connor, Indiana University-Purdue University Fort Wayne

CASE RESEARCH

3:00–4:15 p.m......**LaSalle Room 3, 7th Floor**

Theme: Case Writers Workshop

Panelists: Andy Borchers, Lipscomb University

EXHIBITOR SERIES – The Ethics Game

3:00–4:15 p.m...... **Clark 10, 7th Floor**

Equipping Learners for the Game of Life

In this workshop, the CEO of EthicsGame, Catharyn Baird, will explore how interactive ethics simulations can help broaden your learner's critical thinking and ethical ability. Designed to provide an ethics component for a wide variety of classes whether delivered in person or through an on-line environment, with topics from accounting to entrepreneurship, sustainability, and international, Dr. Baird will discuss how the simulations can enhance your class to help learners become more effective ethical decision makers.

FINANCE

3:00–4:15 p.m...... **Clark 1, 7th Floor**

Theme: Corporate Finance

Chair: Steven Hanke, Indiana University-Purdue University Fort Wayne

Financing Choices: Evidence from the Asian and U.S. Markets

Hongbok Lee, Western Illinois University
Soon Suk Yoon, Western Illinois University

Discussant: Seth A. Hoelscher, Missouri State University



Program Sessions Wednesday, April 18, 2018

Discretionary Hedging Disclosures and Corporate Governance

Seth A. Hoelscher, Missouri State University

Discussant: Hongbok Lee, Western Illinois University

Urban Renewal and Urban Decay – Are these two faces of Gentrification?

Monzurul Hoque, Saint Xavier University

Discussant: Mark A. Wrolstad, Winona State University

Crypto Currencies and the Future of Money

Monzurul Hoque, Saint Xavier University

Discussant: Steven Hanke, Indiana University-Purdue University
Fort Wayne

FINANCE

3:00–4:15 p.m...... **Clark 3, 7th Floor**

**Theme: Academy of Finance Excellence in Teaching Award
Candidate Presentations**

Chair: Jim P. Estes, California State University-San Bernardino

FINANCE

3:00–4:15 p.m...... **Clark 5, 7th Floor**

Theme: Corporate Finance

Chair: Jane Xie, St. Edward's University

Comparison of Risk and Performance for Momentum Rebalancing Approaches on Two Different Portfolios

Michael D. Mattei, Bellarmine University

Discussant: K. Matthew Wong, St. John's University

Assurance of Learning (AOL) Case Study in a Capstone Finance Course at Indiana University South Bend

Raj K. Kohli, Indiana University South Bend

Discussant: Michael D. Mattei, Bellarmine University

**Corporate Social Responsibility and Corporate Reputation:
A Regression Model in Financial Banking Sector**

Jesus Brío González, University of Oviedo
Edmundo R. Lizarzaburu, Universidad Esan

Discussant: Jane Xie, St. Edward's University

FINANCE

3:00–4:15 p.m...... **Clark 7, 7th Floor**

Theme: Education in Finance

Chair: Brett Olsen, University of Northern Iowa

**Analysis of Academic Meetings Using Meeting Proceedings
Publications**

Thomas M. Krueger, Texas A&M University-Kingsville

Discussant: Cindy M. Vojtech, Federal Reserve Board

Paying Attention to Student Learning in Principles of Finance

Heather S. Knewtson, Michigan Technological University

Discussant: Thomas M. Krueger, Texas A&M University-Kingsville

**Risk Measurement Value at Risk (VaR) Versus Conditional Value at
Risk (CVaR): A Teaching Note**

Cao Minh Duc, Memorial University of Newfoundland

Alex Faseruk, Memorial University of Newfoundland

Ashrafee Hossain, Memorial University of Newfoundland

Discussant: Brett Olsen, University of Northern Iowa

FINANCE

3:00–4:15 p.m...... **Clark 9, 7th Floor**

Theme: Financial Markets

Chair: Don T. Johnson, Western Illinois University

Pricing the Components of Earnings

Stephen S. Gray, Western Illinois University

Charles R. Pryor, Western Illinois University

Discussant: Robert Balik, Western Michigan University



Program Sessions Wednesday, April 18, 2018

TGIF? The Weekend Effect in Energy Commodities

Walt A. Nelson, Missouri State University

Seth A. Hoelscher, Missouri State University

Cedric Mbanga, Missouri State University

Discussant: Neal Willcott, Memorial University of Newfoundland

Cost of Capital Analysis in Emerging Markets

Edmundo R. Lizarzaburu, Universidad Esan

Kurt Burneo, Centrum, Pontificia Universidad Católica del Perú

Luis Eduardo Noriega, UCV–Sede Chimbote

Gabriela Barriga, _____

Discussant: Stephen S. Gray, Western Illinois University

INFORMATION SYSTEMS

3:00–4:15 p.m. **Kimball Room, 3rd Floor**

Theme: Information Systems—Law Enforcement

Chair and

Discussant: Dana Ladd, University of Findlay

Identifying One Time versus Chronic Alcohol Abusers: A Feasibility Study of a Computer-assisted Alcohol Screening Program for DWI Offenders in Drug Court.

Thomas L. Buck, College of St. Scholastica

INTERNATIONAL BUSINESS

3:00–4:15 p.m. **Crystal Room, 3rd Floor**

Theme: Social Responsibility and Sustainability

Chair: Etienne Musonera, Mercer University

Sustainability Practices of Albanian SMEs

Jeffery Harold Adams, Roosevelt University

Engjellushe Icka, Nehemiah Gateway University

Faiza Khoja, University of Houston–Downtown

Ralph Kauffman, University of Houston–Downtown

Steven Coy, University of Houston–Downtown

Third World Economic and Industrial Development Are Linked with Addressing Clean Water Issues, Manufacturing of Basic Human Needs Products, and Decentralized Local Governance

Zafar Bokhari, Chicago State University

Fronius USA- Inverting Sustainable Energy into 24 Hours of Sun

Stephanie Dianne Trendowski, Valparaiso University

Joseph Trendowski, Valparaiso University

Jim Stuck, Valparaiso University

A Test of the Awareness-Motivation-Capability Model on the Impact of Knowledge Spillovers In South-South Fdi: A Case of Chinese Fdi in Cambodia

Pisey Vicheth, Lingnan University

Paul Whitla, Lingnan University

Kong-Wing Clement Chow, Lingnan University

INTERNATIONAL BUSINESS

3:00–4:15 p.m.....Cresthill Room, 3rd Floor

Theme: Special Topics

Chair: Tuju Sila, Lindenwood University

Global Business and Supply Chain Management: Develop And Teach This Critical Element

Alex Polacco, St Cloud State University

Banning Trade in Used Clothes: Should East African Community Risk Ejection From AGOA?

Tuju Sila, Lindenwood University

Telehora For Business Cases: Proposing Virtual Reality For Developing Social Skills

Louis Hickman, Purdue University

Mesut Akdere, Purdue University



Program Sessions

Wednesday, April 18, 2018

MANAGEMENT

3:00–4:15 p.m......**Burnham 1, 7th Floor**

Theme: **Current Issues in Entrepreneurship and Innovation**

Chair: Paul L. Govekar, Ohio Northern University

Discussant: Michael E. Dobbs, Eastern Illinois University
Harry E. Fisher, Eureka College

Procurement's Role in Innovation

Florian Lorenz, Q_PERIOR AG, Berne, Switzerland

Perry Haan, Tiffin University

Tacit and Explicit knowledge: Considering the Small Business Firm

Karen Blotnick, Mount Saint Vincent University

Paulette Cormier-MacBurnie, Mount Saint Vincent University

Peter Mombourquette, Mount Saint Vincent University

Jeffrey D. Young, Mount Saint Vincent University

Means Matter! The Adverse Effect of the Entrepreneur's Dark Triad Personality on Venture Performance

Imran Syed, Ball State University

Jonathan C. Butler, Oklahoma State University

Impact of Digitalization and Automation on Faculty Service Provision

Alexander Redlein, Viennese University of Technology

Eva Stopajnik, Viennese University of Technology

MANAGEMENT

3:00–4:15 p.m......**Burnham 2, 7th Floor**

Theme: **General Business Education in a Crowded Curriculum**

Panelists: Carl Gahala, University of Wisconsin-Washington County
Jill Halverson, University of Wisconsin-Fox Valley
Elizabeth Smith, University of Wisconsin-Barron County

MARKETING

3:00–4:15 p.m...... **Salon 1, 3rd Floor**

Theme: **Social Media and Digital Marketing**

Chair and

Discussant: Cal Simpson, Indiana University East

Co-Creating Social Media Value: A Content Typology

Eric T. Brey, University of Wisconsin-Stout

**Who Really Reads Online Ads? Generational Attitudinal Differences
Towards Digital Marketing**

Sandy Domagalski, Northern Illinois University

Ursula Sullivan, Northern Illinois University

The Impact of Gender and Involvement in Brand Content Marketing

Hyeong-Gyu Choi, Augustana College

MARKETING

3:00–4:15 p.m...... **Salon 2, 3rd Floor**

Theme: **Sports, Events and Recreation Marketing**

Chair and

Discussant: Michelle B. Kunz, Morehead State University

**Tourist Perceptions and Environmentally Responsible Behavior:
The Mediating Role of Relational Quality**

Scott Swanson, University of Wisconsin-Eau Claire

Xuehuan He, Business School of Central South University

Dongbin Hu, Business School Central South University

Lujun Su, Business School Central South University

**Identifying Characteristics and Motivations of Farmers' Market
Patrons: A Quantitative Analysis**

Theodore Ruffalo, Carthage College

Dennis A. Kopf, University of Wisconsin-Whitewater



Program Sessions

Wednesday, April 18, 2018

MARKETING

3:00–4:15 p.m...... Salon 3, 3rd Floor

Theme: Panel: Incorporating Digital Marketing Certifications into the Classroom: Best Practice Recommendations and Challenges to Overcome for Faculty

Panelists: Todd Bacile, Loyola University-New Orleans
Scott Cowley, Western Michigan University
William Humphrey, Florida International University
Debra Laverie, Texas Tech University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

3:00–4:15 p.m...... Indiana Room, 3rd Floor

Theme: Business Entrepreneurship and Renewable Energy

Chair: Kimberly Witzel Pichot, Andrews University

Are Male Entrepreneurs More Innovative than Females? Evidence from Australia and the United States

David Price, Washburn University

Discussant: Kimberly Witzel Pichot, Andrews University

Economic Development through the Creation of Renewable Energy Clusters: The Case of Northern Colorado

Kimberly Witzel Pichot, Andrews University

Discussant: David Price, Washburn University

ACCOUNTING

4:30-5:45 p.m...... Salon 12, 3rd Floor

North American Accounting Society Board Meeting

Presiding: Wilhelmina (Mimi) Ford, Middle Georgia State University

BUSINESS AND HEALTH ADMINISTRATION

4:30–5:45 p.m. Dearborn 1, 7th Floor

BHAA Board Meeting

Chair: Marcy Butler, Clayton State University

CASE RESEARCH

4:30–5:45 p.m.....LaSalle 3, 7th Floor
Society for Case Research Board Meeting

FINANCE

4:30–5:45 p.m. Clark 5, 7th Floor
Selection of Academy of Finance Teaching Award
Chair: Peppi Kenny, Western Illinois University

MBAA INTERNATIONAL

6:00 p.m.....Crystal Room, 3rd Floor
Advisory Council Dinner and Meeting (By invitation only)

FUN NIGHT—*John Williams with An Irish Evening!*

8:00 p.m..... The Empire Room, Off Lobby

MBAA INTERNATIONAL HOSPITALITY SUITE

****–11:00 p.m. Room 128, 8th Floor**
****Begins at the end of the Empire Room Entertainment event and**
closes at 11:00 p.m.

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10-minute demo today!

Thursday, April 19, 2018

ACCOUNTING

8:00–9:00 a.m. Salon 10, 3rd Floor

Theme: **Experiential Learning in Teaching Ethics and Applied Research**

Panelists: Sarah F. Fitzgibbons, Illinois Wesleyan University
 Holly H. Hughey, Illinois Wesleyan University

BUSINESS ECONOMICS

8:00–9:00 a.m. Logan Room, 3rd Floor

Theme: **Topics in Banking**

Chair: Marc Schaffer, St. Norbert College

Central Bank Independence and Macroeconomic Indicators

Ranjay Ray-Chaudhuri, Muhlenberg College

Does Location Matter? Urban and Rural Financial Performance of CDFI Credit Unions

Marc Schaffer, St. Norbert College

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. Dearborn 1, 7th Floor

BHAA Annual Business Meeting and Awards Function

Presiding: Jean Sanchez, Washburn University

Co-Presiding: Marcy Butler, Clayton State University

All BHAA members are invited to attend.

BUSINESS, SOCIETY, AND GOVERNMENT

8:00–9:00 a.m. Lockwood Restaurant, Lobby Level

Theme: **BSG Breakfast**

The BSG Consortium attendees and presenters are invited to meet for breakfast.



Program Sessions

Thursday, April 19, 2018

CASE RESEARCH

8:00–9:00 a.m.LaSalle 1, 7th Floor

Theme: Case Presentations

Chair: Susie Pryor, California State University-San Bernardino

Scribe: Jeffrey Brookman, Idaho State University

Discussants: Michael Stellern, Rockhurst University
Abby Brooks, Christopher Newport University

Voting to Save TRANSAERO, Russia’s No.2 Airline

Olga Kandinskaia, Cyprus International Institute of Management

Deciphering Governmental Financial Reports (B): The Case of a Jefferson County, Alabama Resident

Karen Foust, Tulane University

Michael H. Hogg, Tulane University

Christine P. Smith, Tulane University

CASE RESEARCH

8:00–9:00 a.m.LaSalle 2, 7th Floor

Theme: Embryo Case Presentations

Chair: Britt Shirley, The University of Tampa

Scribe: Lisa M. Lindgren, College of St. Benedict/
St. John’s University

Discussants: Eric Nelson, University of Central Missouri
Steven M. Cox, Queens University of Charlotte

Graeter’s: Success One Scoop at a Time!

Tim Bode, Wittenberg University

Lindsay Meermans, Wittenberg University

Data Breach Decision Making: How and When Should Equifax’s Management have Decided to Use Technology Resources in Connection with the 2017 Data Breach?

H. Kevin Fulk, Tarleton State University

Sundarrajan Sankar, Tarleton State University

Implementing on a Grand Scale: Going Cage-free in a Free Market System

James E. Harris, St. Norbert College
Joy M. Pahl, St. Norbert College

CASE RESEARCH

8:00–9:00 a.m.LaSalle 3, 7th Floor

Theme: Critical Incident Presentations

Chair: Gabriele Lingenfelter, Christopher Newport University

Scribe: Deborah M. Gray, Central Michigan University

Discussants: Olga Khotyasheva, Moscow State Institute of
International Relations MGIMO University
Craig Davis, Ohio University

Trouble In Toyland?: Lead In Fidget Spinners

Janell Kurtz, St. Cloud State University

Tesla Had the Power All Along

Bart Liddle, Lipscomb University

Leanne Smith, Lipscomb University

Offensive Speech: Free Speech or Part of a Hostile Environment?

Asbjorn Osland, San Jose State University

Nanette Clinch, San Jose State University

In Ae Yang, San Jose State University

FINANCE

8:00–9:00 a.m. Clark 3, 7th Floor

Academy of Finance Executive/Board of Directors Meeting

Co-Chairs: Don T. Johnson, Western Illinois University

Thomas M. Krueger, Texas A&M University-Kingsville



Program Sessions

Thursday, April 19, 2018

FINANCE

8:00–9:00 a.m. Clark 5, 7th Floor

Theme: Panel: Understanding Financial Designations—
What’s the Word?

Chair: Jamie Hopkins, The American College of Financial
Services

Panelists: TBD

INFORMATION SYSTEMS

8:00–9:00 a.m. Kimball Room, 3rd Floor

Theme: Information Systems—KMS Informed Learning
Spaces

Chair and

Discussant: TBD

Creating Learning Spaces Integrating KMS Theoretical Design.

