

The 55th Annual

MBAA INTERNATIONAL CONFERENCE

Cultural Consciousness in Business

**Publishing: Practical Help
for Publishing Success**



March 27–29, 2019

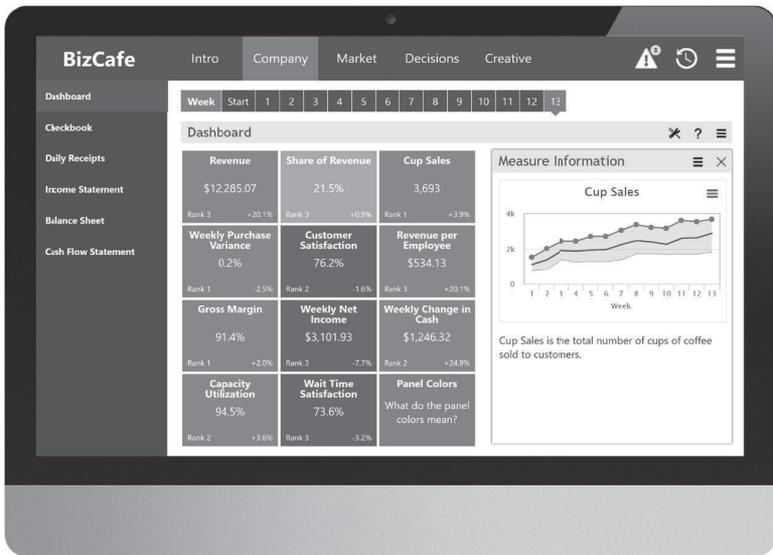
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Table of Contents

	PAGE
Advance Registration	3
Hotel Arrangements	3
Exhibits	3
Program 2019	3
MBAA International Distinguished Research Awards	4
Why M•B•A•A?	6
MBAA International: Great Value for 55 Years and Counting	7
MBAA International: On the Record	8
Association Business Meetings, Special Meetings, Meals, and Receptions	11
How to Get Published	17
Exhibitor Series	20
MBAA International Program Sessions	24
Wednesday, March 27, 2019	24
Thursday, March 28, 2019	48
Interactive Teaching Posters	90
Friday, March 29, 2019	105
MBAA International Presidents	142
MBAA International Executive Directors	143
MBAA International Officers and Executive Board	144–145
Professional Division Chairs	146
Advisory Council	147
Formal Organizations and Officers	148
North American Accounting Society	148
Academy of Business Economics	148
Business and Health Administration Association	148
Academy of Finance	149
Academy of International Business Midwest	149
Midwest Academy of Legal Studies in Business	149
Marketing Management Association	150
North American Management Society	150
Society for Case Research	150
Operations Management and Entrepreneurship Association	151
Society for the Advancement of Information Systems	151
Index of Participants	153

MBAA International **America's Best Conference Value!** **2020 Conference Dates**

March 25 through March 27, 2020

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

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



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

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

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

Mail Advance Registration to:

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

Advance Registration

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

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

Hotel Arrangements

We have a special conference rate at the Palmer House Hilton Hotel for the 2020 conference.

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

Exhibits

MBAA International sponsors exhibits of educational material during the conference.

2020 MBAA International Program

Persons interested in participating in the 2020 program, scheduled for March 25 through March 27, 2020, at the amazing Palmer House Hilton

Hotel ~ history in the heart of Chicago's Loop! ~ please contact:

Stephen Bretsen
Chair, Business and Economics Department
Wheaton College
Wheaton, Illinois
stephen.bretsen@wheaton.edu
(630)752-5899

2019 MBAA International Distinguished Research Awards

Academy of Finance

*The Informativeness of Derivatives Use: Evidence from
Corporate Disclosure through Public Announcements*

Seth Hoelscher, Missouri State University

Chitru Fernando, University of Oklahoma

Vikas Raman, Lancaster University

Academy of International Business, Midwest Region

*Cultural Values and Their Effects on Cognitive Processes
when Responding to Verbal and Numeric Rating Scales*

Yaron Joseph Zoller, Lakeland University

Michael Bendixen, Nova Southeastern University

Maria Petrescu, Nova Southeastern University

Bruce Lilyea, Nova Southeastern University

Business and Health Administration Association

*How Emotions Influence the Decision Making of
Mothers of Toddlers Whether to Vaccinate*

Lucia Ludvigh Cintulova, St. Elisabeth University

Libusa Radkova, St. Elisabeth Univer

Business, Society, and Government

Cybersecurity and Management's Ethical Responsibilities:

The Case of Equifax and Uber

James Rasalam, Valdosta State University

Raymond J. Elson, Valdosta State University

Marketing Management Association

*Can Social Media Ads Facilitate Retail Therapy? An Investigation of
Psychological Outcomes of Ad Engagement in College Females*

Alissa Russell, Saint Mary's College

James Rogers, Saint Mary's College

2019 MBAA International Distinguished Research Awards

Midwest Academy of Legal Studies in Business

Supracompetitive Privacy

Greg Day, Oklahoma State University

Abbey Stemler, Indiana University

North American Accounting Society

The Effects of Explicit Clarification of Auditor Responsibility for Error or Fraud on Lenders' Perceptions of Audit Quality and Loan Decisions

Xia (Amy) Zhang, Alabama A&M University

Kayla Booker, Rhodes College

North American Management Society

Improving Mobile Phone Banking Usefulness,

Usability, Risk, Cost, and Intention to Adopt

Ali Parfait Hebie, Ministry of Finance of Burkina-Faso, West Africa

Steve Roussas, Walden University

Society for the Advancement of Information Systems

Why Business Schools Must Incorporate Cybersecurity into the Business

Curriculum—Preparing the Next Generation for Success.

Elizabeth A. Cameron, Alma College

Tanya M. Marcum, Bradley University

Society of Case Research

Fuel Cell Energy: Is China the Right Market?

Denise (Deni) Oas, University of Central Missouri

Eric Nelson, University of Central Missouri

Karen Koza, Western Connecticut State University

MBAA International Poster Session

Learning Activities Using Food to Teach International Business

Michelle Reina, University of Mary Hardin-Baylor

Why M•B•A•A?

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

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

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

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

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

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

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

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

And now you know.



Jeff Clark
Executive Director
MBAA INTERNATIONAL



MBAA INTERNATIONAL:

Great Value for 55 Years and Counting

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

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

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

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

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

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

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

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

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

MBAA INTERNATIONAL: On the Record

Our 2018 conference had 723 registrants. Primary registrations for the various MBAA INTERNATIONAL tracks at the 2015, 2016, 2017, and 2018 annual meetings were:

	2015	2016	2017	2018
Accounting.....	89	67	77	65
Business, Society, and Government.....	25	18	17	31
Case Research.....	73	77	69	67
Economics.....	30	44	25	26
Finance.....	70	78	77	83
Health Administration.....	73	97	98	103
Information Systems.....	22	29	23	15
International Business.....	52	70	68	38
Legal Studies.....	64	65	63	52
Management.....	67	87	83	80
Marketing.....	115	112	109	125
Operations Management and Entrepreneurship.....	26	18	11	21
MBAA International.....	43	21	24	17
Total	728	804	750	723

Some participants support more than one organization through one or more secondary registrations. In 2015, there were 83 secondary registrants; in 2016, 106; in 2017, 100; and in 2018, 161.

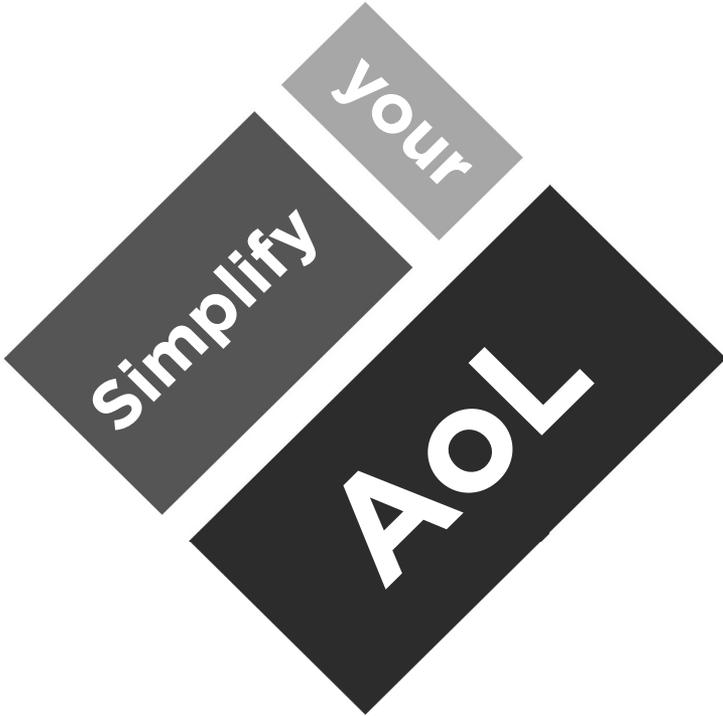
The leaders of the formal organizations are listed near the back of this program, as are members of the MBAA INTERNATIONAL Advisory Council, Past Presidents, Past Executive Directors, and the Executive Board.

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



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Business Meetings, Special Meetings, Meals, and Receptions

Wednesday, March 27, 2019

Registration Opens at 11:00 a.m.

MANAGEMENT

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

North American Management Society Executive Council Meeting

Presiding: William “Rick” Crandall, University of North Carolina

at Pembroke

NAMS President

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: Business, Society, and Government Annual Meeting

Chair: Alan Duesterhaus, Millikin University

Discussant: All BSG attendees and presenters invited

ACCOUNTING

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

North American Accounting Society Board Meeting

Presiding: James Penner, Western Michigan University

CASE RESEARCH

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

Society for Case Research Board Meeting

FINANCE

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

Selection of Academy of Finance Teaching Award

Chair: Peppi Kenny, Western Illinois University

Business Meetings, Special Meetings, Meals, and Receptions

BUSINESS AND HEALTH ADMINISTRATION

4:40-5:45 p.m. Dearborn 1, 7th Floor

BHAA Board Meeting

Chair: Hanadi (Hana) Hamadi, University of North Florida

MBAA INTERNATIONAL

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

Track Chair Recognition Dinner and Advisory Council Meeting

(By invitation only)

FUN NIGHT—*Jazz Community Big Band, an 18-piece band playing the music of Count Basie, Stan Kenton, Thad Jones and more.*

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

MBAA INTERNATIONAL HOSPITALITY SUITE

**11:00 p.m. Room 128, 8th Floor

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

Thursday, March 28, 2019

Registration Opens at 7:45 a.m.

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. Dearborn 1, 7th Floor

BHAA Annual Business Meeting and Awards Function

Presiding: Marcia Butler, Clayton State University

Co-Presiding: Hanadi (Hana) Hamadi, University of North Florida

All BHAA members are invited to attend.

