

MBAA INTERNATIONAL CONFERENCE

The 56th MBAA International Conference



**Navigating Big Changes,
Big Challenges**

**Publishing: Practical Help
for Publishing Success**



Entry Instructions and URLs

FINDING YOUR “TIME AND LOCATION”

Enter <https://mbaainternational.org/wp-content/uploads/2021/03/MBAA-Conference-Schedule-2021FINAL.pdf> or go to mbaainternational.org and select “**SCHEDULE FINAL DRAFT NOW AVAILABLE HERE**” to see the entire conference schedule. You will be able to identify the Track (e.g. ACCOUNTING) and the breakout room, if necessary (e.g. NAAS Room 1). Use this information to select the appropriate track (see below) and the appropriate room, if necessary.

ACCESSING SESSIONS

Below are the ZOOM URLs for accessing all presentation sessions. Think of each url as an entry into the room or the collection of room for a track (remember, a track is something like Finance, Accounting, Case Research, etc.

For the tracks that have only one meeting or session at a time you will land or enter directly into the area you need to be. For the tracks that have multiple meetings at any time, (true for eight of our twelve tracks) you will need to select Breakout Rooms from your ZOOM option inside the entry room and select the correct breakout room.

You may come and go into any room in any session at you desire. If you are in accounting and want to go international, you will leave accounting entirely and then enter international through the appropriate url.

EXHIBITORS

You will get invitations to enter to enter rooms for our vendors. Please visit the vendors.
Thanks.

Jeff Clark

Track	url (access ZOOM via this source) Breakout Rooms will be used for tracks with more than one simultaneous session)	ZOOM Passcode
NAAS (Accounting)	https://us02web.zoom.us/j/89766269103?pwd=TCGF2dWdvS295V1RF5N5MzU0WWpWdz09	MBAAI
Business Health Administration	https://us05web.zoom.us/j/87629820529?pwd=SUdPSGFLK0FIYUtiV3VzRzd1UE9adz09	MBAAI
Business, Society, and Government (BSC)	https://us05web.zoom.us/j/88412689852?pwd=YTIJPEdPMFpLa2hrYXdGOWtFV3R3QT09	MBAAI
Case Research	https://us05web.zoom.us/j/87882179166?pwd=UTk2MkXc1JMWXFuYXJkR0gzS0NtUT09	MBAAI
Economics	https://us05web.zoom.us/j/86333157682?pwd=L0RJM3J2dng2dUFRbDFXSFN6cHJ1Zz09	MBAAI
Finance	https://us05web.zoom.us/j/86096183201?pwd=T2NXM0hxakhWaUJ4aDlaVGJlqUmFWdz09	MBAAI
International	https://us05web.zoom.us/j/87575577958?pwd=eUxrc2d0SG9kekNOMVRsd2ExbnZYUT09	MBAAI
Information Systems	https://us02web.zoom.us/j/81899507498?pwd=aTBnMU9MQVpOMkNGTHfScVfaZEd4UT09	MBAAI
Legal Studies	https://us02web.zoom.us/j/84646659346?pwd=MFJPRFlvUG1xcU4xZlZHU1Y4QmVuUT09	MBAAI
Management	https://us05web.zoom.us/j/86091679050?pwd=L1M4YWJjT1VZMEJSN1FnV204bjBWdz09	MBAAI
Marketing	https://us02web.zoom.us/j/85858204387?pwd=UU9aME5YaGtWmVoTjRQaVh3ZTY1QT09	MBAAI
Operations Management and Entrepreneurship (OMEA)	https://us02web.zoom.us/j/85224486182?pwd=aU0yaHpPWnU0VUJjcGxnbDZMvKROdz09	MBAAI
MBAA Intl Poster Session	https://us05web.zoom.us/j/82658550939?pwd=Zk93Wm5CMETjckdhehYejBscnpqUT09	MBAAI
*MBAA Intl Gathering (a hang out area)	https://us02web.zoom.us/j/83888240600?pwd=MzBiVERlQU5yTy9wN1k2N0NadU5pZz09	MBAAI

*The “Gathering” space is intended to be a place to hang out and connect with friends and colleagues, much like the main hall when we are together (but sadly without the coffee).

Wednesday, March 24, 2021

NOTE: All times shown are listed in Central Daylight (CDT)/ Chicago time.

ACCOUNTING

1:30–2:45 p.m...... **NAAS Room 1**

Theme: **Panel—Preparing for a Constantly Changing Frontier: Accounting Majors and Emerging Technology**

Chair: Illina Stefanov, Northeastern Illinois University

Panelists: Kel-Ann Eyler, Georgia College and State University
Robert (Bob) Russ, Northern Kentucky University

BUSINESS ECONOMICS

1:30–2:45 p.m...... **Economics Room**

Theme: **Topics in Microeconomics**

Chair: Mark Jelavich, Baker University

The impact of executives and directors on corporate social responsibility (CSR): political and social identity perspectives

Tao Zeng, Wilfrid Laurier University

State Poverty Rates, Rurality, Economic Freedom, and Labor Market Regulation

Mark Jelavich, Baker University

The Impact of the Coronavirus Pandemic on Businesses, Pollution, and the Environment

Thomas R. Sadler, Western Illinois University

BUSINESS, SOCIETY, AND GOVERNMENT

1:30–2:45 p.m...... **BSG Room**

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

Chair: Wei Zhou, Northwestern Oklahoma State University

All BSG attendees and presenters invited

Program Sessions

Wednesday, March 24, 2021

EXHIBITOR SERIES – Wessex Press, Inc.

1:30–2:45 p.m. Wessex Room
Students enjoy working on real problems and sales leaders enjoy working with students. But getting everyone involved can be a challenge. This method turns clients into real-time cases that gets everyone involved, not just the students working for the client.

Jeff Tanner, Dean, Strome College of Business, Baylor University
Bob Erffmeyer, University of Wisconsin, Eau Claire (co-authors of Sales Management)

Thursday at 11:00 a.m. — Carelle Bassil (COO of Wessex Press, Inc.)

Presentation Do you want to bring reality into your classroom? Come and explore SMS: The Sales Management Simulation with Wessex Press, Inc.

Also visit the Wessex Press Room for a presentation by Pamela Patterson
Thursday at 2:30 p.m.

Without a standardized and commonly understood language, the sales professional cannot effectively persuade and influence a prospective buyer's purchasing decision. The use of standardized selling terminology is essential to clearly and accurately communicate a value proposition designed to be shared among numerous decision-makers in the buyer's organization as well as the internal and external stakeholders impacted by the product choice.

FINANCE

1:30–2:45 p.m. Finance Room 1

Theme: Special Topics 1

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

Assessing the Impact of Top-Tier Finance, Information Systems, and Management Science Journals Based on Multiple Bibliometric Measures and Journal Characteristics

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

Jack D. Shorter, Texas A&M University–Kingsville

Randy Colvin

Discussant: Lawrence Bauer, Memorial University of Newfoundland

Program Sessions

Wednesday, March 24, 2021

Understanding Political Pressures, Monetary Policy, and the Independence of the Federal Reserve in the United States from 1960-2019

Lawrence Bauer, Memorial University of Newfoundland

Alex Faseruk, Memorial University of Newfoundland

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

Corporate Performance and Foreign Activities of Multinational Firms

Janikan Supanvanij, St. Cloud State University

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

The Impact of Finance Research Published in Eastern Europe

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

Discussant: Janikan Supanvanij, St. Cloud State University

FINANCE

1:30–2:45 p.m. Finance Room 2

Theme: Corporate Finance 1

Chair: Han Chen, Xiamen National Accounting Institute

Does Technology Innovation in Finance Alleviate Financing Constraints and Reduce Debt-Financing Costs? Evidence from China

Soon Suk Yoon, Western Illinois University

Han Chen, Xiamen National Accounting Institute

Discussant: Jane Xie, St. Edward's University

Audit Committee and Inter-corporate Loans: Evidence from a Unique Regulatory Setting in India

Narendra Nath Kushwaha, Indian Institute of Management Tiruchirappalli

Bipin Kumar Dixit, Indian Institute of Management Tiruchirappalli

Discussant: Soon Suk Yoon, Western Illinois University

Finance Committee and M&A Activities

Jane Xie, St. Edward's University

Discussant: Narendra Nath Kushwaha, Indian Institute of Management-Tiruchirappalli

Program Sessions

Wednesday, March 24, 2021

FINANCE

1:30–2:45 p.m. Finance Room 3

Theme: Investments 1

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

Investment Performance and the Money-Weighted Rate of Return: The Problem of Multiple Rates

Gregory Noronha, University of Washington–Tacoma

Colin Noronha, University of Washington

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

The Shareholder Value of Open Source Software

K. Matthew Wong, St. John's University

Jean-Baptiste Lemaire, IESEG, France

Discussant: Gregory Noronha, University of Washington–Tacoma

FINANCE

1:30–2:45 p.m. Finance Room 4

Theme: Financial Education 1

Chair: Brian Porter, Hope College

The Effect of Diversification on Mutual Funds Gains and Losses: An Analysis Based on the Survey of Customer Finance

Manjil Pradhan, Roosevelt University

Meng Li, Roosevelt University

Discussant: Brian Porter, Hope College

Beta, CAPM, and SML: Are We Teaching Something Obviously Incorrect?

Brian Porter, Hope College

Discussant: Manjil Pradhan, Roosevelt University

Program Sessions

Wednesday, March 24, 2021

INFORMATION SYSTEMS

1:30–2:45 p.m. IS Room

Theme: **Higher Education Choices, Satisfaction
and Retention**

Modeling and Forecasting First-generation First-year College Students' Retention Using Data Mining

Richard (Zhixin) Kang, University of North Carolina–Pembroke
Lydia Gan, University of North Carolina–Pembroke

A Comparison of Classification Models in Predicting Graduate Admission Decision

Adrita Iman, Purdue University–Fort Wayne
Xiaoguang Tian, Purdue University–Fort Wayne

Electronic Service Efficiency: Online Student Satisfaction and Perceived Value

Denise Williams, University of Tennessee–Martin
Ashley Kilburn, University of Tennessee–Martin
Brandon Kilburn, University of Tennessee–Martin
Kevin Hammond, University of Tennessee–Martin

MANAGEMENT

1:30–2:45 p.m. Management Room 1

North American Management Society Executive Council Meeting

Presiding: Rubina F. Malik, Morehouse College

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

1:30–2:45 p.m. OMEA Room

Theme: **Founding Team and Ownership Issues in
Entrepreneurial Organizations**

Chair: Perry Haan, Tiffin University

Founding Team Performance: Influences of Founding Team Diversity

Qian Ye, University of Wisconsin–Parkside

Program Sessions

Wednesday, March 24, 2021

****DISTINGUISHED RESEARCH AWARD****

Employee Ownership as a Solution to the SME Succession Issue

Carl Pitchford, United International Business School
Perry Haan, Tiffin University

FINANCE

2:00–2:50 p.m. Finance Room 4

Theme: Special Session

Biology in Finance

John Nofsinger, University of Alaska Anchorage

The Biology of Investing

People’s financial and economic preferences vary widely due to ‘nurture’ variables such as socioeconomic factors, but scientists have been discovering that ‘nature’ also plays a role. This is the first book to bring together these scientific insights for a holistic view of the role of human biology in financial decision-making.

ACCOUNTING

3:00–4:15 p.m. NAAS Room 1

Theme: Exploring Effective Methods of Accounting Education

Chair: Essam Elshafie, Northeastern Illinois University

SABCO, Incorporated—A Comprehensive Managerial Accounting Case Study

Jodi M. Olson, Winona State University
Kimberly Mungaray, Winona State University

“Why do we Care?” Making an Introductory Managerial Accounting Course Relevant and Engaging to the Non-Accounting Major

Kimberly Mungaray, Winona State University

Developing Team Skills in Accounting Students: A Practical Approach

Alexander Z. King, Saint Xavier University

Program Sessions

Wednesday, March 24, 2021

BUSINESS ECONOMICS

3:00–4:15 p.m...... **Economics Room**

Theme: **Data Analytics and Microeconomic Issues**

Chair: Nodir Adilov, Purdue University Fort Wayne

Data Analytics Implementation and Team Performance in the National Football League

John-Gabriel Licht, St. Norbert College

John Michalak, St. Norbert College

Benjamin L. Huegel, St. Norbert College

Marc Schaffer, St. Norbert College

The Distribution of Grade Probabilities for Undergraduate Economics Students: Model and Survey Evidence

Joshua J. Lewer, Bradley University

Jannett Highfill, Bradley University

Tanya M. Marcum, Bradley University

Colin Corbett, Bradley University

An Economic Analysis of Orbital Debris Mitigation Policies

Nodir Adilov, Purdue University Fort Wayne

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m......**BSG Room**

Theme: **Business, Society, Government and Related Issues**

Chair: Wei Zhou, Northwestern Oklahoma State University

Internal Control Failures in a Student Health Center

Heidi S. Cox, Valdosta State University

Raymond J. Elson, Valdosta State University

Teaching Social Justice in a Global Context within a Business Curriculum

Kaori Takano, Fort Lewis College

Using Shor's Algorithm for Integer Factorization in Quantum Computers: An Approach to Equality

Nicolas M. Casati, Groupe Professionnel Francophone

Program Sessions

Wednesday, March 24, 2021

The Effect of CEOs Being the Only Children in the Family on their CSR Engagement

Rong Huang , Saint Anselm College
Guang Yang, East China University of Political Science and Law
Xiaoye Chen, North Central College
Yuxin Chen, NYU Shanghai, NYU Leonard N. Stern School of Business

Looted Money by Corrupt Practices and Money Laundering Means must be Repatriated Back to the Originating Country. Financial Action Task Force must Show the World Good Deeds by Actions

Zafar A. Bokhari, Chicago State University

CASE RESEARCH

1:30–2:45 p.m. Case Room 2

Theme: Case Research Board Meeting

Chair: Jeff Mankin, Lipscomb University

EXHIBITOR SERIES – Marketplace Simulations

1:30–2:45 p.m. Marketplace.Sims Room

**Theme: ENGAGE. INSPIRE. CHALLENGE. TRANSFORM.
With Marketplace Simulations**

FINANCE

3:00–4:15 p.m. Finance Room 1

Theme: Personal Finance 1

Chair: Stephen S. Gray, Western Illinois University

Who are Robo-Advisor Users?

Seongsu David Kim, St. Cloud State University
Marty Cotwright, University of Georgia
Swarn Chatterjee, University of Georgia
Discussant: Stephen S. Gray, Western Illinois University

Program Sessions

Wednesday, March 24, 2021

Financially Fully Mission Capable for the Long-Term? A Strategic Look at Military Retirement

Jeff Bredthauer, University of Nebraska–Omaha

Brian Payne, University of Nebraska–Omaha

Discussant: Seongsu David Kim, St. Cloud State University

Helping Pension Participants Understand Their Net Worth

Stephen S. Gray, Western Illinois University

Charles R. Pryor, Western Illinois University

Nicholas C. Lynch, California State University–Chico

Discussant: Jeff Bredthauer, University of Nebraska–Omaha

FINANCE

3:00–4:15 p.m. Finance Room 2

Theme: Derivatives 1

Chair: Francois-Michel Boire, University of Western Ontario

Pricing Gun Rights Using Options

Monzurul Hoque, Saint Xavier University

Bruce Lipman, Retired Policeman

David Parker, Saint Xavier University

Discussant: Nalinaksha Bhattacharyya, University of Alaska–Anchorage

Efficient Variance Reduction with Least-Squares Monte Carlo Symmetric Pricing

Francois-Michel Boire, University of Western Ontario

Lars Stentoft, University of Western Ontario

Mark Reesor, University of Waterloo

Discussant: Monzurul Hoque, Saint Xavier University

Option Pricing With Volatility Smile

Nalinaksha Bhattacharyya, University of Alaska Anchorage

Discussant: Francois-Michel Boire, University of Western Ontario

Program Sessions

Wednesday, March 24, 2021

FINANCE

3:00–4:15 p.m. Finance Room 3

Theme: Corporate Finance 2

Chair: Erin Oldford, Memorial University of Newfoundland

Don't Mince Words: A Cross-Country Assessment of CEO Visionary Language and Firm Performance

Erin Oldford, Memorial University of Newfoundland

John Fiset, Saint Mary's University

Discussant: Soohyung Kim, University of Tampa

Ownership Heterogeneity and Related Party Transactions: Evidence from India

Narendra Nath Kushwaha, Indian Institute of Management

Bipin Kumar Dixit, Indian Institute of Management

Discussant: Erin Oldford, Memorial University of Newfoundland

FINANCE

3:00–4:15 p.m. Finance Room 4

Theme: Investments 2

Chair: Srinidhi Kanuri, University of Southern Mississippi

Contract Size Changes in the Options Market: Effects on Market Efficiency and Investor Behavior

Seongkyu Park, Hong Kong Polytechnic University

Doojin Ryu, Sungkyunkwan University

Discussant: Srinidhi Kanuri, University of Southern Mississippi

An Empirical Examination of U.S.-based Japanese Mutual Funds

Srinidhi Kanuri, University of Southern Mississippi

Discussant: Seongkyu Park, Hong Kong Polytechnic University

ACCOUNTING

4:30-5:45 p.m. NAAS Room 1

North American Accounting Society Board Meeting

Presiding: Kel-Ann Eyler, Georgia College and State University

Thursday, March 25, 2021

NOTE: All times shown are listed in Central Daylight (CDT)/ Chicago time.