Dana Ladd, University of Findlay

INTERNATIONAL BUSINESS

8:00–9:00 a.m. Crystal Room, 3rd Floor

**Academy of International Business—Midwest Region Business
Meeting followed by Officers Meeting**

Chair: David J. Boggs, Eastern Illinois University

MANAGEMENT

8:00–9:00 a.m. Burnham 1, 7th Floor

Theme: Current Technology and Human Issues
in Management

Chair: Patricia Hohlbein, Ohio Dominican University

Discussant: Jamie O’Brien, St. Norbert College

Crisis Analytics: When Big Data and Crisis Management Collide

William “Rick” Crandall, University of North Carolina at Pembroke

John A. Parnell, University of North Carolina at Pembroke

John E. Spillan, University of North Carolina at Pembroke

Richard E. Crandall (retired), Appalachian State University

Chronic Pain and Its Effect on Human Capital

Edward Heler, Independent Scholar

Improving the Public-sector Services through the Integration of Technology and Communication: An Exploratory Study

Diana O. M. Morais, University of Coimbra

Carlos F. Gomes, University of Coimbra

Mahmoud M. Yasin, East Tennessee State University

MANAGEMENT

8:00–9:00 a.m. Burnham 2, 7th Floor

Theme: Issues in Diversity at School and Work

Chair: Chaunda L. Scott, Oakland University

Discussant: Melissa Mann, University of North Carolina at Pembroke

The Cross-cultural Immersion Narratives of Collegiate African-American Males

Rubina Malik, Morehouse College

Exploring the Impact of Psychological Reactance and Network Heterogeneity on Diversity Schemas

Jeanetta D. Sims, University of Central Oklahoma

Anthony Clay, University of Central Oklahoma

Ezekiel Wariboko-Alali, University of Central Oklahoma

African American Business Students at A Predominantly White Institution: Perceptions of the Impact of Interactions with Faculty on Academic Success

Monica E. Allen, Grand Valley State University

MARKETING

8:00–9:00 a.m. Salon 1, 3rd Floor

Theme: Panel: How to Get Published

Panelists: Eric Harris, Editor, *Journal of Managerial Issues*
Brian Rutherford, Editor, *Marketing Management Journal*
Brian Vander Schee, Former Editor, *Marketing Education Review*



Program Sessions

Thursday, April 19, 2018

MARKETING

8:00–9:00 a.m. Salon 2, 3rd Floor

Theme: Consumer Behavior and B2B

Chair and

Discussant:

Assessing Customer Satisfaction and Market Share Relationships in Different Contexts

Junzhou Zhang, Old Dominion University

Arbitrary Coherence and Image Perception in a National Sample

Stephen J. Hellebusch, Hellebusch Research and Consulting

Michael D. Mattei, Bellarmine University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

8:00–9:00 a.m. Indiana Room, 3rd Floor

Theme: Supply Chain Management

Chair: Alfred L. Guiffrida, Kent State University

Supply Chain Performance with Price Change and Production Smoothing Cost

Chuanhui (Charles) Xiong, University of North Carolina at Pembroke

Discussant: Alfred L. Guiffrida, Kent State University

Modeling Improvement In Supply Chain Delivery Performance

Maxim A. Bushuev, Morgan State University

Lihua Chen, West Liberty University

Alfred L. Guiffrida, Kent State University

Thomas Ngniatedema, Morgan State University

Yertai Tania, California State University Fresno

Discussant: Chuanhui (Charles) Xiong, University of North Carolina at Pembroke

ACCOUNTING

9:15–10:30 a.m. Salon 10, 3rd Floor

Theme: Tax Topics

Chair: Sheldon Langsam, Western Michigan University

Accounting, Taxation, and Auditing Issues Following the Legalization of Recreational Marijuana in Canada: Learning from the American Experience

Pauline Downer, Memorial University of Newfoundland

Thomas Cooper, Memorial University of Newfoundland

Alex Faseruk, Memorial University of Newfoundland

Winners and Losers—An Empirical Assessment of the September 27, 2017, Tax Reform Proposal

Kirsten M. Rosacker, Minnesota State University Mankato

Robert E. Rosacker, University of South Dakota

History of the Use Tax

Christopher Jones, University of Wisconsin-Oshkosh

Yuyun A. Sejati, University of Wisconsin-Oshkosh

Spencer Usrey, University of Tennessee-Chattanooga

Categorical Exemptions from the Real Estate Tax: An Empirical Examination of Local Effect

Melony A. Sacopulos, Indiana State University

ACCOUNTING

9:15–10:30 a.m. Salon 12, 3rd Floor

Theme: Teaching Circles—Thoughts and Ideas on How to Improve Classroom Learning

Panelists: Grace Johnson, Marietta College



Program Sessions

Thursday, April 19, 2018

BUSINESS ECONOMICS

9:15–10:30 a.m. **Logan Room, 3rd Floor**

Theme: Pedagogy-Addressing Diversity Issues in an Economics Classroom

Chair: Ranajoy Ray-Chaudhuri, Muhlenberg College

Panelists: Yariv Fadlon, Muhlenberg College
Ermira Mazziotta, Muhlenberg College
Trevor Knox, Muhlenberg College
Ranajoy Ray-Chaudhuri, Muhlenberg College
Lufei Teng, Muhlenberg College

Addressing Diversity in Student Knowledge and Student Learning

Yariv Fadlon, Muhlenberg College

Choosing Examination Questions Not Culturally-Specific in Ways that Disadvantage Students from International or Under-Represented Backgrounds

Trevor Knox, Muhlenberg College

How to Utilize Diversity in the Classroom to Create an Inclusive and Intellectually Stimulating Environment

Ermira Mazziotta, Muhlenberg College

Designing Critical Thinking Assignments around Diversity

Ranajoy Ray-Chaudhuri, Muhlenberg College

How Academic Campuses Benefit from International Students

Lufei Teng, Muhlenberg College



Cyber Cafe in 3rd Floor Salons
Open during conference day sessions.

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. Dearborn 1, 7th Floor

Theme: Health and Wellness

Chair: Joey Helton, Clayton State University

Discussant: Rodeen Lechleitner

Developing Smarter Healthcare Consumers Using Campus Health and Wellness Services

William F. Miller, University of Scranton

Kendall N. Whitehead, University of Scranton

Sarah K. Richards, University of Scranton

Michaela L. Dolde, University of Scranton

Theory and Evidence-Based Planning of a Sustainable and Cost-Effective Wellness Program for College of Health Students, Staff and Faculty

Chandraprakash K. Shukla, Clayton State University

Desiann Jackson, Clayton State University

Shaneco Purdue, Clayton State University

Caleb Raulerson, Clayton State University

Michael E. Dalmat, Clayton State University

The Impact of Health Psychology on Prevention, Lifestyle, and Behaviors: Merging Psycho-Social and Physical Health

Priya Patel, University of Scranton

Steven J. Szydlowski, University of Scranton

Hospital Nurse Burnout: A Continuing Problem

David P. Paul, Monmouth University

Lama Bakhamis, Marshall University

Harlan Smith, Marshall University

Alberto Coustasse, Marshall University



Program Sessions

Thursday, April 19, 2018

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. Dearborn 2, 7th Floor

Theme: **Hospitals and Healthcare Facilities**

Chair: William "Kent" Willis, Marshall University

Discussant: Dennis Emmett, Marshall University

Treatments and Services Provided by Mental Hospitals Impact of Insurance and Type of Entity

Dennis Emmett, Marshall University

Organizational Impact of Hospital Readmissions

Nehchal Bedi, University of Evansville

William B. Stroube, University of Evansville

Violence in Psychiatric Settings

Shehnaz Shukla, Clayton State University

Deborah Gritzmacher, Clayton State University

Chandraprakash K. Shukla, Clayton State University

Reducing Initial Time to Defibrillation for in-Hospital Cardiac Arrest: A DMAIC Quality Improvement Project

Melissa Marengo, Daytona State University

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. Dearborn 3, 7th Floor

Theme: **Physical Therapy**

Chair: Kischa S. Reed, Florida A&M University

Discussant: Jean Sanchez, Washburn University

Inter-Professional and Inter-Organizational Development of a Falls Prevention Program for Shawnee County, Kansas

Madeline Draper, Washburn University

Cassidy Henry, Washburn University

Jean Sanchez, Washburn University

Analysis of a Community Fall Prevention Program for Shawnee County, Kansas

Jean Sanchez, Washburn University

Zach Frank, Washburn University

Cory Oliva, Washburn University

Age-Related Physical Impairments and Road Safety Issues in Older Drivers

Kischa S. Reed, Florida A&M University
Kenny Liu, Florida A&M University

Does Throwing Fastballs or Curveballs Predispose Baseball Pitchers More to UCL Sprain?

Rachel Hoover, Washburn University
Jean Sanchez, Washburn University
Karen Garrison, Washburn University

Violence in Healthcare: Important Information for Dealing with Conflict

Jean Sanchez, Washburn University
Zach Frank, Washburn University
Cory Oliva, Washburn University

BUSINESS, SOCIETY, AND GOVERNMENT

9:15–10:30 a.m. Madison Room, 3rd Floor

Theme: Social Media Issues

Chair: Wei Zhou, Northwestern Oklahoma State University

Role of Social Media in Rural Emergency Management: A Qualitative Case Study

Gregory Cosgrove, Austin Peay State University
Kim James, Jacksonville University

Social Media: Student Predictors of Civic Engagement

Douglass Smith, Emporia State University
Nathaniel Wright, Texas Tech University
Richard Wallace, University of Kansas

Implementing a Dedicated Social Media Platform Specific to Military Learners to Increase Engagement in E-learning

Diane Sykes, Kaplan University



Program Sessions Thursday, April 19, 2018

CASE RESEARCH

9:15–10:30 a.m.LaSalle 1, 7th Floor

Theme: **Embryo Case Presentations**

Chair: Asborn Osland, San Jose State University

Scribe: Brittany Cord, Luther College

Discussants: George Whaley, San Jose State University
 Andy Borchers, Lipscomb University

FullContact: The Case for No-Contact Vacations

Adriane Leithauser, Gonzaga University

Peggy Sue Loroz, Gonzaga University

Molly Pepper, Gonzaga University

Challenges of an On-Campus Marking Research Organization that Uses High Impact Educational Practices to Move Students through Bloom’s Taxonomy

Alicia Christenson, Bemidji State University

CASE RESEARCH

9:15–10:30 a.m.LaSalle 2, 7th Floor

Theme: **Case Presentations**

Chair: Lisa M. Lindgren, College of St. Benedict/
 St. John’s University

Scribe: Fernando Pereira Laverde, Javeriana University

Discussants: Craig Davis, Ohio University
 Russell Casey, Fort Hays State University

The Friendly Laser Case

Alla Dementieva, Moscow State Institute of International Relations
 MGIMO University

Olga Kandinskaia, Cyprus International Institute of Management

Olga Khotyashaeva, Moscow State Institute of International Relations
 MGIMO University

SOHO Single Malt Scotch Whiskey Goes International

Jean Lefebvre, Central Connecticut State University

Entry Into the Real Estate Game: A Series of Unfortunate Events

David Rodriguez, Henderson State University

Alan Blaylock, Henderson State University

CASE RESEARCH

9:15–10:30 a.m. LaSalle 3, 7th Floor

**Theme: Panel Discussion: “Oh, the places you’ll go!” Writing
Ethnographic Case Studies of Communities and
Marketspaces**

Panelists: Susie Pryor, California State University-San Bernardino

EXHIBITOR SERIES – Capsim Management Simulations

9:15–10:30 a.m. Clark 10, 7th Floor

CapsimInbox

Speaker: Erich Dierdorff

Every business school has one goal in common: preparing students for career success. Reaching this goal means identifying, measuring, and improving the skills that are most critical to professional success. Large-scale surveys of employers routinely identify a common set of skills that are “must-haves” but at the same time are “hard to find” among graduates. Solving this skill gap problem is essential to the effectiveness of business school education. The most critical business skills are known, but if you can’t measure these competencies, how can you develop them to ensure your students’ success? Join this session to learn about CapsimInbox: a flexible, objective, and efficient simulation-based assessment tool designed to measure and help develop the hard-to-measure managerial skills such as organization, communication, people management and ethical decision making.



Program Sessions

Thursday, April 19, 2018

FINANCE

9:15–10:30 a.m. **Clark 3, 7th Floor**

Theme: **Real Estate**

Chair: Mark A. Wrolstad, Winona State University

Are Bubbles in Real Estate Congenital? Evidence from the 2007 Financial Crisis

Jamshed Y. Uppal, Catholic University of America

Ehsan Ahmed, James Madison University

J. Barkley Rosser Jr., James Madison University

Discussant: Heather S. Knewton, Michigan Technological University

REIT Cash Flows and Stock Returns

Olgun Fuat Sahin, Saint Louis University

Discussant: Alireza Namdari, Western New England University

FINANCE

9:15–10:30 a.m. **Clark 5, 7th Floor**

Theme: **Special Topics**

Chair: Jayen B. Patel, Adelphi University

Tips for New Professors to Successfully Write and Review Finance Journal Articles

Don T. Johnson, Western Illinois University

Peppi Kenny, Western Illinois University

Discussant: Hongbok Lee, Western Illinois University

Neurobiological Foundation of Risk—Analysis of the Linda Problem

Howard Qi, Michigan Technological University

Discussant: Takdir Hossain, Dhaka University

The Process of Monetary Union in The Korean Peninsula: An Alternative Approach to Denuclearization, Economic Integration, and Peaceful Unification

Jin-Gil Jeong, Howard University

Discussant: Ajeet Jain, Alabama A&M University

FINANCE

9:15–10:30 a.m. Clark 7, 7th Floor

Theme: **Special Topics**

Chair: Ashrafee Hossain, Memorial University of Newfoundland

529 Plan Investment Wisdom: Focusing on Factors that Make a Difference

C. Edward Chang, Missouri State University

Thomas M. Krueger, Texas A&M University-Kingsville

Discussant: Stephen S. Gray, Western Illinois University

Accounts Receivable, Accounts Payable, and Supply Chain Bullies: A Markov Chain Liquidity Model

Philip A. Horvath, Bradley University

Amit K. Sinha, Bradley University

Discussant: Ben Le, Kean University

Using the Principles of Finance and Economics to Analyze and Evaluate Donald Trump's Campaign Promises and How Well He Delivered on His Campaign Promises During His First Year as President of the United States of America

Charles Johnston, Baker College

Discussant: Pedro Sottile, University of Wisconsin-Eau Claire

FINANCE

9:15–10:30 a.m. Clark 9, 7th Floor

Theme: **Financial Markets**

Chair: Min-Yu (Stella) Liao, Illinois State University

Advisor impact, how advisors add perceived value to clients

Jamie Hopkins, The American College of Financial Services

Discussant: Ramiz Ur Rehman, The University of Lahore

Seasonality in the Crude Oil and Natural Gas Markets

Duong Le, Marietta College

Discussant: Edmundo R. Lizarzaburu, Universidad Esan



Program Sessions

Thursday, April 19, 2018

INFORMATION SYSTEMS

9:15–10:30 a.m......Kimball Room, 3rd Floor

Theme: Information Systems—Cloud Ecosystems

Chair and

Discussant: Joseph O. Chan, Roosevelt University

Cloud Computing in the Age of the Fourth Industrial Revolution: New Services and Economic Acquisition Decisions.

In Lee, Western Illinois University

Enterprise Relationship Management in the Cloud

Joseph O. Chan, Roosevelt University

INTERNATIONAL BUSINESS

9:15–10:30 a.m......Crystal Room, 3rd Floor

Theme: Emerging Markets and Entrepreneurship

Chair: Gaye Acikdilli, Baskent University

Relationship Between FDI Distribution and Regional Economic Aggregates: An Evidence from India

Sunita Mall, Mica, Ahmedabad

The Valuable Path of Emerging Market Success: How Two MNCs Got it Right?

Rifat Sharmelly, College of Leadership and Business, Australian Institute of Professional Counsellors

Emerging Markets and Outsourcing in International Business

Edward Mugerwa, Umea University

INTERNATIONAL BUSINESS

9:15–10:30 a.m......Cresthill Room, 3rd Floor

Theme: Global Strategy and Internationalization

Chair: Howook Shin, Bowling Green State University

Stock as Inflation Hedge: Evidence from India

Niyati Bhanja, Mica, Ahmedabad

Effects of International Experience and Legitimacy on The Performance of Greenfield Investments

O. Volkan Ozbek, University of San Diego

A Behavioral Perspective on the Internationalization and Foreign Location Choice of the Firm: Evidence From Japanese Firms

Niyata Kawewong, Kobe University

Determinants of Foreign Direct Investment: Evidence from Scandinavia

Shaista Nisar, University of Tampa

LEGAL STUDIES

9:15–10:30 a.m. Wilson Room, 3rd Floor

Theme: Teaching/Pedagogy

High-Impact Learning: Definition and Implementation in Legal Studies Courses

Dexter Woods, Ohio Northern University

Alexander Klouvas, Ohio Northern University

Analyzing the Academic Costs of College Internships

Kathy Paulson Gjerde, Butler University

Peter Prescott, Butler University

LEGAL STUDIES

9:15–10:30 a.m. Marshfield Room, 3rd Floor

Theme: Employment Law

Chair Melony A. Sacopulos, Indiana State University

Toward a Sweeter Science: Banning Domestic Abusers from Prize Fighting

Matthew Hlinak, Dominican University

Right to Work in Missouri

Denise (Deni) Oas, University of Central Missouri



Program Sessions

Thursday, April 19, 2018

Never Off the Clock—Potential Legal Problems for Employers

Elizabeth A. Cameron, Alma College

Tanya M. Marcum, Bradley University

To Reveal or Not Reveal: Facilitating Requests for Accommodations for Employees with Psychiatric Disabilities

Stacy Hickox, Michigan State University

MANAGEMENT

9:15–10:30 a.m.Burnham 1, 7th Floor

Theme: Perspectives in Leadership

Chair: Rubina Malik, Morehouse College

Discussant: John Fazio, Marietta College

Trust in Union Leaders and Decline in Union Membership

Seth E. Francois, Independent Consultant

Steve Roussas, University of Phoenix

Examining University Administrators' Leadership Styles and Their Influence on the Sense of Belonging of Adjunct Instructors Teaching Online Courses

Kristi Krintzline, Tiffin University

Perry Haan, Tiffin University

Managing Negotiations Through Personality-based Contextualization

Roger Volkema, American University

MANAGEMENT

9:15–10:30 a.m.Burnham 2, 7th Floor

Theme: Contemporary Topics in Strategy and Knowledge Management

Chair: Mark A. Bayer, Eastern Illinois University

Discussant: Michelle Govekar, Ohio Northern University

Culture Distance and Foreign Direct Investment Timing: Lessons from Central Europe

Susan D. Peters, University of North Carolina at Pembroke

The Need for Competing Commitments Research: Coping with Change in Knowledge Management

Jamie O'Brien, St. Norbert College

Effects of Sensing, Sizing, and Reconfiguring on Profitability

Elzotbek Rustambekov, Bryant University

Joseph Trendowski, Valparaiso University

Meredith Sopher, Bryant University

MARKETING

9:15–10:30 a.m. Salon 1, 3rd Floor

Theme: Social Media and Digital Marketing

Chair and

Discussant: Michael J. Messina, Gannon University

"Alexa, what is today's weather?": Invasion of the Chat Bots and the Implications for Relationship Marketing

Stephanie Jacobsen, Bridgewater State University

Nora Ganim Barnes, UMass Dartmouth

An Exploratory Study to Investigate Why People Take Photos of Food in Fine Dining Restaurants

Glyn Atwal, Burgundy School of Business

Douglas Bryson, Rennes School of Business

Customers' Perceived Experiential Value on Positive Emotion, Memory, Attitude, and Loyalty: Case of Online Shopping Mall and Social Commerce Context

JungKook Lee, Indiana University-Purdue University Columbus



Program Sessions

Thursday, April 19, 2018

MARKETING

9:15–10:30 a.m. Salon 2, 3rd Floor

Theme: **Marketing Education**

Chair and

Discussant: Debbie Delong, Chatham University

Examining the Factors Relevant for Creating a Strong Student Brand: Perceptions of Importance and Evaluation

Jennifer Strimbu, Valparaiso University

Daina Mueller, Valparaiso University

Paige Lockhart, Valparaiso University

Musa Pinar, Valparaiso University

Paul Trapp, Valparaiso University

Examination of Attitude Change in a Sustainable Marketing Course

Michelle B. Kunz, Morehead State University

Student Perceptions of Marketing Reconsidered

Scott Swanson, University of Wisconsin-Eau Claire

MARKETING

9:15–10:30 a.m. Salon 3, 3rd Floor

Theme: **Branding, Strategy and Research**

Chair and

Discussant: Barbara Morgan, California State University-Fresno

Branding [or the Lack of Branding among] Innovation District Cities: Evidence of How the Rise of Innovation Districts Is Outpacing City Government Efforts to Brand Them