Business Meetings, Special Meetings, Meals, and Receptions

BUSINESS, SOCIETY, AND GOVERNMENT

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

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

FINANCE

8:00–9:00 a.m. Clark 3, 7th Floor
Academy of Finance Executive/Board of Directors Meeting
President: Jamie Hopkins, American College of Financial Services
Executive
 Director Don T. Johnson, Western Illinois University

INTERNATIONAL BUSINESS

8:00–9:00 a.m. Crystal Room, 3rd Floor
**Academy of International Business–Midwest Region Business
Meeting followed by Officers Meeting**

FINANCE

10:45 a.m.–12:00 p.m. Clark 7, 7th Floor
Academy of Finance Business Meeting
President: Jamie Hopkins, American College of Financial Services
Executive
 Director: Don T. Johnson, Western Illinois University

MARKETING

10:45 a.m.–12:00 p.m. Wabash Room, 3rd Floor
MMA Awards Brunch (Ticket Required)
Best Track Papers and MMA Master Scholar Awards Presented

BUSINESS AND HEALTH ADMINISTRATION

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

Business Meetings, Special Meetings, Meals, and Receptions

CASE RESEARCH

12:15–1:30 p.m......**State Ballroom, 4th Floor
Annual Meeting and Luncheon (Ticket Required)**

FINANCE

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

Chair: Jamie Hopkins, American College of Financial Services

INTERNATIONAL BUSINESS

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

Theme: **Effects of Tariffs on U.S. China Trade**

Keynote

Speaker: Siva Yam, U.S.A.–Chief Financial Officer and Operating
Partner, Amicus Capital Partners, LLC

MANAGEMENT

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

Keynote

Speaker: Jordan Novak, Director of Product Design and
Development at Capsim Management Simulations

Topic: Future Trends in Management Education

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

LEGAL STUDIES

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

Theme: **MALSB Business Meeting**

Chair: Jessica Magaldi, Pace University, President, MALSB

Business Meetings, Special Meetings, Meals, and Receptions

MBAA INTERNATIONAL

4:20–5:30 p.m. Crystal Room, 3rd Floor
Annual Business Meeting
Includes “MBAA International Distinguished Research Awards Presentations”

INTERNATIONAL BUSINESS

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

"FUN NIGHT" – *The Blooze Brothers a Blues Brothers Tribute Band with an Aretha Franklin Tribute included!*

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

MBAA INTERNATIONAL HOSPITALITY SUITE

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

Friday, March 29, 2019
Registration Opens at 7:45 a.m.

ACCOUNTING

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

Presiding: James Penner, Western Michigan University

Speaker: Markus Ahrens, St. Louis Community College–Meramec
*The Future of Technology and Accounting Education:
Developing Creative, Critical Thinkers*

Business Meetings, Special Meetings, Meals, and Receptions

INFORMATION SYSTEMS

8:00–9:15 a.m. **Kimball Room, 3rd Floor**
Society for the Advancement of Information Systems Annual Meeting
Chair: Douglass Smith, Emporia State University

MANAGEMENT

8:00–9:15 a.m. **Burnham 4, 7th Floor**
North American Management Society Membership Meeting
Presiding: William “Rick” Crandall, University of North Carolina
at Pembroke
NAMS President

LEGAL STUDIES

12:15–1:30 p.m. **Wabash Room, 3rd Floor**
Plenary Lunch and MALSB Annual Meeting (Ticket Required)
Presiding: Jessica Magaldi, President, Midwest Academy of
Legal Studies in Business

MBAA INTERNATIONAL

12:15–1:30 p.m. **Salon 12, 3rd Floor**
2020 Program Track Chairs Planning Workshop
Presiding: Stephen Bretsen, Wheaton College
Jeff Clark, Middle Tennessee State University

MBAA International 2020 Program Chair, Stephen Bretsen, and Executive Director, Jeff Clark, will meet with the program track chairs from each of the twelve tracks. Each track should have their 2020 program chair present. 2019 program chairs may also attend to provide continuity. In the event that a 2020 program track chair cannot attend, each track is responsible for providing their substitute.

PAST PRESIDENTS RECEPTION – ALL MBAA INTERNATIONAL IS WELCOME

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

How to Get Published

Wednesday, March 27, 2019

CASE RESEARCH

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

Theme: Case Writers Workshop

Panelists: Andy Borchers, Lipscomb University

Thursday, March 28, 2019

MARKETING

8:00–9:00 a.m. Salon 1, 3rd Floor

Theme: Panel: How to Get Published

Panelists: Eric Harris, Pittsburgh State University, Editor-in-Chief,
Journal of Managerial Issues
Brian A. Vander Schee, Aurora University, previous editor,
Marketing Education Review
Brian Rutherford, Kennesaw State University, Editor,
Marketing Management Journal

CASE RESEARCH

3:00–4:15 p.m. LaSalle 3, 7th Floor

Panel Discussion: Your SCR: More than Just Case Writing

Are you starting on the case writing journey? Are you looking for an academic home with supportive colleagues? This panel session includes several board members of the SCR. Here you can ask about the case writing process, our journals, and how to be more involved in your SCR.

Panelists: Patrick Schultz, University of North Dakota
Craig Davis, Ohio University
Elizabeth Jones, California University of Pennsylvania
Jeff Mankin, Lipscomb University
Karen Foust, Tulane University

How to Get Published

INTERNATIONAL BUSINESS

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

Panel: **How to Get Published—Open to everyone**

Chair: Dan Li, L. Leslie Waters, Chair and Professor of International Business, Kelley Business School, Indiana University
Alexander Polacco, Editor, *Journal of International Business Research and Practice*
Christopher Ziemnowicz, Editor, *AIBMW Proceedings*

ACCOUNTING

3:00–4:15 p.m. Salon 10, 3rd Floor

Theme: **Publishing in Accounting Education Journals and Beyond**

Panelists: Natalie Churyk, Northern Illinois University
Alan Reinstein, Wayne State University
Bambi Hora, University of Central Oklahoma
Mary Sheets, University of Central Oklahoma

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m. Dearborn 3, 7th Floor

Theme: **How to Get Published**

Chair: Ashish Chandra, University of Houston–Clear Lake

Meet the Editors: Ashish Chandra, *Hospital Topics*
Avinandan Mukherjee, *International Journal of Ahment “Ozzie” Ozturk, Cabell Huntington Hospital Paine Management Center*

How to Get Published

CASE RESEARCH

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

Panel Discussion: Your SCR: More than Just Case Writing

Are you starting on the case writing journey? Are you looking for an academic home with supportive colleagues? This panel session includes several board members of the SCR. Here you can ask about the case writing process, our journals, and how to be more involved in your SCR.

Panelists: Patrick Schultz, University of North Dakota
Craig Davis, Ohio University
Elizabeth Jones, California University of Pennsylvania
Jeff Mankin, Lipscomb University
Karen Foust, Tulane University

Friday, March 29, 2019

MANAGEMENT

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

Theme: 102 Things to Know about Publishing

Chair: Julia Teahen, Baker College

Panelists: Peter Gordon, Southeast Missouri State University
Regina A. Greenwood, Nova Southeastern University
Foster Roberts, Southeast Missouri State University:
Kenneth Thompson, DePaul University
Neil Tocher, Idaho State University
Carolyn Wiley, Roosevelt University

Exhibitor Series

Wednesday, March 27, 2019

EXHIBITOR SERIES – StuKent

1:30–2:45 p.m...... **Clark 10, 7th Floor**

Theme: 5 Tips to Teach an Awesome Digital Marketing Class

In this value-packed session, Levi shares strategies used by top digital marketing educators around the globe to make a massive impact on their students' lives and help students land jobs at companies like Google and Adobe. Levi will share the top tips for educators teaching a digital marketing class in 2019, including how to keep pace with the fast-changing digital marketing industry and help students get excited about the fantastic career opportunities available in digital marketing.

EXHIBITOR SERIES – StuKent

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

Theme: How Oklahoma State University Re-Thought a Principles of Marketing Course with Video Case Studies

Jerry Rackley will share how the folks at Oklahoma State University have re-thought how a Principles of Marketing class should be taught. This new approach has helped OSU improve student engagement, drive student collaboration, and give them real marketing skills they can apply right away. You won't want to miss this.

Thursday, March 28, 2019

EXHIBITOR SERIES – Capsim

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

Theme: CapsimInbox

As employers continue to emphasize the gap between business education and real-world job performance, Capsim has developed CapsimInbox—a simulated email experience that measures critical skills needed for career success. Join this session to discover how CapsimInbox:

- * Bridges the gap between theory and application
- * Objectively measure today's "must have" skills

Exhibitor Series

- * Provides actionable and personal feedback for individual development
 - * Engages students with a twist on a familiar user experience
-

EXHIBITOR SERIES – Capsim

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

Theme: Capsim Modular-XM

As accrediting bodies continue to emphasize the importance of learning outcomes assessment (LOA), Capsim has developed Modular-XM - a flexible exam tool that allows business schools to simplify and streamline assessment processes. Join this session to discover how Modular-XM:

- * Standardizes and compiles uniformed LOA data
 - * Tailors to specific course learning objectives
 - * Informs remediation to help "close the loop"
 - * Creates unique but equivalent exams for every student
 - * Integrates with third-party proctoring services.
-

EXHIBITOR SERIES – Interpretive Simulations

1:30–2:45 p.m...... **Clark 10, 7th Floor**

Theme: Experience Experiential Learning First Hand!

Presenter: Timothy Sams, Director of Marketing,
Interpretive Simulations

Come and experience how a business simulation works and interact with fellow colleagues who use simulations about best practices to meet your course objectives! First we'll go over some of the elements of simulations that Interpretive has to offer, digging deep into the resources available and how you might best utilize those in the classroom. We'll spend time making one or two decisions and then we'll unpack together how the principles of business we learn in the classroom can help guide our decisions like this in the real world. This will be a hands-on, engaging period, so I hope you will join us! Bring your laptop or tablet!

Exhibitor Series

EXHIBITOR SERIES – StockTrak

3:00–4:15 p.m. Clark 10, 7th Floor

Theme: New Trends in Investment Simulations, both for the Classroom and Recruitment

Presenter: Kevin Smith, StockTrak Research and Operations

StockTrak has been leading the charge for including simulations as part of investments, finance, portfolio management, and accounting classes in business schools for almost 30 years. New research has driven new innovation in investment simulations—both in how they are used in the classroom, and in the scope of the simulations themselves. Our session will discuss the newest features included in our simulations—from how to approach cryptocurrencies and enforcing diversification to new built-in Personal Finance lessons and assessments. A greater emphasis is also made on ensuring students graduate career-ready, with assistance available for industry certifications for students for the duration of their simulations. We will also discuss the use of simulations and "stock games" for high school outreach and university recruitment initiatives, with case studies from Bentley University and the University of Texas at Dallas.

Friday, March 29, 2019

EXHIBITOR SERIES – Interpretive Simulations

9:30–10:45 a.m. Clark 10, 7th Floor

Theme: Experience Experiential Learning First Hand!

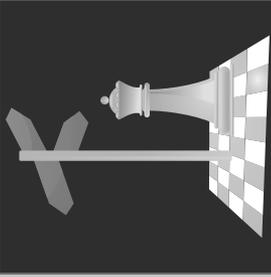
Presenter: Timothy Sams, Director of Marketing,
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Come and experience how a business simulation works and interact with fellow colleagues who use simulations about best practices to meet your course objectives! First we'll go over some of the elements of simulations that Interpretive has to offer, digging deep into the resources available and how you might best utilize those in the classroom. We'll spend time making one or two decisions and then we'll unpack together how the principles of business we learn in the classroom can help guide our decisions like this in the real world. This will be a hands-on, engaging period, so I hope you will join us! Bring your laptop or tablet!