ACCOUNTING

8:00–9:00 a.m. NAAS Room 1

Theme: Panel: An Update on the 2017 Tax Cut and Jobs Act: More Clarification and Implications Since Initial Passage

Chair: Lin (Vivian) Chen, Valparaiso University

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

BUSINESS, SOCIETY, AND GOVERNMENT

8:00–9:00 a.m.BSG Room

Theme: Government and Related Issues

Chair: Wei Zhou, Northwestern Oklahoma State University

Tokyo Olympics Now 2021? Healing Power of the Renewed Triple Bottom Line

Miki Kubota, Waseda University

Kaori Takano, Fort Lewis College

Effect of Language Diversity Policy on Economic Success: Exploratory Comparative Analysis of Japan and Iceland

Asahi Mori, Waseda University

E-Bike Decision in Mountain Town: Business and Ethics Influence on Government

Christoph Cikraji, University of Colorado–Boulder

EXHIBITOR SERIES – Wessex Press, Inc.

8:00–9:00 a.m. Wessex Room

"Sales" is a Game of Innuendos: Teaching students when and how to apply fundamental selling skills and tactics is more important than the skills and tactics themselves. Transforming your pedagogy into a more experiential approach to teaching "sales" is critical for

Program Sessions

Thursday, March 25, 2021

success; this session discusses how to do this and provides two concrete examples of successful student exercises.

Presenter: Jeff Krawitz, Prof. of Marketing, NYU Stern School of Business (author of *Customer-Centric Selling*)

Thursday at 11:00 a.m. — Carelle Bassil (COO of Wessex Press, Inc.)

Presentation Do you want to bring reality into your classroom? Come and explore SMS: The Sales Management Simulation with Wessex Press, Inc.

Also visit the Wessex Press Room for a presentation by Pamela Patterson, The Malcolm McDonald Academy and Market2Win (co-author of *The Dictionary of Selling Terminology*) Thursday at 2:30 p.m.

Without a standardized and commonly understood language, the sales professional cannot effectively persuade and influence a prospective buyer's purchasing decision. The use of standardized selling terminology is essential to clearly and accurately communicate a value proposition designed to be shared among numerous decision-makers in the buyer's organization as well as the internal and external stakeholders impacted by the product choice.

FINANCE

8:00–9:00 a.m. Finance Room 1

Theme: Global Finance 1

Chair: Yan He, Indiana University Southeast

What Has Gone Wrong with Japan's Stock Performance over the Last Three Decades?

Yan He, Indiana University Southeast

Frank Long, Wuhan University

Discussant: Ruchira Panda, NIT Rourkela

A Simple Linear Test of the Integration in Corporation Bond Markets

Ruchira Panda, NIT Rourkela

Discussant: Matt Lutey, Indiana University Northwest

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Survival Analysis of Ichimoku Cloud Indicator Benchmarked on the S&P 500 index

Matt Lutey, Indiana University Northwest

David Rayome, Northern Michigan University

Discussant: Yan He, Indiana University Southeast

FINANCE

8:00–9:00 a.m. Finance Room 2

Theme: Derivatives 2

Chair: Peter Cincinelli, University of Bergamo

Booms in Agricultural Prices: Who is responsible?

Peter Cincinelli, University of Bergamo

Ameeta Jaiswal-Dale, University of Saint Thomas

Giovanna Zanotti, University of Bergamo

Austin Damiani, Minneapolis Grain Exchange

Discussant: Xiangyu Chen, Kobe University

Spillovers and Interdependency across Base Metals: Evidence from Futures Market and Spot Market in China

Xiangyu Chen, Kobe University

Jittima Tongurai, Kobe University

Discussant: Peter Cincinelli, University of Bergamo

FINANCE

8:00–9:00 a.m. Finance Room 3

Theme: Corporate Finance 3

Chair: Soohyung Kim, University of Tampa

Productivity and the Gains from Takeovers in China: The Role of Institutions and CEO Experience

Shaohua Tian, University of Macau

Discussant: James Park, Korea University

CEO Appointment in Corporate Spin-offs

Soohyung Kim, University of Tampa

Discussant: Shaohua Tian, University of Macau

Program Sessions

Thursday, March 25, 2021

Equity Issuance of Distressed Firms: Debt Overhang or Agency Problem?

James Park, Korea University

Discussant: Soohyung Kim, University of Tampa

FINANCE

8:00–9:00 a.m. Finance Room 4

Theme: Global Finance 2

Chair: Amit Sinha, Bradley University

The Reliability of Geometric Brownian Motion Forecasts of S&P 500 Index

Amit Sinha, Bradley University

Discussant: Matt Lutey, Indiana University Northwest

LEGAL STUDIES

8:00–9:00 a.m. Legal Room 1

Theme: MALS Executive Board Meeting

Chair: Jennifer Cordon Thor, President
Christine Ladwig, Vice President and Program Chair
John Paul, Proceedings Editor
Michael Greiner, Secretary and CLE Coordinator
George McNary, Treasurer

MARKETING

8:00–9:00 a.m. Marketing Room 1

Theme: Cross-Cultural, Ethics and Social Responsibility

Chair and

Discussant: Hannah Walters, Northern State University

Effect of music background at store on customers' preference

Chico Adhibaskara Ekananda Hindarto, Indonesia Banking School

Program Sessions

Thursday, March 25, 2021

An Assessment of Emotional Intelligence and Job Satisfaction in Tourism

Kristi M. Bockorny, Northern State University
Hannah Walters, Northern State University

MARKETING

8:00–9:00 a.m.Marketing Room 2

Theme: Marketing Education

Chair and

Discussant: Sanga Song, Indiana University East

Traditional vs. Non-Traditional Students' Perceptions of E-Texts: A Semantic Network Approach

Sanga Song, Indiana University East
LaCalvince (Cal) Simpson, Indiana University East

An Analysis of the Higher Education Enrollment Pattern In Iowa From 2006–2017

Rob K. Larson, Luther College

MARKETING

8:00–9:00 a.m.Marketing Room 3

Theme: Consumer Behavior

Chair and

Discussant: Rebecca Hochradel, Transylvania University

****DISTINGUISHED RESEARCH AWARD** IN CONSUMER BEHAVIOR AND B2B**

The Arrival of Self-Driving Vehicles: A Profile of Potential Drivers

Kevin Elliott, Minnesota State University Mankato
Mark Hall, Minnesota State University Mankato
Juan Gloria Meng, Minnesota State University Mankato

Examining Drink-Gender Stereotyping and Consumption Intentions: A Study with the U.S. Millennials

Musa Pinar, Valparaiso University
Ceren Ekebas-Turedi, Purdue University Northwest
Cigdem Basfirinci, Trabzon University

Program Sessions

Thursday, March 25, 2021

Factors of Framing Nutritional Messages Across National Borders: Russia vs. U.S.

Zinaida Taran, Delta State University

Rebecca Hochradel, Transylvania University

ACCOUNTING

9:15–10:30 a.m...... **NAAS Room 1**

Theme: Audit Quality and Professional Judgment

Chair: Carol M. Jessup, University of Illinois–Springfield

Does Heightened Monitoring Improve Timelines and Quality of Goodwill Impairment Decisions?

Menghistu Sallehu, Eastern Illinois University

Katey L Sauerwein, Eastern Illinois University

The Effect of Accounting Standard Precision and Professional Judgment Guidance on Auditors' Decision under Chinese Regulatory Environment

Jingyi Li, Nanjing University, Jiangsu Province/Bank of Nanjing

Qingmei Xue, Nanjing University, Jiangsu Province

Xia (Amy) Zhang, Alabama A&M University

****DISTINGUISHED RESEARCH AWARD****

Audit Engagement Partner Education and Audit Quality

Zsofia Barandi, University of North Dakota

Katherine Campbell, University of North Dakota

Xiaoli Guo, University of North Dakota

Matthew Notbohm, University of North Dakota

ACCOUNTING

9:15–10:30 a.m...... **NAAS Room 2**

Theme: Accounting Roundtable

Chair: Ellen Rackas, Muhlenberg College

The Relevance of Cash Flow and Financial Performance in the U.S. Airline Industry

Bert J. Zarb, Embry-Riddle Aeronautical University

Program Sessions

Thursday, March 25, 2021

Managing Virtual Recruiting Amidst a Pandemic

Jacob T. Crowley, Ohio Northern University

Jill R. Cadotte, Ohio Northern University

BUSINESS ECONOMICS

9:15–10:30 a.m. Economics Room

Theme: Undergraduate Research Session

Chair: Jayme Gerring, Purdue University Fort Wayne

How do Misery Index Levels Impact Income Inequality within the United States?

Kathryn M. McIlroy, Marietta College

Income Inequality and Educational Outcomes—A Case Study of Northwest Indiana

Taylor Kroon, Purdue University Northwest

SeyedSoroosh Azizi, Purdue University Northwest

Amlan Mitra, Purdue University Northwest

The Marvel Effect (Working Title)

Jayme Gerring, Purdue University Fort Wayne

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. BHAA Room 1

Theme: Healthcare Economics and Marketing

Chair: Dan Friesner, North Dakota State University

Assessing Financial Statement Comparability in Critical Access Hospitals

Dan Friesner, North Dakota State University

Andrew Brajcich, Gonzaga University

Our Path to Transparency

William Kent Willis, Marshall University

Policy and Performance: The Search for Improved Efficiencies for Chronic Disease Funding and Allocation

Cassandra Henson, Townson University

Program Sessions

Thursday, March 25, 2021

The Significance and Influence of E-Marketing on Health Care to Address the COVID-19 Pandemic

Michelle Smith, University of Houston–Clear Lake
Ashish Chandra, University of Houston–Clear Lake

Did the CMS Value Based Payment System Improve the Quality of Care?

Elmer B. Fos, D'Youville College
Kathleen Curtain, D'Youville College

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. BHA Room 2

Theme: Ethical and Legal Issues in Healthcare

Chair: David Wyant, Belmont University

The Legal and Ethical Implications of Blanket Do not Resuscitate Orders for Hospitals and Medical Practitioners

Monroe J. Molesky, George Washington University

Informed Consent: Legal and Ethical Issues Pre and Post COVID-19

Thomas Ealey, Alma College
Michael J. Molesky, George Washington University

Two Sides of an Emergency: The Plan and the Response

Rita DiLeo, University of Scranton
Rita Tomann, Seton Hall University

Language Matters: A Critical Look from An Ethics and Health Care Marketing Perspective of How COVID-19 Challenges Were Addressed in Different Countries

Michelle Smith, University of Houston–Clear Lake
Ashish Chandra, University of Houston–Clear Lake

Ethical Issues in the Distribution of Health Care

William B. Strube, University of Evansville
Peyton M. Beller, University of Evansville

Program Sessions

Thursday, March 25, 2021

BUSINESS, SOCIETY, AND GOVERNMENT

9:15–10:30 a.m. **BSG Room**

Theme: **Business and Related Issues**

Chair: Wei Zhou, Northwestern Oklahoma State University

Using Shor’s Algorithm for Integer Factorization in Quantum Computers: An Approach to Equality

Nicolas M. Casati, Groupe Professionnel Francophone

Business model and public policy: An international perspective

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

A Study of Women Working in Jordanian Banks

Yara Katami, Jordan Ahli Bank

Perry Haan, Tiffin University

CASE RESEARCH

9:15–10:30 a.m. **Case Room 1**

Theme: **Cases**

Chair: Michael Stellern, Rockhurst University

Scribe: Connie Allsopp, The World’s Registrar

Discussants: Connie O’Brien, Minnesota State University–Mankato
Michael Conklin, Angelo State University

Uhuru: A Case of Good Intentions and their Unintended Consequences

Cate Loes, Belmont University

Dennis Chen, Belmont University

From Strive to Thrive: Way forward at LIVE

Joffi Thomas, Indian Institute of Management–Kozhikode

Program Sessions

Thursday, March 25, 2021

CASE RESEARCH

9:15–10:30 a.m. Case Room 2

Theme: Critical Incidents

Chair: Patrick Schultz, University of North Dakota

Scribe: Ann Hackert, Idaho State University

Discussants: Joy Pahl, Saint Norbert College
Michael Hogg, Tulane University

Land O' Lakes Abandons Native American Logo: Virtue Signaling?

Paul E. Olsen, Saint Michael's College

Brandon W. Mitchell, Saint Michael's College

Personal Loyalty versus Business Operations: What to do about an Aging Employee who is also a Long-time Family Friend?

Tyler Burch, Idaho State University

Neil Tocher, Idaho State University

Dennis Krumweide, Idaho State University

CASE RESEARCH

9:15–10:30 a.m. Case Room 3

Theme: Critical Incidents

Chair: Joyce Young, Indiana State University

Scribe: Virginie Khare, Eckherd College

Discussants: Penny Hummel, Tiffin University
Soni Simpson, Elmhurst College

Should I Stay or Should I Go? Interpersonal Conflicts in Academia

Benjamin Anderson, San Jose State University

Caroline Chen, San Jose State University

Craig Davis, Ohio University

George Whaley, San Jose State University

Starbucks and the New Lease Standard

Karen Foust, Tulane University

Christine P. Smith, Tulane University

Program Sessions

Thursday, March 25, 2021

Timing is Everything: Handling Bullying in Academia

Benjamin Anderson, San Jose State University

Caroline Chen, San Jose State University

Craig Davis, Ohio University

George Whaley, San Jose State University

EXHIBITOR SERIES – Management by the Numbers

9:15–10:30 a.m...... MBTN Room

Theme: **Marketing Math—Fundamentals and
Advanced Concepts**

Presenter: Stu James, MBTN

This 20 minute presentation will provide an overview of how MBTN is used in marketing courses and the 25+ modules available for marketing.

Entrepreneurship: Assembling the Tools.

This 20 minute presentation will provide an overview of the 50+ modules available from MBTN Academy with a particular focus on the tutorials and problem sets relevant for Entrepreneurship courses.

FINANCE

9:15–10:30 a.m...... Finance Room 1

Theme: **Real Estate 1**

Chair: Stephen Lee, City University of London

REITs: Return Enhancer or Diversifier?