Jeanetta D. Sims, University of Central Oklahoma

Mindy Vo, University of Central Oklahoma

Laura Miranda, University of Central Oklahoma

Moving Toward a Customer-Focused Local Government Agency: A Case Study

Henry Ho, Ferris State University

**The Sharing Economy and the Autonomous Automobile:
Revolutionary Technological Advancement Meets Cautious Market
Acceptance**

Vijaykumar Krishnan, Northern Illinois University
Ursula Sullivan, Northern Illinois University
Timothy W. Aurand, Northern Illinois University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

9:15–10:30 a.m...... Indiana Room, 3rd Floor

Theme: **Supply Chain Performance and Teaching Pedagogy**

Chair: John F. Wellington, Plymouth State University

Stochastic Modeling of Parcel Collection Points for Last Mile Delivery

Jay R. Brown, Loyola University Maryland
Alfred L. Guiffrida, Kent State University
Steven A. Lewis, Mongrel Works, LLC
John F. Wellington, Plymouth State University

Discussant: David Goodman, Bellevue University

A Research Agenda for the Supply Chain Last Mile Delivery Problem

Rebecca Dingus, Central Michigan University
Alfred L. Guiffrida, Kent State University
Michael J. Messina, Gannon University
Rajeev Sawhney, Western Illinois University

**Building and Exploring Solutions to Operations Management
Problems: A Pedagogical Approach”**

John F. Wellington, Plymouth State University
(Recipient of OMEA "Best Teaching Award" Paper)



Program Sessions

Thursday, April 19, 2018

ACCOUNTING

10:45 a.m.–12:00 p.m..... Salon 10, 3rd Floor

Theme: Financial Accounting

Chair: James Penner, Western Michigan University

A Critical Evaluation of the Jones Models and the Industry Approach for the Estimation of Discretionary Accruals

Soon Suk Yoon, Western Illinois University

Hyo Jin Kim, Jeonju University

Gregg Woodruff, Western Illinois University

The Role of Legal Actions In Earnings Management

John Paul, Brooklyn College/City University of New York

Opportunity Cost of Equity and Accounting Comparability: A New Approach

Yan Jin, Dominican University of California

Leo Sheng, York University

The Impact of Related and Unrelated Diversification on Earnings Management

Jamol A. Abdiev, Eastern Illinois University

Mukti Upadhyay, Eastern Illinois University

ACCOUNTING

10:45 a.m.–12:00 p.m..... Salon 12, 3rd Floor

Theme: Teaching and Learning

Chair: Wilhelmina (Mimi) Ford, Middle Georgia State University

What Makes an Effective Accounting Teacher

Angela McCaskill, West Virginia University Institute of Technology

An Empirical Study of Accounting Curriculum Settlement Influence on Professional Ethics Judgment

Zhuo Zhang, Macau University of Science and Technology

Meifang Xiang, University of Wisconsin-Whitewater

Yin Luo, E &Y China Office

What Do Employers Expect Accounting Graduates to Know? A Study of Student Technical and Generic Competencies Focused on the Accounting Information Systems Course

Mary Sheets, University of Central Oklahoma
Edward Walker, University of Central Oklahoma
Carl Gabrini, Dalton State College

Potential Benefits of LinkedIn to Accounting Programs

Steven Hanke, Indiana University-Purdue University Fort Wayne

BUSINESS ECONOMICS

10:45 a.m.–12:00 p.m. Logan Room, 3rd Floor

Theme: Undergraduate Session

Chair: John Moeller, Indiana University-Purdue University Fort Wayne

Is there a wage premium if an individual can speak any foreign language?

Yehwon Jang, Indiana University-Purdue University Fort Wayne

WIC Participation Rates

Samantha Schnurr, Indiana University-Purdue University Fort Wayne

The Effects of Tariffs on GDP Growth

John Moeller, Indiana University-Purdue University Fort Wayne

BUSINESS AND HEALTH ADMINISTRATION

10:45 a.m.–12:00 p.m. Dearborn 1, 7th Floor

Theme: Healthcare Professionals

Chair: Zach Frank, Washburn University

Discussant: Vivek S. Natarajan, Lamar University

General Supervision of Licensed Dental Hygienists in the State of Georgia: New Paradigms of Care

Susan I. Duley, Clayton State University
Peter G. Fitzpatrick, Clayton State University



Program Sessions

Thursday, April 19, 2018

The Roles and Impacts of a Career as a Nurse Practitioner, Physician Assistant, and Physician

Gregory Charrier, Lamar University
Vivek S. Natarajan, Lamar University
Praphul Joshi, Lamar University

Increased Need for Cultural Competence among Healthcare Providers in the 21st Century

Deysi Tores, Daytona State College

Pharmacogenomics: How does it Work for the Human Body?

Deborah LaStarza, Daytona State College
Lorlene Swiatolowski, Daytona State College

BUSINESS AND HEALTH ADMINISTRATION

10:45 a.m.–12:00 p.m. Dearborn 2, 7th Floor

Theme: Healthcare Management

Chair: Hanadi Hamadi, University of North Florida
Discussant: Deborah Gritzmacher, Clayton State University

Evaluating the Impact of Minority Population Presence on Hospital Acquired Conditions Performance Scores

Aurora Tafil, University of North Florida
Hanadi Hamadi, University of North Florida
Emma Apatu, University of North Florida
Sinyoung Park, University of North Florida
Aaron Spaulding, Mayo Clinic

Single-Payer Healthcare System: Why Not?

Robert Spinelli, University of Scranton

Healthcare Provider Responses to the Affordable Care Act (ACA) 30-day Readmission Policy

Jeffrey Trask, Lewis University
Daisy Sherry, Lewis University

Importance of Emergency Planning in Health Systems: National Disaster Policy and Improvement

Samantha Zilla, University of Scranton
Adriana Montagni, University of Scranton
Robert Spinelli, University of Scranton

BUSINESS AND HEALTH ADMINISTRATION

10:45 a.m.–12:00 p.m..... Dearborn 3, 7th Floor

Theme: Healthcare Education

Chair: Daniel West, University of Scranton

Discussant: Kendolyn Smith, Clayton State University

Collaboratively TeamSTEPPing through Education into Patient-Centered Care

Anna Knapp, Washburn University
Angelique Flinn, Washburn University
Brady Riekman, Washburn University
Katie Snider, Washburn University
Katherine Ure, Washburn University

Characteristics of Strong Long-Term Care Administration Academic Programs: A 10-year Structured Review of NAB Accreditation Reports

Jennifer L. Johs-Artisensi, University of Wisconsin-Eau Claire
Douglas Olson, University of Wisconsin-Eau Claire

The Structure and Organization of Global Accreditation in Health Management Education

Daniel West, University of Scranton
Bernardo Ramirez, University of Central Florida
Cherie Lynn Ramirez, Simmons College

Health Care Foundations: Assistance for the Provider and Help for the Patient

Rita DiLeo, University of Scranton
Anthony R. DiLeo



Program Sessions

Thursday, April 19, 2018

BUSINESS, SOCIETY, AND GOVERNMENT

10:45 a.m.–12:00 p.m...... **Madison Room, 3rd Floor**

Theme: **Education Issues**

Chair: Douglass Smith, Emporia State University

Evaluating Missouri’s High School Financial Literacy Course

Requirement: Does Knowledge Transfer Occur?

James Simmerman, Drury University

Student Perceptions of Higher Education Data Collection

Joni Jackson, Chicago State University

Douglass Smith, Emporia State University

Alan Duesterhaus, Millikin University

A Comparison of the Effects of Cyberbullying on University Students in the U.S. and Israel

Casimir Barczyk, Purdue University Northwest

Yehuda Peled, Western Galilee College

CASE RESEARCH

10:45 a.m.–12:00 p.m......**LaSalle 1, 7th Floor**

Theme: **Embryo Case Presentations**

Chair: Tyler Burch, Idaho State University

Scribe: H. Kevin Fulk, Tarleton State University

Discussants: Avinash Mulky, Indian Institute of Management

Tyler Burch, Idaho State University

Unwelcome Role Reversal: The Trials and Tribulations of Cross-cultural Sales

Kasia Firlej, Purdue University Northwest

Choosing a Target Market for an International Entrepreneur

Lisa M. Lindgren, College of St. Benedict/St. John’s University

Solar Commons: An Embryo Case Study of the Creation of a New Community Solar Ownership Model for Low-Income U.S. Neighborhoods

Kathryn Milun, University of Minnesota-Duluth

Tomas Lopez-Pumarejo, Brooklyn College

CASE RESEARCH

10:45 a.m.–12:00 p.m......LaSalle 2, 7th Floor

Theme: Embryo Case Presentations

Chair: Wade Davis, Minnesota State University-Mankato

Scribe: James E. Harris, St. Norbert College

Discussants: Eric Nelson, University of Central Missouri
Karen Foust, Tulane University

Distinct Traits and Challenges of a Social Entrepreneur

Fernando Pereira Laverde, Javeriana University

Monika Hudson, University of San Francisco

Jake Needs to Make a Decision

Lizabeth A. Barclay, Oakland University

“Who Let The Dogs Out?” Technology-Enhanced Long-Distance Management: The Case of Main Street Pet Resort

Susie Pryor, California State University-San Bernardino

Stacey Allis, California State University-San Bernardino

CASE RESEARCH

10:45 a.m.–12:00 p.m......LaSalle 3, 7th Floor

Theme: Panel Discussion: Create a Digital SCR Case Pack for Your Students

Panelists: Elizabeth H. Jones, Notre Dame of Maryland University

EXHIBITOR SERIES – Marketplace® Simulations

10:45 a.m.–12:00 p.m...... Clark 10, 7th Floor

The Benefits of Experiential Learning and Simulations: How Marketplace® Simulations and Its Pedagogy Contribute to Assurance of Learning Goals

It is interesting to review how business simulations impact student learning in contrast with traditional teaching methods (lectures, case studies). We will describe the benefits of using a simulation in the classroom. We will also describe how Marketplace® Simulations and a number of value-added overlaid activities can help to assess the students' individual and team performance. The pedagogy of a capstone undergraduate course will be used to illustrate the pedagogy.



Program Sessions

Thursday, April 19, 2018

FINANCE

10:45 a.m.–12:00 p.m...... **Clark 7, 7th Floor**

Academy of Finance Business Meeting

Co-chairs: Thomas M. Krueger, Texas A&M University-Kingsville
Don T. Johnson, Western Illinois University

INFORMATION SYSTEMS

10:45 a.m.-12:00 p.m. **Kimball Room, 3rd Floor**

Theme: Information Systems—Analytics

Chair and

Discussant: Jan-Jo Chen, Eastern Michigan University

Analytics and the advancements in business.

Myung-Ho Yoon, Northeastern Illinois University

Predictive Analytics based on the Top 100 Billionaires in USA and China Using Decision Tree Learning in Machine Learning.

Jan-Jo Chen, Eastern Michigan University

Wei-Wei Cheng, Eastern Michigan University

Jian-Chern Chen, Eastern Michigan University

INTERNATIONAL BUSINESS

10:45 a.m.–12:00 p.m...... **Crystal Room, 3rd Floor**

Theme: Current Issues

Chair: Alex Polacco, St. Cloud State University

NAFTA: US Jobs and Incomes at Stake

Animesh Ghoshal, DePaul University

La Planēte Des Crypto-Monnaies (planet of the cryptocurrencies)

Brosh Teucher, Saint Michael's College

Local Currencies: The Promise, The Pitfall, and The Politics

Brosh Teucher, Saint Michael's College

South China Sea: Changing Dynamics

Peter Geib, Minnesota State University-Moorhead

Lucie Pfaff, Mount Saint Vincent College

INTERNATIONAL BUSINESS

10:45 a.m.–12:00 p.m......**Cresthill Room, 3rd Floor**

Theme: Special Topics

Chair: Kingshuk Mukherjee, College of Saint Benedict and
Saint John's University

**Managing Subsidiary Divestment through Time—Puerto Rico's
Pharmaceutical Industry Experience from 1960 to 2016**

Luis Manuel Baquero, Pontifical Catholic University of Puerto Rico

Marketing, Branding, and Consumer Research

**Study on the Development Strategy of Modern Service Industry Based
on SWOT Quantitative Analysis—A Case Study of Chongqing Fuling
District**

Xueyang Chen, Yangtze Normal University

Pei Lyu, Guangxi University

**The Role of Social Capital in Entrepreneurial Self-Efficacy of
Marginalized Women in Developing World**

Hassan Hussein, College of Saint Benedict and Saint John's University

Kingshuk Mukherjee, College of Saint Benedict and Saint John's University

Understanding North Korea for Global Business Perspectives

Sang T. Choe, University of Southern Indiana

Glenn A. Pitman, SUNY-Binghamton

LEGAL STUDIES

10:45 a.m.–12:00 p.m...... **Wilson Room, 3rd Floor**

Theme: Ethics

Chair: Stacy Hickox, Michigan State University

Caremark's Behavioral Legacy

Todd Haugh, Indiana University Kelley School of Business

**Every Dog Deserves His Day . . . In Court. The Legal and Ethical
Issues of Dog Ownership in the New Millennium**

Jason Kight, Winona State University



Program Sessions

Thursday, April 19, 2018

Common Law Jurisprudence: Global Values for Business and Society
Mark S. Blodgett, Suffolk University

LEGAL STUDIES

10:45 a.m.–12:00 p.m.....Marshfield Room, 3rd Floor

Theme: Tax Law

Chair: Michael J. Molesky, Michigan State University

Cyber Taxation v. Cyber Jurisdiction: Should the Nexus Standard be the Same

Burke T. Ward, Villanova University

Corporate Taxation and Social Responsibility

Daniel T. Ostas, University of Oklahoma

Categorical Exemptions from the Real Estate Tax: An Empirical Examination of Local Effect

Melony A. Sacopulos, Indiana State University

MANAGEMENT

10:45 a.m.–12:00 p.m.....Burnham 1, 7th Floor

Theme: Enacting Active Learning Strategies

Chair: Jay Johnson, Fontbonne University

Discussant: Jeffrey D. Young, Mount Saint Vincent University

Introducing Students to International Business: The Fortune Global 500 Home Country Game

Michael E. Dobbs, Eastern Illinois University

The Use of Simulations in Management Education: The Value, Historical Use of Simulations, and the Nuts and Bolts of Selecting and Implementing Simulations

Carolyn Wiley, Roosevelt University

Extending the Egg Drop Challenge: An Experiential Enhancement to Work Team Learning Outcomes

John Fazio, Marietta College

Julie Harding, Marietta College

MANAGEMENT

10:45 a.m.–12:00 p.m.....Burnham 2, 7th Floor

Theme: Contemporary Issues in Workforce Diversity

Chair: Melissa Mann, University of North Carolina at Pembroke

Discussant: David M. Savino, Ohio Northern University

**Managerial Models of Faculty-Driven Transformative Diversity
Education Initiatives: Implications for Higher Education Management
at Metropolitan Universities**

Chaunda L. Scott, Oakland University

Jeanetta D. Sims, University of Central Oklahoma

**Critical Mass Hypothesis: Empirical Evidence from the Microfinance
Institutions' Board**

Tanweer Hasan, Roosevelt University

**Promoting Gender Equality by Closing the Gender Gap in
Management—Organizational Practices at L'OREAL**

Judit Lovas, Memorial University of Newfoundland

MARKETING

10:45 a.m.–12:00 p.m..... Wabash Room, 3rd Floor

MMA Awards Brunch (Ticket Required)

Best Track Papers and MMA Master Scholar Awards Presented

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

10:45 a.m.–12:00 p.m..... Indiana Room, 3rd Floor

Theme: Supply Chain Strategies and the Auto Industry

Chair: John T. Simon, Governors State University

Green Supply Chain Management Practices

John T. Simon, Governors State University

Discussant: George Dierberger, Augsburg University



Program Sessions

Thursday, April 19, 2018

Q-Bic, A European Revolution In Packaging, Logistics, Operations, and Sustainability

George Dierberger, Augsburg University

Discussant: John T. Simon, Governors State University

Fair Trade Not Free Trade: Ending NAFTA- Impact on the U.S. Auto Industry

Anthony Narsing, Middle Georgia State University

Troy Sullivan, Middle Georgia State University

Wilhelmina (Mimi) Ford, Middle Georgia State University

BUSINESS AND HEALTH ADMINISTRATION

12:15–1:30 p.m. Dearborn 1, 7th Floor
BHAA Luncheon (Ticket Required)

CASE RESEARCH

12:15–1:30 p.m. Chicago Room, 5th Floor
Annual Meeting and Luncheon (Ticket Required)

FINANCE

12:15–1:30 p.m. Clark 5, 7th Floor
Academy of Finance Luncheon (Ticket Required)

Theme: Lessons Learned and Opportunities Observed from Inside the Financial Markets

Keynote

Speaker: Jeffrey Schuppel, Bridgeport Partners, LLC

**Cyber Cafe in 3rd Floor Salons
Open during conference day sessions.**

INFORMATION SYSTEMS

12:15–1:30 p.m. Kimball Room, 3rd Floor

Theme: Information Systems—Cryptocurrency and Block Chains

Chair and

Discussant: Dana Ladd, University of Findlay

Cryptocurrency and Block Chain Technology: Comparative Analysis

Rami Khasawneh, Lewis University

INTERNATIONAL BUSINESS

12:15–1:30 p.m. Crystal Room, 3rd Floor

Academy of International Business—Midwest Region Luncheon (Ticket Required)

Keynote

Speaker: Sanford L. Moskowitz, Global Business at St. John's University and the College of St. Benedict

MANAGEMENT

12:15–1:30 p.m. Empire Room, Off Lobby

NAMS Awards Luncheon (Ticket Required)

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

12:15–1:30 p.m. Ashland Room, 3rd Floor

OMEA Annual Meeting and Luncheon (Ticket Required)

Easily Assess Key Ethical Decision-Making Skills

CapsimInbox: Ethical Decision-Making is a simulation-based assessment that measures five key ethical decision-making skills in under 60 minutes.



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10-minute demo today!