Our engaging learning tools teach how to move strategically in the game of life!

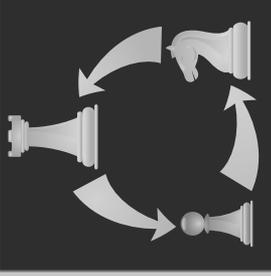
**Who am I?
ETHICAL LENS INVENTORY™**

EXPLORE ethical plurality by identifying your ethical preference and appreciating the perspective of others.



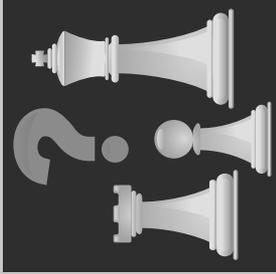
**How do I lead?
TRAINING**

EQUIP your workforce with a values-based ethics program that bridges compliance and culture. We can help!



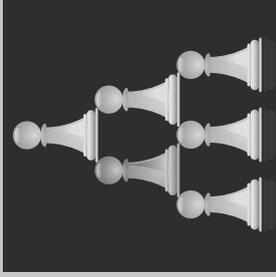
**Which way do I go?
ETHICS EXERCISES™**

IDENTIFY ethical blind spots by completing iterative, multiple-choice exercises that explore impediments to ethical action.



**How do I choose?
HOT TOPICS SIMULATIONS™**

HARMONIZE ethical perspectives by becoming immersed in a role and making decisions in a virtual environment.



Contact our sales team to learn how to take your learners' critical thinking skills to the next level!



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Wednesday, March 27, 2019

ACCOUNTING

1:30–2:45 p.m. Salon 10, 3rd Floor

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

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

ACCOUNTING

1:30–2:45 p.m. Salon 12, 3rd Floor

Theme: Case Studies

Chair: Bambi Hora, University of Central Oklahoma

Mega Motor Company: A Case on Discontinued Operations and Earning per Share

Yan Jin, Dominican University of California

Leo Sheng, York University

Flora Niu, Wilfrid Laurier University

Insulating Your Home with Cash: A Unique Fraud Case

Jack Armitage, University of Nebraska at Omaha

Analysis of Cases Published in *Issues in Accounting Education*

Kathy Pollock, Purdue University–Fort Wayne

Janet Papiernik, Purdue University–Fort Wayne

Quan Luong, Purdue University–Fort Wayne

BUSINESS ECONOMICS

1:30–2:45 p.m. Logan Room, 3rd Floor

Theme: Time Series Topics

Chair: Heather L.R. Tierney, Purdue University–Fort Wayne

Is Real Economy Dichotomized or Interconnected with Financial Economy? Cross-Country Evidences from Gulf Cooperation Council Countries

Abdus Samad, Utah Valley University

To Include or Not to Include—the Conditioning Observation in the Integrated Residual Squares Criterion (IRSC) Method

Heather L.R. Tierney, Purdue University–Fort Wayne
Myeong Kim, Purdue University–Fort Wayne

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. Dearborn 1, 7th Floor

Theme: Healthcare Economics and Finance

Chair: Michael J. Molesky, Michigan State University

Discussant: Daniel Friesner, North Dakota State University

Telehealth and Rural Healthcare

William F. Miller, University of Scranton

Maitri Shah, University of Scranton

Population Health: Community-Based Prevention Programs for The U.S. Opioid Crisis

Michaela Dolde, University of Scranton

Lisa Lech, University of Scranton

Elizabeth Steele, University of Scranton

Robert Spinelli, University of Scranton

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. Dearborn 2, 7th Floor

Theme: Corporate Health, and Ethical/Legal Issues in Healthcare

Chair: Ateequr Rahman, Rosalind Frankland University

Discussant: William "Kent" Willis, Marshall University

Hospital Administration: Help or Hindrance in The Opioid Crisis

Dennis Emmett, Marshall University



Program Sessions

Wednesday, March 27, 2019

Implications of Upcoding of Medicare

Katrina Cremeans, Marshall University
Samantha Marcum, Marshall University
Carli Followay, Marshall University
Jessica Oldaker, Marshall University
Alberto Coustasse, Marshall University

The General Data Protection Regulation (GDPR) and Intersection of Human Subject Research in the United States

Terri Barrett, Oregon Health and Science University

Provider Exclusions in Health Insurance Contracts

Michael M. Costello, University of Scranton

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. Dearborn 3, 7th Floor

Theme: Healthcare Professionals

Chair: Daniel J. West, University of Scranton
Michael M. Costello, University of Scranton

Discussant: Steven Szydlowski, University of Scranton

Lost in Translation-How Medical Terminology Commonly Used for Oncology can Create More Fear than Confidence among Patients

Bandar Idris, University of Houston–Clear Lake
Ashish Chandra, University of Houston–Clear Lake

A Physical Activity Pre And Post Intervention Evaluating the Effects of Knowledge, Self-Regulation, And Social Facilitation for African American Women: Rationale, Design, And Methods

Elicia Collins, Georgia State University
Joan Cranford, Georgia State University
Martha Polovich, Georgia State University
Megan A. McCrory, Boston University
Susan W. Buchholz, Rush University College of Nursing

Program Sessions

Wednesday, March 27, 2019



The Impact of the Affordable Care Act on Accessibility to Buprenorphine: Influence of State Policies on Geographic Distribution of Waivered Physicians

Arielle Zahodnick, University of Scranton
Steven Szydowski, University of Scranton

Practice Management Entrustable Professional Activities (EPAs): Preliminary Evidence from North Dakota

David Scott, North Dakota State University
Cynthia Naughton, North Dakota State University
Natasha Petry, North Dakota State University
Daniel Friesner, North Dakota State University

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: Round Table: VR, AI, and Their Use in Higher Education

Chair: Alan Duesterhaus, Millikin University

Panelists: Ralph Bourret, Northwestern Oklahoma State University
Alan Duesterhaus, Millikin University
Steven Palmer, Northwestern Oklahoma State University
Douglass Smith, Emporia State University
Diane Sykes, Purdue University Global
Terhi Tuominen, LUT University
Wei Zhou, Northwestern Oklahoma State University

CASE RESEARCH

1:30–2:45 p.m. LaSalle 1, 7th Floor

Theme: Embryo Case Presentations

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

Scribe: Dale Varble, Indiana State University

Discussants: Christine P. Smith, Tulane University
Karen Popovich, Saint Michael's College

Discrimination or Poor Performance?

Paul E. Olsen, Saint Michael's College
Connor F. Duffy, Saint Michael's College



Program Sessions

Wednesday, March 27, 2019

Should I Stop Selling Pot or Not?

Deborah M. Gray, Central Michigan University

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

Wade Davis, Minnesota State University-Mankato

EXHIBITOR SERIES – StuKent

1:30–2:45 p.m. Clark 10, 7th Floor

Theme: 5 Tips to Teach an Awesome Digital Marketing Class

In this value-packed session, Levi shares strategies used by top digital marketing educators around the globe to make a massive impact on their students' lives and help students land jobs at companies like Google and Adobe. Levi will share the top tips for educators teaching a digital marketing class in 2019, including how to keep pace with the fast-changing digital marketing industry and help students get excited about the fantastic career opportunities available in digital marketing.

FINANCE

1:30–2:45 p.m. Clark 3, 7th Floor

Theme: Mathematical Finance 1

Chair: Raj Kohli, Indiana University South Bend

Expected Return and Skewness Relationship in Future Market

Nalinaksha Bhattacharyya, University of Alaska–Anchorage

Leyuan You, Texas State University

Discussant: Alex Faseruk, Memorial University of Newfoundland

The Informativeness of Derivatives Use: Evidence from Corporate Disclosure through Public Announcements

Seth Hoelscher, Missouri State University

Chitru Fernando, University of Oklahoma

Vikas Raman, Lancaster University

Discussant: Rachel Wilson, Wittenberg University

Program Sessions

Wednesday, March 27, 2019



Individual Choice of Utility: A Test of Hyperbolic Discounting

Amy Fairfield, Bradley University, University of Wisconsin–Whitewater
Amit Sinha, Bradley University

Discussant: Charles Johnston, Baker College

FINANCE

1:30–2:45 p.m. **Clark 5, 7th Floor**

Theme: Corporate Finance 1

Chair: Abdus Samad, Utah Valley University

Practice of Corporate Finance: Evidence from the Field on Capital Budgeting and the Cost of Capital Estimation

Hongbok Lee, Western Illinois University
Sekyung Oh, Konkuk University
Kwangwook Park, Korea Advanced Institute of Science and Technology

Discussant: Michael Crum, Northern Michigan University

Industry Effects in the Dividend Initiation Decision

Huang Wei, College of Saint Benedict and Saint John's University
Donna Paul, Washington State University

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

Does Capital Structure Affect Bank Performance and Stability after the Crisis? The Case of French market

Marc Kouzez, IFC Renmin University of China

Discussant: Susan Ji, Governors State University

FINANCE

1:30–2:45 p.m. **Clark 7, 7th Floor**

Theme: Global Finance 1

Chair: Walt Nelson, Missouri State University

The Process of Gradual Economic Integration and Monetary Union for the Two and Its Implications

Jin-Gil Jeong, Howard University

Discussant: Charles Rayhorn, Northern Michigan University



Program Sessions

Wednesday, March 27, 2019

The Determinants of FDI Decision

Janikan Supanvanij, St. Cloud State University

Discussant: Larry Bauer, Memorial University of Newfoundland

Market Integration and Contagion in Asia: Global or Regional?

Chu-Sheng Tai, Texas Southern University

Discussant: Hamid Mohammadi, Saint Xavier University

FINANCE

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

Theme: Special Topic 1

Chair: Neal Willcott, Queen’s University

The Relative Impact of High-Quality Finance Journals versus Information Systems Journals

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

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

Discussant: Takdir Hossain, Concordia University

The Growing Importance of Behavioral Finance—An Exploration

Monzurul Hoque, Saint Xavier University

Discussant: Doug Witte, Missouri State University

Analyzing Risk Factors for Investing in Mega Engineering Projects for a Theoretical Model Construction

Jinghua Nie, Memorial University of Newfoundland

Ashrafee Hossain, Memorial University of Newfoundland

Discussant: Jamie Hopkins, The American College of Financial Services

INFORMATION SYSTEMS

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

Theme: **Fuzzy Logic and Analytics**

Chair: Hamed Sallam, Minnesota State University

Theory and Real Life Applications of Fuzzy Logic

Hamed Sallam, Minnesota State University

Afnaan Hashmi, Minnesota State University

Fawzaan Hashmi, Minnesota State University

INTERNATIONAL BUSINESS

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

Theme: **Culture and Human Resources**

Chair: Anand Pore, University of Houston–Downtown

Cultural Intelligence: Cross-Cultural Case Examination and Analysis

Joseph Trendowski, Valparaiso University

Daniel Marcotte, Byrant University

Elzotbek Rustambekov, Bryant University

Leading with Cultural Intelligence in an Era of Cultural Division

Lily Williams, Baker College

The Impact of Over Tourism on Greece’s Economy, Politics, and Social Life

Laura Seiberlich, North Central College

Samantha Sowa, North Central College

Hollis Sepp, North Central College

Combining Formal and Informal Learning to Engage Students in International Business