Stephen Lee, City University of London

Discussant: Desmond Tsang, McGill University

Housing Finance in Developing Countries Challenges and Opportunities

Jamshed Y. Uppal, Catholic University of America

Discussant: Stephen Lee, City University of London

Program Sessions

Thursday, March 25, 2021

Corporate Relocation and Housing Market Spillovers

Desmond Tsang, McGill University

Maggie Hu, Chinese University of Hong Kong

Wayne Xinwei Wan, University of Cambridge

Discussant: Jamshed Y. Uppal, Catholic University of America

FINANCE

9:15–10:30 a.m. Finance Room 2

Theme: Flex Session

FINANCE

9:15–10:30 a.m. Finance Room 3

Theme: Corporate Finance 4

Chair: Steven Hanke, Purdue University Fort Wayne

Merger Case Study of Spartan Stores and Nash-Finch

Yatin Bhagwat, Grand Valley State University

Bishal B C, Grand Valley State University

Marinus DeBruine, Grand Valley State University

Discussant: John Spillan, University of North Carolina at Pembroke

An Analysis of Customer-Based and Supplier-Based Trade Credit Gaps

Steven Hanke, University Fort Wayne

Haowen Luo, Purdue University Fort Wayne

Hui Di, Purdue University Fort Wayne

Discussant: Yatin Bhagwat, Grand Valley State University

Do Female Executives Take Less Risk?

John Spillan, University of North Carolina at Pembroke

Mohammad Nakibur Rahman, University of North Carolina at Pembroke

Discussant: Steven Hanke, Purdue University Fort Wayne

Program Sessions

Thursday, March 25, 2021

FINANCE

9:15–10:30 a.m. Finance Room 4

Theme: Investments 4

Chair: Monzurul Hoque, Saint Xavier University\

Toward Understanding FinTech and its Industry

Heather Knewton, Michigan Technological University

Zach Rosenbaum, Michigan Technological University

Discussant: Monzurul Hoque, Saint Xavier University\

Is Cryptocurrency the Future of Money?

Monzurul Hoque, Saint Xavier University\

Discussant: Heather Knewton, Michigan Technological University

INTERACTIVE TEACHING POSTERS

9:15–10:30 a.m. Posters Room

Because Quality Matters: Alignment

Patti Abels, University of Findlay

Maria Gamba, University of Findlay

Experiential Learning Projects: Engaging first- and second-year principles of marketing students

Jean Beaupre, Nichols College

Brittany Jacobs, Nichols College

Priscila Alfaro-Barrantes, Nichols College

Negotiation Strategies in Practice

Michael Conklin, Angelo State University

Integrating Writing Requirements into a Principles of Audit Course: A pedagogical demonstration

Kimberly Mungaray, Winona State University

Peggy Johnson, St. Mary's University Minnesota

Program Sessions

Thursday, March 25, 2021

INTERNATIONAL BUSINESS

9:15–10:30 a.m. International Room 2

Theme: Pedagogy and Teaching, Study Abroad, Culture, Diversity, Human Resources

Co-Chairs: Hassan Hussein, College of Saint Benedict
and Saint John's University
Etienne Musonera, Mercer University
Anand Pore, University of Houston

One Summer on Three Continents: Reflection on Teaching Business Students

Gaye Acikdilli, University of North Carolina at Pembroke
Christopher Ziemnowicz, University of North Carolina at Pembroke

Study Abroad: Students' Motivations, Expectations, and Concerns

Lydia Gan, University of North Carolina at Pembroke
Zhixin Kang, University of North Carolina at Pembroke

The Role of Guanxi on Knowledge Sharing Online

Daniel Gulanowski, Carleton University, Sprott School of Business
Elisa Zheng, Carleton University, Sprott School of Business

LEGAL STUDIES

9:15–10:30 a.m. Legal Room 1

Theme: Ethics

Chair: Jennifer Cordon Thor, Oakland University

In the Best Interest of Children: A Proposal for Corporate Guardians Ad Litem to Improve Human Rights Impacts and Sustainable Business Practices

Jamie Darin Prenkert, Indiana University
Angela Aneiros, Indiana University

Power Distributions in Compliance

Todd Haugh, Indiana University

Program Sessions

Thursday, March 25, 2021

LEGAL STUDIES

9:15–10:30 a.m. Legal Room 2

Theme: Tax Law

Chair: Mary Noe, St. John's University

Cloudy Taxation of Clones and Forks

John Paul, CUNY Brooklyn College

Taxing Cannabis: How Decriminalization of Cannabis Would Change the Taxation of Cannabis Businesses

Alice E. Keane, Governors State University

MANAGEMENT

9:15–10:30 a.m. Management Room 1

Theme: The University of Wisconsin System Merger:
Challenges and Opportunities

Panelists:

Carl Gahala, University of Wisconsin–Milwaukee, Washington County Campus

Ada Duffey, University of Wisconsin–Milwaukee, Waukesha Campus

Karl Schindl, University of Wisconsin–Green Bay, Manitowoc Campus

Matt Raunio, University of Wisconsin–Green Bay, Sheboygan Campus

Jillayne Halverson, University of Wisconsin–Oshkosh, Fox Cities Campus

MANAGEMENT

9:15–10:30 a.m. Management Room 2

Theme: Human Resources Management Strategies

Chair: Harry Fisher, Eureka College

Discussant: Arlene Ramkissoon, Ohio Dominican University

Effective Hiring Process Background Check Strategies

Steve Roussas, Grand Canyon University

Christina Waddell, King University

When Physical Attractiveness does not Benefit: Focusing on Interpersonal Relationship, Target Employee Personality, and Career Success

SiAhn Mehng, University of North Carolina at Pembroke

Program Sessions

Thursday, March 25, 2021

MANAGEMENT

9:15–10:30 a.m.Management Room 1

Theme: Ideas for Management Education

Chair: Wendy Ziems-Mueller, Tiffin University

Discussant: Melody Wollan, Eastern Illinois University

Improved Soft Skills and University Club Involvement: Are They Connected?

Angie Kovarik, Bemidji State University

Gabriel Warren, Bemidji State University

The Impact of Case Competitions on Student Learning

Kristin Langston, Ohio Northern University

Kristie McHugh, Ohio Northern University

MARKETING

9:15–10:30 a.m.Marketing Room 1

Theme: Cross-Cultural, Ethics, and Social Responsibility

Chair and

Discussant: Paul Prabhaker, Northern Illinois University

Technology Resistance Modelling: An Analysis in the Indian Market

Paul Prabhaker, Governors State University

Integrating the Healthy Food Palm as a Motivator in Fresh Food Consumption among Saudi Millennials: Strategy for Reducing Obesity during a Pandemic

Rickey Warner, Northern Illinois University

****DISTINGUISHED RESEARCH AWARD in Cross-Cultural, Ethics, and Social Responsibility****

Influence of Social Media Factors on Turkish and U.S. Facebook Users

Tugba Bingol, Nichols College

Leila Samii, Southern New Hampshire University

Tej Dhakar, Southern New Hampshire University

Program Sessions

Thursday, March 25, 2021

MARKETING

9:15–10:30 a.m.Marketing Room 2

Theme: Social Media and Digital Marketing and Ethics

Chair and

Discussant: Mary Kay Rickard, Georgia College and State University

Examining Key Determinants of Social Media Influencer Marketing Effectiveness

Nichaya Suntornpithug, Purdue University Fort Wayne

Adrita Iman, Purdue University Fort Wayne

SME Challenges of Customer Relationship Management Implementation in a Constantly Shifting Environment

Kimberly Witzel Pichot, Andrews University

Using Influencer Marketing Dashboards to Teach Digital Marketing

Sharmin Attaran, Bryant University

Online Consumer-Based Brand Equity (CBBE) and Customer Intentions to Patronize Local Businesses

Hyeong-Gyu Choi, Augustana College–Rock Island

MARKETING

9:15–10:30 a.m.Marketing Room 3

Theme: Panel: Marketing Education

Chair and

Discussant: Ursula Sullivan, Northern Illinois University

A Preview of the 2021 MMA Fall Educators' Conference: Diversity For A New Decade

Ursula Sullivan, Northern Illinois University

Takisha Toler, Stevenson University

Brian Vander Schee, Indiana University

Program Sessions

Thursday, March 25, 2021

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

9:15–10:30 a.m. OMEA Room

Theme: **Case Studies in Entrepreneurship**

Chair: George Dierberger, Augsburg University

Case Study: Sweeney Brewing and Event Center—Valuation and Financial Issues Selling a Micro-Brewery

George Dierberger, Augsburg University

Lori Lohman, Augsburg University

Marc McIntosh, Augsburg University

Phyllis Kapetanakis, Augsburg University

Case Study of the Launch of a Vegan Food Manufacturing Business Selling to Multiple Channels of Distribution and Their Challenges in Becoming a Profitable Business Entity

George Dierberger, Augsburg University

Jacob Enger, Augsburg University

Cory Erickson, Augsburg University

Paul Ahlers, Augsburg University

ACCOUNTING

10:45 a.m.–12:00 p.m. NAAS Room 1

Theme: **Auditor Behavior and Fees**

Chair: Steven Hanke, Purdue University Fort Wayne

Financial Restatements and Subsequent Auditor Behavior

Essam Elshafie, Northeastern Illinois University

Intangible Resource Intensity and Audit Fees

Menghistu Sallehu, Eastern Illinois University

Program Sessions

Thursday, March 25, 2021

ACCOUNTING

10:45 a.m.–12:00 p.m. NAAS Room 2

Theme: Financial Accounting and Reporting

Chair: Robert (Bob) Webster, Ouachita Baptist University

An Assessment of the Impact of the Quality of Accounting Earnings on the Cross-Sectional Variability in P/E Ratios

Yu-Ho Chi, University of Tennessee Martin

Dave Ziebart, University of Kentucky

Individual Analyst's Reaction in Forecast Revision to Surprise News

Lin Chen, Valparaiso University

BUSINESS ECONOMICS

10:45 a.m.–12:00 p.m. Economics Room

Theme: Topics in Pedagogy

Chair: Tim Schibik, University of Southern Indiana

Integrating New Digital Economic Theories in College Education

Robert Kao, Park University

The Marriage of Business Education with Liberal Arts and Humanities

Ramin Cooper Maysami, California State University Los Angeles

William A. Cohen, California State University Los Angeles

Mapping Foundations of Logical Analysis to Principles of Microeconomics Courses

Dan Friesner, North Dakota State University

Donald Hackney, Gonzaga University

Tim Schibik, University of Southern Indiana

Program Sessions

Thursday, March 25, 2021

BUSINESS AND HEALTH ADMINISTRATION

10:45 a.m.–12:00 p.m...... BHA Room 1

Theme: Public Health

Chair: William Kent Willis, Marshall University

How Leadership Addresses Health Disparities Within Rural Communities

Baylee Montague, University of Scranton

Hillary Grove, University of Scranton

Marissa Lembo, University of Scranton

Robert Spinelli, University of Scranton

Effects of Practicing Social Distancing on COVID-19 Infections and Deaths: A Retrospective Study

Ateequr Rahman, Rosalind Franklin University

Sara Mehmood, Rosalind Franklin University

Tehreem Khaliq, Rosalind Franklin University

Lejla Cukovic, Rosalind Franklin University

Yelena Sahakian, Swedish Hospital Part of NorthShore

****DISTINGUISHED RESEARCH AWARD****

Hospitals Response to the Overwhelming Surge of Patients During the 1918 Influenza Epidemic in Chicago

Blair Gifford, University of Colorado–Denver

BUSINESS AND HEALTH ADMINISTRATION

10:45 a.m.–12:00 p.m...... BHA Room 2

Theme: Public Health

Chair: William B. Stroube, University of Evansville

College Students Perceptions of Vaccines in 2020

Lexie Sollman, University of Evansville

Hanna Patterson, University of Evansville

Payal Patel-Doviatabadi, University of Evansville

Analysis of Factors Determining Maternal Attitudes Towards Childhood Vaccination

Lucia Ludvigh Cintulova, St. Elisabeth University

Libusa Rakova, St. Elisabeth University

Program Sessions

Thursday, March 25, 2021

Barriers to Post-Acute Care Dental Services

Manwa Hegde, University of Scranton

Daniel J. West Jr., University of Scranton

Public Policy Implications of COVID-19 Vaccination

Michael M. Costello, University of Scranton

BUSINESS, SOCIETY, AND GOVERNMENT

10:45 a.m.–12:00 p.m......BSG Room

Theme: Business, Education and Related Issues

Chair: Wei Zhou, Northwestern Oklahoma State University

Clan Formation in the Motorcycle Subculture

Diane Sykes, Purdue University Global

Business School Leadership: An Examination of Dean Personality Effects on Retention

Brian Walker, The Studio School, Los Angeles

Terri Friel, Capella University

The Online Professor Today: From Isolation and Depression to Connected and Thriving

G. Stan Reeley, Herzing University

Erin Tongue

Mary Ann Reeley

CASE RESEARCH

10:45 a.m.–12:00 p.m......Case Room 1

Theme: Critical Incidents

Chair: Bradley W. Brooks, Queens University of Charlotte

Scribe: Robert Edmonds, SUNY Maritime College

Discussants: Dennis Krumwiede, Idaho State University

Christine P. Smith, Tulane University

Program Sessions

Thursday, March 25, 2021

A Company Named \$5 Pizza: Is Using the Price as a Namesake a Timeless Enticement or Dangerous Overpromise?

Nikolaus T. Butz, University of Wisconsin–Stevens Point
Marissa M. Warzynski, University of Wisconsin–Stevens Point
Brooke E. Brewbaker, University of Wisconsin–Stevens Point
Emily E. Gruber, University of Wisconsin–Stevens Point

What Should Columbine Health Systems Do in the Wake of a Discrimination Settlement?

Stephanie J. Thomason, University of Tampa
Dean Koutroumanis, University of Tampa

Coca-Cola Red Flags its Relationship with the NHRA

Joyce Young, Indiana State University
Paul W. Clark, Coastal Carolina University

CASE RESEARCH

10:45 a.m.–12:00 p.m. Case Room 2

Theme: Critical Incidents

Chair: Britt M. Shirley, University of Tampa

Scribe: Cornelia McCarthy, SUNY Maritime College

Discussants: George Whaley, San Jose State University
Christine P. Smith, Tulane University

Cheerleaders: Fired over Zoom

Claire McCarty, University of Wisconsin–River Falls

Chuck E Cheese: Entertaining Alternatives to Survive COVID 19

Virginie Khare, Eckherd College
Karen Popovich, Saint Michael's College

COVID-19 Impacts Perry Pottery's Expansion

Virginie Khare, Eckherd College
Karen Popovich, Saint Michael's College
Bethany Schlott

Program Sessions

Thursday, March 25, 2021

CASE RESEARCH

10:45 a.m.–12:00 p.m...... **Case Room 3**

Theme: **Critical Incidents/Embryos**
Chair: Craig Davis, Ohio University
Scribe: Cate Loes, Belmont University
Discussants: Neil Tocher, Idaho State University
 Karen Foust, Tulane University

COVID-19: Is There a Human Resource Dilemma?

Kristi M. Bockorny, Northern State University

Did You Post That? The Impact of Social Media on the Organization

Kristi M. Bockorny, Northern State University

Berkeley Blues; Ford Community Corps Partnership: Integrating Environmental Ethic, Bioethics and the Ethics of Emerging Technology into a Comprehensive Leadership Philosophy. A Regional Study, Detroit Michigan. (Covid, Edition)

Muhammad M Rashid, University of Detroit Mercy

EXHIBITOR SERIES – Interpretive Simulations

10:45 a.m.–12:00 p.m...... **Interpretive.Sims Room**

Theme: **Bring real world experience into your classroom with Interpretive Simulations.**

At Interpretive Simulations, our business simulations are proven to be effective learning tools, providing you the resource that will help your students Learn by Doing! Nearly 800 schools worldwide and nearly 80,000 students per year use our simulations. In this session, we will review all our business simulations and demonstrate our Intro to Business Simulation, BizCafe. We will provide examples of how it can be used effectively in the classroom. I think you will find the presentation to be informative and the event to be a good opportunity to ask questions about your specific course! You can find out more at www.interpretive.com.