ACCOUNTING

1:30–2:45 p.m..... Salon 10, 3rd Floor

Theme: Regulation, Banking and Mergers

Chair: Mostafa M. Maksy, Kutztown University of Pennsylvania

Competing in Value Creation: The Role of Industry Competition, Firm Competitiveness, and Corporate Governance in the Firm’s Compliance with Disclosure Regulation Based on the “Comply or Explain” Principle

Inna Voytsekhivska, Western Michigan University

The Impact of the Current Expected Credit Loss Standard (CECL) on the Timing and Comparability of Reserves

Sarah Chae, Federal Reserve Board of Governors

Robert F. Sarama, Federal Reserve Board of Governors

Cindy M. Vojtech, Federal Reserve Board of Governors

James Wang, Federal Reserve Board of Governors

Bank Characteristics and Market Environment: An analysis of the Factors that Leads to Merger and Acquisition in UAE Banking Sector

Musa Darayseh, American University of Sharjah

ACCOUNTING

1:30–2:45 p.m..... Salon 12, 3rd Floor

Theme: Use of Software in Accounting and Finance Courses

Panelists: David Birkett, University of Dubuque

Linda McKeag, University of Dubuque

Erica Scheidecker, University of Dubuque

BUSINESS ECONOMICS

1:30– 2:45 p.m..... Logan Room, 3rd Floor

Theme: Topics in Education

Chair: Hedayah Samavati, Indiana University-Purdue University
Fort Wayne

Academic Tenure and Specific Knowledge in Universities: A Critical Review of the Economics Literature

Scott Wallace, University of Wisconsin-Stevens Point

Kevin Neuman, University of Wisconsin-Stevens Point



Program Sessions

Thursday, April 19, 2018

Do Principles of Macroeconomics Courses Promote Economic Thinking on Public Policy?"

Daria Sevastianova, University of Southern Indiana

The University as Business: Efficiency, Education, and Illusion

Hedayeh Samavati, Indiana University-Purdue University, Fort Wayne

Nodir Adilov, Indiana University-Purdue University, Fort Wayne

David Dilts, Indiana University-Purdue University, Fort Wayne

Faculty Compensation at Indiana Institutions of Higher Education

Hedayeh Samavati, Indiana University-Purdue University, Fort Wayne

Myeong Kim, Indiana University-Purdue University, Fort Wayne

David Dilts, Indiana University-Purdue University, Fort Wayne

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m...... Dearborn 1, 7th Floor

Theme: Post-Acute Care/LTC

Chair: Steven J. Szydlowski, University of Scranton

Discussant: Ronald Fuqua, Clayton State University

Human Resource Management in Health Care: A Case of Turnover in LTC

Ronald Fuqua, Clayton State University

Latrina Walden, Clayton State University

Kendolyn Smith, Clayton State University

Animal Engagement in LTC: The Benefits

Samantha Zilla, University of Scranton

Adriana Montagni, University of Scranton

Robert Spinelli, University of Scranton

A Comparative Review of Elder Services in Rural and Urban Setting: Challenges and Strategies

Rose Carboni, University of Scranton

Steven J. Szydlowski, University of Scranton

The Development of Polypharmacy with Seniors in Social Institutions in Slovakia

Ivan Bartošovič, St. Elisabeth University of Health and Social Sciences

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m...... Dearborn 2, 7th Floor

Theme: **Nursing**

Chair: Katherine Ure, Washburn University

Discussant: Deborah Gritzmacher, Clayton State University

Effects of Using Cooling Blanket to Reduce Fever without Elevating Liver Enzymes

Alaa Doaib, Indiana University of Pennsylvania

Ishraq Almasoudi, Indiana University of Pennsylvania

An Empirical Investigation of Workplace Related Perceptions of Nursing

Satish P. Deshpande, Western Michigan University

When FAST Is Not Good Enough: Stroke Cases Illustrating the Differential Impact of Quality of Care on Patient Outcomes

Crystal Marchant, Clayton State University

Deborah Gritzmacher, Clayton State University

M. Scott Stegall, Clayton State University

MeriBeth H. Stegall, Clayton State University

Burnout Syndrome and Nurse-to-Patient Ratio in the Workplace

Ekaterina Gustan, Marshall University

Jami Patton, Marshall University

William "Kent" Willis, Marshall University

Alberto Coustasse, Marshall University

Effectiveness of Leadership Capacity in Delivering Simulation Education: A Catalyst for Change in Nursing

Nazik M.A. Zakari, King Saudi University

Walaa Hamadi, Ibn Sina National College

Farouk Smith, University of North Florida

Hanadi Hamadi, University of North Florida



Program Sessions Thursday, April 19, 2018

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m...... Dearborn 3, 7th Floor

Theme: Health Information Technology

Chair: Bernardo Ramirez, University of Central Florida

Discussant: William B. Stroube, University of Evansville

Cybersecurity in Healthcare Applications—Trends and Developments

Rangarajan Parthasarathy, DePaul University

Medical Technologies that Reduce Medication Errors

Nawal Dawsh, Indiana University of Pennsylvania

Telemedicine: Its Impact, Challenges & Benefits

Rita DiLeo, University of Scranton

Anthony R. DiLeo

Emerging Cloud Computing Trends in Mobile Healthcare

Anuradha Rangarajan, Indiana State University

David Batts, East Carolina University

BUSINESS, SOCIETY, AND GOVERNMENT

1:30–2:45 p.m...... Madison Room, 3rd Floor

Theme: Matter of Education and Related Issues

Chair: Alan Duesterhaus, Millikin University

Humor Is No Laughing Matter. Risks and Rewards of Using Humor in Distance Learning—and Why Some Professors Wrestle with Online Levity

G. Stan Reeley, Herzing University

Christal Curtis

China’s One Belt, One Road in the Musical Arts and Higher Education: Advancing the Silk Road through New Business Partnerships with U.S. Universities and Conservatories of Music, 2015–2018

Sarah Chan, California State University-Stanislaus

Developing Leadership Traits Among Youth, Generation Z

Unnati Jain, Walden University

Bharat Thakkar, Walden University

CASE RESEARCH

1:30–2:45 p.m.LaSalle 1, 7th Floor

Theme: Critical Incident Presentations

Chair: Olga Kandinskaia, Cyprus International Institute of
Management

Scribe: Lisa M. Lindgren, College of St. Benedict/
St. John's University

Discussants: Leanne Smith, Lipscomb University
Lisa M. Lindgren, College of St. Benedict/
St. John's University

Corporate Social Responsibility and Pokémon GO

Nanette Clinch, San Jose State University

Asbjorn Osland, San Jose State University

**The Oxymoron of OTC Hearing Aids: The Mass Marketization of a
Personalized Product**

Nikolaus T. Butz, University of Wisconsin-Stevens Point

Rachel D. Craig, University of Wisconsin-Stevens Point

Todd Decker, Professional Hearing Services, Inc.

CASE RESEARCH

1:30–2:45 p.m.LaSalle 2, 7th Floor

Theme: Critical Incident Presentations

Chair: Paul E. Olsen, Saint Michael's College

Scribe: Lindsay Meermans, Wittenberg University

Discussants: Ann Hackert, Idaho State University
Kent Kauffman, Indiana University-Purdue University
Fort Wayne

Bodin's British Pub

Susan D. Peters, University of North Carolina at Pembroke



Program Sessions

Thursday, April 19, 2018

Company Policy Versus Family Peace

Neil Tocher, Idaho State University
Tyler Burch, Idaho State University
Dennis Krumwiede, Idaho State University

CASE RESEARCH

1:30–2:45 p.m......**LaSalle 3, 7th Floor**

Theme: **Panel Discussion: Meet the SCR Journal Editors**

Panelists: Leigh Cellucci, East Carolina University
Elizabeth H. Jones, Notre Dame of Maryland University
Andy Borchers, Lipscomb University
Craig Davis, Ohio University
George Whaley, San Jose State University

FINANCE

1:30–2:45 p.m......**Clark 3, 7th Floor**

Theme: **Global Finance**

Chair: Don T. Johnson, Western Illinois University

Corporate Governance and Delisting: Evidence from Emerging Markets

Min-Yu (Stella) Liao, Illinois State University
Discussant: Jin-Gil Jeong, Howard University

Impact of Capital Control on Stock Returns: Evidence from Malaysia

Yewmun Yip, University of South Dakota
Discussant: Ehsan Ahmed, James Madison University

Market-Based Assessment of External Debt—Evidence from Pakistan

Jamshed Y. Uppal, Catholic University of America
Discussant: Olgun Fuat Sahin, Saint Louis University

FINANCE

1:30–2:45 p.m...... **Clark 5, 7th Floor**

Theme: Investments and Portfolio Management

Chair: C. Edward Chang, Missouri State University

Following the Followers: Mutual Fund Performance when Managers Follow Analyst Coverage

Gerald Abdesaken, Louisiana Tech University

Discussant: Brett Olsen, University of Northern Iowa

Spending Retirement Savings: An Examination of Research and Strategies

Brian E. Porter, Hope College

Discussant: Heather S. Knewtson, Michigan Technological University

Recent Evidence on Presidential Election Cycles and Stock Market Returns

Jayen B. Patel, Adelphi University

Discussant: C. Edward Chang, Missouri State University

FINANCE

1:30–2:45 p.m...... **Clark 7, 7th Floor**

Theme: Investments and Portfolio Management

Chair: Howard Qi, Michigan Technological University

How Have Banks been Managing the Composition of High-Quality Liquid Assets?

Cindy M. Vojtech, Federal Reserve Board

Jane Ihrig, Federal Reserve Board

Edward Kim, Federal Reserve Board

Ashish Kumbhat, Financial Stability Board

Gretchen Weinbach, Federal Reserve Board

Discussant: Padmaja Pillutla, Western Illinois University



Program Sessions

Thursday, April 19, 2018

Investing Well and Doing Good with Socially Responsible Equity Mutual Funds

H. Doug Witte, Missouri State University
Thomas M. Krueger, Texas A&M University-Kingsville
C. Edward Chang, Missouri State University
Discussant: Philip A. Horvath, Bradley University

Evidence on the Usefulness of Mutual Fund Governance Ratings to Retail Investors

Scott Moore, John Carroll University
Gary E. Porter, Northeastern University
Discussant: Charles Johnston, Baker College

FINANCE

1:30–2:45 p.m...... **Clark 9, 7th Floor**

Theme: Other Financial Topics

Chair: Jamie Hopkins, The American College of Financial Services

Time Series Momentum: More Evidence

Xiuqing Ji, Governors State University
Discussant: Ajeet Jain, Alabama A&M University

When Business Risk Is High, Managers Want to Borrow, Creditors Refuse to Lend?

Khaled Elkhal, University of Southern Indiana
Discussant: Stephen S. Gray, Western Illinois University

Retirement Income Literacy: The Key to Unlocking Sustainable Retirement Planning for Americans?

Jamie Hopkins, The American College of Financial Services
Discussant: Duong Le, Marietta College

INFORMATION SYSTEMS

1:30–2:45 p.m...... **Kimball Room, 3rd Floor**

Theme: **Information Systems—Workforce Skills and Curriculum Design**

Chair and
Discussant: Scott Wood, Baker College

Is Today’s Information Systems Curriculum Preparing the Next Generation of Cyber Warriors?.

Mathias R. Plass, Lewis University

Required Skill Sets of Information Technology Workers in Managed Hosting Environments in Higher Education.

Scott Wood, Baker College

A Three-Prong Approach to Recruit Students into Information Systems Majors

Anu A. Gokhale, Illinois State University

INTERNATIONAL BUSINESS

1:30–2:45 p.m...... **Crystal Room, 3rd Floor**

Theme: **How to Get Published**

Hemant Merchant, University of South Florida

Alex Polacco, Editor, *Journal of International Business Research and Practice*

Christopher Ziemnowicz, Co-editor, *Journal of International Business Research and Practice*

LEGAL STUDIES

1:30–2:45 p.m...... **Wilson Room, 3rd Floor**

Theme: **Constitutional law**

Chair: Matthew Hlinak, Dominican University

The Impact of State Religious Freedom Restoration Acts: An Analysis of the Interpretive Case Law

Lucien J. Dhooge, Georgia Institute of Technology



Program Sessions

Thursday, April 19, 2018

Quality Rating: A Review of Liability and First Amendment Protections

Annette E. Redmon, University of Cincinnati-UC Blue Ash College

Can State Antitrust Law Trump the Contact Lens Industry’s Unilateral Price Policy?

Steven R. Smith, Truman State University

Bryce J. Jones, Truman State University

LEGAL STUDIES

1:30–2:45 p.m. Marshfield Room, 3rd Floor

Theme: Employment Law

Chair: Tanya M. Marcum, Bradley University

Accommodating the Hearing Impaired in the Workplace and in the Public Square: A survey of federal case law

Jennifer Cordon Thor, Oakland University

Divesting Diversity from Inclusion in the Workplace? Legal Necessity or Common Sense Conclusion?

William L. Murphy, St. Johns University

Employment Barriers for People Experiencing Homelessness

Brianna Lemon, Michigan State University

MANAGEMENT

1:30–2:45 p.m. Burnham 1, 7th Floor

Theme: Exploring Leadership and Curriculum Dimensions

Chair: Erin Rae Fluegge, Southeast Missouri State University

Discussant: Steve Roussas, University of Phoenix

Jeffrey Fahrenwald, Rockford University

Organizational Learning Leader’s Road to a C-Level Position

Tomeka Harbin, Delta State University

Interdependent Self-Construal and Leader Social Modeling for Unethical Pro-Organizational Behaviors

John-Gabriel Licht, St. Norbert College

Sophie Leroy, University of Washington Bothell

Michelle K. Duffy, University of Minnesota

Business Core Curriculum: Two for One Equals More

Matthew A. Phillips, Ohio Northern University

Benjamin J.P. Neville, Ohio Northern University

MANAGEMENT

1:30–2:45 p.m......**Burnham 2, 7th Floor**

Theme: Student/Faculty Perspectives in Management

Chair: Michelle Govekar, Ohio Northern University

Discussant: Jaume Franquesa, Ohio Northern University

Rainwater and Storm Water Management

Mark Vesely, University of North Carolina at Pembroke

Are College Students Actively Involved in Student Clubs and Organizations: Why or Why Not?

Matthew Splittstoser, Bemidji State University

Valerie Wallingford, Bemidji State University

A Leap to Success

Adam L. Novak, Western Illinois University

Bruce Western, Western Illinois University

Tae Seok Yang, Western Illinois University

MANAGEMENT

1:30–2:45 p.m......**Burnham 4, 7th Floor**

Theme: Contemporary Topics in Human Resource Management

Chair: Jeffrey D. Young, Mount Saint Vincent University

Discussant: Jill Halverson, University of Wisconsin-Fox Valley

Factors Influencing Emergency Department Nurse Retention

Dwight L. Baker, City of Albany, Georgia

Perry Haan, Tiffin University

Ageism in a New Age

David M. Savino, Ohio Northern University



Program Sessions

Thursday, April 19, 2018

Vlog Here, Vlog There, Vlog Everywhere: An Analysis of Vlogging Effectiveness in the Workplace

Carrie Awadzi, Delaware State University
Jacqueline Awadzi Calloway, American Public University

MARKETING

1:30–2:45 p.m...... **Salon 1, 3rd Floor**

Theme: **Marketing Education**

Chair and

Discussant: Rebecca Dingus, Central Michigan University

Corners for Ideation—Engaging Students in the Ideation Process

Paul Lane, Grand Valley State University

Online Learning in Higher Education: Seeking Value Co-Creation in the Flipped Classroom

Kimberley Judson, Illinois State University
Hulda G. Black, Illinois State University
Jeri M. Beggs, Illinois State University

Half-Classed and Partially Flipped: Teaching a Crowded Seminar Course

David Aron, Dominican University

MARKETING

1:30–2:45 p.m...... **Salon 2, 3rd Floor**

Theme: **Branding, Strategy and Research**

Chair and

Discussant: Roscoe Hightower Jr., Florida A&M University

Does Brand Value Affect Firm Value? A Panel Data Analysis

Mahabubur Rahman, Rennes School of Business
M. Ángeles Rodríguez-Serrano, University of Seville

The Influence of Competitive Intensity on Market Orientation

Les Hollingsworth, St. Ambrose University

Chasing Excellence: 3rd-Party Rankings and Positioning of Online Programs Through Quality and Value

Ashley Kilburn, University of Tennessee-Martin
Brandon Kilburn, University of Tennessee-Martin
Kevin L. Hammond, University of Tennessee-Martin
Denise Williams, University of Tennessee-Martin

MARKETING

1:30–2:45 p.m...... Salon 3, 3rd Floor

Theme: Social Media and Digital Marketing

Chair and

Discussant: Alex Milovic, Marquette University

Social Media Sentiment and Firm Value

Chanchal B. Tamrakar, Georgia Southern University
Tae-Hyung Pyo, University of Idaho
Thomas S. Gruca, University of Iowa

**Social Media Influencers' Effects in Marketing Communications:
An Initial Exploration**

Ainsworth Anthony Bailey, University of Toledo
Alexandra Domrose, University of Toledo

Social Media Strategies for Increasing Sales

Loretta Ezeife, University of California Berkeley
Steve Roussas, University of Walden

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

1:30–2:45 p.m...... Indiana Room, 3rd Floor

Theme: Curriculum Modifications and Organizational Needs

Chair: David Ding, University of Wisconsin-Stout

**Access and Modify Curriculum to Meet the Requirements of
Industry 4.0**

David Ding, University of Wisconsin-Stout
Yanhui Huang, University of Wisconsin-Stout
Yubiao Wang, Owner and CEO
Discussant: Bruce Fischer, Elmhurst College



Program Sessions

Thursday, April 19, 2018

Working Remotely Can be Good for an Organization

Holly Bachman, Elmhurst College

Bruce Fischer, Elmhurst College

Discussant: David Ding, University of Wisconsin- Stout

Players in The Supply Chain as Liability or Goodwill

David Goodman, Bellevue University

Discussant: Holly Bachman, Elmhurst College

INTERACTIVE TEACHING POSTERS

2:45–3:30 p.m...... **Exhibit Hall**

Board 1: The Re-Do-It Project: Building Student Reflective Skills

Lizabeth A. Barclay, Oakland University

Board 2: Student Perceptual Mapping of Higher Education Selection Criteria in a Consumer Behavior Course