Virginie Kharé, Eckerd College

Rubina Malik, Morehouse College



Program Sessions

Wednesday, March 27, 2019

INTERNATIONAL BUSINESS

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

Theme: Culture and Human Resources

Chair: Kingshuk Mukherjee, Saint John's University

Cultural Values and Their Effects On Cognitive Processes When Responding To Verbal And Numeric Rating Scales

Yaron Joseph Zoller, Lakeland University

Michael Bendixen, Nova Southeastern University

Maria Petrescu, Nova Southeastern University

Bruce Lilyea, Nova Southeastern University

Implementation of self-management principles to international business education: A case study

Clark Johnson, Saint Louis University

Elli Brunts, Saint Louis University

Maia Delkamiller, Saint Louis University

Ali Kazmi, Saint Louis University

Tatiana Kobasa, Saint Louis University

Megan Nixon, Saint Louis University

Lucas Parmley, Saint Louis University

Simaran Shah, Saint Louis University

Sean Wisbey, Saint Louis University

Xiyin Yao, Saint Louis University

Clark Johnson, Saint Louis University

Millennials Willingness to Consume Foreign Music Contents Online: Application of the Stimulus-Organism-Response Theory

Wooyang Kim, Minnesota State University–Moorhead

Hyun Sang An, Minnesota State University–Moorhead

Creating a Pragmatic and Legitimate IB Curriculum: The Case of the GMMS pedagogical tool

Basil Janavaras, Minnesota State University–Mankato

Kingshuk Mukherjee, Saint John's University

Suresh George, Coventry University

Christos Zoumpou, Coventry University

MANAGEMENT

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

North American Management Society Executive Council Meeting

Presiding: William “Rick” Crandall, University of North Carolina
at Pembroke
NAMS President

MARKETING

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

Theme: Advertising and Promotions

Chair and

Discussant: J. Mark Mayer, Ball State University

Advertising as a Source of Competitive Advantage for Industrial Firms: An Empirical Investigation

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

Enhancing Return on Marketing Investment: The Net-Promoter Score in Higher Education

Oscar McKnight, Ashland University
Ronald Paugh, Ashland University
Keagan Fry, Ashland University
Charlie Song, The Ohio State University

Women on Top...In Advertising? An Exploration of the Differing Efficacy of Sexual Position Portrayal in Sexually-Themed Advertising

J. Mark Mayer, Ball State University
Abby M. Mayer, Drexel University



Program Sessions Wednesday, March 27, 2019

MARKETING

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

Theme: **Branding**

Chair and

Discussant: Jeanetta D. Sims, University of Central Oklahoma

Modelling Peer-to-Peer Digital Brand Equity (P2P-DBE) from the Service Provider and Consumer Perspectives

Okai Ozbal, International Burch University

Teoman Duman, Epoka University

Omer Topaloglu, Fairleigh Dickinson University

Probing the Brand Community Concept: Salient Brand Engagement Characteristics among Alumni in a Moderate-Sized University

Jeanetta D. Sims, University of Central Oklahoma

Anna Doré, University of Central Oklahoma

Mindy Vo, University of Central Oklahoma

Zoie Hing, University of Central Oklahoma

Consumer Perceptions of Successful Branding in Higher Education

Nikki Wingate, University of Bridgeport

MARKETING

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

Theme: **MMA Master Scholar: Promising Practices in Marketing Scholarship**

Co-Chairs: Timothy W. Aurand, Northern Illinois University

Maxwell Hsu, University of Wisconsin-Whitewater

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

Judges: Maxwell Hsu, University of Wisconsin–Whitewater

Timothy W. Aurand, Northern Illinois University

Lou Pelton, University of North Texas

Judy Wiles, Southeast Missouri State University

Rama Yelkur, St. John Fisher College

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: Qualitative Analysis, Social Innovation

Chair: Paul Lane, Grand Valley State University

Qualitative Analysis of Student Evaluations of Teaching in Business Education

Swathi Baddam, Purdue University–Fort Wayne

Prasad Bingi, Purdue University–Fort Wayne

Syed Shuva, Purdue University–Fort Wayne

A Goal or a Bucket

Paul Lane, Grand Valley State University

Ryan Lafferty, Fusion Innovation Group

ACCOUNTING

3:00–4:15 p.m. Salon 10, 3rd Floor

Theme: Auditing

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

The Effects of Explicit Clarification of Auditor Responsibility for Error or Fraud on Lenders' Perceptions of Audit Quality and Loan Decisions

Xia (Amy) Zhang, Alabama A&M University

Kayla Booker, Rhodes College

The Effect of JOBS Act on Audit Quality, Auditor Effort and Auditor Conservatism

Essam Elshafie, Northeastern Illinois University

Iliina Stefanov, Northeastern Illinois University

The Impact of External Audit Quality in Reducing the Manipulation of Financial Statements in Jordanian Commercial Bank

Hussein Alrabba, Yarmouck University



Program Sessions Wednesday, March 27, 2019

ACCOUNTING

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

Theme: Accounting Education

Chair: Grace Johnson, Marietta College

The Effectiveness of Practice Tests to Improve Student Learning

Ada Duffey, University of Wisconsin–Milwaukee

Carl Gahala, University of Wisconsin–Milwaukee

Elizabeth Schmidt, University of Wisconsin–Eau Claire

Blended Vs. Onsite Modes for a First Course in Accounting

Vicki Jobst, Benedictine University

Introductory Accounting Curriculum: A Study of Preparer, User and Blended Curriculum

Linda McKeag, University of Dubuque

BUSINESS ECONOMICS

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

Theme: Topics in Banking and Trade

Chair: Marc Schaffer, St. Norbert College

The Impact of the Trade War between the United States and China and Its Trickle-Down Effect on Local Businesses and Consumers

Paulette Edmunds, Elizabeth City State University

Kungpo Tao, Elizabeth City State University

The Responsiveness of Small and Large Commercial Banks to Economic Policy Uncertainty

Marc Schaffer, St. Norbert College

Feedback Effects and the Laffer Landscape

John Robert Stinespring, University of Tampa

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Healthcare Education

Chair: Daniel J. West, University of Scranton

Discussant: Rodeen Lechleitner, University of Scranton

A Pilot Study: TST (Teacher Support Teacher)

Rodeen Lechleitner, University of Scranton

Development of a Simple Model to Identify At-Risk Professional Students

Daniel Friesner, North Dakota State University

Kelly Haugen, North Dakota State University

Do Specific Behavioral Patterns in High Stakes Online Testing Environments Lead to Better Test Outcomes? Empirical Evidence from a Doctor of Pharmacy Program

Dan Cernusca, North Dakota State University

Daniel Friesner, North Dakota State University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Health Informatics and Technology

Chair: Marcia Butler, Clayton State University

Discussant: William B. Stroube, University of Evansville

Sharecare, Inc: How Much Data Do You Share?

Isaac G. Reynoso, Maharishi University of Management

Personal Health Record Interoperability

Manal Alghamdi, Marshall University

Courtney Stanley, Marshall University

William “Kent” Willis, Marshall University

Alberto Coustasse, Marshall University



Program Sessions Wednesday, March 27, 2019

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Public Health**

Chair: Nashat Zuraikat, Indiana University of Pennsylvania

Discussant: Steven Szydlowski, University of Scranton

How Emotions Influence the Decision Making of Mothers of Toddlers Whether to Vaccinate

Lucia Ludvigh Cintulova, St. Elisabeth University

Libusa Radkova, St. Elisabeth University

Onset of Dual Diagnosis: Mental Health and Substance Abuse

Henil Patel, University of Scranton.

Steven Szydlowski, University of Scranton

The Effect of Clean Clothes on School Attendance and Future Health Outcomes

Carrie Mehringer, University of Evansville

Su Jin Jeong, University of Evansville

BUSINESS, SOCIETY, AND GOVERNMENT

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

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

Chair: Alan Duesterhaus, Millikin University

Discussant: All BSG attendees and presenters invited

CASE RESEARCH

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

Theme: **Critical Incident Presentation**

Chair: Patrick Schultz, University of North Dakota

Scribe: Donna Smith, Ferris State University

Discussants: Amy Smith, Belmont University

Michael Stellern, Rockhurst University

Specialty Retail Seeks the Zone* with Social Media: Earl's Cyclery and Fitness

Karen Popovich, Saint Michael's College
Virginie Kharé, Eckerd College

To Yelp or Not to Yelp: Online Review Risk & Liability

Dana Schwieger, Southeast Missouri State University
Christine Ladwig, Southeast Missouri State University

CASE RESEARCH

3:00–4:15 p.m.LaSalle 2, 7th Floor

Theme: Critical Incident Presentation

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

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

Discussants: Mike Behan, Winona State University
Karen Berger, Pace University

Medical Marijuana: An Ethical Dilemma

Britt Shirley, The University of Tampa
Codiak Garland, University of Tampa

New Zealand Air: Feeling the Pressure to Expand

Henry Ho, Ferris State University
Timothy Brotherton, Ferris State University

CASE RESEARCH

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

Theme: Case Writers Workshop

Panelists: Andy Borchers, Lipscomb University



Program Sessions

Wednesday, March 27, 2019

EXHIBITOR SERIES – StuKent

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

Theme: **How Oklahoma State University Re-Thought a Principles of Marketing Course with Video Case Studies**

Jerry Rackley will share how the folks at Oklahoma State University have re-thought how a Principles of Marketing class should be taught. This new approach has helped OSU improve student engagement, drive student collaboration, and give them real marketing skills they can apply right away. You won't want to miss this.

FINANCE

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

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

Chair: Susan Ji, Governors State University

Judges: Jamie Hopkins, American College of Financial Services
Ashrafee Hossain, Memorial University of Newfoundland
Thomas M. Krueger, Texas A&M University

FINANCE

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

Theme: **Mathematical Finance 2**

Chair: Stephen Gray, Western Illinois University

Fixing the Fix for Silver and Gold

Seth Hoelscher, Missouri State University

Susan Crain, Missouri State University

Jeffrey Jones, Missouri State University

Discussant: Nalinaksha Bhattacharyya, University of Alaska–Anchorage

Using Monte Carlo Simulation in the Preparation of Pro Forma Financial Statements in the Classroom

Michael Crum, Northern Michigan University

Charles Rayhorn, Northern Michigan University

Discussant: Amy Fairfield, Bradley University, University of Wisconsin–Whitewater

**A Model of Dollar Weighted Utility: The Single Payment Utility
Equivalent (SPUE) Approach**

K. Mathew Wong, St. John's University
John Shoaf, Allstate Insurance Company

Discussant: Seth Hoelscher, Missouri State University

FINANCE

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

Theme: Finance and Politics 1

Chair: Shyam Bhandari, Bradley University

**Green Auditing in the Anglican Church of Canada: To Finance or not
to Finance**

Alex Faseruk, Memorial University of Newfoundland
Daphne Rixon, Sobey School of Business
Judy Rois, University of Toronto and the Anglican Foundation of Canada

Discussant: Marc Kouzez, IFC Renmin University of China

**When is Bad News Good News? The Information Content of Merger
Termination Media Coverage**

Erin Oldford, Memorial University of Newfoundland
Issac Otchere, Carleton University

Discussant: Hongbok Lee, Western Illinois University

**President Trump's First Two Years: Have His Policies Helped the U.S.
and the World Economically and Financially?**

Charles Johnston, Baker College

Discussant: Jin-Gil Jeong, Howard University

PACs and Super PACs: Changing the Nature of Corruption Behavior

Neal Willcott, Queen's University
Alex Faseruk, Memorial University of Newfoundland

Discussant: Charles Johnston, Baker College



Program Sessions

Wednesday, March 27, 2019

INFORMATION SYSTEMS

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

Theme: **Internet of Things and Cloud Enterprise Information**

Chair: Ruidong Zhang, University of Wisconsin–Eau Claire

Sharing Economy—Whither are We Bound?