FINANCE

10:45 a.m.–12:00 p.m...... **Finance Room 4**

Academy of Finance Board Meeting

Chair: Hongbok Lee, President, Academy of Finance

Program Sessions

Thursday, March 25, 2021

INTERACTIVE TEACHING POSTERS

10:45 a.m.–12:00 p.m..... Posters Room

Teaching Students to Become Responsible Citizens

Patti Abels, University of Findlay

Maria Gamba, University of Findlay

Making Your Classroom More Inclusive for Students with Disabilities: Disclosure, technology and other tips

Jennifer Cordon Thor, Oakland University

Lizabeth Barclay, Oakland University

Leveraging Technology to Provide Comparable Student Experiences in a Hybrid Class Model

Sean Fingland, Minnesota State University–Mankato

A Method to the MADDENess

Kristi Sweeney, University of North Florida,

E. Newton Jackson, University of North Florida

INTERNATIONAL BUSINESS

10:45 a.m.–12:00 p.m.....International Room 2

Theme: Entrepreneurship, Innovation, Ethics, Sustainability

Chair: Joseph D. Trendowski, Valparaiso University

Stakeholder demands for sustainability in the hospitality industry and response from Hospitality Management Education worldwide

Amit Mukherjee, Stockton University

Naz Onel, Stockton University

High Impact Entrepreneurship in Lithuania: The role of Organizational and National Culture

Casimir Barczyk, Purdue University Northwest

Charles Rarick, Purdue University Northwest

Maciej Klonowski, University of Warsaw

Program Sessions

Thursday, March 25, 2021

LEGAL STUDIES

10:45 a.m.–12:00 p.m. Legal Room 1

Theme: Constitutional Law

Chair: John Paul, CUNY Brooklyn College

Let Them All Eat Cake: Rhetorically Mapping Religious Freedom, LGBTQIA Discrimination, and The First Amendment After Janus and Masterpiece

Thomas Freeman, Creighton University

Aaron McKain, North Central University

Using Social Entrepreneurship to Bridge the Justice Gap in Legal Services Representation

Jessica Magaldi, Pace University

Landmark Cases in U.S. Supreme Court History

Horace Johns, Middle Tennessee State University

LEGAL STUDIES

10:45 a.m.–12:00 p.m. Legal Room 2

Theme: International Law

Chair: Christine Ladwig, Southeast Missouri State University

International Trade Law and Treaties

Mary Noe, St. John's University

Why the New York Convention

Mary Noe, St. John's University

MANAGEMENT

10:45 a.m.–12:00 p.m. Management Room 1

Theme: Panel: COVID19: The Impact on Tenure, Promotion, and Faculty Evaluations.

Panelists:

Chris Ward, University of Findlay

Phil Lucas, University of Findlay

Chris Moser, University of Findlay

Program Sessions

Thursday, March 25, 2021

MANAGEMENT

10:45 a.m.–12:00 p.m.....Management Room 2

Theme: Leadership Development Impact

Chair: Ann Saubier, Walsh College

Discussant: Michael Levas, Carrol University

Welcoming Generation Z: Managing Managers' Communication Expectations of This Digital Loving Generation

Arlene Ramkissoon, Ohio Dominican University

Natalie Kompa, Ohio Dominican University

Thomas Eveland, Ohio Dominican University

Improving Emotional Intelligence Through Coaching

Valerie Vogt Pape, Bradley University

Turning up the Volume: How Executive Coaches Use Assessment Tools to Inform their Learning in the Coaching Process

Rubina F. Malik, Morehouse College

MANAGEMENT

10:45 a.m.–12:00 p.m.....Management Room 1

Theme: Organizational Behavior

Chair: Joseph D. Trendowski, Valparaiso University

Discussant: Regina A. Greenwood, Nova Southeastern University

Do the Management Process and Organizational Behavior Modification Enhance an Ethical Environment and Organizational Trust in the US?

Cameron Sumlin, Louisiana Tech University

Richard Conde, University of Houston Downtown

Kenneth W. Green, Southern Arkansas University

Jason Kight, Winona State University

Joe Story, Louisiana Tech University

Managing the Mind, Body, and Soul—Closing the Gap Between Management and Employees with Anxiety Related Disorders

Debra Hunter, Troy University

Program Sessions

Thursday, March 25, 2021

Theoretical Lenses for Organizational-Level Safety and Health Research

Joe Story, Louisiana Tech University
Cameron Sumlin, Louisiana Tech University
Jason Kight, Winona State University

MARKETING

10:45 a.m.–12:00 p.m.....Marketing Room 1
MMA Awards Meeting
Best Track Papers and MMA Undergraduate Student On-the-Spot Awards Presented

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

10:45 a.m.–12:00 p.m.....OMEA Room
Theme: Entrepreneurship and the Student
Chair: Bruce D. Fischer, Elmhurst College

Student Elevator Pitch Alternatives

Kevin M. Ernst, Ohio Northern University

The Studentpreneur Relationship to an Academic Setting

Kimberly Witzel Pichot, Andrews University

Creating an Experiential Entrepreneurship Learning Environment

Bruce D. Fischer, Elmhurst College
Samuel Martyn, Elmhurst College

BUSINESS AND HEALTH ADMINISTRATION

12:15–1:30 p.m..... BHAA Room 1
BHAA Business Meeting and Board Meeting
Co-Chairs: Joey Helton, BHAA Program Chair
Dan Friesner, BHAA President
Kelly Friesner, BHAA President

Program Sessions

Thursday, March 25, 2021

FINANCE

12:15–1:30 p.m...... **Finance Room 4**
Academy of Finance General Meeting

Chair: Hongbok Lee, President, Academy of Finance

Includes Presentation of Best in Track Awards

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

12:15–1:30 p.m...... **OMEA Room**
OMEA Annual Meeting

ACCOUNTING

1:30–2:45 p.m...... **NAAS Room 1**

Theme: Financial and Fair Value Accounting

Chair: Xia (Amy) Zhang, Alabama A&M University

Fair Value Accounting for Property, Plant, and Equipment: Impact of IFRS 1 Adoption

Yan Jin, Dominican University of Central Oklahoma

Flora Niu, Wilfrid Laurier University

Leo Sheng, York University

Does the Treatment of Fair Value Changes Affect the Value Relevance of the Underlying Assets?

Lei Chen, Jiangnan University, China

Chengjie Dong, Sun Yat-sen University Nanfang College, China

Jing Lu, Beijing Information Science and Technology University, China

Zheming Wang, University of Wisconsin—Parkside

Individual Analyst’s Reaction in Forecast Revision to Surprise News

Lin Chen, Valparaiso University

Program Sessions

Thursday, March 25, 2021

ACCOUNTING

1:30–2:45 p.m. NAAS Room 2

Theme: Taxation

Chair: Kayla Booker, Rhodes College

Albert’s Family Pet Store: A Case Exploring Guaranteed Payments, Book to Tax Differences, and Form 1065

Jodi M. Olson, Winona State University

Brian Huels, University of Wisconsin–Whitewater

An Alternative Way to Enter, an Analysis of the Enrolled Agent Certification

Jennifer McGarry, Western Illinois University

BUSINESS ECONOMICS

1:30– 2:45 p.m. Economics Room

Theme: Topics in Time Series

Chair: Ranajoy Ray-Chaudhuri, Muhlenberg College

Analysis of Club Convergence in the U.S. after the Great Recession

María Candelaria Barrios González, Universidad de La Laguna

Heather L.R. Tierney, Purdue University Fort Wayne

Zafar Nazarov, Purdue University Fort Wayne

Myeong Hwan Kim, Purdue University Fort Wayne

“Is Money Neutral?” and the Causal Relation between Economic Growth, Money Supply, Inflation: Evidence from four South Asian Countries.

Abdus Samad, Utah Valley University

Central Banking and Policy Making without a National Currency: An European Case Study

Ranajoy Ray-Chaudhuri, Muhlenberg College

Program Sessions

Thursday, March 25, 2021

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m..... BHA Room 1

Theme: Healthcare Education

Chair: Daniel J. West Jr., University of Scranton

Impact of COVID-19 Pandemic on Pharmacy Teaching at a Midwestern University

Charles Peterson, George Washington University

Dan Friesner, North Dakota State University

David M. Scott, North Dakota State University

Lisa Richter, North Dakota State University

Amer Bektas, North Dakota State University

Developing and Implementing a Bachelor of Science in Health Services Program: Successes, Failures, and Lessons Learned

Kelly Friesner, North Dakota State University

Dan Friesner, North Dakota State University

Maintaining Long-Term Care Administration Internship Placements and Partners in the Face of COVID-19

Lindsey J.G. Creapeau, University of Wisconsin–Eau Claire

Jennifer Johs-Artisens, University of Wisconsin–Eau Claire

A Model for Communication Skills Training in Graduate Health Management Education

Daniel J. West Jr., University of Scranton

Bernado Ramirez, University of Central Florida

CherieLynn Ramirez, Simmons University

Implementation of A Cultural Immersion Program

Crystal Marchant, Clayton State University

Rebecca Morgan, Clayton State University

Comfort Obi, Clayton State University

Lisa Eichelberger, Clayton State University

Victoria Foster, Clayton State University

Lisa Smiley, Clayton State University

Elicia Collins, Clayton State University

Deborah Gritzmacher, Clayton State University

Angela Hollis, Clayton State University

Program Sessions

Thursday, March 25, 2021

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m...... **BHAA Room 2**

Theme: **Nursing and Clinicians**

Chair: Elicia Collins, Clayton State University

Incorporating Design Thinking Principles in Nursing Education: Increasing Empathy and Finding Lifestyle Solutions for Diabetic Patients

Faith Bontrager, Nurse Innovator

How New Ways of Working Are Changing the Healthcare Sector

Alexander Redlein, Vienna University of Technology

Claudia Hohenberger, Vienna University of Technology

The Impact of Educational Interventions on Incivility Among Nurses: An Integrative Literature Review

Nashat Zuraikat, Indiana University of Pennsylvania

Isaac Paintsil, Indiana University of Pennsylvania

Dominique Dyer, Indiana University of Pennsylvania

BUSINESS, SOCIETY, AND GOVERNMENT

1:30–2:45 p.m...... **BSG Room**

Theme: **Education, and Related Issues**

Chair: Wei Zhou, Northwestern Oklahoma State University

Learning Business Ethics through Making: Integrating a Makerspace Approach in Business Ethics Instruction

Shelly McCallum-Ferguson, Saint Mary's University of Minnesota

Joseph Tadie, Saint Mary's University of Minnesota

Global Competitiveness, Business Education, and the Common Good

Kenneth Fah, Ohio Dominican University

An Evolution in Teaching Business, Society and Government and in Me

Steven Palmer, Northwestern Oklahoma State University

Program Sessions

Thursday, March 25, 2021

CASE RESEARCH

1:30–2:45 p.m. Case Room 1

Theme: Cases

Chair: Kristi M. Bockorny, Northern State University

Scribe: Muhammad M Rashid, University of Detroit Mercy

Discussants: Bradley W. Brooks, Queens University of Charlotte
Patrick Schultz, University of North Dakota

Keystone Business Administration Institute: A Case Study in Failed Entrepreneurship

Robert Edmonds, SUNY Maritime College

Cornelia McCarthy, SUNY Maritime College

Nina Timonina, SUNY Maritime College

An Investment Framework: Is Baidu a Buy or Sell?

Yanli Zhang, Montclair State University

CASE RESEARCH

1:30–2:45 p.m. Case Room 2

Theme: Critical Incidents

Chair: Benjamin Anderson, San Jose State University

Scribe: Jeff Mankin, Lipscomb University

Discussants: Virginie Khare, Eckherd College
Joy Pahl, Saint Norbert College

Emergency Exit Planning: Does a Beneficiary Run, Sell or Close the Firm when a Founder Dies?

Connie Allsopp, The World's Registrar

Cheryl Marshall,

Good Samaritan or Poor Performance?

Paul E. Olsen, Saint Michael's College

Icon Tattooing: Leading through an Apprenticeship

Eric Nelson, University of Central Missouri

Teara Perry, University of Central Missouri

Program Sessions

Thursday, March 25, 2021

CASE RESEARCH

1:30–2:45 p.m. Case Room 3

Theme: Critical Incidents/Embryos

Chair: Julio Rivas, Lipscomb University

Scribe: Nikolaus T. Butz, University of Wisconsin–Stevens Point

Discussants: Michael Stellern, Rockhurst University

Claire McCarty, University of Wisconsin–River Falls

Securities Violation, Ethical Dilemma, or Smart Business Practice?

Michael Hogg, Tulane University

Karen Foust, Tulane University

Christine P. Smith, Tulane University

General Motors Pivots Production Amid COVID-19 Pandemic

Soni Simpson, Elmhurst University

Havva Arifi, Elmhurst University

Keone Derain, Elmhurst University

Johanna Stambro, Elmhurst University

The World of Disney: Staying Relevant and a Holiday Destination During the 2020 Global Pandemic

Soni Simpson, Elmhurst University

Jenna Kowalczyk, Elmhurst University

EXHIBITOR SERIES – Marketplace Simulations

1:30–2:45 p.m. Marketplace.Sims Room

Theme: ENGAGE. INSPIRE. CHALLENGE. TRANSFORM.

With Marketplace Simulations

FINANCE

1:30–2:45 p.m. Finance Room 1

Theme: Personal Finance 5

Chair: Ann Hackert, Idaho State University

Does Financial Literacy Impact Hispanics to Seek for Financial Advice

Meng Li, Roosevelt University

Discussant: Ann Hackert, Idaho State University

Program Sessions

Thursday, March 25, 2021

Adding Diversity and Inclusion to The Personal Finance Information Literacy Curriculum: Resources and Strategies

Ann Hackert, Idaho State University

Discussant: Meng Li, Roosevelt University

FINANCE

1:30–2:45 p.m...... **Finance Room 2**

Theme: **Financial Education 2**

Chair: Amit Sinha, Bradley University

How to Implement a Trinomial Option Pricing Model in MS-Excel?

Amit Sinha, Bradley University

Discussant: Mojtaba Seyedian, State University of New York
at Fredonia

Measuring Readability Levels of Undergraduate Investment Textbooks

Mojtaba Seyedian, State University of New York–Fredonia

Julie Fitzpatrick, State University of New York at Fredonia

Taihyeup Yi, State University of New York at Fredonia

Discussant: Amit Sinha, Bradley University

FINANCE

1:30–2:45 p.m...... **Finance Room 3**

Theme: **Corporate Finance 5**

Chair: Jane Xie, St. Edward's University

Determinants of American Capital Structure: An Empirically Validated Model

Nalinaksha Bhattacharyya, University of Alaska–Anchorage

Cameron Morrill, University of Manitoba

Discussant: Jane Xie, St. Edward's University

Program Sessions

Thursday, March 25, 2021

Cash and Operating Cycles as Determinant Measures of Success Between CEO and CFO

Amy Fairfield, University of Wisconsin–Whitewater
Bakhtear Talukdar, University of Wisconsin–Whitewater
Avishek Bhandari, University of Wisconsin–Whitewater
Mohammad Jafarnejad, University of Wisconsin–Whitewater
Amit Sinha, Bradley University

Discussant: Nalinaksha Bhattacharyya, University of
Alaska–Anchorage

FINANCE

1:30–2:45 p.m. **Finance Room 4**

Theme: Investments 5

Chair: Pascal Letourneau, University of Wisconsin–Whitewater

Statistical Arbitrage Pairs Trading of Leveraged ETFs with Volatility and Momentum Conditions

Pascal Letourneau, University of Wisconsin–Whitewater
Nisheet Saini, Northern Trust Corporation
Mohammad Jafarnejad, University of Wisconsin–Whitewater

Discussant: Gary E Porter, Northeastern University

Free Cash Flow and Chaotic Dynamics of Facebook

Monzurul Hoque, Saint Xavier University
Hamid Mohammadi, Saint Xavier University
Kenneth C. Rakow, Loyola University Chicago

Discussant: Pascal Letourneau, University of Wisconsin–Whitewater

Stock Selection to Mutual Funds to ETFs: The Evolution of a Financial Advisor

Gary E Porter, Northeastern University

Discussant: Monzurul Hoque, Saint Xavier University

Program Sessions

Thursday, March 25, 2021

FINANCE

1:30–2:45 p.m..... Finance Room 5

Theme: **The Future of Stock Exchanges**

Panel Members:

The Alderman & Sheriff Professor Michael Mainelli, Co-founder of Z/Yen, the City of London's leading commercial think-tank <https://www.zyen.com/about/our-team/professor-michael-mainelli/>

Associate Professor Recep Bildik, Director of research and business development, Borsa Istanbul <https://www.capitalmarketssummit.org.tr/speakers/profile/432>

Andy Agathangelou, Founder of Transparency Task Force based in the UK <https://www.transparencytaskforce.org/meet-the-team/>

Shann Turnbull, Principal, International Institute for Self-governance, a former private equity partner subjected to naked short selling by members of the Australian Stock Exchange Committee in 1971 and to the SEC disclosure requirements in 1974 for a foreigner making a combined tender and proxy bid for a company listed on the Pacific Stock Exchange that were members of four US Exchanges.