Kimberly Witzel Pichot, Andrews University

Board 3: Extending the Eggdrop Challenge: An Experiential Enhancement to Work Team Learning Outcomes

John Fazio, Marietta College

Julie Harding, Marietta College

Board 4: Epistemological Study Regarding the Efficacy of Web Conferencing Utilities in Student Dispositions and Achievement

Douglass Smith, Emporia State University

Robert Gibson, Emporia State University

Board 5: Effectively Integrating Analytics: Co-Creating Learning Value

Eric T. Brey, University of Wisconsin-Stout

Board 6: Engaging GenZ: A New Cohort of College Students

Joyce Shotick, Judson University

Michelle Kilbourne, Judson University

- Board 7: Facilitating Effective and Meaningful Online Classroom Discussions**
Mary Thomas, St. Catherine University
- Board 8: Use of Buyer Persona in the Segmentation, Targeting, and (re)Positioning Process (STP)**
Miri Chung, Walsh University
- Board 9: Implementing TES Teach (Blendspace) into Undergraduate and Graduate Level Courses: Examples and Lessons Learned**
Katharine Bohley Martin, University of Indianapolis
- Board 10: Attributes of Effective Accounting Professors**
Angela McCaskill, West Virginia University Institute of Technology
- Board 11: Trophies, Tolerance for Ambiguity and Teaching: Millennial Students and High-Impact Practice**
Kristi Sweeney, University of North Florida
-

ACCOUNTING

3:00–4:15 p.m. Salon 10, 3rd Floor

Theme: Corporate Governance and Ethics

Chair: Cameron Morrill, University of Manitoba

An Exercise in Corporate Governance: A Small Public Company's Reaction to Sarbanes-Oxley

Belverd E. Needles Jr., Depaul University

Applying Interpersonal Relationships and Integrity to Strengthen Accountants' Continuing Professional Ethics Education

Eileen Z. Taylor, North Carolina State University

Alan Reinstein, Wayne State University

Natalie Tatiana Churyk, Northern Illinois University



Program Sessions

Thursday, April 19, 2018

Crime or Compassion: Pink Collar Crime

McKenzie Ervin, University of Portland
Teri Grimmer, University of Portland
Ellen Lippman, University of Portland

ACCOUNTING

3:00–4:15 p.m...... **Salon 12, 3rd Floor**

Theme: Corporate Responsibility, Sustainability and Risk

Chair: Jonna Depugh, Ohio University

Teaching CSR in Accounting: Milton Friedman, Please Meet the Lorax

Rick L. Crosser, Metropolitan State University of Denver
Brittany McKinley, Metropolitan State University of Denver

Employee-Driven Sustainability at SRC Holdings Corporation

Olen Greer, Missouri State University
George Schmelzle, Missouri State University

Unintended Consequences of Money Laundering Laws

Mary Sheets, University of Central Oklahoma
Nafees Rashid, University of Central Oklahoma
Maria Reyes, University of Central Oklahoma

A More Clear and Present Danger? Cybersecurity Risk Reporting in Form 10-K

Grace Johnson, Marietta College

BUSINESS ECONOMICS

3:00–4:15 p.m...... **Logan Room, 3rd Floor**

Theme: Topics in Microeconomics

Chair: Dan Friesner, North Dakota State University

Checkmating with the hot hand

Nodir Adilov, Indiana University-Purdue University Fort Wayne
Heather L.R. Tierney, Indiana University-Purdue University Fort Wayne

Modelling Shared Efficiency between Diagnostic and Non-Diagnostic Revenue-Producing Hospital Cost Centers

Dan Friesner, North Dakota State University
Matthew Q. McPherson, Gonzaga University

“Constructing an Index of the Most Livable City in Indiana.”

Zafar Nazarov, Indiana University-Purdue University, Fort Wayne
Nodir Adilov, Indiana University-Purdue University, Fort Wayne
Heather L.R. Tierney, Indiana University-Purdue University, Fort Wayne

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m...... Dearborn 1, 7th Floor

Theme: Healthcare Professionals

Chair: David P. Paul, Monmouth University

Discussant: Robert Spinelli, University of Scranton

Drug Diversion

Hanan Alshammari, Indiana University of Pennsylvania

Population Health Management and Concierge Medicine

Neeti K. Borad, University of Scranton
Daniel West, University of Scranton

How Well Do We Trust Our General Practice Physicians?

William "Kent" Willis, Marshall University

Benefits Packages for Millennials and the Potential Influence of the Affordable Care Act

Shannon Stricker, University of Scranton
Robert Spinelli, University of Scranton



Program Sessions

Thursday, April 19, 2018

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m...... Dearborn 2, 7th Floor

Theme: International Healthcare

Chair: Gary Ross, SBC Global

Discussant: Bernardo Ramirez, University of Central Florida

Mental Health in the United States and United Kingdom: Past, Present, and Future

Emily R. Baggett, University of Evansville

William B. Stroube, University of Evansville

Comparison and Contrast of Patient Experience between India and the United States of America

Arjita Bhargava, University of Scranton

Daniel West, University of Scranton

The Perceived Competency of Home Health Care Professionals in Select Hospitals in Saudi Arabia

Faisal Alshammri, Majmaah University

Abdullah Alshehri, Majmaah University

Saud Aldalbahi, Majmaah University

Faisal Albassam, Majmaah University

Nasser Aba-Alsafi, Majmaah University

Majed Alamri, Majmaah University

Emmanuel Paragas Jr., Majmaah University

Childbearing and Maternity Care of Roma Women at age of Nearly 18 in Slovakia

Lucia Ludvigh Cintulova, University of Health and Social Care of St. Elisabeth

Libusa Radkova, University of Health and Social Care of St. Elisabeth

Szilvia Buzalova, University of Health and Social Care of St. Elisabeth

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m...... Dearborn 3, 7th Floor

Theme: **How to Get Published**

Chair: Ashish Chandra, University of Houston-Clear Lake

Meet the Editors

Ashish Chandra, *Hospital Topics*

Avinandan Mukherjee, *International Journal of Pharmaceutical and
Healthcare Marketing*

Ahment “Ozzie” Ozturk, Cabell Huntington Hospital Paine Management
Center

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m...... Madison Room, 3rd Floor

Theme: **Business Issues**

Chair: Diane Sykes, Kaplan University

Sustenance Strategies for Charity-Driven Small Nonprofit Businesses

Christiana Ntamere, H.H.C./ Franciscan Health

Bharat Thakkar, Walden University

Challenges in Oil and Gas Exploration Business

Soliman Mahmoud, Walden University

Bharat Thakkar, Walden University

Compliance Issues in Civil Construction Business

Alan P. Duesterhaus, Millikan University

Jesse Rivas, Walden University

Bharat Thakkar, Walden University



Program Sessions

Thursday, April 19, 2018

CASE RESEARCH

3:00–4:15 p.m......**LaSalle 1, 7th Floor**

- Theme:** **Critical Incident Presentations**
- Chair:** Kent Kauffman, Indiana University-Purdue University
Fort Wayne
- Scribe:** Kathryn Milun, University of Minnesota-Duluth
- Discussants:** Ram Kumar Kakani, XLRI School of Management
Paul McGurr, Ashland University

The Fourth Corner Credit Union: A Marijuana-Related Business Struggles to Open

- Dale Varble, Indiana State University
- Joyce A. Young, Indiana State University

Iris Window Fashions U.S.A. Ocean Freight Contracts: A Legal and Ethical Dilemma

- Robert G. Edmonds, SUNY Maritime College
- Cornelia McCarthy, SUNY Maritime College
- Nina Timonina, SUNY Maritime College

The Business Model as an Agent of Innovation: Can a Dominant Incumbent Publisher Fend Off a New Market Entrant in the Higher Education Textbook Industry

- Jonathan S. Sales, Bentley University
- Jessica A. Magaldi, Pace University

CASE RESEARCH

3:00–4:15 p.m......**LaSalle 2, 7th Floor**

- Theme:** **Case Presentations**
- Chair:** Janell Kurtz, St. Cloud State University
- Scribe:** Abby Brooks, Christopher Newport University
- Discussants:** Asbjorn Osland, San Jose State University
Maria Del Pilar Gomez Vallejo, Javeriana University, Cali

Global Relief Services

- Chris Schrage, University of Northern Iowa
- Dan Bumblauskas, University of Northern Iowa

Carlisle Central Farmers Market: Lessons Learned from a Social Enterprise Start-Up

Chad Kimmel, Shippensburg University
David Sarcone, Dickinson College

CASE RESEARCH

3:00–4:15 p.m. LaSalle 3, 7th Floor

Theme: Panel Discussion: Lessons for Starting Your Career In Case Research

Panelists: Nikolaus T. Butz, University of Wisconsin, Stevens Point
Patrick L. Schultz, University of North Dakota
Rachel D. Craig, University of Wisconsin, Stevens Point
Todd Decker, Professional Hearing Services, Inc.
Karen Foust, Tulane University

EXHIBITOR SERIES – Ethics Game

3:00–4:15 p.m. Clark 10, 7th Floor

Equipping Learners for the Game of Life

In this workshop, the CEO of EthicsGame, Catharyn Baird, will explore how interactive ethics simulations can help broaden your learner's critical thinking and ethical ability. Designed to provide an ethics component for a wide variety of classes whether delivered in person or through an on-line environment, with topics from accounting to entrepreneurship, sustainability, and international, Dr. Baird will discuss how the simulations can enhance your class to help learners become more effective ethical decision makers.



Program Sessions

Thursday, April 19, 2018

FINANCE

3:00–4:15 p.m...... **Clark 3, 7th Floor**

Theme: **Corporate Finance**

Chair: Gerald Abdesaken, Louisiana Tech University

An International View on Corporate Governance

Ashrafee Hossain, Memorial University of Newfoundland

Takdir Hossain, Dhaka University

Majidul Islam, Concordia University

Rebecca Lee, Memorial University of Newfoundland

Discussant: Monzurul Hoque, St. Xavier University

Analysis of the Canadian Consumer Products Industry

Ashrafee Hossain, Memorial University of Newfoundland

Takdir Hossain, Dhaka University

Majidul Islam, Concordia University

Chris Jerome, Memorial University of Newfoundland

Discussant: Gerald Abdesaken, Louisiana Tech University

Financing Decision of MNCs During the Economic Downturn

Janikan Supanvanij, St. Cloud State University

Discussant: Jamshed Y. Uppal, Catholic University of America

FINANCE

3:00–4:15 p.m...... **Clark 5, 7th Floor**

Theme: **Corporate Finance**

Chair: Xiuqing Ji, Governors State University

An Explanation for Equity Home Bias Puzzle: Responses to Risk of Block Holder and Minority Investors

Ben Le, Kean University

Lloyd Blenman, University of North Carolina at Charlotte

Discussant: Brian E. Porter, Hope College

A Comprehensive Approach to Evaluating Credit Policy Changes

Rajarshi Aroskar, University of Wisconsin-Eau Claire

William Ogden, University of Wisconsin-Eau Claire

Pedro Sottile, University of Wisconsin-Eau Claire

Discussant: Jayen B. Patel, Adelphi University

FINANCE

3:00–4:15 p.m...... **Clark 7, 7th Floor**

Theme: Global Finance

Chair: Yewmun Yip, University of South Dakota

An International Analysis of Director Equity Incentives and Earnings Management

Min-Yu (Stella) Liao, Illinois State University

Discussant: Jane Xie, St. Edward's University

A Relationship between Firm Growth and Social Security Rate: Evidence from Pakistan

Ramiz Ur Rehman, The University of Lahore

Muhammad Ishfaq Ahmad, The University of Lahore

Mudassar Hasan, The University of Lahore

Salman Riaz, The University of Lahore

Rizwan Ali, The University of Lahore

Discussant: H. Doug Witte, Missouri State University

Cemento Andino S.A.: Financial Analysis of a Latin American Company

Edmundo R. Lizarzaburu, Universidad Esan

Discussant: Scott Moore, John Carroll University



Program Sessions

Thursday, April 19, 2018

FINANCE

3:00–4:15 p.m...... **Clark 9, 7th Floor**

Theme: Investments and Portfolio Management

Chair: Cindy M. Vojtech, Federal Reserve Board of Governors

Stocks, Bonds, Bills and Long-Run Returns for Retirement Portfolios

Charles Rayhorn, Northern Michigan University

Discussant: Nalinaksha Bhattacharyya, University of Alaska-Anchorage

Fundamental Analysis of One-year-ahead Directions of Stock Returns through Feature Selection Preprocess Methods using AI-based Techniques

Alireza Namdari, Western New England University

Discussant: Khaled Elkhal, University of Southern Indiana

A Comparison of Credit Unions and Subchapter S Banks: Who Shares Higher Tax Benefits with Customers?

Ajeet Jain, Alabama A&M University

Discussant: Cindy M. Vojtech, Federal Reserve Board of Governors

INFORMATION SYSTEMS

3:00–4:15 p.m...... **Kimball Room, 3rd Floor**

Theme: Information Systems

Chair and

Discussant: Dana Ladd, University of Findlay

ITPM Graduate Program Content and Direction: A Discussion

Jeff Clark, Middle Tennessee State University, MBAA International,
Executive Director

Carol Clark, Middle Tennessee State University

INTERNATIONAL BUSINESS

3:00–4:15 p.m......**Crystal Room, 3rd Floor**

Theme: **Paper Development Workshop**

Facilitator: Hemant Merchant, University of South Florida

LEGAL STUDIES

3:00–4:15 p.m......**Wilson Room, 3rd Floor**

Theme: **Teaching/Pedagogy**

Chair: Annette E. Redmon, University of Cincinnati-UC
 Blue Ash College

Can Legal Studies Instructors Leverage Electronic Grammar and Style Checkers to Help Students Write Better?

Dexter Woods, Ohio Northern University

Harnessing the Health and Wellness Boom: Developing a Wellness Law Course

Kay Biga, University of Wisconsin-Superior

MANAGEMENT

3:00–4:15 p.m......**Burnham 1, 7th Floor**

Theme: **Contemporary Topics in Management**

Chair: Richard E. Crandall, Appalachian State University

Discussant: Arlene Ramkissoon, Ohio Dominican University

Are Customers Right or “Getting Even”? How the Dark Triad Moderates the Service Waiting and Service Evaluation Relationship

Luke A. Voegel, Saginaw Valley State University

Jacob A. Voegel, Coastal Carolina University

Synergy in Creative Groups: The Case for Analogical Reasoning

Mark A. Bayer, Eastern Illinois University

Kyle Lewis, University of California-Santa Barbara

Adverse Impact of Supervisor’s Bottom-line-mentality on Psychological Work Outcomes: Mediating Effect of Organizational Politics

Tae Seok Yang, Western Illinois University
S.M. Mahamudul Islam, Western Illinois University
Parker J. Gibbs, Western Illinois University
John R. Bannon, Western Illinois University

MANAGEMENT

3:00–4:15 p.m......**Burnham 2, 7th Floor**

Theme: Issues in Online and Hybrid Delivery Systems

Chair: Perry Haan, Tiffin University

Discussant: Bruce Bloom, Robert Morris University

Online Course: A Social Network Online Course Format

Kristen Schroath, Fontbonne University

Student and Faculty Satisfaction with Hybrid Delivery Across the Business Disciplines

Joy Peluchette, Lindenwood University
Jennifer Mack, Lindenwood University
Karolina Schneider, Lindenwood University
Molly Hudgins, Lindenwood University
Kyle Coble, Lindenwood University

From On-Campus to Online (or, “MWF 9:00 – 9:50 to 24/7/365”): Implications for Teaching Management

Joseph Martelli, University of Findlay
Ahmed El-Zayaty, University of Findlay

**Cyber Cafe in 3rd Floor Salons
Open during conference day sessions.**

MANAGEMENT

3:00–4:15 p.m......**Burnham 4, 7th Floor**

Theme: **102 Things to Know about Publishing**

Panelists: Ben Arbaugh, University of Wisconsin Oshkosh
Peter Gordon, Southeast Missouri State University
Regina A. Greenwood, Nova Southeastern University
Barbara Nemecek, Past President, MBAA International
Foster Roberts, Southeast Missouri State University
Julia Teahen, Baker College
Kenneth Thompson, DePaul University
Carolyn Wiley, Roosevelt University

MARKETING

3:00–4:15 p.m...... **Salon 1, 3rd Floor**

Theme: **Advertising and Promotions and Cross-Cultural,
Ethics and Social Responsibility**

**Chair and
Discussant:** Jeanetta D. Sims, University of Central Oklahoma

What in the World are you Watching: Parents' Reflections of Their (Dis)approval of (In)Appropriate Media Content

Ivan Fedorenko, Bentley University
Pierre Berthon, Bentley University

Are Consumers from Different Countries Processing Pop-up Ads and Print Ads Differently: A Comparative Study

Gary Kritz, Seton Hall University
Héctor R. Lozada, Seton Hall University

Cross-Cultural Differences Related to Organic Food Consumption: The Case of Canadian and French Consumers

Nataly Levesque, Laval University
Frank Pons, Laval University
Mehdi Mourali, University of Calgary



Program Sessions

Thursday, April 19, 2018

MARKETING

3:00–4:15 p.m...... Salon 2, 3rd Floor

Theme: Social Media and Digital Marketing

Chair and

Discussant: Nora Ganim Barnes, University of
Massachusetts-Dartmouth

Dark Triad on Instagram: Consumer Preference of Digital Content by Personality Type

Benjamin Wright, American University

Brian Webster, Ball State University

Imran Syed, Ball State University

Can you Handle the Truth? A Study of the Antecedents and Post-Behavior Rationalization of Deceptive eWOM

Payal S. Kapoor, FORE School of Management

Sathyaprakash Balaji Makam, Nottingham University Business
School, China

Privacy is Overrated: Messaging is Still About Friends

Nicholas Barnes, Nichols College

MARKETING

3:00–4:15 p.m...... Salon 3, 3rd Floor

Theme: Services, Sales, and Retailing

Chair and

Discussant: John McGrath, University of Pittsburgh at Johnstown

Investigating Antecedents and Consequences of Anger After a Mobile Application Service Failure Occurs: A Cognitive-Emotive Coping Model Approach

Wen-Hai Chih, National Dong Hwa University

Kai-Yu Wang, Brock University

Li-Chun Hsu, National Taitung University

Wei-Ching Lin, Yung Ching Rehouse Co.