Rangarajan Parthasarathy, University of Illinois at Urbana–Champaign

Microservice Priented Blockchain Architecture: Design and Issues

Ruidong Zhang, University of Wisconsin–Eau Claire

INTERNATIONAL BUSINESS

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

Theme: **Emerging Markets**

Chair: Man Zhang, Bowling Green State University

Made in China

Peter Geib, Minnesota State University Moorhead

Lucie Pfaff, College of Mount Saint Vincent

Past and Future of the ASEAN Members’ Trade Partnership with the U. S. and China

M. Anaam Hashmi, Minnesota State University–Mankato

Going Global, a Blessing or Blessing in Disguise for Emerging Markets Firms

Suleiman Ally Kayita, Inspire Consultants Limited, Tanzania

Impact of Macroeconomic Variables on Unemployment in East African Countries

Suleiman Ally Kayita, Inspire Consultants Limited, Tanzania

INTERNATIONAL BUSINESS

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

Theme: **Workshop: A Piece of the Puzzle—Online Reflection Tools**

Chair: Katharine A. Bohley, University of Indianapolis

Program Sessions

Wednesday, March 27, 2019



MANAGEMENT

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

Theme: **Three Different Approaches to Implementing Short-Term International Business Study Programs**

Panelists: Kenneth Heischmidt, Southeast Missouri State University
Peter Gordon, Southeast Missouri State University
James Caldwell, Southeast Missouri State University

MANAGEMENT

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

Theme: **Crisis Management**

Chair: Rubina Malik, Morehouse College

Discussant: George Dierberger, Augsburg College

Understanding Risk Management in Small Rural Municipalities in Canada

Tom Cooper, Memorial University
Pauline Downer, Memorial University
Alex Faseruk, Memorial University

How Risk Perception Changed Following the Great Financial Crisis of 2008

Joseph Trendowski, Valparaiso University
Elzotbek Rustambekov, Bryant University
Aydin Oksoy, Old Dominion University



Program Sessions

Wednesday, March 27, 2019

MARKETING

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

Theme: Consumer Behavior

Chair and

Discussant: Gail Zank, Texas State University

Examining the Perceptions of Gender-Based Food Stereotyping among Millennials

Cigdem Basfirinci, Trabzon University

Zuhal Cilingir Uk, Ondokuz Mayis University

Musa Pinar, Valparaiso University

Ceren Ekebas-Turedi, Purdue University Northwest

Assessing Health-Being in Community: A Community-Based Participatory Evaluation of the Veggie Rx Program in a Northeastern Community

Ada Leung, Pennsylvania State University at Berks

Customer Faithfulness: The Moderating Role of the Relational Benefits Trilogy

Halimin Herjanto, Marist College

Jean Scheller-Sampson, McKendree University

Francisca Andreani, Petra University

MARKETING

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

Theme: Cross-Cultural Marketing and Social Responsibility

Chair and

Discussant: Seung-Hee Lee, Southern Illinois University

Consumer Trade-offs between Sustainability and other Product Attributes: A Chinese Empirical Study

Yan Huan, Beijing Technology and Business University

Paul Prabhaker, Northern Illinois University

The Internationalization and Localization Process of the 7-Eleven Franchise in Beijing, China

Sulin Chung, Tokyo Institute of Technology

Trendsetting, Cultural Awareness, Cultural Receptivity, and Future Orientation Among Chinese Consumers

Seung-Hee Lee, Southern Illinois University
Jane E. Workman, Southern Illinois University
Kwangho Jung, Seoul National University

MARKETING

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

Theme: Panel—The Return of the “Geek Culture” Panel:
Geek Culture, Fandoms and Marketing

Panelists: Zinaida Taran, Delta State University
Stacey Hills, College of Southern Vermont

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: Distribution, Vehicle Routing Issues, Pitch
Competition Pedagogy

Chair: John Wellington, Purdue University—Fort Wayne

Teaching the Vehicle Routing Problem: A Pedagogical Contribution

John Wellington, Purdue University—Fort Wayne
Michael Messina, Gannon University
Stephen Lewis, Mongrel Works, LLC
Alfred L. Guiffrida, Kent State University

Introducing University Pitch Competitions: An Analysis of the First Five Years

David Price, Washburn University

ACCOUNTING

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

North American Accounting Society Board Meeting

Presiding: James Penner, Western Michigan University



Program Sessions Wednesday, March 27, 2019

CASE RESEARCH

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

FINANCE

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

BUSINESS AND HEALTH ADMINISTRATION

4:40-5:45 p.m. Dearborn 1, 7th Floor
BHAA Board Meeting
Chair: Hanadi Hamadi, University of North Florida

MBAA INTERNATIONAL

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

FUN NIGHT—*Jazz Community Big Band, an 18-piece band playing the music of Count Basie, Stan Kenton, Thad Jones and more.*
8:00 p.m. The Empire Room, Off Lobby

MBAA INTERNATIONAL HOSPITALITY SUITE

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

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Thursday, March 28, 2019

ACCOUNTING

8:00–9:00 a.m. Salon 10, 3rd Floor

Theme: Integrating Accounting Education with Liberal Arts

Panelists: Trevor Knox, Muhlenberg College
Ermira Mazziotta, Muhlenberg College
Ellen Rackas, Muhlenberg College

BUSINESS ECONOMICS

8:00–9:00 a.m. Logan Room, 3rd Floor

Theme: Topics in Applied Microeconomics

Chair: Maritza Sotomayor, Utah Valley University

Climate Change, Economics and the Condition for Violent Conflict

Thomas R. Sadler, Western Illinois University

Tourism as a Tool of Economic Development: Empirical Evidence for Utah

Jhana Aristodo, Utah Valley University and Goldman Sachs

Maritza Sotomayor, Utah Valley University

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. Dearborn 1, 7th Floor

BHAA Annual Business Meeting and Awards Function

Presiding: Marcia Butler, Clayton State University

Co-Presiding: Hanadi Hamadi, University of North Florida

All BHAA members are invited to attend.

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: BSG Breakfast

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

FINANCE

8:00–9:00 a.m. **Clark 3, 7th Floor**

Academy of Finance Executive/Board of Directors Meeting

President: Jamie Hopkins, American College of Financial Services
Executive Director Don T. Johnson, Western Illinois University

FINANCE

8:00–9:00 a.m. **Clark 7, 7th Floor**

Special Session: Student Managed Investment Fund: Issues and Challenges

The first documented student-managed investment fund (SMIF) was established at Gannon University in 1952, and now there are over 300 SMIFs operating worldwide. SMIFs provide students interested in security analysis and portfolio management with the opportunity for active, experiential learning with actual exposure to capital markets using real money. In setting up and running a SMIF, a number of issues and challenges that must be addressed. How will it be funded? How will students be recruited? Will the SMIF be integrated into the curriculum (if so, how)? What governance mechanisms will be used? How will investment decisions be made? Is the program ‘semesterized’ or multi-year? In addition to these and other issues, setting up and operating a SMIF involves many challenges, including time commitment from faculty, student skill development, and developing ties to industry professionals.

Chair: Alex Faseruk, Memorial University of Newfoundland
Panelists Erin Oldford, Memorial University of Newfoundland
Heather Knewtson, Michigan Technological University

INFORMATION SYSTEMS

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

Theme: Digital Citizenship and Social Media

Chair: Douglass Smith, Emporia State University
Discussant: Carol Clark, Middle Tennessee State University

Digital citizenship: Social media and civic engagement

Douglass Smith, Emporia State University



Program Sessions Thursday, March 28, 2019

INTERNATIONAL BUSINESS

8:00–9:00 a.m.Crystal Room, 3rd Floor
Academy of International Business—Midwest Region Business
Meeting followed by Officers Meeting

MANAGEMENT

8:00–9:00 a.m.Burnham 2, 7th Floor

Theme: Business Strategy
Chair: John Fazio, Marietta College
Discussant: Jeffery Adams, Roosevelt University

Volkswagen: Polluting the Air with Clean Emission Cars

John A. Parnell, University of North Carolina at Pembroke
William “Rick” Crandall, University of North Carolina at Pembroke
John E, Spillan, University of North Carolina at Pembroke

Relationship Between Oil Theft, Pipeline Vandalism, and Security Costs with Revenue Losses

Ijeoma Ogechi Nwachukwu, Walden University
Steve Roussas, Walden University

MARKETING

8:00–9:00 a.m. Salon 1, 3rd Floor

Theme: Panel: How to Get Published
Panelists: Eric Harris, Pittsburgh State University, Editor-in-Chief,
Journal of Managerial Issues
Brian A. Vander Schee, Aurora University, previous editor,
Marketing Education Review
Brian Rutherford, Kennesaw State University, Editor,,
Marketing Management Journal

Program Sessions

Thursday, March 28, 2019

MARKETING

8:00–9:00 a.m. Salon 2, 3rd Floor

Theme: Ethics and Social Responsibility, and Advertising

Chair and

Discussant: Héctor R. Lozada, Seton Hall University

An Empirical Investigation on the Firm's Operationalization of Green Marketing Capabilities, Perceived-Green Competitive Advantage and Performance

Angsaya Siepong, Sripatum University International College

Prithwiraj Nath, Leeds Beckett University

Net Neutrality Repeal and Its Effect on Consumers: A Working Paper

Héctor R. Lozada, Seton Hall University

Gary H. Kritz, Seton Hall University

Undesirable Effects of Advergaming on Children: Introducing a Theory-Based, Stop-And-Take-a-Break Intervention Strategy

Eunji Cho, University of Wisconsin–Madison

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: Supply Chain Performance

Chair: Alfred L. Guiffrida, Kent State University

Modeling Continuous Improvement of Supply Chain Delivery Performance

Alfred L. Guiffrida, Kent State University

John Simon, Governors State University

ACCOUNTING

9:15–10:30 a.m. Salon 10, 3rd Floor

Theme: Public Accounting Profession

Chair: Kayla Booker, Rhodes College

CPAs' Perceptions of the Peer Review Process

Alan Reinstein, Wayne State University

Natalie Churyk, Northern Illinois University

Timothy Fogarty, Case Western Reserve University



Program Sessions

Thursday, March 28, 2019

Applying Greenwood: Is Public Accounting a Profession?

Ron Rubenfield, Robert Morris University

ACCOUNTING

9:15–10:30 a.m...... **Salon 12, 3rd Floor**

Theme: **International Studies and Issues**

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

The Effect of Union Scrutiny and Financial Condition on Financial Reporting: Disclosures of Canadian Universities

Cameron Morrill, University of Manitoba

Janet Morrill, University of Manitoba

Does FATCA Help or Hinder Effective Global Tax Governance?