Topics:

Technology now provides the means to make public the ultimate owners/controllers of each share of corporations. Company directors, the public, regulators and especially share traders have an interest in this information. It can be price sensitive. But public stock exchanges do not disclose even the nominal owners of shares before a trade. Some stock exchanges trade their own shares. So why should not all companies adopt this practice as technology can freely democratise price discovery on any electronic platform? Sunlight autonomous trading of securities is widely practiced by employee ownership firms, mutual associations cooperatives, corporately owned apartments, mutual funds and trusts. Stock exchanges support their non-disclosure to protect the privacy of investors. But investors can obtain privacy through private equity. How can a company be described as "public" not make full disclosure? Is covert capitalism good look? Might non-disclosure protect insider trading, short selling, manipulation, "dark pools", bribery, money laundering, funding terrorists and other illegal or undesirable operations by alien interests?

Program Sessions

Thursday, March 25, 2021

INFORMATION SYSTEMS

1:30–2:45 p.m...... IS Room
Theme: Higher Education Resources and Curriculum

Using YouTube Videos as a Teaching Resource in MIS Education

Prasad Bingi, Purdue University–Fort Wayne
Janakiraman Moorthy
Sheena Choi, Purdue University–Fort Wayne

Data Analytics and Assessment Use Cases in Undergraduate Business Curriculum

Ibrahim Mescioglu, Lewis University

INTERACTIVE TEACHING POSTERS

1:30–2:45 p.m...... Posters Room

Conducting a Segmentation, Targeting, and Positioning (STP) Analysis: A lesson plan with student activities for college business and marketing courses

Philip Boutin Jr., Eastern Kentucky University

Serving Continuing Education Needs in Global Business: Developing and delivering a globalization ‘badge’

Masud Chand, Wichita State University

Role Playing Personas, Experiencing CX, and Game Environments in Marketing Education

Kimberly Witzel Pichot, Andrews University

Program Sessions

Thursday, March 25, 2021

INTERNATIONAL BUSINESS

1:30–2:45 p.m. International Room 2

Theme: Practitioners in IB Panel; Special Topics Pedagogy and Teaching, Study Abroad, Culture, Diversity, Human Resources

Co-Chairs: Kingshuk Mukherjee, Saint John's University;
Duncan McCampbell, Metropolitan State University
Etienne Musonera, Mercer University
Anand Pore, University of Houston

Beyond the Curriculum: An Exploratory Case-based Research on Sustainability in Business Schools Across the Globe

Naz Onel, Stockton University

Amit Mukherjee, Stockton University

The Growing Case to Teach Financial Literacy in Schools and Colleges

Tanu Rishi, VP Bank of Tokyo–New York

Where Rice Krispies are Known as Rice Bubbles

Marty Meyers, University of Wisconsin–Stevens Point

LEGAL STUDIES

1:30–2:45 p.m. Legal Room 1

Theme: Master Teacher Competition

Chair: Christine Ladwig, Southeast Missouri State University

Repetition, Music, and Storytelling—Two Out of Three Ain't Bad!

Denise Oas, University of Central Missouri

Reckoning with Robots: The Constitutional Implications of Using Algorithms to Make Human Decisions

Thomas Freeman, Creighton University

Drafting and Negotiating a Non-Compete Contract: To Sign or Not to Sign?

Lisa Ash, Des Moines Area Community College

Program Sessions

Thursday, March 25, 2021

Everything I Know About Contracts I Learned from Michael Scott

Michael Conklin, Angelo State University

MANAGEMENT

1:30–2:45 p.m.Management Room 1

Theme: Exploring How Undergraduate Research Impacts Management Education

Panelists:

Jeanetta Sims, University Of Central Oklahoma

Miny Vo, University Of Central Oklahoma

Mindy Anderson, University Of Central Oklahoma

Zoie Hing, University Of Central Oklahoma

MANAGEMENT

1:30–2:45 p.m.Management Room 2

Theme: Organizational Culture

Chair: Sung Kim, Northeastern Illinois University

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

The Design, Funding and Management of Infrastructure in Local Municipalities: A Study from Canada

Thomas Cooper, Memorial University

Pauline Downer, Memorial University

Alex Faseruk, Memorial University

Relationship of Leaders and Followers Considering Servant Leadership in Assisted Living Centers

Steve Roussas, Grand Canyon University

Mike Benesh, Benedictine University Mesa

Leadership in Public Organizations: Evidence for the Limits of Transformational Change

Patrick Scott, Missouri State University

Program Sessions

Thursday, March 25, 2021

MANAGEMENT

1:30–2:45 p.m.....Management Room 1

Theme: Covid-19 Pandemic

Chair: Regina A. Greenwood, Nova Southeastern University

Discussant: Stephanie D Trendowski, Ivy Tech Valparaiso University

Pandemic Response: Risk Planning in Times of Crisis

Lucas Engelhardt, United International Business School

Alasdair White, United International Business School

Perry Haan, Tiffin University

Managing Virtual Internships During the COVID-19 Pandemic Era: Implications for Academic Instructors and Business Leaders

Laura B. Klein, Oakland University

Chaunda L. Scott, Oakland University

The Decision to Play: College Football in the Era of COVID-19

Michael E. Dobbs, Eastern Illinois University

Jason Tabit, Eastern Illinois University

MARKETING

1:30–2:45 p.m.....Marketing Room 1

Theme: Marketing Student Engagement During a Pandemic

Chair and

Discussant: Maxwell K. Hsu, University of Wisconsin–Whitewater

Planning for the Next Normal: A Preview of the 2021 MMA Fall Educators' Conference

Maxwell K. Hsu, University of Wisconsin–Whitewater

Robert Boostrom, University of Wisconsin–Whitewater

Dennis Kopf, University of Wisconsin–Whitewater

Program Sessions

Thursday, March 25, 2021

MARKETING

1:30–2:45 p.m.Marketing Room 2

**Theme: Branding, Strategy, and Research and Services,
Sales and Retailing**

Chair and

Discussant: Shiva Nandan, Missouri Western State University

****DISTINGUISHED RESEARCH AWARD** in Branding, Strategy and Research****

A Survey of Historical Marketing Influences on Artisan Vendors

Aruna Sadasivan, Georgia College and State University

Samuel Mullis, Georgia College and State University

Mary Kay Rickard, Georgia College and State University

Doreen Sams, Georgia College and State University

**Promoting B-to-B Value Propositions and WOM Recommendations:
The Search for A Silver Bullet**

James Warrick, Southern New Hampshire University

Leila Samii, Southern New Hampshire University

Tej Dhakar, Southern New Hampshire University

**Strategic Planning with Human-Centered Design Thinking:
Application in a Nonprofit Organization (NPO) Context**

Shiva Nandan, Missouri Western State University

MARKETING

1:30–2:45 p.m.Marketing Room 3

Theme: Consumer Behavior and B2B

Chair and

Discussant: Kurt Pflughoeft, University of Wisconsin–Stevens Point

**The Influence of Product Involvement on Electronic Word of Mouth
and Purchase Intention**

Ahmed El-Sayed Sarhan, Horizons University–Paris

Mixed Methodology of For Profit Higher Education Institutions

Kenyatta N. Barber, University of Wisconsin–Whitewater

Program Sessions

Thursday, March 25, 2021

The Impact of Split Surveys on Importance-Performance Analysis
Kurt Pflughoeft, University of Wisconsin–Stevens Point
Sharon Alberg, MaritzCX

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

1:30–2:45 p.m...... OMEA Room

Theme: Special Topics in Entrepreneurship
Chair: Anthony Andrews, Governors State University

Kissing Frogs: The Challenges of Becoming a Successful Entrepreneur: Part 2

George Dierberger, Augsburg University
Lori Lohman, Augsburg University
Cory Erickson, Augsburg University
Marc Isaacson, Augsburg University

Market Women Traders in West Africa

Ezenwayi C. Amaechi, Johnson & Wales University
Grace Abban-Ampiah, Ghana Institute of Management and
Public Administration
Joseph Ofori-Dankwa, Saginaw Valley State University

The African American Church as Entrepreneur

Anthony Andrews, Governors State University

ACCOUNTING

3:00–4:15 p.m...... NAAS Room 1

Theme: Governmental and Not-For-Profit
Chair: Grace Johnson, Marietta College

Governmental Accounting Financial Statements: Making Sense
Raymond Mueller, Saint Xavier University

Charter Schools: How Does Organizational Quality Differ Between For-Profit and Non-Profit Organizational Forms

Chevonne Alston, Governors State University

Program Sessions

Thursday, March 25, 2021

Public Benefit Corporations: Opportunities and Challenges for Accountants

Carol M. Jessup, University of Illinois Springfield

Carolee Rigsbee, University of Illinois Springfield

ACCOUNTING

3:00–4:15 p.m...... NAAS Room 2

Theme: Global Taxation

Chair: Kayla Booker, Rhodes College

International Students' Awareness of U.S. Tax Filings

Amanda M. Grossman, Murray State University

Janene R. Finley, Saint Ambrose University

Denise O'Shaughnessy, Murray State University

Taxes and Freedom: How Tax Reduction Threatens Global Democracies

John Paul, Brooklyn College/City University of New York

BUSINESS ECONOMICS

3:00–4:15 p.m...... Economics Room

Theme: Bankruptcy and Survey Methods

Chair: Donald Hackney, Gonzaga University

The Impact of COVID-19 Pandemic on Consumer Bankruptcies: Evidence from Eastern Washington

Donald Hackney, Gonzaga University

Dan Friesner, North Dakota State University

Consumer Bankruptcy as an Evolutionary Marker in Community Development

Dan Friesner, North Dakota State University

Donald Hackney, Gonzaga University

Vivek Patil, Gonzaga University

Program Sessions

Thursday, March 25, 2021

Designing Community Asset Mapping Surveys: What Types of Questions Generate the Most Informative Responses?

Matthew McPherson, Gonzaga University
Dan Friesner, North Dakota State University
Carl S. Bozman, Gonzaga University

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m...... BHA Room 1

Theme: Healthcare Informatics and Technology

Chair: David Wyant, Belmont University

The Influence of Telemedicine on Physician Practices

Rita DiLeo, University of Scranton
William Miller, University of Scranton

Technology Strategies to Improve Student Learning of Health Care Reimbursement

Gitika S. Chalasani, Illinois Institute of Technology
Suresh Chalasani, University of Wisconsin-Parkside

Do Alternative Payment Models Matter?

Mei Zhao, University of North Florida
Hanadi Hamadi, University of North Florida
D. Rob Haley, University of North Florida
Cynthia White-Williams, University of North Florida
Sinyoung Park, University of North Florida
Jing Xu, University of North Florida

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m...... BHA Room 2

Theme: Health and Wellness

Chair: William B. Strube, University of Evansville

The Mental Impact of COVID-19 on College Students

Lexie Sollman, University of Evansville
Su Jin Jeong, University of Evansville

Program Sessions

Thursday, March 25, 2021

Mental Health Issues: Impact of COVID-19 and Payment for Services

Dennis Emmett, Marshall University

Managing the Mind, Body, and Soul-Closing the Gap Between Management and Employees with Anxiety Related Disorders

Debra Hunter, Troy University

Impact of Cost in Delay/Deferral of Care: A Systematic Literature Review

Chrissy Flake, Northcentral University

Robert Clegg, Northcentral University

Health and Wellness Club Self-Care

Rodeen Lechleitner, Pennsylvania Department of Health BCCEDP

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m. BSG Room

Theme: Round Table-How to Improve Student Learning

Chair: Steven Palmer, Northwestern Oklahoma State University

Discussant:

Participants:

Shelly McCallum-Ferguson, Saint Mary's University of Minnesota

Joseph Tadie, Saint Mary's University of Minnesota

Kaori Takano, Fort Lewis College

Yumiko Shibata, The University of Kitakyushu

Christoph Cikraji, University of Colorado Boulder

Steven Palmer, Northwestern Oklahoma State University

Wei Zhou, Northwestern Oklahoma State University

CASE RESEARCH

3:00–4:15 p.m. Case Room 1

Theme: Cases/Embryos

Chair: Jeff Mankin, Lipscomb University

Scribe: Yanli Zhang, Montclair State University

Discussants: Eric Nelson, University of Central Missouri

Joyce Young, Indiana State University

Program Sessions

Thursday, March 25, 2021

Budz Butter: An Entrepreneurial (Ad)venture into the World of CBD

Joy Pahl, Saint Norbert College

Andrew Stevens, University of Wisconsin–Madison

Pixologie: Your Photo Estate Experts

Joy Pahl, Saint Norbert College

James Harris, Saint Norbert College

CASE RESEARCH

3:00–4:15 p.m...... **Case Room 2**

Theme: **Critical Incidents**

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

Scribe: Claire McCarty, University of Wisconsin–River Falls

Discussants: Julio Rivas, Lipscomb University

 Craig Davis, Ohio University

Edmonton Eskimos: Brand Value vs Social Values?

Bradley W. Brooks, Queens University of Charlotte

Britt M. Shirley, University of Tampa

Goodyear: Navigating a Social/Political Firestorm

Bradley W. Brooks, Queens University of Charlotte

Gary E. Powell, Queens University of Charlotte

Gregory C. Berka, Queens University of Charlotte

CASE RESEARCH

3:00–4:15 p.m...... **Case Room 3**

Theme: **Research Papers**

Chair: Andy Borchers, Lipscomb University

Scribe: Kristi M. Bockorny, Northern State University

Discussants: Karen Popovich, Saint Michael's College

 Penny Hummel, Tiffin University

****DISTINGUISHED RESEARCH AWARD****

Case Study Gender Inclusiveness: An Empirical Analysis

Ann Hackert, Idaho State University

Karen Foust, Tulane University

Jessica Magaldi, Pace University

Program Sessions

Thursday, March 25, 2021

Unbiasing the Classroom: How the Sequence, Severity, and Sincerity of Information Affect Student Opinions

Michael Conklin, Angelo State University

EXHIBITOR SERIES – Ethics Game

3:00–4:15 p.m. Ethics Game Room

Theme: Navigating Chaos with Integrity and Grace: Reeling and now recovering from COVID-19, those in the business and service community have to resolve painful tensions among critical core values. This session will explore discernment strategies faculty members can teach to help their students be ethical and intentional as they make hard business decisions.

FINANCE

3:00–4:15 p.m. Finance Room 1

Theme: Personal Finance 3

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

Investing for Retirement using Target Date Funds Chosen on the Basis of Cost and Three Popular Morningstar Ratings

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

C. Edward Chang, Missouri State University

H. Douglas Witte, Missouri State University

Discussant: Kumoli Ramakrishnan, University of South Dakota

Achieving a Nest-Egg Goal with a Target Return

Hongbok Lee, Western Illinois University

Gisung Moon, Columbus State University

Doug Waggle, University of West Florida

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

A Time to Sow and a Time to Reap

Kumoli Ramakrishnan, University of South Dakota

Discussant: Hongbok Lee, Western Illinois University

Program Sessions

Thursday, March 25, 2021

FINANCE

3:00–4:15 p.m. Finance Room 2

Theme: Corporate Finance 6

Chair: Wenjing Ouyang, University of the Pacific

Revenue Classification Shifting: Does CEO Gender Matter?