The Influence of Self-Efficacy Throughout the Sales Process on Salesperson Job Satisfaction

Kevin Celuch, University of Southern Indiana
Chad Milewicz, University of Southern Indiana
Michael Williams, Oklahoma City University

Salespeople Service Delivery in the Era of Demanding Customers

Omar Itani, Lebanese American University
Bert Paesbrugge, IÉSEG School of Management

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

3:00–4:15 p.m...... Indiana Room, 3rd Floor

**Theme: Consumer Behavior, Entrepreneurship,
and Motivation**

Chair: Kevin P. Taylor, DePaul University

The Relationship of Entrepreneurship with Innovation and Technology: An Application for Entrepreneurs in Başkent University's Ekin Pre-Incubation Center

Caner Delitay, Başkent University, Ankara Turkey

Discussant: Parag Dhumal, University of Wisconsin-Parkside

Angel Investor Motivations in Entrepreneur and Firm Evaluation

Kevin P. Taylor, DePaul University

Discussant: Caner Delitay, Başkent University Ankara Turkey

Consumer Attitudes and Restaurant Selection

Parag Dhumal, University of Wisconsin-Parkside

Sudhir Chawla, Gulf University for Science and Technology

Panelist: Kevin P. Taylor, DePaul University



Program Sessions

Thursday, April 19, 2018

MBAA INTERNATIONAL

4:20–5:30 p.m......Crystal Room, 3rd Floor
Annual Business Meeting

Includes “MBAA International Best Paper” Awards Presentations

INTERNATIONAL BUSINESS

6:00 – 8:00 p.m......Crystal Room, 3rd Floor
Officers Meeting and Dinner (Invitation Only)

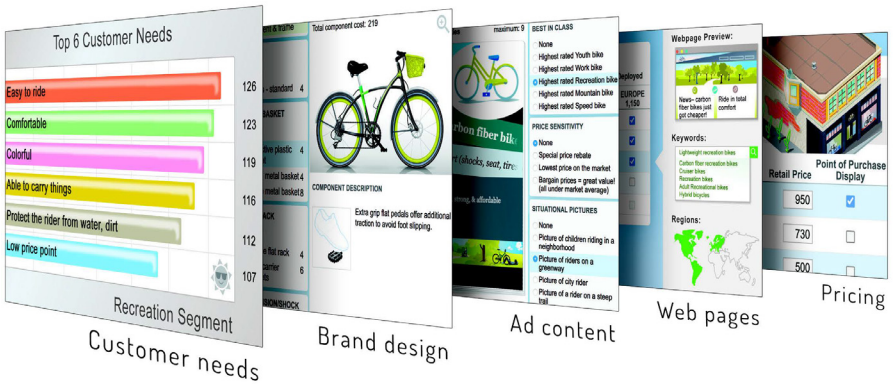
"FUN NIGHT" – *American English:*
America’s Premier Beatles Tribute Band

8:00 p.m...... The Empire Room, Off Lobby

MBAA INTERNATIONAL HOSPITALITY SUITE

****–11:00 p.m.** Room 128, 8th Floor

****Begins at the end of the Empire Room Entertainment event and closes at 11:00 p.m.**



Enhance the power of knowledge through active learning

- » A fun and engaging way to learn
- » Students create and grow their own business
- » Students develop competence and confidence

Simulations available for these areas:



Core Content



Entrepreneurship



Marketing



Management



Strategy



Supply Chain/Channel Management

Friday, April 20, 2018

ACCOUNTING

7:30–9:15 a.m. **Wabash Room, 3rd Floor**
North American Accounting Society Breakfast and Business Meeting
(Ticket Required)

Presiding: Wilhelmina (Mimi) Ford, Middle Georgia State University

BUSINESS ECONOMICS

8:00–9:15 a.m. **Logan Room, 3rd Floor**

Theme: Effects and Repercussions of Transitions

Chair: Yariv Fadlon, Muhlenberg College

The Effects of an Increase in Minimum Wage on Labor Market

Transitions: Evidence from NLSY

Yariv Fadlon, Muhlenberg College

Complex Adaptive Systems Theory and the Business Economics

Implications of the Butterfly Effect: A Strategic Philosophy of No Little People, No Little Places, No Little Events

James C. McHann, Indiana University-Purdue University Fort Wayne

Laura A. Frost, Walsh College

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. **Dearborn 1, 7th Floor**

Theme: Nursing, Healthcare Professionals

Chair: Katherine Ure, Washburn University

Discussant: David P. Paul, Monmouth University

Horizontal Bullying

Ghadeer Alharbi, Indiana University of Pennsylvania

A Comprehensive Analysis: Developing New Leadership

Competencies when Nurses Transition into New or Higher Ranking Leadership Positions

Lily Maria Williams-Seals, Baker College

Knowledge and Attitudes of Saudi Nurses toward Pain Management

Osama A. Samarkandi, King Saud University

Medical Scribes: A Potential Short-Term Solution to Physicians' Frustrations with Electronic Medical Records

David P. Paul, Monmouth University

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. Dearborn 2, 7th Floor

Theme: International Healthcare, Hospitals/Healthcare Facilities

Chair: William B. Stroube, University of Evansville

Discussant: Majed Alamri, Majmaah University

Risk Factors of Sickness Absence in a Selected Hospital in Saudi Arabia

Majed Alamri, Majmaah University

Emmanuel Paragas Jr., Majmaah University

Naif Almutiri, Majmaah University

Mohammed Almutiri, Majmaah University

The Safety Practices of Health Care Workers in a Selected Hospital in Saudi Arabia

Majed Alamri, Majmaah University

Emmanuel Paragas Jr., Majmaah University

Faisal Alshammri, Majmaah University

Ali Altrad, Majmaah University

Nasser Algorabi, Majmaah University

Effects of Music Therapy in Reducing Anxiety among Patients Undergoing Surgery

Malak Alsunni, Indiana University of Pennsylvania

Designing Hospital Environments Suitable for Visually Impaired Patients and Fall Injuries Prevention

Hengameh Hosseini, Penn State Harrisburg

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. **Dearborn 3, 7th Floor**

Theme: **Public Health**

Chair: Deborah Gritzmacher, Clayton State University

Discussant: Joey Helton, Clayton State University

PrEP: Varying Dosage Regimens for Knowledgeable Consumers

Joey Helton, Clayton State University

Deborah Gritzmacher, Clayton State University

Fred Bloom, Clayton State University

Prevalence of Chronic Diseases and Access to Healthcare: Trends Analysis through the Implementation of Affordable Care Act Changes

Praphul Joshi, Lamar University

Kaushik Ghosh, Lamar University

Vivek S. Natarajan, Lamar University

Purnendu Mandal, Lamar University

Ethics Surrounding the use of Narcan to Prevent Opiate-Related Deaths

Charley Braun, Marshall University

Ben Eng, Marshall University

Dental Health Status of India: Challenges, Strategies, and Recommendations

Renu Mandal, University of Houston-Clear Lake

Mayank Kakkar, University of Houston-Clear Lake

Ashish Chandra, University of Houston-Clear Lake

BUSINESS, SOCIETY, AND GOVERNMENT

8:00–9:15 a.m. **Madison Room, 3rd Floor**

Theme: **Economic Cast Study**

Chair: Wei Zhou, Northwestern Oklahoma State University

Economic Impact of International Students in the Northwestern Region of Oklahoma

Wei Zhou, Northwestern Oklahoma State University

Ralph Bourret, Northwestern Oklahoma State University

**An Empirical Study of the Effect of Tax-Effort Related Stress/
Obstacles on Firm's Credit Constraints in Developing Economies**

Meifang Xiang, University of Wisconsin

**Product Attributes, Country of Origin, and Consumers' Perception
of Foreign Products—The Case of Made-in-China (MIC) Products in
the U.S.**

Tony Yan, College of St Benedict and St John's University

CASE RESEARCH

8:00–9:15 a.m.LaSalle 1, 7th Floor

Theme: Critical Incident Presentations

Chair: Lizabeth A. Barclay, Oakland University

Scribe: David Rodriguez, Henderson State University

Discussants: Steven M. Cox, Queens University of Charlotte
Britt Shirley, The University of Tampa

Tesla: Is the Market Efficiently Pricing or Efficiently Excited?

Julio A. Rivas, Lipscomb University

Jeffrey J. Jewell, Lipscomb University

Jeffrey A. Mankin, Lipscomb University

Vantiv and Mercury Payment Systems—A Perfect Fit?

Paul McGurr, Ashland University

Rick Mull, Fort Lewis College

CASE RESEARCH

8:00–9:15 a.m.LaSalle 2, 7th Floor

Theme: Critical Incident Presentations

Chair: Leanne Smith, Lipscomb University

Scribe: Jeffrey Brookman, Idaho State University

Discussants: Alicia Christenson, Bemidji State University
David Sarcone, Dickinson College

Going Solar

Jeffrey Brookman, Idaho State University

Ann Hackert, Idaho State University



Program Sessions Friday, April 20, 2018

American Eagle and the Denim Hijab

Karen A. Berger, Pace University

CASE RESEARCH

8:00–9:15 a.m. **LaSalle 3, 7th Floor**

Theme: **Critical Incident Presentations**

Chair: Jian Zhang, San Jose State University

Scribe: Chris Schrage, University of Northern Iowa

Discussants: Elizabeth H. Jones, Notre Dame of Maryland University
 H. Kevin Fulk, Tarleton State University

Sweet Success or Headache?

Monika Hudson, University of San Francisco

Frank Ohara, University of San Francisco

Oneota School for Children: A Nonprofit Flexible Budgeting Case

Brittany Cord, Luther College

Ryan Torkelson, Luther College

Entering the South Korean Restaurant Market

Nakato Hiraokubo, Brooklyn College

Hyeongjung Kim, Shizuoka Sangyo University

Craig Davis, Ohio University

FINANCE

8:00–9:15 a.m. **Clark 3, 7th Floor**

Theme: **Risk Management and Insurance**

Chair: Cedric Mbanga, Missouri State University

An Analysis of Reinsurance and Performance: Evidence from the U.S. Property/Casualty Insurers

Jin Park, Indiana State University

B. Paul Choi, Howard University

Chia-Ling Ho, Tamkang University

Discussant: Thomas M. Krueger, Texas A&M University-Kingsville

Firm Size, Market Entry, and Competition in Insurance Industry

Zhiqiang Yan, Western Illinois University

Discussant: Padmaja Pillutla, Western Illinois University

Causes of CEO Turnover—Market Risk or Industry Risk

Shahnaz Abdullah, Alabama A&M University

Discussant: Cedric Mbanga, Missouri State University

FINANCE

8:00–9:15 a.m. Clark 5, 7th Floor

Theme: Financial Markets

Chair: Sung C. Bae, Bowling Green State University

**How do Investment Companies Fare Under Obama and Trump
Fiduciary Rules?**

Cliff R. Moll, University of Wisconsin-Oshkosh

Robert A. Kunkel, University of Wisconsin-Oshkosh

Kristine L. Beck, California State University-Northridge

Bruce D. Niendorf, University of Wisconsin-Oshkosh

Discussant: Shahnaz Abdullah, Alabama A&M University

Do Insurance Systemic Risk Measures have Predictive Power?

Raja Bouzouita, University of Central Missouri

Mihaela Craioveanu, University of Central Missouri

Discussant: Sung C. Bae, Bowling Green State University

Size-effect in P/E, Momentum, and Accrual Anomalies

Kyle Larson, University of Wisconsin-Whitewater

Steve Fan, University of Wisconsin-Whitewater

Discussant: C. Edward Chang, Missouri State University

FINANCE

8:00–9:15 a.m. **Clark 7, 7th Floor**

Theme: **Investments and Portfolio Management**

Chair: Ben Le, Kean University

Fortune Magazine’s “Most Admired” Companies as an Investment Strategy: Look Before You Leap

Anthony Loviscek, Seton Hall University

Anthony Garcia, Seton Hall University

Discussant: Won Yong Kim, Augsburg University

Investment Biases in the U.S. and Italy

Alan Wong, Indiana University Southeast

Barbara Alemanni, Università degli Studi di Genova

Discussant: Ben Le, Kean University

The Benefit of Increasing Market Share for Rural, Community Banks Depends on The Size of the Competition

W. Paul Spurlin, Mississippi State University-Meridian

Discussant: Anthony Loviscek, Seton Hall University

FINANCE

8:00–9:15 a.m. **Clark 9, 7th Floor**

Theme: **Investments and Portfolio Management**

Chair: Samuel Agbi, Nigerian Defence Academy

Performance of the Covered Calls on the Individual Stocks

Pavlo Tsebro, Lawrence Technological University

Xinhui Huang, Lawrence Technological University

Discussant: Samuel Agbi, Nigerian Defence Academy

Random Walk Tests for Local Stock Markets in China

Yaseen S. Alhaj-Yaseen, University of Findlay

Discussant: Nalinaksha Bhattacharyya, University of Alaska-Anchorage

Demise of U.S. Antebellum Free Banks, Probit Prediction: Evidence from Illinois

Abdus Samad, Utah Valley University

Discussant: Vince Showers, Bradley University

INFORMATION SYSTEMS

8:00–9:15 a.m. Kimball Room, 3rd Floor
Society for the Advancement of Information Systems Annual Meeting

INTERNATIONAL BUSINESS

8:00–9:15 a.m. Crystal Room, 3rd Floor
Joint Session with Management

Christopher Ziemnowicz, University of North Carolina at Pembroke

William “Rick” Crandall, University of North Carolina at Pembroke

LEGAL STUDIES

8:00–9:15 a.m. Marshfield Room, 3rd Floor

Theme: Technology and Social Media Law

Chair: Lydie Louis, Hult International Business School

Fighting Back Against Revenge Porn: The Evolution of A Legal Remedy

Jessica A. Magaldi, Pace University

John Paul, Brooklyn College/City University of New York

Excluding "friends" on Facebook

Mary Noe, St. John's University

Into the Bowels of Hell: Examining Online Defamation Through the Twitter Account of James Woods

Wade Davis, Minnesota State University-Mankato

Jessica A. Magaldi, Pace University

LEGAL STUDIES

8:00–9:15 a.m. **Wilson Room, 3rd Floor**

Theme: **Business Organization and Antitrust**

Chair: Stephen Bretsen, Wheaton College

Chasing Unicorns: The Rise, Power, and Regulation of Technology Monopolies

Abbey R. Stemler, Indiana University

Social Enterprise in the New Economy: “B” Corporations and the Triple Bottom Line

Paulette L. Stenzel, Michigan State University

Strategies to Increase Diversity in the Legal Profession

Sejal Singh, St. John's University

MANAGEMENT

8:00–9:15 a.m. **Burnham 4, 7th Floor**

North American Management Society Membership Meeting

Presiding: Chaunda L. Scott, Oakland University

Jeanetta D. Sims, University of Central Oklahoma

NAMS Co-Presidents

MARKETING

8:00–9:15 a.m. **Salon 1, 3rd Floor**

Theme: **Services, Sales and Retailing/Sports, Events and Recreation Marketing**

Chair and

Discussant: Miri Chung, Walsh University

Using a Quality of Life Index to Help Market Small Urban Areas

John McGrath, University of Pittsburgh-Johnstown

Skip Glenn, University of Pittsburgh-Johnstown

**Antecedent and Consequent Conditions of Emotional Labor:
Moderating Role of Compensation**

Miri Chung, Walsh University
Younghye Jang, Keimyung College University

**The Impact of Exercised and Unexercised Power on Relationship
Commitment Within Channels of Distribution**

Kevin L. Hammond, University of Tennessee-Martin
Robert L. Webster, Ouachita Baptist University

MARKETING

8:00–9:15 a.m. Salon 2, 3rd Floor

Theme: **Panel: Applying 2017 Economics Laureate Richard
Thaler’s Nudges: Positioning Challenges in
Cross-Cultural Marketing**

Panelists: Nabarun Ghose, The University of Findlay
Nagma Polkharel, The University of Findlay
Todo Djurovic, The University of Findlay

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

8:00–9:15 a.m. Indiana Room, 3rd Floor

Theme: **Technology and Heuristic Modelling**

Chair: Jeff Stevens, McNeese State University


**Cost-Benefit Tradeoff of Technology Replacement: Practitioners’
Guide for 4 Years versus 6 Years**

Nathan Hartman, Illinois State University
Askar Choudhury, Illinois State University
Ted Coussens, Illinois State University

**The Use of Heuristic’s in Entrepreneurial Decision-making: Assessed
through the MASK Model**

Jeff Stevens, McNeese State University

Discussant: Nathan Hartman, Illinois State University



Program Sessions
Friday, April 20, 2018

Successful Innovative Leadership in Organizations

Omo Imoukhuede, Regent University Virginia

Discussant: Askar Choudhury, Illinois State University

ACCOUNTING

9:30–10:45 a.m. **Salon 10, 3rd Floor**

Theme: Teaching and Learning

Chair: Mary Sheets, University of Central Oklahoma

No Pain, No Gain: The Structure and Consequences of Question Difficulty in a Management Accounting Course

Paul M. Goldwater, Central Florida University

Timothy J. Fogarty, Case Western Reserve University

Anticipatory Socialization of Accounting and Finance Students

Maureen S. O'Brien, Illinois Wesleyan University

Jaime Peters, Illinois Wesleyan University

Key Factors Associated with Student Performance in Advanced Cost Accounting Course: Further Evidence

Myung-Ho Yoon, Northeastern Illinois University

ACCOUNTING

9:30–10:45 a.m. **Salon 12, 3rd Floor**

Theme: Experiences from an Executive Ph.D. Program

Panelists: Linda McKeag, University of Dubuque

ACCOUNTING

9:30–10:45 a.m. **Marshfield Room, 3rd Floor**

Theme: Case Studies

Chair: Cari Burke, Western Michigan University

Long-term Debt: An Innovative Audit Practice Set

Joseph C. Sanders, Indiana State University

Matt Cohen, Indiana State University

A Case of Airport Security: High-Tech Manufacturing with Learning Curves and Production Uncertainty

Paul M. Goldwater, Central Florida University

Timothy J. Fogarty, Case Western Reserve University

To Merge or Not to Merge Introductory Managerial Accounting Teaching Case

C.R. Marshall, University of Wisconsin-Stevens Point

Christine Schalow, University of Wisconsin-Stevens Point

BUSINESS ECONOMICS

9:30–10:45 a.m. Logan Room, 3rd Floor

**Theme: Uncertainty in Microeconomic and
 Macroeconomic Topics**

Chair: Reza Varjavand, Saint Xavier University

On the Rationale for Repeated Consumer Bankruptcy Filings

Dan Friesner, North Dakota State University

Matthew Q. McPherson, Gonzaga University

David D. Hackney, Gonzaga University

Should America Phase Out Cash to Curtail Illegal Transactions?