John Paul, Brooklyn College

BUSINESS ECONOMICS

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

Theme: **The Economics of Higher Education**

Chair: **Kathy Gjerde, Butler University**

The Theory of the Firm: Higher Education

Hedayeh Samavati, Purdue University–Fort Wayne

David Dilts, Purdue University–Fort Wayne

The Academic Cost of College Internships

Kathy Gjerde, Butler University

Peter Prescott, Butler University

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m...... **Dearborn 1, 7th Floor**

Theme: **Pharmaceutical, Healthcare Marketing, and International Health**

Chair: **William B. Stroube, University of Evansville**

Discussant: **Robert Babela, St. Elizabeth University–Slovakia and University of Scranton**

Program Sessions

Thursday, March 28, 2019

How Might the Repeal of the “Gag Rule” Impact the Retail Cost of Prescription Drugs for Patients?

Gene C. Wunder, Washburn University

Judy K. Wunder, Wunder Consulting Group

Concept of Mohalla Clinics in India, Healthcare Comparative Analysis Between Countries, and Singapore’s 3M’s Healthcare System

Gurpreet Singh, University of Houston–Clear Lake

Mallory R. Tynan, University of Houston–Clear Lake

Ashish Chandra, University of Houston–Clear Lake

The Placebo Effect: Medicine or Marketing?

Irfan Ahmed, Sam Houston State University

Vivek Shankar Natarajan, Lamar University

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. Dearborn 2, 7th Floor

Theme: Hospitals and Healthcare Facilities

Chair: Ateequr Rahman, Rosalind Franklin University

Discussant: Michaeline (Mickey) Skiba, Monmouth University

Informal Caregivers’ Pain Recognition in Older Adults with Chronic Pain and Dementia

Rebecca Anne Morgan, Clayton State University

Does Health Information Technology Improve Hospital Financial Performance and Quality?

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

Xinliang Liu, University of Central Florida

Aaron Spaulding, Mayo Clinic

The Impact of Leadership Style on Creativity Administrative in Health Organizations

Nasser Alsafi, Majmaah University

Majed Alamri, Majmaah University



Program Sessions

Thursday, March 28, 2019

The Use of Mobile Health Clinics in Saudi Arabia in Improving Primary Health Care Delivery

Saud Al Otaibi, Majmaah University
Majed Alamri, Majmaah University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Healthcare Management**

Chair: Kent William, Marshall University

Discussant: Deborah Gritzmacher, Clayton State University

Amenities and Marketing For Health Care Delivery, Is There A ROI?

William “Kent” Willis, Marshall University

Hospital Partnership for Population Health

Sinyoung Park, University of North Florida
Hanadi Hamadi, University of North Florida
Emma Apatu, McMaster University
Aaron Spaulding, Mayo Clinic–Jacksonville

Medical Acupuncture: Integrating Holistic Approaches into Conventional Medicine

Nancy R. Marangelli, University of Scranton
Sarah Finn, University of Scranton
Katherine Loughli, University of Scranton
Steven J. Szydlowski, University of Scranton

Does Community Diversity Impact Availability of Trauma Certified Hospitals in the United States

Hanadi Hamadi, University of North Florida
Aurora Tafili, University of North Florida
Emma Apatu, McMaster University
Aaron Spaulding, Mayo Clinic

Program Sessions

Thursday, March 28, 2019

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: **Online Learning and Higher Education Issues**

Chair: Ralph Bourret, Northwestern Oklahoma State University

Squaring Greimas with Online Learning

Ruth Gannon Cook, DePaul University School for New Learning

Kathryn Ley, University of Houston–Clear Lake

Perpetual Constants in Online Learning Environments; Changing Technology in User Platforms Distract Students and Faculty from the Prime Directive

G. Stan Reeley, Herzing University

Jodi Cornell, MBA, CPC

Brand Extension Typology in American Higher Education

Alan Duesterhaus, Millikin University

CASE RESEARCH

9:15–10:30 a.m. **LaSalle 1, 7th Floor**

Theme: **Case Presentation**

Chair: Timothy Brotherton, Ferris State University

Scribe: Levi Bruner, Idaho State University

Discussants: Craig Davis, Ohio University
Robert Edmonds, SUNY Maritime College

Fuel Cell Energy: Is China the Right Market?

Denise (Deni) Oas, University of Central Missouri

Eric Nelson, University of Central Missouri

Karen Koza, Western Connecticut State University

Dream Dinners: Evaluating a Franchise Opportunity

John Stocker, University of Delaware



Program Sessions

Thursday, March 28, 2019

CASE RESEARCH

9:15–10:30 a.m.LaSalle 2, 7th Floor

Theme: **Critical Incident Presentation**
Chair: Michael H. Hogg, Tulane University
Scribe: Sondra Simpson, Elmhurst College
Discussants: Neil Tocher, Idaho State University
 Karen Koza, Western Connecticut State University

Staying In-Tune with Business at Elevations Credit Union
Douglas J. Gilbert, University of Phoenix

Authentic Plagiarism?
Matthew T. Carter, California University of Pennsylvania
Elizabeth H. Jones, California University of Pennsylvania

Tesla: Is the Market Efficiently Pricing or Efficiently Excited?
Jeffrey Jewell, Lipscomb University
Julio A. Rivas, Lipscomb University
Jeff Mankin, Lipscomb University

CASE RESEARCH

9:15–10:30 a.m.LaSalle 3, 7th Floor

Theme: **Embryo Case Presentation**
Chair: Joyce Young, Indiana State University
Scribe: Mitchell Springer, Purdue University
Discussants: Bradley A. Schweikert, Ohio University
 Douglas J. Gilbert, Rocky Mountain Performance
 Excellence and Walden University

Retail Banking and iGen-Now What?
Mike Behan, Winona State University

Governing Efficiency
Chéri Phillips, Lipscomb University

Make the Cut, or Cut Ties: An Examination of Organizational Culture and Goal Setting
Levi Bruner, Idaho State University
Tyler Burch, Idaho State University

Program Sessions

Thursday, March 28, 2019

EXHIBITOR SERIES – Capsim

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

Theme: CapsimInbox

As employers continue to emphasize the gap between business education and real-world job performance, Capsim has developed CapsimInbox—a simulated email experience that measures critical skills needed for career success. Join this session to discover how CapsimInbox:

- * Bridges the gap between theory and application
 - * Objectively measure today's "must have" skills
 - * Provides actionable and personal feedback for individual development
 - * Engages students with a twist on a familiar user experience
-

FINANCE

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

Theme: The Impact of Technology on Finance: Preparing Students for the Future

How will technology affect finance careers? Technology continues to disrupt business and finance is no exception. With the advent of block-chain, decentralization, and robo-advising, how do we prepare our students for the changing financial landscape? In this panel discussion, we will consider how these disruptive forces compel our profession to adapt. What skills and abilities will students need to compete? How can we modify curriculum to respond to these challenges? What should the finance student-of-tomorrow offer to the market to remain competitive?

Chair: Heather Knewtson, Michigan Technological University

Panelists: Thomas Berry, DePaul University
Fady Harfoush, Loyola University Chicago
Wei Huang, College of Saint Benedict and
Saint John's University
Henry Silverman, Roosevelt University
Benjamin Van Vliet, Illinois Institute of Technology



Program Sessions

Thursday, March 28, 2019

FINANCE

9:15–10:30 a.m. Clark 7, 7th Floor

Theme: Corporate Finance 2

Chair: Padmaja Pillutla, Western Illinois University

Effective Impact Investing: Self-Proclamation, Sustainability Rating and Cost

Doug Witte, Missouri State University

C. Edward Chang, Missouri State University

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

Discussant: Raj Kohli, Indiana University South Bend

The Risk and Return Characteristics of Major U.S. Equity Asset Classes

Jayen B. Patel, Adelphi University

Discussant: Sung Jin Park, Indiana University South Bend

Will Facebook be Another Sears in a Decade?

Monzurul Hoque, Saint Xavier University

Zamir Hassan, Dominican University

Discussant: Chu-Sheng Tai, Texas Southern University

A Risk Assessment Model for Mega Engineering Project

Jinghua Nie, Memorial University of Newfoundland

Ashrafee Hossain, Memorial University of Newfoundland

Discussant: William Maas, University of Wisconsin–La Crosse

FINANCE

9:15–10:30 a.m. Clark 9, 7th Floor

Theme: Global Finance 2

Chair: Scott Moore, John Carroll University

The Rise of Yuan—Implications for Foreign Exchange Risk Management

Jamshed Uppal, Catholic University of America

Syeda Rabab Mudakkar, Lahore School of Economics

Discussant: Hari Adhikari, Embry-Riddle Aeronautical University

Program Sessions

Thursday, March 28, 2019

Time Series Momentum: The Case of Japan

Susan Ji, Governors State University

Discussant: Gregory Kuhlemeyer, Carroll University

The Comparison of Determinants of Foreign Exchange Exposure for Non-Financial Canadian Domestic and Multinational Firms

Takdir Hossain, Concordia University

Phuan Thi Hai Yen, Concordia University

Jinxiu Guo, Concordia University

Discussant: Jamshed Uppal, Catholic University of America

Trust Issues in Audit

Alex Faseruk, Memorial University of Newfoundland

Abhishek Doshi, Memorial University of Newfoundland

Pauline Downer, Memorial University of Newfoundland

Ashrafee Hossain, Memorial University of Newfoundland

Discussant: Shahnaz Abdullah, Alabama A&M University

INFORMATION SYSTEMS

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

Theme: Computer Science Education

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

Discussant: Brandon Olson, College of St. Scholastica

Leveraging the Maker Movement for Occupational Therapy and Computer Science Education: An Interdisciplinary Approach to Adopting Emerging 3D Printing Technologies

Thomas L. Buck, College of St. Scholastica

Christine McConnell, College of St. Scholastica

Computer Science Education at a Liberal Arts College: A Values-Centered Approach to Professional Preparation for Meaningful Work

Brandon Olson, College of St. Scholastica

Thomas L. Buck, College of St. Scholastica

What's next for MOOC's?