Wenjing Ouyang, University of the Pacific

Hongxia Wang, Coastal Carolina University

Thanh Ngo, East Carolina University

Discussant: Huimin Li, University of New Hampshire

Board Diversity and Cost of Equity

Ashrafee Hossain, Memorial University of Newfoundland

Takdir Hossain, Concordia University

Lawrence Kryzanowski, Concordia University

Discussant: Wenjing Ouyang, University of the Pacific

Wives' Empowerment and Corporate Financial Risk in Chinese Family Firms

Huimin Li, University of New Hampshire

Ying Wang, Shandong University of Economics and Finance

Leng Ling, Georgia College and State University

Hongfeng Peng, Shandong University of Economics and Finance

Discussant: Ashrafee Hossain, Memorial University of Newfoundland

FINANCE

3:00–4:15 p.m. Finance Room 3

Theme: Corporate Finance 7

Chair: Philip Horvath, Bradley University

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

Philip Horvath, Bradley University

Amit Sinha, Bradley University

Discussant: Yuan Yuan, University of Wisconsin–Whitewater

Program Sessions

Thursday, March 25, 2021

Is Eva a Better Way to Measure Company's Performance than Traditional Accounting Measures?

Shahnaz Abdullah, Alabama A&M University

Discussant: Philip Horvath, Bradley University

****DISTINGUISHED RESEARCH AWARD****

Price Leadership and Asynchronous Movements of Multi-Market Listed Stocks

Yuan Yuan, University of Wisconsin–Whitewater

Ran Tao, University of Wisconsin–Whitewater

Krastina Dzhambova, University of Wisconsin–Whitewater

Discussant: Shahnaz Abdullah, Alabama A&M University

FINANCE

3:00–4:15 p.m. Finance Room 4

Theme: Investments 6

Chair: Ahmed Baig, Saint Mary's College

Does Firm-Level Innovation Explain the Skewness of Stock Returns?

Ahmed Baig, Saint Mary's College

Abrar Fitwi, Saint Mary's College

Hassan Anjum, Missouri Southern Methodist University

Discussant: Shann Turnbull, International Institute for Self-governance

Expected Inflation Risk Premium in U.S. Stock Market

Pascal Letourneau, University of Wisconsin–Whitewater

Garrett Smith, University of Wisconsin–Whitewater

Discussant: Ahmed Baig, Saint Mary's College

Regulating Financial Misconduct: Should the Existing Law be Administered or Enforced Differently?

Shann Turnbull, International Institute for Self-governance

Discussant: Pascal Letourneau, University of Wisconsin–Whitewater

Program Sessions

Thursday, March 25, 2021

INTERACTIVE TEACHING POSTERS

3:00–4:15 p.m. Posters Room

Using Influencer Marketing Dashboards to Teach Digital Marketing

Sharmin Attaran, Bryant University

Virtual Community of Practice (VCoP)

Kelly Droege, University of Wisconsin-Stout

Far and Away, but Nearpod: Technology to engage virtually

Sarah Mittal, St. Edward's University

INTERNATIONAL BUSINESS

3:00–4:15 p.m. International Room 2

Theme: Panel: Developing and Sustaining a Community of Research, Scholarship and Learning in the IB Classroom: A Case Study of the GMPSO Teaching Platform.

Moderator: Peter Geib, Minnesota State University

Panelists:

Suresh George, Coventry University

Basil Janavaras, Minnesota State University–Mankato

Fred Hoyt, Illinois Wesleyan University

Vittorio Senso, Coventry Business School

LEGAL STUDIES

3:00–4:15 p.m. Legal Room 1

Theme: Teaching/ Pedagogy

Chair: Jamie Darin Prenkert, Indiana University

****DISTINGUISHED RESEARCH AWARD****

Trump Talk: What Can and What Should Legal Studies Professors Say About Trump, Politics, and Other Matters of Public Concern?

Dexter Woods, Ohio Northern University

Program Sessions

Thursday, March 25, 2021

The Legal Learning Cycle: A Process-Based Approach to Legal Studies Education

David Orozco, Florida State University

LEGAL STUDIES

3:00–4:15 p.m...... Legal Room 2

Theme: **Employment Law**

Chair: Todd Haugh, Indiana University

Shifting Politics, Shifting Interpretations: The State of Social Media Use Under the NLRA

Linda S. Ficht, Christopher Newport University

Kevin Brent, Christopher Newport University

The NLRB Through the Looking Glass: Company Power Trumps Employee Voice

Robert Sprague, University of Wyoming

MANAGEMENT

3:00–4:15 p.m......Management Room 1

Theme: **Business Ethics**

Chair and

Discussant: Larry Goehrig, University of South Alabama

Let's Hang Out and Talk About Work: A Conceptual Framework Exploring the Dark Side of Workplace Friendship

Ben Zugay, University of Wisconsin–Whitewater

Business Ethics Case: Greed and Corruption in a Fortune 500 Company

George Dierberger, Augsburg University

Cory Erickson, Augsburg University

Jacob Enger, Augsburg University

Patricia Jespersen, Augsburg University

Program Sessions

Thursday, March 25, 2021

When Crisis Victims are not Customers: SCCT and the Equifax Data Breach

Sheri L. Erickson, Minnesota State University Moorhead

Mary Stone, Minnesota State University Moorhead

Gokce Serdar, Minnesota State University Moorhead

Brooke Pfeffer, Minnesota State University Moorhead

MANAGEMENT

3:00–4:15 p.m......**Management Room 2**

Theme: **The Impact of Management Education**

Chair: Melody Wollan, Eastern Illinois University

Discussant: Wendy Ziems-Mueller, Tiffin University

The Impact of Leadership Minor Coursework on Student Career Success

Alexis Youngpeter, Ohio Northern University

Kristie McHugh, Ohio Northern University

Exploring Decision Motives among Stakeholders in the American Higher Education System

Ann Saurbier, Walsh College

Entrepreneurship and Innovation: The Development of a Minor for an Undergraduate Business Program

Mary Henderson, St. Catherine University

Megan Kalina, St. Catherine University

MANAGEMENT

3:00–4:15 p.m......**Management Room 1**

Theme: **General Management**

Chair: Michael Levas, Carroll University

Discussant: Monika Hudson, University of San Francisco

Scholarly Impact of Management Theory: The Roles of Explanatory Value and Scientific Validity

Jaume Franquesa, Ohio Northern University

William Acar, Kent State University

Jino O. Mwaka, University of The Sacred Heart

Program Sessions

Thursday, March 25, 2021

Examining the Effects of Self-Control and Emotional Exhaustion on Cyberloafing

Sungdoo Kim, Northeastern Illinois University

The Noose: A Case Study in Institutional Miscommunication

Monika Hudson, University of San Francisco

Keith O. Hunter, University of San Francisco

Julie A. Sullivan, University of San Francisco

MARKETING

3:00–4:15 p.m.Marketing Room 1

**Theme: Services, Sales, and Retailing and
Consumer Behavior**

Chair and

Discussant: Doreen Sams, Georgia College and State University

Does Fandom Influence Marketing Executives' Valuations of Sports Sponsorships? Insight from The French Soccer League

Olivier Rénier, IESEG School of Management

Vassilis Dalakas, California State University–San Marcos

Joanna Melancon, Western Kentucky University

When Can The Olympic Sponsorship Adversely Affect the Purchase Intention Of Athletic Sports Footwear?

Junhong Min, Michigan Technological University

Clayton Sayen, Michigan Technological University

M. Deniz Dalman, St. Petersburg University

Do Window Displays Still Have a Place in Retail Shopping? A Review and Research Agenda

Danielle Lecointre-Erickson, Catholic University of the West

Program Sessions

Thursday, March 25, 2021

MARKETING

3:00–4:15 p.m......Marketing Room 2

Theme: **Marketing Education**

Chair and

Discussant: Kelly Moore, Duquesne University

Learning Styles in the Flipped Marketing Classroom

Kelly Moore, Duquesne University

Georgiana Craciun, Duquesne University

Determining Predictive Importance for Gasoline Station Sales using Augmented Mystery Shop Data

Kurt Pflughoeft, University of Wisconsin–Stevens Point

Sharon Alberg, MaritzCX

Moderating Role of Student Preference for Written and Online Feedback on the Relationship between Immediacy Behaviors and Satisfaction

Pushkala Raman, Texas Woman's University

MARKETING

3:00–4:15 p.m......Marketing Room 3

Theme: **Panel: Teaching Disasters and How We (Almost) Overcame Them**

Chair and

Discussant: Fred Hoyt, Illinois Wesleyan University

Panelists:

Fred Hoyt, Illinois Wesleyan University

Lori Lohnman, Augsburg University

Kimberly Folkers, Wartburg College

Nora Ganim Barnes, University of Massachusetts–Dartmouth

Tara Gerstner, Illinois Wesleyan University

Gavin Leach, Illinois Wesleyan University

David Wallace, Illinois Wesleyan University

Rebecca Hochradel, Transylvania University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

3:00–4:15 p.m...... OMEA Room

Theme: Agility, Creativity, and Service

Chair: Joan N. Shapiro Beigh, DePaul University

Leadership in an Agile Project Management Environment

Bruce D. Fischer, Elmhurst College

Loubna Charef, Elmhurst College

Service Level or Lead Time, Where Should You Spend the Money?

Feng Tian, Governors State University

Can creativity training foster an organizational climate of innovation?

Joan N. Shapiro Beigh, DePaul University



INTERNATIONAL BUSINESS

6:00–7:00 p.m...... International Room 2

**Theme: Academy of International Business—
Midwest Region Officers Meeting**



Friday, March 26, 2021

NOTE: All times shown are listed in Central Daylight (CDT)/ Chicago time.

ACCOUNTING

7:30–9:15 a.m. NAAS Room 1

North American Accounting Society Business Meeting

Presiding: Kel-Ann Eyler, Georgia College and State University

Speaker: Jennifer Schultz, CPA
COO and CFO, Illinois CPA Society
Contact: schultzj@icpas.org

Topic: “CPA Profession 2027, Racing For Relevance”

Bio: Jennifer Schultz, CPA, is the COO and CFO of the Illinois CPA Society. She is responsible for the oversight of the organization's operations in addition to being the chief financial executive. During her tenure at the Society, Jennifer has been responsible for the oversight of all educational programming, membership activities and chapter operations. Her responsibilities also encompass the Society's professional standards functions, including its participation in the Joint Ethics Enforcement Program and Peer Review Administration Program with the American Institute of Certified Public Accountants. Prior to joining the Illinois CPA Society in 1990, Jennifer was with the national public accounting firm of McGladrey LLP (now RSM US LLP). As an audit manager, she specialized in the banking, manufacturing and not-for-profit industries. Jennifer received her bachelor of business administration degree from Iowa State University, Ames, Iowa in 1983, and received her CPA certification in May, 1983. She is a member of the American Institute of Certified Public Accountants, the Illinois CPA Society, the American Society of Association Executives, and Financial Executives International

Program Sessions

Friday, March 26, 2021

EXHIBITOR SERIES – Interpretive Simulations

8:00–9:15 a.m. **Interpretive.Sims Room**

Theme: **Bring real world experience into your classroom with Interpretive Simulations.**

At Interpretive Simulations, our business simulations are proven to be effective learning tools, providing you the resource that will help your students Learn by Doing! Nearly 800 schools worldwide and nearly 80,000 students per year use our simulations. In this session, we will review all our business simulations and demonstrate our Intro to Business Simulation, BizCafe. We will provide examples of how it can be used effectively in the classroom. I think you will find the presentation to be informative and the event to be a good opportunity to ask questions about your specific course! You can find out more at www.interpretive.com.

FINANCE

8:00–9:15 a.m. **Finance Room 1**

Theme: **Real Estate 2**

Chair: Olgun Fuat Sahin, Saint Louis University

The Effects of Uncertainty Disclosures on REIT Returns

Olgun Fuat Sahin, Saint Louis University

Ethan Koch, Saint Louis University

Discussant: Padmaja Pillutla, Western Illinois University

Determinants of House Prices during the Covid-19 Pandemic

Isarin Durongkadej, Georgia College and State University

Leng Ling, Georgia College and State University

Discussant: Olgun Fuat Sahin, Saint Louis University

Universities and Geographic Distributions of the Academy of Finance Participants

Don Johnson, Western Illinois University

Padmaja Pillutla, Western Illinois University

Discussant: Isarin Durongkadej, Georgia College and State University

Program Sessions

Friday, March 26, 2021

FINANCE

8:00–9:15 a.m. Finance Room 2
Theme: **Flex Session**

FINANCE

8:00–9:15 a.m. Finance Room 3
Theme: **Corporate Finance 9**
Chair: Walt A. Nelson, Missouri State University

Benchmark for a New Era: 2018-2019

Walt A. Nelson, Missouri State University

Discussant: Haowen Luo, Purdue University Fort Wayne

The Impact of Time Frequency on the Econometric Analysis of the Relationship of Firm Profitability to Firm Size

Zhixin Kang, University of North Carolina at Pembroke

Discussant: Walt A. Nelson, Missouri State University

The Role of Accounting Conservatism in the Decreasing Book Equity of U.S. Firms

Haowen Luo, Purdue University Fort Wayne

Drew Peabody, University of Texas at Dallas

Bing Luo, San Francisco State University

Discussant: Zhixin Kang, University of North Carolina at Pembroke

INTERNATIONAL BUSINESS

8:00–9:00 a.m. International Room 2
Theme: **Pedagogy and Teaching, Study Abroad, Culture, Diversity, Human Resources**

Chair: Man Zhang, Bowling Green State University

Fostering International Business Education under Complexity Lens for a Post COVID-19 World

Mona Pearl, DePaul University

Ricardo Nobrega, Faculdade de Tecnologia de Indaiatuba

Program Sessions

Friday, March 26, 2021

The Role of Diaspora in International Knowledge Transfer: A Narrative Review

Vivi (Hui) Zhang, Carleton University, Sprott School of Business
Daniel Gulanowski, Carleton University, Sprott School of Business

Stages of Development for Global Virtual Teams

Pierce Boder-Szarkowski, Saint John's University

Embracing Global Diversity and Inclusion Management Education

Maria Lai-Ling Lam, Calvin University

Top Performers Work Goal Achievements: Empirical Evidence of Organizations and Individuals

Fang-Yi Lo, Feng Chia University
Yun-Zhong Wang, Jiangnan University

LEGAL STUDIES

8:00–9:15 a.m. **Legal Room 1**

Theme: Employment Law

Chair: Denise Oas, University of Central Missouri

Proving Causation after a Disability is Revealed

Stacy Hickox, Michigan State University
Maya Stevelinck, Michigan State University

Emerging Legal Issues for Employers Post Covid-19 Add Paper and Authors

Elizabeth A. Cameron, Alma College
Tanya M. Marcum, Bradley University
Michael J. Molesky, George Washington University
Tom Ealey, Alma College
George McNary, Creighton University

Political Appointments and Title VII Protections Add Paper and Authors

Michael Conklin, Angelo State University

Program Sessions

Friday, March 26, 2021

LEGAL STUDIES

8:00–9:15 a.m. **Legal Room 2**

Theme: **Ethics**

Chair: Christine Ladwig, Southeast Missouri State University

Political CSR: An empirical exploration

Michael Greiner, Oakland University

Jaemin Kim, Oakland University

Jennifer Cordon Thor, Oakland University

Aquinas on Justice and Corporate Punishment

Tyler Smith, Bradley University

MANAGEMENT

8:00–9:15 a.m. **Management Room 1**

North American Management Society Membership Meeting

Presiding: Rubina F. Malik, Morehouse College

NAMS President

MARKETING

8:00–9:15 a.m. **Marketing Room 1**

Theme: **Consumer Behavior and Cross-Cultural**

Chair and

Discussant: Sangwon Lee, Ball State University

Paradox in Purchasing Imitative New Products: Roles of Consumer Dialectical Thinking, Product Design, and National Culture

Aiqing Liu, Xi'an Jiaotong University

Chengli Shu, Xi'an Jiaotong University

The Interplay of Product Form Design, Function Innovativeness and Culture on Radically New Product Evaluation

Sangwon Lee, Ball State University

Desire to Learn more, Knowledge about Foreign Cultures, and Intercultural Sensitivity among Business Students

Vivek Madupu, Indian Institute of Management Visakhapatnam

Program Sessions

Friday, March 26, 2021

MARKETING

8:00–9:15 a.m.Marketing Room 2

Theme: **Marketing Education**

Discussant: Sarah Mittal, St. Edwards University

Refining Soft Skills in the Classroom: A Professional Selling Perspective

Jaclyn C. Schalk, University of Findlay

What are the Best Practices for Keeping Curriculum Relevant?