Reza Varjavand, Saint Xavier University

BUSINESS, SOCIETY, AND GOVERNMENT

9:30–10:45 a.m. Madison Room, 3rd Floor

Theme: Human Resource, Employee, and Related Issues

Chair: Ralph Bourret, Northwestern Oklahoma State University

Challenges Facing Human Resource Managers within the Workplace as Legalization of Medical Marijuana Advances

Mary Ann Reeley, MBA

Shall We Encourage Employees Pursue Self-development?

Qiumei Jane Xu, Northeastern Illinois University



Program Sessions

Friday, April 20, 2018

Problems with Service Performance Measurement: Evidence From Employees and Customers

John Stockmyer, Northwestern Oklahoma State University

CASE RESEARCH

9:30–10:45 a.m......**LaSalle 1, 7th Floor**

Theme: **Critical Incident Presentations**

Chair: Karen Foust, Tulane University

Scribe: Alex Polacco, St. Cloud State University

Discussants: Olga Kandinskaia, Cyprus International Institute of Management
Leigh Cellucci, East Carolina University

Shootout in Texas: A Franchisee Terminated

Joyce A. Young, Indiana State University

Paul W. Clark, Coastal Carolina University

Paul Schikora, Indiana State University

Me So Hungry: Great Tasting Restaurant or Restaurant with Bad Taste?

Bradley W. Brooks, Queens University of Charlotte

Cara O. Peters, Winthrop University

Steven M. Cox, Queens University of Charlotte

Managing in Fear: A Case on Handling Hostile Employees

Jason Cox, Idaho State University

Tyler Burch, Idaho State University

CASE RESEARCH

9:30–10:45 a.m......**LaSalle 2, 7th Floor**

Theme: **Critical Incident Presentations**

Chair: Abby Brooks, Christopher Newport University

Scribe: Robert G. Edmonds, SUNY Maritime College

Discussants: Neil Tocher, Idaho State University
Nikolaus T. Butz, University of Wisconsin-Stevens Point

Is the American Tax System Ethical

Michael Stellern, Rockhurst University

Heuristics and Biases in Law School Selection

Asbjorn Osland, San Jose State University
Eric Nelson, University of Central Missouri

EXHIBITOR SERIES – Capsim Management Simulations

9:30–10:45 a.m. Clark 10, 7th Floor

Capsim’s Modular Exam

Speakers: Brendan Langen
 Randy Sealy

Assurance of Learning and measurement of student knowledge against goals is critical at the program and course level. Creating these exams and assessments can be time consuming and difficult. Join this session to learn about Capsim’s latest project: Modular Exam. This examination tool allows business school professors and administrators to build dynamic exams that measure student knowledge across a range of subject areas. Professors or administrators will select from a broad range of topics to build exams with questions designed using Capsim’s “snowflake” methodology: each question is based on different sets of reference data, so every student gets a unique but equivalent exam experience.

FINANCE

9:30–10:45 a.m. Clark 3, 7th Floor

Theme: Investments and Portfolio Management

Chair: Cliff R. Moll, University of Wisconsin-Oshkosh

Investor Sentiment and Aggregate Stock Returns: The Role of Investor Attention

Cedric Mbanga, Missouri State University
Ali Darrat, Louisiana Tech University
Jung C. Park, University of South Florida

Discussant: C. Edward Chang, Missouri State University

Performance of SRI Funds Across Time: An Examination of its Characteristics

Nandita Das, Delaware State University

Bernadette Ruf, Delaware State University

Aman Sunder, University of Georgia

Swarn Chatterjee, University of Georgia

Discussant: Zhiqiang Yan, Western Illinois University

Finding 529 College Savings Plan Portfolios that Perform Better

C. Edward Chang, Missouri State University

Thomas M. Krueger, Texas A&M University-Kingsville

Mark A. Wrolstad, Winona State University

Discussant: Shahnaz Abdullah, Alabama A&M University

FINANCE

9:30–10:45 a.m...... **Clark 5, 7th Floor**

Theme: Corporate Finance

Chair: Anthony Loviscek, Seton Hall University

Are More Corporate Social Investments Better? Evidence of Non-Linearity Effect on Costs of U.S. Bank Loans

Sung C. Bae, Bowling Green State University

Kiyong Chang, University of South Florida Sarasota-Manatee

Ha-Chin Yi, Texas State University

Discussant: W. Paul Spurlin, Mississippi State University-Meridian

Nigerian Cash-Less Policy and the Bond Between Electronic Payments and Related Issues of Shadow Economy

Samuel Agbi, Nigerian Defence Academy

Ismaila Yusuf, Federal University Dutsin-Ma

Discussant: Raja Bouzouita, University of Central Missouri

CEO Compensation and Misery Index

Won Yong Kim, Augsburg University

Taek-yul (Ted) Kim, West Chester University of Pennsylvania

Discussant: Kyle Larson, University of Wisconsin-Whitewater

FINANCE

9:30–10:45 a.m. Clark 7, 7th Floor

Theme: Corporate Finance

Chair: Jin Park, Indiana State University

Dividend Payout and Executive Compensation: Theory and Evidence from New Zealand

Warwick Anderson, University of Canterbury

Nalinaksha Bhattacharyya, University of Alaska-Anchorage

Cameron Morrill, University of Manitoba

Helen Roberts, University of Otago

Discussant: Jin Park, Indiana State University

Working Capital Management and Firm's Valuation, Profitability and Risk in a Developing Market

Ben Le, Kean University

Discussant: Alan Wong, Indiana University Southeast

Accrual versus Cash Flow Based Liquidity Measures' Performance in Predicting Business Failure: A Comparison

Vince Showers, Bradley University

Shyam Bhandari, Bradley University

Anna Johnson-Snyder, Bradley University

Discussant: Jamie Hopkins, The American College of Financial Services

INTERNATIONAL BUSINESS

9:30–10:45 a.m.Crystal Room, 3rd Floor

Theme: Panel: Women in International Business

Panel Chair: Man Zhang, Bowling Green State University

LEGAL STUDIES

9:30–10:45 a.m. **Wilson Room, 3rd Floor**

Theme: **Master Teacher Competition**

Chair: Jennifer Cordon Thor, Oakland University

Municipal Leash Laws and Statutory Interpretation

Stephen Bretsen, Wheaton College

Teaching Defamation in an Online World

Wade Davis, Minnesota State University-Mankato

Jessica A. Magaldi, Pace University

Using Tax Disasters to Teach Tax Ethics

John Paul, Brooklyn College/City University of New York

Sticky Teaching: An Integrative Approach to Create Sustainable Learning

Abbey R. Stemler, Indiana University

MANAGEMENT

9:30–10:45 a.m. **Burnham 1, 7th Floor**

Theme: **Toward Implementing Human Resource Management Solutions**

Chair: John Fazio, Marietta College

Discussant: Erin Rae Fluegge, Southeast Missouri State University

Childless at Work: Demography, Stigmas, and Implications

Meghan J. Bendtsen, Bradley University

Aaron A. Buchko, Bradley University

Kathleen J. Buchko, Bradley University

Developing and Piloting a Training Program to Ameliorate Work Ethic Espousal

Melissa Mann, University of North Carolina at Pembroke

Different Approach to Fringed Benefits: Company Sponsored Child Care

Tracey Flemmings, U.P.S.

MANAGEMENT

9:30–10:45 a.m.Burnham 2, 7th Floor

Theme: Hindrances to Optimum Work Performance

Chair: Regina A. Greenwood, Nova Southeastern University

Discussant: Joseph Martelli, University of Findlay

Stress and Employee Engagement

Kumar Subramaniam, Johns Hopkins University-Baltimore

Steve Roussas, University of Phoenix

Employment Negligence Liability: An Occupational Analysis

Terrence R. Bishop, Northern Illinois University

Managing Perceived and Real Risks Associated with Safety and Security at the Olympics

Bonnie Tiell, Tiffin University

Perry Haan, Tiffin University

MANAGEMENT

9:30–10:45 a.m.Burnham 4, 7th Floor

Theme: Retirement Planning: Challenges Facing those about to Retire

Panelists: Bruce Bloom, Robert Morris University

Matt Raunio, University of Wisconsin-Sheboygan

MARKETING

9:30–10:45 a.m. Salon 1, 3rd Floor

Theme: Branding, Strategy and Research

Chair and

Discussant: Susan Geringer, California State University-Fresno

Measuring Cult Brands: A Scale Development Study

Pratiksha M., Indian Institute of Management

Akansha Chauhan, Indian Institute of Management

Avinash Mulky, Indian Institute of Management

**Mitigating Time-Pressure Based Decline in Brand Recognition:
Distinctive Effects of Semantic Memory Support**

Praggyan (Pam) Mohanty, Governors State University
Moshe Naveh-Benjamin, University of Missouri

**Asking the Right Questions: A Process for Improving Research
Inquiry**

Craig Gordon, Lehigh University
Denise Schoenbachler, Northern Illinois University
Geoffrey L. Gordon, Northern Illinois University

MARKETING

9:30–10:45 a.m. Salon 2, 3rd Floor

Join us for a visit to Leo Burnett's world headquarters. Burnett is one of Chicago's top IMC agencies, and is part of one of the world's top five global agency networks. The shop creates award-winning advertising for some of the world's most valuable brands including Kellogg's, Coca-Cola, Nintendo, P&G, Samsung, and Allstate. Space for this special visit is limited to the first 30 conference attendees to sign up. Please email John McGrath to add your name to the list at mcgrath@pitt.edu.

Participants will leave promptly at 9:30 from Salon 2, 3rd floor to take a short 15 minute walk to Leo Burnett. The visit will last an hour allowing participants to be back for the 11:00 session.

MARKETING

9:30–10:45 a.m. Salon 3, 3rd Floor

Theme: Marketing Education

Chair and

Discussant: David Goodman, Maharishi University of Management

**Career Readiness: An Exploratory Study Among Supply Chain
Management Interns**

Richard Divine, Central Michigan University
Zachary Williams, Central Michigan University

Alumni Solicited Marketing Collaborative Adventure to Lessen the Threat of F.O.G.: A Sticky Smelly Problem

Doreen Sams, Georgia College and State University
Amanda Martin Akins, City of Milledgeville

Integrating Practice and Theory Across Disciplines: Rebranding Syscon International

Kimberly Witzel Pichot, Andrews University
Jacquelyn Warwick, Andrews University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

9:30–10:45 a.m...... Indiana Room, 3rd Floor

Theme: **Organizational Behavior, Product Design, and Taxation**

Chair: Troy Sullivan, Middle Georgia State University

Making it Happen: Assistance with Building a Dream using Design Thinking

Paul Lane, Grand Valley State University

Stephen Lietz, Grand Valley State University

Discussant: Amir Ikram, University of Engineering & Technology

The Impact of Organizational Politics on Employee Attitude

Muhammad Fiaz, University of Engineering and Technology

Amir Ikram, University of Engineering and Technology

Ramiz Hussain, University of Engineering and Technology

Discussant: Paul Lane, Grand Valley State University

Proposed Border Tax Adjustment-Implications to the U.S. Auto Industry

Panelists: Anthony Narsing, Middle Georgia State University

Wilhelmina (Mimi) Ford, Middle Georgia State University

Troy Sullivan, Middle Georgia State University



Program Sessions Friday, April 20, 2018

ACCOUNTING

11:00 a.m.-12:15 p.m. Salon 10, 3rd Floor

Theme: Accounting Topics

Chair: Wilhelmina (Mimi) Ford, Middle Georgia State University

Integrating CSR, Balanced Scorecard, and Responsibility Accounting.

Ahmed El-Zayaty, The University of Findlay

Joseph Martelli, The University of Findlay

The Impact of Risk Management of Computerized Accounting Information Systems on the Quality of Financial Reporting in the Jordanian Commercial Banks

Hussein Mohammed Alrabba, Yarmouk University

Muhannad Akram Ahmad, Yarmouk University

What Role does the Intangible Asset Play in the Cost Behavior of U.S. Firms? Evidence from Panel Data Analysis

Ingyu Chiou, Eastern Illinois University

Menghistu Sallehu, Eastern Illinois University

BUSINESS, SOCIETY, AND GOVERNMENT

11:00 a.m.-12:15 p.m. Madison Room, 3rd Floor

Theme: Business, Marketing, and Related Issued

Chair: John Stockmyer, Northwestern Oklahoma State University

Building Small Commercial Airport Clusters to Increase Marketing Capability

Dixie Button, Embry-Riddle Aeronautical University-Worldwide

Patti Clark, Embry-Riddle Aeronautical University-Worldwide

Rachel Vigness, Embry-Riddle Aeronautical University-Worldwide

WELLS FARGO and the Unauthorized Customer Accounts: A Case Study

Patrice Ingram, Valdosta State University

Raymond Elson, Valdosta State University

The Complexity of Fairness

Gideon Falk, Falk and Associates
Casimir Barczyk, Purdue University Northwest

CASE RESEARCH

11:00 a.m.–12:15 p.m......LaSalle 1, 7th Floor

Theme: Critical Incident Presentations
Chair: David Sarcone, Dickinson College
Scribe: Alicia Christenson, Bemidji State University
Discussants: Michael H. Hogg, Tulane University
Lindsay Meermans, Wittenberg University

Non-GAAP Financial Measures

Jian Zhang, San Jose State University

The Rise of Sustainability Audits

Gabriele Lingenfelter, Christopher Newport University
Abby Brooks, Christopher Newport University

CASE RESEARCH

11:00 a.m.–12:15 p.m......LaSalle 2, 7th Floor

Theme: Critical Incident Presentations
Chair: George Whaley, San Jose State University
Scribe: Avinash Mulky, Indian Institute of Management
Discussants: Michael Stellern, Rockhurst University
Paul E. Olsen, Saint Michael's College

Should Gracie Let Bobbie Play Youth Football?

Asbjorn Osland, San Jose State University
In Ae Yang, San Jose State University

Cultural Integration: The East African Immigrant Challenge

Alex Polacco, St. Cloud State University
Teyent Germa, Minneapolis Public Schools

Quit Now Or Move Forward? A Start-Up Dilemma

Lina Fernanda Lucumi Mosquera, University del Valle
Monika Hudson, University of San Francisco

CASE RESEARCH

11:00 a.m.–12:15 p.m......**LaSalle 3, 7th Floor**

Theme: Case Presentations

Chair: Neil Tocher, Idaho State University

Scribe: Wade Davis, Minnesota State University-Mankato

Discussants: Karen A. Berger, Pace University
Julio A. Rivas, Lipscomb University

Development and Implementation of a New Patient Model in a Pharmacist-run Anticoagulation Clinic: Team Member and Patient Acceptance

Debra Ostrowski, Notre Dame of Maryland University

Elizabeth H. Jones, Notre Dame of Maryland University

Rebecca O. Pille, Maryland University of Integrative Health

NICO Neuro Corporation: Which Market Segment to Focus On?

Daniel H. McQuiston, Butler University

Lawrence J. Lad, Butler University

EXHIBITOR SERIES – Marketplace® Simulations

11:00 a.m.–12:15 p.m...... **Clark 10, 7th Floor**

The Benefits of Experiential Learning and Simulations: How Marketplace® Simulations and Its Pedagogy Contribute to Assurance of Learning Goals

It is interesting to review how business simulations impact student learning in contrast with traditional teaching methods (lectures, case studies). We will describe the benefits of using a simulation in the classroom. We will also describe how Marketplace® Simulations and a number of value-added overlaid activities can help to assess the students' individual and team performance. The pedagogy of a capstone undergraduate course will be used to illustrate the pedagogy.