Richard L. Revoir, College of St. Scholastica

Thomas L. Buck, College of St. Scholastica



Program Sessions

Thursday, March 28, 2019

INTERNATIONAL BUSINESS

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

Theme: Emerging Markets

Chair: Howook Shin, Bowling Green State University

A New Investment Mecca: North Korea for Global Enterprises

Sang T. Choe, University of Southern Indiana

Glenn A. Pitman, SUNY–Binghamton

Restructuring of General Motors in Global Market: The Case of GM South Korea

Won Yong Kim, Augsburg University

Sadie Paulsen, Augsburg University

Strategic Tourism Development and Economic Diversification: The Case of Saudi Arabia’s Riviera of the Middle East

David Boggs, Eastern Illinois University

Nurul Islam, Eastern Illinois University

The Relationship Between Power Distance and Disruptive Innovation and Its Implications

David Boggs, Eastern Illinois University

Ran Ahn, Eastern Illinois University

INTERNATIONAL BUSINESS

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

Theme: Emerging Markets

Chair: Christopher Ziemnowicz, University of North Carolina at Pembroke

The Case of the Plaza Marketing in Nigeria: the Impact Factor of the Retails Real Estate and the 2015 Global Retail Development Index

Louis Nzegwu, University of Wisconsin

Kennedy Ezenwafor, University of Wisconsin

Entering a Newly Emerged Market

Ruihua Jiang, Oakland University

Program Sessions

Thursday, March 28, 2019

Illegal Mining and Latin America's Transformation

Gladys Torres Baumgarten, Ramapo College of New Jersey

Tariffs in the Global Economy

Van Mobley, Concordia University Wisconsin

LEGAL STUDIES

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

Theme: Master Teacher Competition

Chair: Jennifer Cordon Thor, Oakland University

Welcome to the Legal Shark Tank

William Murphy, St. John's University

The Past as Present

April Sellers, Indiana University

Harry Potter and the Business Law Classroom

Nancy J. White, Central Michigan University

Modeling the Message: Closing the Knowledge Gap in Business Law and Ethics Classes

Todd Haugh, Indiana University

MANAGEMENT

9:15–10:30 a.m. Burnham 1, 7th Floor

Theme: Human Resource Management

Chair: Arlene Ramkissoon, Ohio Dominican University

Discussant: Larry Goehrig, University of South Alabama

Evaluating the Human Resources Unit within a Local Organization: A Case Study

Mark A. Bayer, Eastern Illinois University

Selena N. Castillo, Eastern Illinois University



Program Sessions

Thursday, March 28, 2019

Union Viability for the Third Decade of the Twenty-First Century and Beyond

David M. Savino, Ohio Northern University

Symbolism or Substance? Managing Livable Wage Ordinance Enforcement

Paul E. Olsen, Saint Michael's College

Patricia Siplon, Saint Michael's College

Max Nathanson, Saint Michael's College

MANAGEMENT

9:15–10:30 a.m......**Burnham 2, 7th Floor**

Theme: Deviant Behavior

Chair: Joseph Trendowski, Valparaiso University

Discussant: Steve Roussas, Walden University

Overwork Death and Workplace Harassment in Japan: Lessons Learned From the USA

Ayane Horinouchi, Fort Lewis College

Kaori Takano, Fort Lewis College

Unethical Behavior and Organizational Citizenship: When Do Do-Gooders Do Bad?

John-Gabriel Licht, St. Norbert College

Flipping the Rhetoric: Reframing Deviance as a Leveraging Device

Rachel Elizarrarazz, Bradley University

Aaron Buchko, Bradley University

MARKETING

9:15–10:30 a.m...... **Salon 1, 3rd Floor**

Theme: Social Media and Digital Marketing

Chair and

Discussant: Rebecca Hochradel, Transylvania University

Can Social Media Ads Facilitate Retail Therapy? An Investigation of Psychological Outcomes of Ad Engagement in College Females

Alissa Russell, Saint Mary's College

James Rogers, Saint Mary's College

Program Sessions

Thursday, March 28, 2019

Social Media Personality Traits: Is There a Difference between Active Followers and Ghost Followers?

Rebecca Hochradel, Transylvania University
Alexander Hymes, Transylvania University
Bronsyn Paddock, Transylvania University

Service Recovery Strategies for Brands' Social Media Interactions

Hyeong-Gyu Choi, Augustana College

MARKETING

9:15–10:30 a.m...... Salon 2, 3rd Floor

Theme: Services, Sales, and Retailing

Chair and

Discussant: LaCalvince Demor Simpson, Indiana University East

Physician's Interest and Sample Demand: Implications for Pharmaceutical Firms

Eddie Rhee, Stonehill College
John Yi, St. Joseph's University

The Role of Moral Self in Professional Selling

Omar S. Itani, Lebanese American University

The Principle of Veracity and Its Potential Impact on Marketing

Noelle B. Butski, University of Wisconsin–Whitewater
Robert E. Boostrom, University of Wisconsin–Whitewater

MARKETING

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

Theme: Marketing Education

Chair and

Discussant: John McGrath, University of Pittsburgh–Johnstown

Utilizing Bloom's Taxonomy for Facilitating Effective and Meaningful Online Classroom Discussions

Mary Thomas, St. Catherine University
Michelle Wieser, St. Catherine University
Diane Fittipaldi, St. Catherine University



Program Sessions

Thursday, March 28, 2019

The SACI Approach Revisited: Comparing Student-Authored Case Courses

Dave Aron, Dominican University
Timothy W. Aurand, Northern Illinois University

Critical Tools to Transform Group Project Learning

Julie C. Harding, Marietta College

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: **Supply Chain Management**

Chair: Anthony Narsing, Middle Georgia State University

Understanding the Use of BlockChain in Supply Chain Management

John Simon, Governors State University

A Cash Flow Model for Continuous Improvement of Supply Chain Delivery Performance

Shaojie Lai, Jiangxi University of Finance and Economics
Alfred L. Guiffrida, Kent State University

ACCOUNTING

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

Theme: **Tools and Techniques for Teaching**

Chair: Linda McKeag, University of Dubuque

Excel for Accounting Students: A Standalone Course

Walter Smith, Auburn University at Montgomery

Deep Dive 2018: A Survey of Data Analytics Course Requirements in the Undergraduate Accounting Curriculum

Grace Johnson, Marietta College

Using Digital Storytelling in Teaching Financial Statements Analysis

Ahmed El-Zayat, The University of Findlay

Program Sessions

Thursday, March 28, 2019

ACCOUNTING

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

Theme: Financial Accounting and Reporting

Chair: Ermira Mazziotta, Muhlenberg College

A Descriptive Analysis of Bargain Purchase Gains and the Impact on Financial Statements

Brian Holland, Western Michigan University

Thalia Sanchez, Western Michigan University

James Penner, Western Michigan University

Comparison of ADR Firms' Earnings Management by Country

Soon Suk Yoon, Western Illinois University

Hyo Jin Kim, Jeonju University

Gregg Woodruff, Western Illinois University

Hansol Yoon, Western Illinois University

BUSINESS ECONOMICS

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

Theme: Undergraduate Research Session

Chair: Michael Van de Grift, Purdue University–Fort Wayne

Does Education in Practical Healthcare Affect an Individual's Health Outcome?

Brad Crowe, Purdue University–Fort Wayne

Does Cold Weather Increase Life Expectancy?

Michael Van de Grift, Purdue University–Fort Wayne

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Nursing

Chair: Deborah Gritzmacher, Clayton State University

Discussant: Marcia Butler, Clayton State University

Using Social Media in Nursing Education

Ishraq Almasoudi, Indiana University of Pennsylvania



Program Sessions

Thursday, March 28, 2019

The Impact of Managers' Performance and their Qualifications on Health Services in Saudi Arabia

Ali Altrad, Majmaah University
Majed Alamri, Majmaah University

Motivational Factors and Barriers Related to Saudi Arabian Nurses' Pursuit of a Master of Science in Nursing Degree

Mohamed Alquliti, Ministry of Health, Majmaah University
Majed Alamri, Majmaah University

The Experiences of National Guard Fathers when Communicating with their Young Children During Combat Deployment

Kim Massey, Georgia State University
Ptlene Pender, Georgia State University
Jiwon Lee, Georgia State University
Gary Bingham, Georgia State University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Healthcare Management

Chair: Kent William, Marshall University

Discussant: Michaeline (Mickey) Skiba, Monmouth University

Determinants of Mobility of Healthcare Providers from Technical Work to Administrative Work in Saudi Arabia

Faisal Alshammri, Saudi Red Crescent Authority, Majmaah University
Majed Alamri, Majmaah University

A Comparative Review of Telehealth and Patient-Centered Medical Homes

Rose Carboni, University of Scranton
Steven Szydlowski, University of Scranton

Applying the Andersen Access Model to International Comparisons.

David K Wyant, Belmont University
Rangarajan Parthasarathy, University of Illinois at Urbana-Champaign

Program Sessions

Thursday, March 28, 2019

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Healthcare Education

Chair: Daniel J. West, University of Scranton

Discussant: Nashat Zuraikat, Indiana University of Pennsylvania

Globalization and the Magna Charta Observatory: Future Opportunities in Health Management Education

Daniel J. West, University of Scranton

Healthcare Knowledge Survey

William F. Miller, University of Scranton

Michaela L. Dolde, University of Scranton

Priya Patel, University of Scranton

Farrah Qadri, University of Scranton

Christie N. Ulbricht, University of Scranton

The Impact of Training Programs on Violence towards Health Care Professionals

Nashat Zuraikat, Indiana University of Pennsylvania

Liana Marmolejos, Indiana University of Pennsylvania

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: Management Issues

Chair: Alan Duesterhaus, Millikin University

Cybersecurity and Management's Ethical Responsibilities: The Case of Equifax and Uber

James Rasalam, Valdosta State University

Raymond J. Elson, Valdosta State University

The Multibillion International Bribery and Corruption Scandal: Where was the Oversight?

Cody Crance, Valdosta State University

Raymond J. Elson, Valdosta State University



Program Sessions

Thursday, March 28, 2019

Ghosting and the Impact on Businesses

Christal Curtis, M.S.H.R.M.

Mary Ann Reeley, M.B.A.

CASE RESEARCH

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

Theme: Case Presentation

Chair: Bart Liddle, Lipscomb University

Scribe: Susan Jensen, University of Nebraska–Kearney

Discussants: Janet Papiernik, Purdue University–Fort Wayne
Bradley Brooks, Queens University of Charlotte

Chinese Detergent Ad Leads to Global Media Outcry

Karen Berger, Pace University

Ankita Singh, Pace University

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

Karen Foust, Tulane University

Christine P. Smith, Tulane University

Michael H. Hogg, Tulane University

Is the American Tax System Fair and Ethical?

Michael Stellern, Rockhurst University

Anthony Tocco, Rockhurst University

CASE RESEARCH

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

Theme: Embryo Case Presentation

Chair: Eric Nelson, University of Central Missouri

Scribe: LaCalvince Demor Simpson, Indiana University East

Discussants: Chéri Phillips, Lipscomb University
Henry Ho, Ferris State University

Contracts No. 1: Judge for Yourself: An Exercise in Applying the Law to the Facts

Amy Smith, Belmont University

Program Sessions

Thursday, March 28, 2019

Force Majuere: Crisis Management from within the Food Supply Chain

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

EXHIBITOR SERIES – Capsim

10:45 a.m.–12:00 p.m. Clark 10, 7th Floor
Theme: Capsim Modular-XM

As accrediting bodies continue to emphasize the importance of learning outcomes assessment (LOA), Capsim has developed Modular-XM - a flexible exam tool that allows business schools to simplify and streamline assessment processes. Join this session to discover how Modular-XM:

- * Standardizes and compiles uniformed LOA data
 - * Tailors to specific course learning objectives
 - * Informs remediation to help "close the loop"
 - * Creates unique but equivalent exams for every student
 - * Integrates with third-party proctoring services
-

FINANCE

10:45 a.m.–12:00 p.m. Clark 7, 7th Floor
Academy of Finance Business Meeting

President: Jamie Hopkins, American College of Financial Services
Executive Director: Don T. Johnson, Western Illinois University

INFORMATION SYSTEMS

10:45 a.m.–12:00 p.m. Kimball Room, 3rd Floor
Theme: Assessing ICT Effectiveness—Spanning Industries

Chair: Shamsul I. Chowdhury, Roosevelt University
Discussant: Shamsul I. Chowdhury, Roosevelt University

The Impact of Course Registration Time on Students' Academic Performance in an Online Undergraduate MIS Class

Bhavik Pathak, Indiana University—South Bend



Program Sessions

Thursday, March 28, 2019

Privacy: A Key Piece of the Online Student Satisfaction Puzzle

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

Uses of ICT for Effective Communication in a Nonprofit Organization

Shamsul I. Chowdhury, Roosevelt University
Al Abdelhamid Omran, Roosevelt University

INTERNATIONAL BUSINESS

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

Theme: Innovation and Technology

Chair: Anand Pore, University of Houston–Downtown

Big Data: The Human Perspective and the Governance Imperative

Rafael Dan Schur, SÃ£o Paulo School of Business Administration
(FGV-SP), Brazil

Patrick Michel Finazzi Santos, SÃ£o Paulo School of Business
Administration (FGV-SP), Brazil

Predicting Profitable Target Customers

Manojit Chattopadhyay, Indian Institute of Management

A Multi-Criteria Decision-Making Approach for Portfolio Management

Rabin Jana, Indian Institute of Management

Is Artificial Intelligence a Bane or a Boon for Managers?