M. Merrill Johnson, Bellevue University

Julia Cronin-Gilmore, Bellevue University

Randa Zalman, Bellevue University

Delivering Effective Social Media Marketing Analytics through a Workshop Approach

Patrick Tobin, Southern New Hampshire University

Far and Away, but Nearpod: Technology to Engage Virtually

Sarah Mittal, St. Edwards University

MARKETING

8:00–9:15 a.m.Marketing Room 3

Theme: **Marketing Education, Social Media, and Digital Marketing**

Chair and

Discussant: Sharmin Attaran, Bryant University

Teaching Technology as a Marketing Skill Set: Exploring Determinants of Perceived vs Actual Learning and Career Readiness for the Real World

Sydney Chinchanchokchai, University of Akron

James McKelvey, University of Akron

William Hauser, University of Akron

Program Sessions

Friday, March 26, 2021

Building Behavioral Loyalty on Branded Mobile Applications: The Role of Perceived Ubiquity of a Branded Mobile Application

Kai-Yu Wang, Brock University
Wen-Hai Chih, National Dong Hwa University
Chandra Suparno, National Dong Hwa University

Online Consumer-Based Brand Equity (CBBE) and Customer Intentions to Patronize Local Businesses

Hyeong-Gyu Choi, Augustana College, Rock Island

The Impact of Social Media Usage on Self Brand Connection

Mya Pronschinske Groza, Northern Illinois University
Aaron David Schubert, Northern Illinois University

ACCOUNTING

9:30–10:45 a.m. NAAS Room 1

Theme: IT and Data Analytics—Accounting Education and the Profession

Chair: Evan Shough, University of Central Oklahoma

The Transformation of the Accounting Profession through Information Technology

Jodi M. Olson, Winona State University

Introducing Data Analytics Project in an Entry Level Accounting Course

Ellen Rackas, Muhlenberg College
Ermira Mazziotta, Muhlenberg College

ACCOUNTING

9:30–10:45 a.m. NAAS Room 2

Theme: Accounting Education—Cases, Simulations, and Projects

Chair: Kirsten Rosacker, Minnesota State University

Internal Fraud Risk Assessment: A Client-Based Student Project

Jill Christopher, Ohio Northern University

Program Sessions

Friday, March 26, 2021

The Case of the Leaky Beverage Booth

Phyllis Kapetankais, Augsburg

Jacob Enger, Augsburg

Experimental Learning in the Classroom: An Accounting Cycle Simulation Project

Richard Sathe, University of St. Thomas

Wen Yu, University of St. Thomas

BUSINESS AND HEALTH ADMINISTRATION

9:30–10:45 a.m. BHA Room 1

Theme: Healthcare Management

Chair: Hanadi Hamadi, University of North Florida

Informing Recruitment and Pedagogy of Long-Term Care Administration Students

Lindsey J.G. Creapeau, University of Wisconsin–Eau Claire

Utilizing Quality Theory to Increase Inclusiveness of Health Care Decisions

M. Scott Stegall, Clayton State University

MeriBeth Stegall, Clayton State University

Employee Engagement in Long-Term Care

Gunjan Bansal, University of Scranton

The Impact of Provider Websites on Patient Decision Making

Rita DiLeo, University of Scranton

William Miller, University of Scranton

Marissa Lembo, University of Scranton

Michaelangelo Messina, University of Scranton

Hospital and Community Characteristics Associated with Baby Friendly Status in U.S. Hospitals

Aurora Tafili, University of North Florida

Hanadi Hamadi, University of North Florida

Ashraf Affan, Angel Kids Pediatrics

Aaron Spaulding, Mayo Clinic-Jacksonville

Program Sessions

Friday, March 26, 2021

BUSINESS AND HEALTH ADMINISTRATION

9:30–10:45 a.m. **BHAA Room 1**

Theme: **International Healthcare**

Chair: Ashish Chandra, University of Houston–Clear Lake

A Comparison of Country’s Cultural Dimensions and Health Outcomes

Justin C. Matus, Wilkes University

The Impact of the U.S. Method of Financing Employer Based Health Insurance on Employment Opportunities for Low Income Workers: An International Comparison

David Wyant, Belmont University

Health Outcomes and Health Spending in the United States and the Nordic Countries

Adnan Kisa, Kristiana University

Risk Factors for Hypertension in Kenya

Silvia Nanjala Walekhwa, University of Oslo

Adnan Kisa, Kristiana University

Health System Profile: Examining Bulgaria vs. Surrounding European Countries

Brooke Bauman, University of Scranton

Steven Szydowski, University of Scranton

CASE RESEARCH

9:30–10:45 a.m. **Case Room 1**

Panel: **Publishing in Business Case Journal**

Panelists: Ann Hackert, Idaho State University
Patrick Schultz, University of North Dakota
Craig Davis, Ohio University
George Whaley, San Jose State University

Program Sessions

Friday, March 26, 2021

EXHIBITOR SERIES – Management by the Numbers

9:15–10:30 a.m. MBTN Room
Marketing Metrics Certification from MBTN Academy.

This 20-minute presentation will focus on the the five MBTN marketing metrics certifications.

MBTN Academy: New Modules for Finance and Accounting.

This 20-minute presentation will provide an overview of the MBTN learning system and highlight the 6 new modules released in the past 6 months for Finance and Accounting.

FINANCE

9:30–10:45 a.m. Finance Room 1

Theme: Financial Education 3

Chair: Stephen S. Gray, Western Illinois University

A Case Analysis: The Pitfalls of Cost Allocation in Performance Evaluation

Stephen S. Gray, Western Illinois University

Charles R. Pryor, Western Illinois University

Amy Ford, Western Illinois University

Discussant: Paul Bursik, St. Norbert College

The Business Roundtable Statement and Teaching Stockholder Wealth Maximization

Paul Bursik, St. Norbert College

Discussant: Stephen S. Gray, Western Illinois University

EXHIBITOR SERIES – Marketplace Simulations

9:30–10:45 p.m. Marketplace.Sims Room

Theme: ENGAGE. INSPIRE. CHALLENGE. TRANSFORM.
With Marketplace Simulations

FINANCE

9:30–10:45 a.m. Finance Room 2

Theme: Flex Session

Program Sessions

Friday, March 26, 2021

FINANCE

9:30–10:45 a.m. Finance Room 3

Theme: Investments 8

Chair: Jayen B. Patel, Adelphi University

An Asset Pricing Approach to Estimating the Global Minimum Variance Portfolio

Yao Han, Texas A&M University

James W. Kolari, Texas A&M University

Wei Liu, USAA Bank

Discussant: Anthony L. Loviscek, Seton Hall University

U.S. Presidential Elections and International Stock Market Returns

Jayen B. Patel, Adelphi University

Discussant: Jayen B. Patel, Adelphi University

Do Asset-Backed Securities Belong in Portfolios? An MPT Mutual Fund Perspective

Anthony L. Loviscek, Seton Hall University

Miki Ortiz-Eggenberg, Seton Hall University

Discussant: Yao Han, Texas A&M University

INFORMATION SYSTEMS

9:30–10:45 a.m. IS Room

Theme: Privacy

Using Self-Sovereign Identity to Improve Whistleblower Credibility Without Jeopardizing Anonymity

Jacob A. Young, Bradley University

Tanya M. Marcum, Bradley University

Kristie M. Young, Illinois State University

The Privacy and Cybersecurity of Digital Contact Tracing: A Comparative Public Health and Legal Perspective

Monroe J. Molesky, George Washington University

Elizabeth A. Cameron, Alma College

Program Sessions

Friday, March 26, 2021

****DISTINGUISHED RESEARCH AWARD****

Risk Profiling for Data Breach Management in the U.S. Healthcare Industry

In Lee, Western Illinois University

INTERNATIONAL BUSINESS

9:30–10:45 a.m. International Room 2

Theme: Global Strategy, Internationalization, Global Management and Organization

Chair: Yaron Zoller, University of Wisconsin–Milwaukee

****DISTINGUISHED RESEARCH AWARD****

What Is Happening to U.S.–China Trade?

Peter Geib, Minnesota State University

Lucie Pfaff, College of Mount Saint Vincent

What Motivates Jordanians to Adopt Mobile Commerce? An Empirical Study of the Most Relevant Factors

Mahmud Alkailani, Yarmouk University

Flexible Work Arrangements Around the World: Theory and Practices

M. Anaam Hashmi, Minnesota State University–Mankato

LEGAL STUDIES

9:30–10:45 a.m. Legal Room 1

Theme: Employment Law/Technology Law

Chair: Jennifer Cordon Thor, Oakland University

How to Effect Change in Arbitration: A Look at the Players in the Game

Tyler Smith, Bradley University

Tanya M. Marcum, Bradley University

The Sky Is Falling, The Sky Is Falling: Why Inciting Mass Psychological Panics Should Trigger Legal Liability

Jason Kight, Winona State University

Program Sessions

Friday, March 26, 2021

MANAGEMENT

9:30–10:45 a.m.Management Room 1

Theme: Business Education

Chair and

Discussant: Bruce Bloom, Career Consulting Services

What Motivates an Academic Coach in an Online Accelerated Course? Using a Qualitative Approach

SiAhn Mehng, University of North Carolina at Pembroke

Exploring and Cultivating Types of Intelligence: Creative Ways to Prepare Students for Real-World Leaders

Dustin Meredith, Southeast Missouri State University

Erin Fluegge, Southeast Missouri State University

MANAGEMENT

9:30–10:45 a.m.Management Room 2

Theme: Business Strategies

Chair: Mikhail Gorshunov, Western Illinois University

Discussant: Jaume Franquesa, Ohio Northern University

The Role of Technology and the Gig Economy as Facilitators of Wealth Work

David Savino, Ohio Northern University

Local 219: Local Exposure through Diverse Forms of Media

Stephanie D. Trendowski, Ivy Tech Valparaiso University

The Impact of the COVID-19 Pandemic on Subscription Video-On- Demand Services

Samira Azhar, Loyola University–Chicago (student)

Ryan Casey, Loyola University–Chicago

Shea Guillot, Loyola University–Chicago

Brady Morris, Loyola University–Chicago

Program Sessions

Friday, March 26, 2021

MANAGEMENT

9:30–10:45 a.m.Management Room 1

Theme: Workforce Diversity Implications and Outcomes

Chair:

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

**Work Stress and Outcomes Among Men and Women Academic
Faculty: Role of Network and Organizational Resources as
Moderators**

Yamini Jha, Valparaiso University

Eric W. Welch, Arizona State University

Teaching Leadership during a Global Pandemic.

Paul E. Olsen, St. Michael’s College

**An Examination of Learned Helplessness in Millennials and Members
of Generation X in the United States Business Sector**

Nady El-Zayaty, Defiance College

MARKETING

9:30–10:45 a.m.Marketing Room 1

Theme: Social Media and Digital Marketing

Chair and

Discussant: Brian Vander Schee, Indiana University

****DISTINGUISHED RESEARCH AWARD in Social Media and Digital
Marketing Track****

**Connecting Social Media Consumer Engagement and Brand
Advocacy Through Brand Involvement: A Case of Competitive
Mediation**

Brian Vander Schee, Indiana University

James W. Peltier, University of Wisconsin–Whitewater

Andrew J. Dahl, University of Wisconsin–Whitewater

**Effect of eWOM Review Effect of Online members’ eWOM Review on
Facebook Beauty Fan Pages**

Li-Chun Hsu, National Taitung University, Taiwan

Po-Fu Li, National Taitung University, Taiwan

Program Sessions

Friday, March 26, 2021

Social Capital and Consumerism

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

MARKETING

9:30–10:45 a.m.Marketing Room 2

Theme: Services, Sales, and Retailing

Chair and

Discussant: Kendra K. Evans, Georgia College and State University

Marketing Strategies for Institutions of Higher Educations' Career Services: An Empirical Study

Kendra K. Evans, Georgia College and State University

Mary Kay Rickard, Georgia College and State University

Doreen Sams, Georgia College and State University

Capturing Micro-Expressions On Zoom: A Promising Sales Opportunity

Oscar McKnight, Ashland University

Christopher Mahar, Ashland University

Ronald Paugh, Ashland University

Jonathan Meredith, Ashland University

Josiah Moore, Ashland University

The Relevance of Organizations Utilizing Both Strategic Management And Strategic Selling Practices

Shawn Green, Aurora University

MARKETING

9:30–10:45 a.m.Marketing Room 3

Theme: Services, Sales, and Retailing

Chair and

Discussant: Pamela Harper, Marist College

Venn Push Comes to Shove: Toward Understanding Dysfunctional Consumer Behavior

David Aron, Dominican University

Ivana Durovic, Dominican University

Program Sessions

Friday, March 26, 2021

The Influence of Internal Communications and Organizations' Culture on the Consumers' Behaviors

Lynn Succari, Southern New Hampshire University
Leila Samii, Southern New Hampshire University

The Moderating Role of Utilitarian and Hedonic Motive: A Model of Customer Temptation

Halimin Herjanto, University of the Incarnate Word
Pamela Harper, Marist College

MARKETING

9:30–10:45 a.m.Marketing Room 4

Theme: Undergraduate Research Poster Session

Discussant: James McKelvey, University of Akron

Examining Disparaging Humor in Advertising Using Biometric and Self-Reported Measures

Tabitha Meers, University of Akron
Elias Lignos, University of Akron
Sydney Chinchanchokchai, University of Akron
James McKelvey, University of Akron

Whole Foods

Sara Dever, Providence College
Ethan Foley, Providence College
Clare Mohan, Providence College

Branding Vegan Products in the Egg Substitute Industry

Christina Fuller, Andrews University
Lisa Nyange, Andrews University
Kimberly Witzel Pichot, Andrews University

Why Hire Us? Experienced Sales Practitioners' Perceptions of Student Preparation

Alexa Hladick, Christopher Newport University
Lisa Spiller, Christopher Newport University

Program Sessions

Friday, March 26, 2021

Nature-Based Solutions: The Role of Green Environment Affecting The Tourists' Well-being and Mental Health

Braden McCanna, Clarion University of Pennsylvania

Nripendra Singh, Clarion University of Pennsylvania

Moderating Role of CSR Initiatives and Team Net Worth on Consumer Authenticity

Kylee Hebert, Elon University

Prachi Gala, Elon University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

9:30–10:45 a.m...... OMEA Room

Theme: **Pricing and Capacity Optimization, Vehicle Routing, and Location Analysis**

Chair: Roby Thomas, Elmhurst College

Pricing and Capacity Optimisation in the Presence of Ancillary Items

John G. Wilson, Ivey Business School, London, Canada

How We Teach the Vehicle Routing Problem: Good Problem Solving Methodology

John Wellington, Mongrelworks, LLC

Facility Location for Western Operations at SourceOne—A Case Study

Roby Thomas, Elmhurst College

ACCOUNTING

11:00 a.m.-12:15 p.m. NAAS Room 1

Theme: **Behavior and Social Responsibility in Accounting**

Chair: Walter Smith, Auburn University Montgomery

Extraversion, Rewards, and Budget Negotiation

Justin (JP) Stearns, Eastern Kentucky University

The Amazon Retail Effect

Christopher Jacobsen, University of Massachusetts–Dartmouth

Max Pacheco, University of Massachusetts–Dartmouth

Program Sessions

Friday, March 26, 2021

Effects of Voluntary Disclosure on Cost of Capital: A Study on Franchise Systems

Anika Samiha, Eastern Illinois University
Farhad Sadeh, Eastern Illinois University

Impact of the Coronavirus Pandemic on the Financial Reporting Environment for Publicly Traded Companies

Grace Johnson, Marietta College

BUSINESS AND HEALTH ADMINISTRATION

9:30–10:45 a.m...... BHA Room 1

Theme: Healthcare Management

Chair: Hanadi Hamadi, University of North Florida

Hospital and Community Characteristics Associated with Baby Friendly Status in U.S. Hospitals

Aurora Tafil, University of Alabama
Hanadi Hamadi, University of North Florida
Ashraf Affan, Angel Kids Pediatrics
Aaron Spaulding, Mayo Clinic-Jacksonville

Trends and Economics of Migration of Surgery from Inpatient to Outpatient Settings

Faisal M. Rahman, St. Xavier University

CASE RESEARCH

3:00–4:15 p.m...... Case Room 1

Business Meeting of the General Membership

EXHIBITOR SERIES – Ethics Game

11:00 a.m.-12:15 p.m......EthicsGame Room

Theme: Navigating Chaos with Integrity and Grace: Reeling and now recovering from COVID-19, those in the business and service community have to resolve painful tensions among critical core values. This session will explore discernment strategies faculty members can teach to help their students be ethical and intentional as they make hard business decisions.