INTERNATIONAL BUSINESS

11:00 a.m.–12:15 p.m......Crystal Room, 3rd Floor

Theme: **Culture and Human Resources**

Chair: Etienne Musonera, Mercer University

High Performance Work Systems and Performance: An In-depth Analysis in Omani Context

Rabia Imran, Dhofar University

Hina Shahab FMS, National University of Modern Languages

Exploring a Culture with SWOT the Mayangna of Nicaragua

Paul Lane, Grand Valley State University

James W. Penn, Grand Valley State University

Impact of Globalization on Wine Consumer in India

Aditi Raut, CRKIMR-University of Mumbai

Jayashree Bhakay, CRKIMR-University of Mumbai

Workplace Bullying and International HR Management

Kaori Takano, Fort Lewis College

A Study of Consumer Ethno-centrism and Values in Saudi Arabia

Etienne Musonera, Mercer University

Ali Abdullah Alshehri, Mercer University

Anand Pore, University of Houston-Downtown

Kingshuk Mukherjee, College of Saint Benedict and Saint John's University

INTERNATIONAL BUSINESS

11:00 a.m.–12:15 p.m......Cresthill Room, 3rd Floor

Theme: **International Business Cases**


Chair: David J. Boggs, Eastern Illinois University

Stock Trading Involvement in Turkey—An Exploratory Study

Gaye Acikdilli, Baskent University

Victor Bahhouth, University of North Carolina at Pembroke

Christopher Ziemnowicz, University of North Carolina at Pembroke



Program Sessions
Friday, April 20, 2018

The General Data Protection Regulation of the European Union and Its Impacts on U.S. Companies

Yasin Yildirim, Baskent University

Online Drug Pricing: U.S. vs. Canada

Lydia Gan, University of North Carolina-Pembroke

Bishwa Koirala, University of North Carolina-Pembroke

Daniel Bought, Uppsala University

Creative Destruction at Work Changing International Trade Dynamics: a reassessment using the Innovation Helixes

Elias G. Carayannis, George Washington University

Gaye Acikdilli, Baskent University

Christopher Ziemnowicz, University of North Carolina at Pembroke

LEGAL STUDIES

11:00 a.m.-12:15 p.m..... Marshfield Room, 3rd Floor

Theme: Teaching /Pedagogy

Chair: Amy Hendrickson, Saginaw Valley State University

Academic Carpool Karaoke—The Value of Shenanigans in Engaged Learning

Elizabeth A. Cameron, Alma College

Integrating Faculty and Student Research, Teaching, Learning, and Service within the Context of Microfinance and the Spartan Global Development Fund

Paulette L. Stenzel, Michigan State University

Scott Lyman, Michigan State University

Sparties in Action—Learning Business Law Through Creative Antics

Michael J. Molesky, Michigan State University

LEGAL STUDIES

11:00 a.m.-12:15 p.m..... Wilson Room, 3rd Floor

Theme: Contracts

Chair: Dale B. Thompson, University of St. Thomas

From Weinstein to Trump: Non-Disclosure Agreements in American Business

Katrin C. Varner, Illinois State University

Carson H. Varner, Illinois State University

Are You "Receiving?" Constructive Receipt and the 20-day Goods Priority Upgrade Under Bankruptcy Code Section 503(b)(9)

Ryan J. Hunt, Western Illinois University

Honey Zimmerman, Western Illinois University

MANAGEMENT

11:00 a.m.-12:15 p.m.....Burnham 1, 7th Floor

Theme: Toward New Insights in Management Education

Chair: John A. Parnell, University of North Carolina at Pembroke

Discussant: John E. Spillan, University of North Carolina at Pembroke

Experiential Learning on the Edge of Chaos: Applying an Integrative Live-case Study Approach to the Undergraduate Capstone Experience

Jaume Franquesa, Ohio Northern University

Empowering Educational Leaders with Technology: A Case Study of Implementing 21st Century Technology Skills

Katharine Bohley Martin, University of Indianapolis

Gaoming Zhang, University of Indianapolis

Short Term Study-Abroad Trips: Tips for Ensuring Student Learning and a Successful Trip Experience

Joy Peluchette, Lindenwood University

Karolina Schneider, Lindenwood University

Katherine Karl, University of Tennessee at Chattanooga

MANAGEMENT

11:00 a.m.–12:15 p.m......**Burnham 2, 7th Floor**

Theme: **Putting the Emphasis on Human Capital**

Chair: David M. Savino, Ohio Northern University

Discussant: Bruce Bloom, Robert Morris University

**Generation Gaps: Changes in the Workplace due to Differing
Generational Values**

Bharat Mishra, Grand Valley State University

Jitendra Mishra, Grand Valley State University

**Performance and the Human Equation: A Comparative Study of the
2017 Fortune 100 Best Companies to Work For**

John Fazio, Marietta College

Brianna Finck, Marietta College

Gregory Peffley, Marietta College

Yuan Sun, Marietta College

**Part-time, On-campus Employees' Perception of Onboarding
Effectiveness**

Joshua P. Wall, Eastern Illinois University

Melody L. Wollan, Eastern Illinois University

MANAGEMENT

11:00 a.m.–12:15 p.m......**Burnham 4, 7th Floor**

Theme: **Successfully Developing International Partnerships
in Higher Education**

Panelists: James Caldwell, Southeast Missouri State University

Peter Gordon, Southeast Missouri State University

Kenneth Heischmidt, Southeast Missouri State University

MARKETING

11:00 a.m.–12:15 p.m...... Salon 1, 3rd Floor

Theme: **Marketing Education**

Chair and

Discussant: Lori Lohman, Augsburg University

**Developing a Graduate-Level Online Digital Branding Class:
A Collaborative Approach**

David Aron, Dominican University

Timothy W. Aurand, Northern Illinois University

**What’s that Yammer? Introducing a New Tool for Course
Conversations**

Alexandra MacDougall, Central Michigan University

Rebecca Dingus, Central Michigan University

Alex Milovic, Marquette University

**Pity the Reader: Classroom Strategies for Teaching Writing to
Marketing Students**

Tatia Jordan, University of Texas-Arlington

MARKETING

11:00 a.m.–12:15 p.m...... Salon 2, 3rd Floor

Theme: **Panel: Advising Student Projects and Competitions:
Successes and Challenges**

Panelists: Debbie Delong, Chatham University
 Julie Harding, Marietta College
 Sarah Rand, St. Catherine University
 Brian Vander Schee, Aurora University
 Gail Zank, Texas State University

MARKETING

11:00 a.m.–12:15 p.m...... **Salon 3, 3rd Floor**

Theme: **Sports, Events and Recreation Marketing/
Cross-Cultural, Ethics and Social Responsibility**

Chair and

Discussant: Chad Milewicz, University of Southern Indiana

Brand Associations and Brand Equity—A Scale Development for Fan-Based Brand Equity

Gokhan Karaatli, Valparaiso University

Serdar Turedi, Purdue University Northwest

Musa Pinar, Valparaiso University

Ceren Ekebas-Turedi, Purdue University Northwest

Traditional and Non-Traditional Household Life-Cycles as Predictors of Leisure Purchase

Annie Mackowick, Otterbein University

Michael Levin, Otterbein University

The (Flawed?) Marketing of Climate Change

Héctor R. Lozada, Seton Hall University

Gary Kritz, Seton Hall University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

11:00 a.m.–12:15 p.m...... **Indiana Room, 3rd Floor**

Theme: **Supply Chain and Six Sigma**

Chair: Rajeev Sawhney, Western Illinois University

Applying Discrete Simulation in Six Sigma Approach to Develop a Truck Planning Tool

Yanhui Huang, University of Wisconsin-Stout

David Ding, University of Wisconsin-Stout

Discussant: Ram Kesavan, University of Detroit Mercy

A Supply Chain Approach to Studying Antecedents of Delivery Flexibility: A Surrogate Measure for Supply Chain Flexibility

Rajeev Sawhney, Western Illinois University

Narendar Sumukadas, University of Hartford

Discussant: David Ding, University of Wisconsin-Stout

**Social Media Driven Scaffolding Strategy in Teaching
Entrepreneurship**

Ram Kesavan, University of Detroit Mercy

Discussant: Rajeev Sawhney, Western Illinois University

LEGAL STUDIES

12:15–1:30 p.m. Wabash Room, 3rd Floor

Plenary Lunch and MALSB Annual Meeting (Ticket Required)

Presiding: Denise (Deni) Oas, President, Midwest Academy of
Legal Studies in Business

MBAA INTERNATIONAL

12:15–1:30 p.m. Salon 12, 3rd Floor

2019 Program Track Chairs Planning Workshop

Presiding: Juan Meraz, Missouri State University
Jeff Clark, Middle Tennessee State University

MBAA International 2019 Program Chair, Juan Meraz, and Executive Director, Jeff Clark, will meet with the program track chairs from each of the twelve tracks. Each track should have their 2019 program chair present. 2018 program chairs may also attend to provide continuity. In the event that a 2019 program track chair can't attend, each track is responsible for providing their substitute.

BUSINESS, SOCIETY, AND GOVERNMENT

1:45–3:00 p.m. Madison Room, 3rd Floor

Theme: Environment and Related Issues

Chair: Patti Clark, Embry-Riddle Aeronautical University-
Worldwide

**The Challenge of Persuading People to Take Actions for the
Environment: Reduce, Reuse Recycle**

Gideon Falk, Falk and Associates

Casimir Barczyk, Purdue University Northwest

Phyllis (Lisa) Pennington

Environment Perceptions and Business Management Practices of Forcibly Displaced Entrepreneurs

Swithina Mboko, Grand Valley State University

CASE RESEARCH

1:45–3:00 p.m.LaSalle 1, 7th Floor

Theme: Critical Incident Presentations

Chair: Chris Schrage, University of Northern Iowa

Scribe: Nakato Hirakubo, Brooklyn College

Discussants: Lizabeth A. Barclay, Oakland University
Jian Zhang, San Jose State University

Freshmenu: Customer Service Quality Management

Manjula Appaswamy, Indian Institute of Management, Bangalore

A.S. Kiran Raj, Indian Institute of Management, Bangalore

Avinash Mulky, Indian Institute of Management, Bangalore

Entrepreneurship: Seeing Opportunities Where Others See Problems...Is It Possible?

Maria Del Pilar Gomez Vallejo, Javeriana University, Cali

George Whaley, San José State University

CASE RESEARCH

1:45–3:00 p.m.LaSalle 2, 7th Floor

Theme: Critical Incident Presentations

Chair: Adriane Leithauser, Gonzaga University

Scribe: Paul McGurr, Ashland University

Discussants: Susan D. Peters, University of North Carolina
at Pembroke
Janell Kurtz, St. Cloud State University

What Can High Tech Learn from Enlightened Employers?

Lori Luo, Quarry Lane School

Asbjorn Osland, San Jose State University

How to Prevent Plans from Derailing: A Stakeholder Approach

Mohammed Hanish, IAS Government of India
Ram Kumar Kakani, XLRI School of Management
Gayathri Nair, XLRI School of Management

INTERNATIONAL BUSINESS

1:45–3:00 p.m.Crystal Room, 3rd Floor

Theme: Culture and Human Resources

Chair: Christopher Ziemnowicz, University of North Carolina
at Pembroke

**The Role of Online Discussion Forums in International Migrants'
Occupational Integration**

Daniel Gulanowski, Carleton University
Luciara Nardon, Carleton University

**National Culture and Management: A Critical Review and Directions
for Future Research**

Daniel Gulanowski, Carleton University
Luciara Nardon, Carleton University

**The Potential of Critical Self-Reflection for Intercultural Leadership
Development**

Louis Hickman, Purdue University
Mesut Akdere, Purdue University

INTERNATIONAL BUSINESS


1:45–3:00 p.m.Cresthill Room, 3rd Floor

**Theme: Pedagogy, Study Abroad, and Teaching International
Business**

Chair: Deepraj Mukherjee, Kent State University

A Short-Term Study Abroad Costa Rica: A Brief Overview

Juan Meraz, Missouri State university
Ana Isabel Estrella-Riollano, Missouri State University-West Plains



Program Sessions Friday, April 20, 2018

Students Enrolled an Educational Leadership Master's Program Utilization of Tes Teach Blendspace for Reflection and Collaboration

Katharine Bohley Martin, University of Indianapolis
Gaoming Zhang, University of Indianapolis

Integrating Evernote as a Mobile Tool for Reflection and Collaboration: A Case Study of MBA Program of Educational Leadership

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Gaoming Zhang, University of Indianapolis

The Role of Agglomeration and Social Capital in Local Economic Development—The Small Town as the Solution to the Duality of Global Competitiveness and Rrbanization

Claudia Gomez, Kent State University
Deepraj Mukherjee, Kent State University
Lucas Engelhardt, Kent State University

LEGAL STUDIES

1:45–3:00 p.m. Wilson Room, 3rd Floor

Theme: Potpourri

Chair: Mary Noe, St. John's University

"Why Medicaid Trusts should be EXEMPT from Social Security Income Determinations"

Winston Spencer Waters, Adelphi University

Regulating the New Media

Amy Hendrickson, Saginaw Valley State University

Proposals to Improve Worker Voice in China

Cindy A. Schipani, University of Michigan

LEGAL STUDIES

1:45–3:00 p.m.....Marshfield Room, 3rd Floor

Theme: International Law

Chair: Christine Ladwig, Southeast Missouri State University

Dangerous Drugs and Comparative Law: The Vioxx and Mediator Cases

Fred Einbinder, American University of Paris

Postcards from the Edge: Socio-Economic Drivers of Historic Port Redevelopment in France and Beyond

Lydie Louis, Hult International Business School

Frederic Chartier, Hult International Business School

Federalism in Health Care: Lessons from Germany

Dale B. Thompson, University of St. Thomas

Athletes Banned, Athletes Cleared, Athletes Reinstated: The Court of Arbitration for Sport: Does the US Need a Similar Court for Resolving Issues in Sports?

Richard J. Hunter Jr., Seton Hall University

MANAGEMENT

1:45–3:00 p.m.....Burnham 1, 7th Floor

Theme: Management Potpourri

Chair: Jaime Franquesa, Ohio Northern University

Discussant: John A. Parnell, University of North Carolina at Pembroke

Recruiting Business Faculty Using AACSB Credentials as a Screening Mechanism

Shawn M. Keough, Emporia State University

Jeffrey Muldoon, Emporia State University

Shifts in Individual and Institutional Business and Management Education (BME) Research Productivity from 2005-14 to 2008-17

Ben Arbaugh, University of Wisconsin-Oshkosh

Carlos J. Asarta, University of Delaware

Regina F. Bento, University of Baltimore

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Charles J. Fornaciari, LaSalle University

The Dark Side of Ethics: How do the Dark Triad Personality Traits Impact Ethical Decision Making?

Luke A. Voegel, Saginaw Valley State University
Jacob A. Voegel, Coastal Carolina University

MANAGEMENT

1:45–3:00 p.m. Burnham 2, 7th Floor

Theme: The Eclectic Alchemy of Management

Chair: Arlene Ramkissoon, Ohio Dominican University

Technological and Regulatory Changes Impact on Bank Failures Following the 2008 Financial Crisis

Joseph Trendowski, Valparaiso University
Anil Nair, Old Dominion University

Development of an Authentic Leadership Portfolio

Lynn Kalnbach, College of St. Scholastica
Richard L. Revoir, College of St. Scholastica
Thomas L. Buck, College of St. Scholastica

Fast Fashion and the Triple Bottom Line: An Exploratory Review of Publically Available Documents from H&M and Inditex

Richard E. Crandall (retired), Appalachian State University
William “Rick” Crandall, University of North Carolina at Pembroke

MARKETING

1:45–3:00 p.m. Salon 1, 3rd Floor

Theme: Panel: What Should We be Teaching in Marketing, but We Are Not?

Panelists: Frederick Hoyt, Illinois Wesleyan University
David Wallace, Illinois Wesleyan University
Stephanie Jacobsen, UMass Bridgewater
Christopher Jacobsen, UMass Dartmouth
Tara Gerstner, Illinois Wesleyan University
Kim Folkers, Wartburg College
Lori Lohman, Augsburg University

MARKETING

1:45–3:00 p.m. Salon 2, 3rd Floor

Theme: Panel: An Examination of Sport Marketing Textbooks

Panelists: E. Newton Jackson Jr., University of North Florida
Annette Jackson, Florida A&M University
Robert Lyons, Queens University
Kristi Sweeney, University of North Florida

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m. Madison Room, 3rd Floor

Theme: Technology and Related Issues

Chair: Joni Jackson, Chicago State University

Technology Growth and Businesses in Global Markets

Nicolas Casati, Groupe Professionnel Francophone
Bharat Thakkar, Walden University

Advanced Technology Empowering Small Scale Agribusiness

Amer Najm, Walden University
Bharat Thakkar, Walden University

CS4All: A Business-Endorsed Government Policy

Anu A. Gokhale, Illinois State University

INTERNATIONAL BUSINESS

3:00–4:15 p.m. Crystal Room, 3rd Floor

Theme: Special Topics


Chair: Anand Pore, University of Houston-Downtown

Designing for Mulukuku

Paul Lane, Grand Valley State University
Waltraud Beckmann, Bwaltraud consulting

Towards an Integrative Framework for International Negotiation based on Quantum Physics

Eliane Karsaklian, Universite Sorbonne



Program Sessions Friday, April 20, 2018

Evaluating Value Creation Readiness: A Global Scorecard Approach

Eric T. Brey, University of Wisconsin-Stout

Artificial Intelligence and leadership

Anand Pore, University of Houston-Downtown

David Epstein, University of Houston- Downtown

Kingshuk Mukherjee, College of Saint Benedict and Saint John's University

Etienne Musonera, Mercer University

INTERNATIONAL BUSINESS

3:00–4:15 p.m.Cresthill Room, 3rd Floor

**Theme: Global Strategy and Internationalization, Social
Responsibility and Sustainability**

**Chair: Kingshuk Mukherjee, College of Saint Benedict and
Saint John's University**

Business Strategies for Vietnam and Minnesota Trade

Henry Tian-hua Engel, Pitzer College

Kingshuk Mukherjee, College of Saint Benedict and Saint John's University

Anand Pore, University of Houston-Downtown

Economic Sustainability and Poverty Alleviation In Developing Countries: A Study Of The Utilization Of The Cooperative Business Model In Nicaragua

Marc McIntosh, Augsburg University

George Dierberger, Augsburg University

Economic Freedom, Firm Value, and Firm Profitability: An International Analysis

Min-Yu (Stella) Liao, Illinois State University

Iran: The Hidden Treasury Behind Socio-Politic Curtains

Guluzar Cansu Ergur, Baskent University/Social Sciences

MARKETING

3:00–4:15 p.m...... **Salon 2, 3rd Floor**

Theme: **Panel: The Transformation of an Academic Organization from Midwest to Global**

Panelists: Peter Gordon, Southeast Missouri State University
Frederick Hoyt, Illinois Wesleyan University
Gene C. Wunder, Washburn University
Stacey Hills, Southern Vermont College
Carrie S. Trimble, Millikin University

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5:00–6:30 p.m...... **Potter's Lounge, Lobby Level**

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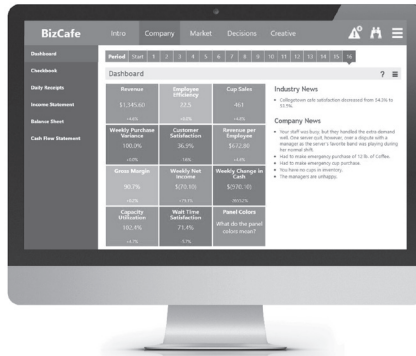
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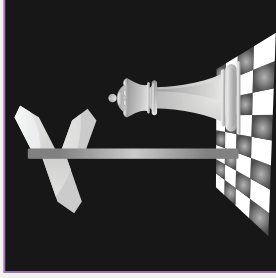
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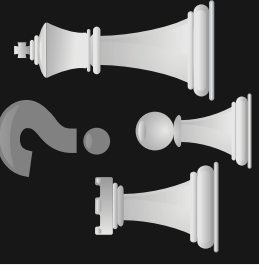
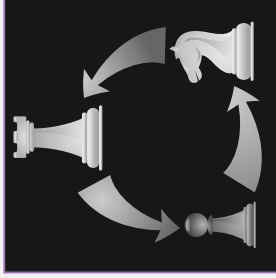
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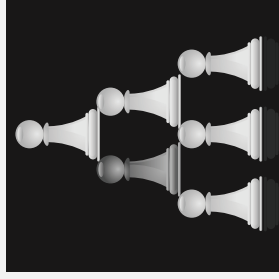
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