Program Sessions

Friday, March 26, 2021

FINANCE

11:00 a.m.-12:15 p.m..... Finance Room 1

Theme: Financial Institutions 1

Chair: Roberto Stein, University of Nebraska-Lincoln

The Top 5 predictable effects of new entries in Robinhood's "100 Most Popular" list

Roberto Stein, University of Nebraska–Lincoln

Discussant: Scott D. Miller, Independent

What Determines Global Flows of Entrepreneurial Finance?

Thomas Hall, Christopher Newport University

Discussant: Roberto Stein, University of Nebraska-Lincoln

Analytics of Managing A Bond Portfolio Based on Duration

Scott D. Miller, Independent

Discussant: Thomas Hall, Christopher Newport University

FINANCE

11:00 a.m.-12:15 p.m..... Finance Room 2

Theme: Investments 9

Chair: Srinidhi Kanuri, University of Southern Mississippi

Investment Horizons, Systematic Risk, and Managerial Skills of Institutional Investors

Jiun-Lin Chen, Valparaiso University

Shih-Cheng Lee, Yuan-Ze University

Chien-Ting Lin, Deakin University

Ping-Wen Sun, Mingiang University

Discussant: Srinidhi Kanuri, University of Southern Mississippi

An Empirical Examination of U.S. based Latin American Mutual Funds

Srinidhi Kanuri, University of Southern Mississippi

Discussant: Jiun-Lin Chen, Valparaiso University

Program Sessions

Friday, March 26, 2021

INFORMATION SYSTEMS

11:00 a.m.–12:15 p.m..... IS Room
Theme: **Consumer and Entrepreneurial Intention**

Consumer E-Purchase Intention: A Bibliometric Analysis Perspective

Cassidy Johnson, Middle Tennessee State University
Sara Sorani, Middle Tennessee State University
Sam Zaza, Middle Tennessee State University,
Michael Erskine, Middle Tennessee State University

Entrepreneurial Intention: A Meta-Analysis Perspective

Shivani Dar, Middle Tennessee State University
Joshua Shiao, Middle Tennessee State University
Sam Zaza, Middle Tennessee State University
Michael Erskine, Middle Tennessee State University

INTERNATIONAL BUSINESS

11:00 a.m.–12:15 p.m..... International Room 2
Theme: **IB Cases and Current Issues, Global Marketing,
and Consumer Research, Supply Chain and
Value Chain, Outsourcing**

Co-Chairs: Etienne Musonera, Mercer University
Anand Pore, University of Houston

The Interactive Effects of Brand Name and Brand Origin on German and Bulgarian Brand Evaluation

Sangwon Lee, Ball State University

Business model and public policy: An international perspective

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

Social Capital and Consumerism

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

Program Sessions

Friday, March 26, 2021

MANAGEMENT

11:00 a.m.–12:15 p.m.....International Room 2

Theme: Case Study

Chair and

Discussant: Joseph D. Trendowski, Valparaiso University

One World Decisions and Risk; Ex Post Facto Case Study

Irena Bagdady, University of Phoenix

Journeyman Distillery: How One Company Supported their Community by Putting People Before Profit During the Pandemic

Stephanie D. Trendowski, Ivy Tech Valparaiso University

Familiarity Mode's Impact On Globalization And Invulnerability Case Study

Irena Bagdady, University of Phoenix

MANAGEMENT

11:00 a.m.–12:15 p.m.....Management Room 1

Theme: Learning in Management Education

Discussant: Bruce Bloom, Career Consulting Service

Escape Rooms in Higher Education

Thomas Trendowski, University of North Carolina at Pembroke

Joseph D. Trendowski, Valparaiso University

Feedback and Learning Orientation: Implications for Creativity

Mark Bayer, Eastern Illinois University

Ran Ahn, Eastern Illinois University

The Future Act: Opportunities for Tribal College and Historic Black Colleges to Collaborate for Student Engagement, Impact, and Success

Joseph D. Trendowski, Valparaiso University

Thomas Trendowski, University of North Carolina Pembroke

SiAhn Mehng, University of North Carolina Pembroke

Program Sessions

Friday, March 26, 2021

MANAGEMENT

11:00 a.m.–12:15 p.m.....Management Room 2

Theme: Diversity and Inclusion

Chair: Casimir Barczyk, Purdue University Northwest

Discussant: Rubina F. Malik, Moorhouse College

Linking Public Transit Investment with Social and Economic Equity of Chicago Neighborhood Communities

Nicole Bond, Loyola University–Chicago

Rebecca Boswell, Loyola University–Chicago

Victoria Roggy, Loyola University–Chicago

Jordan Souvigny, Loyola University–Chicago

Cultural Values Held by Cameroon’s Young Generation: Findings and Implications

Casimir Barczyk, Purdue University Northwest

Charles Rarick, Purdue University Northwest

Gregory Winter, Alcorn State University

Managing Diversity and Inclusion in a Health Care Organization

Maria Lai-Ling Lam, Calvin University

MANAGEMENT

11:00 a.m.–12:15 p.m.....Management Room 1

Theme: Financial Impact

Chair and

Discussant: Steve Roussas

A Proposed Study: Do Perceived Unattainable Goals with Monetary Incentives Create Pro Group Deviance?

Larry Goehrig, University of South Alabama

Correlation Between Corn Prices and Farmland Values: 1980-2020

Harry Fisher, Eureka College

Scott P. Fitzgerald, Eureka College

Program Sessions

Friday, March 26, 2021

How Technology Life Cycles Increase the Financial Position of the Firm

Kelsey Metz, Lincoln Memorial University
James Maxwell, Lincoln Memorial University

MARKETING

11:00 a.m.–12:15 p.m.Marketing Room 1

Theme: Consumer Behavior and Branding

Chair and

Discussant: Michael C. Budden, Southeastern Louisiana University

Overcoming Economic and Societal Constraints: Resilience of a U.S. Cottage Industry

Mary Kay Rickard, Georgia College and State University
Aruna Sadasivan, Georgia College and State University
Doreen Sams, Georgia College and State University

Consumer Behavior Impacts of a Pandemic on Business Students in the Short Term: One College's Experience

Michael C. Budden, Southeastern Louisiana University
Connie L. Budden, Southeastern Louisiana University
Heather L. Budden, Southeastern Louisiana University

FOMO, JOMO and COVID: How missing out and enjoying life are impacting how we get navigate a pandemic

Stephanie Jacobsen, Bridgewater State University

Program Sessions

Friday, March 26, 2021

MARKETING

11:00 a.m.–12:15 p.m......Marketing Room 2

Theme: **Special Session: Enhancing Digital Skills in Marketing Education**

Chair and

Discussant: Victoria Crittenden, Babson College

Victoria Crittenden, Babson College

Anna Pietraszek, Florida International University

Nancy Richmond, Florida International University

Jessica Rogers, Southern New Hampshire University

MARKETING

11:00 a.m.–12:15 p.m......Marketing Room 3

Theme: **Marketing Education**

Chair and

Discussant: Annette Singleton Jackson, Grambling State University

Making Sense of Student Panic Behavior During Covid-19 Crisis

Annette Singleton Jackson, Grambling State University

Rickey Paul Warner, Grambling State University

Susan Billups Wiley, Grambling State University

Can Artificial Intelligence Enhanced Robotic Teaching Assistant Be a Game Changer in Enhancing Classroom Engagement and Learning Among Undergraduate Students in Higher Education Institutes?

Andy Shome, Alfred University

Integrating Marketing Concepts in Competitive Decision Making—A Case Study

Michael T. Manion, University of Wisconsin—Parkside

Lovina Akowuah, University of Wisconsin—Parkside

Program Sessions

Friday, March 26, 2021

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

11:00 a.m.–12:15 p.m...... **OMEA Room**

Theme: **Sustainability Issues, Covid-19 Crisis**

Chair: Jeffery Adams, Roosevelt University

The Covid-19 Crisis, Business Turnaround and Wicked Problems

Ram Kesavan, University of Detroit Mercy

Oswald Mascarenhas, Xavier School of Management, Jamshedpur, India

What are Illinois Universities doing in the area of Sustainability?

John T. Simon, Governors State University

Feng Tian, Governors State University

Sustainable Supply Chain Business Practices in Small and Medium-Sized Companies: What Are the Primary Motivators?

Jeffery Adams, Roosevelt University

Ralph G. Kauffman, University of Houston–Downtown

Faiza Khoja, University of Houston–Downtown

Mikayel Yeghyan, University of Houston–Downtown

LEGAL STUDIES

12:15–1:30 p.m...... **Legal Room 3**

MALSB Annual Meeting

Presiding: Jennifer Cordon Thor, Oakland University,

President, Midwest Academy of Legal Studies in Business

Program Sessions

Friday, March 26, 2021

INFORMATION SYSTEMS

1:45–3:00 p.m...... IS Room

Theme: **Security and Privacy**

Cybercrime: Technology and Impact

Rami Khasawneh, Lewis University

Anthony Soria, Lewis University

Security and Privacy in Messaging Applications

Rami Khasawneh, Lewis University

INTERNATIONAL BUSINESS

11:00 a.m.–12:15 p.m...... International Room 2

Theme: **Social Capital and Consumerism**

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

General Motors Marketing Strategy in China

Etienne Musonera, Mercer University

Kingshuk Mukherjee, Saint John's University

Anand Pore, University of Houston

Corona Virus and its Impact on the World Economy

Etienne Musonera, Mercer University

Anand Pore, University of Houston

Kingshuk Mukherjee, Saint John's University

Innovation and Technology Across Businesses in Guatemala – Trend and Hope

John E. Spillan, University of North Carolina at Pembroke

Victor Bahhouth, University of North Carolina at Pembroke

Wakiuru Wamwara, Wright state University

Add Impact of COVID-19 on USA Textile Industry - Era of out- sourcing is Over and Era of Insourcing is In

Kingshuk Mukherjee, Saint John's University

Anand Pore, University of Houston

Etienne Musonera, Mercer University

Program Sessions

Friday, March 26, 2021

MARKETING

1:45–3:00 p.m.....Marketing Room 1

Theme: Consumer Behavior and Cross-Cultural, Ethics and Social Responsibility

Chair and

Discussant: Andy Shome, Alfred University

How Permanent is the Change? Comparing Consumer Habits Before and After COVID-19

Elif Persinger, Eastern Michigan University

Emin Civi, University of New Brunswick, Saint John

Effects of COVID-19 on Marketing: New Consumer Behavior Model

Laura Draghiciu, Clarion University of Pennsylvania

Nripendra Singh, Clarion University of Pennsylvania

Recognizing the Essential Dynamics of Food Waste Behavior

Zeynep Topaloglu, EZO Consulting

Omer Topaloglu, Fairleigh Dickinson University

MARKETING

1:45–3:00 p.m.....Marketing Room 2

Theme: Cross-Cultural, Ethics and Social Responsibility and Sport

Chair and

Discussant: Kimberly Witzel Pichot, Andrews University

The Value of CVI to Market Competitiveness- The Case Study Of The European Marketplace

Anua Drzewiecka, Horizons University

Identity Marketing Signage: Inclusive Consumers Support Small Business Owners' Displayed Social Identities

Mya Pronschinske Groza, Northern Illinois University

Stephanie Van Tieghem, NBC Sports Group

Nation Branding Through Partnership with Sports Clubs

Matthieu Bocquet, IÉSEG School of Management

Vassilis Dalakas, California State University–San Marcos

Program Sessions

Friday, March 26, 2021

MARKETING

1:45–3:00 p.m.....Marketing Room 3

Theme: Social Media

Chair and

Discussant: Lisa Witzig, Colorado State University–Global

Major Traditional Universities Selling On-Line Programs via Social Media: Is Agenda Setting Afoot?

Lisa Witzig, Colorado State University–Global

Joe Spencer, Anderson University

The Next Click

Litia Sheldon, Southern New Hampshire University

Leila Samii, Southern New Hampshire University

Kelly Grant, Southern New Hampshire University

Does SERVQUAL Work for Generation Y, Generation Z, and Generation Alpha?

Gary H. Kritz, Seton Hall University

Héctor R. Lozada, Seton Hall University

INFORMATION SYSTEMS

3:00–4:15 p.m.....IS Room

Theme: Artificial Intelligence and Hyperparameter Tuning

An Investigation of Artificial Intelligence And New Product Development

Udhyab Roy, Purdue University–Fort Wayne

Xiaoguang Tian, Purdue University–Fort Wayne

Artificial Intelligence’s Functions and Impact: The Status and Prospect of IS Research on AI

Lynn (Tianling) Xie, University of Toledo

Paul Hong, University of Toledo

Hyperparameter Tuning the Random Forest for Classifying Forest Cover Types

Jan-Jo Chen, Chicago State University

Wei-Wei Cheng, Northrop Grumman

Program Sessions

Friday, March 26, 2021

INTERNATIONAL BUSINESS

3:00–4:15 p.m......International Room 2

Theme: **Global Strategy, Internationalization, Global Management and Organization Chain, Outsourcing**

Chair: Yaron Zoller, Lakeland University

A New Model to Identify Target Markets

David Massaglia, Bemidji State University

Kelly La Venture, Bemidji State University

Business Model and Public Policy: An International Perspective

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

Foreign Entry Mode Choice and Performance: How Do Entrepreneurial Firms Make Decisions?

Meysam Manesh, Fayetteville State University

Suzanne Altobello, Fayetteville State University

The Hybridization of Chinese Accounting System in pre-1949 China: Western Influences and Local Adaptation

Qiang Yan, College of St. Benedict–St. Johns University

Da Wu, Clark University

Kingshuk Mukherjee, College of St. Benedict–St. Johns University

Multinational Companies' Physical Facilities: An Integration-Responsiveness Framework Analysis

David J. Boggs, Eastern Illinois University

Afet Kiyak, Eastern Illinois University

Joe Story, Louisiana Tech University

MARKETING

3:00–4:15 p.m......Marketing Room 1

Theme: **Marketing Education**

Chair and

Discussant: Pushkala Raman, Texas Woman's University

Factors Affecting the Retention of Adjunct Faculty

Albertus Barnes, Rasmussen University

Elisa Fredericks, Northern Illinois University

Program Sessions

Friday, March 26, 2021

Opportunities with Covid-19

Paul Lane, Grand Valley State University

Student Indebtedness and Price Differences As Predictors Of Student Enrollment At Iowa's Private And Public Colleges And Universities

Rob K. Larson, Luther College

MARKETING

3:00-4:15 p.m.....Marketing Room 2

Theme: Consumer Behavior and B2B and Branding

Chair and

Discussant: Kristen Maceli, Pittsburg State

Experiences in the State Park Setting Can Improve Mental Health and Overall Well-Being and Encourage Re-Visits

Jessica Kirkpatrick, Clarion University

Nripendra Singh, Clarion University

Cause Related Marketing

Kristen Maceli, Pittsburg State University

Mary Judene Nance, Pittsburg State University

Mary Kay Wachter, Pittsburg State University

What's in it for Me?—Exploring Intrusiveness for Online Ads when Intending to Sell versus when Intending to Buy

Sphurti Sewak, Florida International University

Kimberly A. Taylor, Florida International University

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March 23-25, 2022



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