Anand Pore, University of Houston
Kingshuk Mukherjee, Saint John's University
Etienne Musonera, Mercer University

Program Sessions

Thursday, March 28, 2019

INTERNATIONAL BUSINESS

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

Theme: Emerging Markets

Chair: Louis Nzegwu, University of Wisconsin

Exploring Strategic Technology Partnerships (STPs): A Study of Knowledge Networks in R&D Intensive Firms.

Muqbil Burhan, FORE School of Management–New Delhi, India

Doomed from the Start: The Maghreb Union that Never Was!

Mourad Dakhli, Georgia State University

Marta S. White, Georgia State University

Ownership Structure and Earnings Manipulation in Emerging Market

Adel Almasarwah, GUST University, Kuwait

The Science of Strategy Execution: Creating Shared Value and Positive Impact

Ahmad Naous, Aul–Lebanon

LEGAL STUDIES

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

Theme: Constitutional Law

Chair: Mary Noe, St. John's University

The Evolution of Public Employee Speech Protection in an Age of Social Media Communications

Denise Smith, Eastern Illinois University

Carolyn Bates, Eastern Illinois University

Douglas Lake, Eastern Illinois University

Janus and the Future of Collective Bargaining

Thomas J. Freeman, Creighton University

Destynie J.L. Sewell, University of Nebraska–Omaha



Program Sessions

Thursday, March 28, 2019

LEGAL STUDIES

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

Theme: Employment Law

Chair: Michael Greiner, Oakland University

Domestic Violence Workplace Legislation: Minimizing Costs and Maximizing Benefits

Marianne D. Kulow, Bentley University

The Electronic Leash—Employer Liability for Hourly Employees Engaging in Connectivity After Hours

Elizabeth A. Cameron, Alma College

Tanya M. Marcum, Bradley University

Losing Control of Independent Contractors: New Approaches to Worker Classification

Robert Sprague, University of Wyoming

MANAGEMENT

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

Theme: Retirement Planning: Ongoing Themes and Challenges Facing Individuals Contemplating Retirement

Panelists: Bruce Bloom, Career Consulting Services
Matt Raunio, University of Wisconsin–Sheboygan

MANAGEMENT

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

Theme: Current Topics in Management

Chair: Robert W. Service, Samford University

Discussant: John Fazio, Marietta College

Improving Mobile Phone Banking Usefulness, Usability, Risk, Cost, and Intention to Adopt

Ali Parfait Hebie, Ministry of Finance of Burkina–Faso, West Africa

Steve Roussas, Walden University

Program Sessions

Thursday, March 28, 2019



Empowering the 99%...One ESOP At A Time! A Mixed Methods 3 Phase Study of Acquisitions by Employee Owned Companies
Suzanne Cromlish, Saint Xavier University

National and Organizational Cultural Mix—Strategies for Entrepreneurship in Poland

Casimir C. Barczyk, Purdue University Northwest
Charles Rarick, Purdue University Northwest
Maciej Klonowski, University of Warsaw

Faculty Professional Development Seminars in Academia as a Diversity Management Education Strategy in Post-Apartheid South Africa: A Fulbright Specialist Scholar Experience

Chaunda L. Scott, Oakland University

MARKETING

10:45 a.m.–12:00 p.m..... Wabash Room, 3rd Floor
MMA Awards Brunch (Ticket Required)
Best Track Papers and MMA Master Scholar Awards Presented

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

10:45 a.m.–12:00 p.m..... Indiana Room, 3rd Floor
Theme: Social Entrepreneurship, Social Media
Chair: Kimberly Witzel Pichot, Andrews University

Microenterprise Sustainable Social Entrepreneurship

Ezenwayi Amaechi, Johnson and Wales University

Social Media Engagement Scores as a Comparative Measure of Social Media between Corporations and Small to Mid-Size Businesses

Kimberly Witzel Pichot, Andrews University

BUSINESS AND HEALTH ADMINISTRATION

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



Program Sessions Thursday, March 28, 2019

CASE RESEARCH

12:15–1:30 p.m...... **State Ballroom, 4th Floor**
Annual Meeting and Luncheon (Ticket Required)

FINANCE

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

Chair: Jamie Hopkins, American College of Financial Services
Theme: Retirement Realized: Academic and Professional Perspectives

This presentation will combine academic research with how these strategies meet the road with an actual planner. This "pracademic" approach will show you have the best retirement research strategies fair in the market with clients. Dr. Lemoine has an extensive background in financial services education and development of education programs for financial companies while Mr. Burns runs a successful planning firm.

Keynote

Speaker(s): Craig Lemoine, Director, Financial Planning Program, University of Illinois
Randy Burns, President, Financial Planning Association of Illinois, and CEO, Model Wealth Inc.

INTERNATIONAL BUSINESS

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

Theme: Effects of Tariffs on U.S. China Trade

Keynote

Speaker: Siva Yam, U.S.A.—Chief Financial Officer and Operating Partner, Amicus Capital Partners, LLC

Program Sessions

Thursday, March 28, 2019

MANAGEMENT

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

Keynote

Speaker: Jordan Novak, Director of Product Design and
Development at Capsim Management Simulations

Topic: Future Trends in Management Education

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

ACCOUNTING

1:30–2:45 p.m. Salon 10, 3rd Floor

Theme: Effective Teaching Methods

Panelists: Donna Whitten, Purdue University Northwest
Carmen Macharaschwili, Association of College and
University Educators (ACUE)

ACCOUNTING

1:30–2:45 p.m. Salon 12, 3rd Floor

Theme: Budgeting and Managerial-Related Topics

Chair: Vicki Jobst, Benedictine University

Interaction of Organizational Factors and Individual Personality in Selection of Budget Negotiation Strategy

Justin (JP) Stearns, Eastern Kentucky

A Study of the Relationship between Jungian Personality Preferences and Conflict-Handling Behaviors

Roberto de Magalhaes, University of North Dakota

The Changing Role of Firm Characteristics in Net Working Capital

Haowen Luo, Purdue University–Fort Wayne
Steven Hanke, Purdue University–Fort Wayne
Hui Di, Purdue University–Fort Wayne



Program Sessions

Thursday, March 28, 2019

BUSINESS ECONOMICS

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

Theme: **Topics in Microeconomics**

Chair: Daniel Friesner, North Dakota State University

Do Changes in Chapter 7 Asset Exemptions Fundamentally Alter Bankruptcy Outcomes? New Evidence from the State of Oregon

Donald D. Hackney, Gonzaga University

Daniel Friesner, North Dakota State University

Matthew Q. McPherson, Gonzaga University

What Types of Incentives Generate More Informative Survey Responses? Empirical Evidence from the Hoopfest Basketball Tournament

Carl S. Bozman, Gonzaga University

Faith Valente, North Idaho College

Matthew Q. McPherson, Gonzaga University

Daniel Friesner, North Dakota State University

Miracle Drug or Daily Vitamin? The Health Effects of Retirement over Time

Kevin Neuman, University of Wisconsin–Stevens Point

Jason R. Davis, University of Wisconsin–Stevens Point

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Lesson Learned: A Student Perspective**

Discussant: Aurora Tafili, University of North Florida

Meet the Panelist

Dane Dowling Turner, University of Evansville

Sarah Harness, University of Evansville

Gurpreet Singh, University of Houston–Clear Lake

Bandar Idris, University of Houston–Clear Lake

Mallory R. Tynan, University of Houston–Clear Lake

Tarek Kaplan, University of Houston–Clear Lake

Program Sessions

Thursday, March 28, 2019

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Public Health

Chair: Nashat Zuraikat, Indiana University of Pennsylvania

Discussant: Joey Helton, Clayton State University

HIV+ Transgender Adherence to Care

Marcia Butler, Clayton State University

Joey Helton, Clayton State University

Deborah Gritzmacher, Clayton State University

Primary Care Provider Role in Population Health

Khandker A. Haque, University of Scranton

Steven Szydowski, University of Scranton

Women’s Health: A Global Health Issue

Millicent A. Obuadey, University of Scranton

Daniel J. West, University of Scranton

Social Prescriptions in Rural Geographic Locations

Michaela Dolde, University of Scranton

Lisa Lech, University of Scranton

Sarah Novak, University of Scranton

Robert Spinelli, University of Scranton

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Health Information Technology

Chair: Marcia Butler, Clayton State University

Discussant: William B. Strube, University of Evansville

Blockchain in Healthcare: Opportunities, Challenges, and Applications

Farrah Qadri, University of Scranton

Niti M. Patel, University of Scranton

Rita DiLeo, University of Scranton



Program Sessions Thursday, March 28, 2019

Innovation Capability and Electronic Medical Record Implementation Success

Rangarajan Parthasarathy, University of Illinois at Urbana–Champaign

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: Matter of Business, Ethics, Government and Related Issues

Chair: Diane Sykes, Purdue University Global

Does Government Efficiency Help Stimulate Enterprise Innovation? Evidence from China

Soon Suk Yoon, Western Illinois University

Han Chen, Xiamen National Accounting Institute

Which Christian Nation?

Steven Palmer, Northwestern Oklahoma State University

The Founder Finds a Home in the Business Ethics to the Classroom

Steven Palmer, Northwestern Oklahoma State University

CASE RESEARCH

1:30–2:45 p.m. LaSalle 1, 7th Floor

Theme: Critical Incident Presentations

Chair: Elizabeth H. Jones, California University of Pennsylvania

Scribe: Linda M. Dunn-Jensen, California State University–Stanislaus

**Discussants: Alyse Andreasen, University of Nebraska–Kearney
Leanne Smith, Lipscomb University**

Eagle Jeans: Profitability and the End of Season Sales Strategy

Craig Davis, Ohio University

Nakato Hirakubo, Brooklyn College

George Whaley, San Jose State University

Program Sessions

Thursday, March 28, 2019



Going Solar

Jeff Brookman, Idaho State University
Ann M. Hackert, Idaho State University

Nintendo v. Its YouTube Enthusiasts

Jessica Magaldi, Pace University
Jonathan S. Sales, Bentley University
Wade Davis, Minnesota State University–Mankato

CASE RESEARCH

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

Theme: Embryo Case Presentation

Chair: Mike Behan, Winona State University

Scribe: James Foster, Queens University of Charlotte

Discussants: James Harris, St. Norbert College
John Stocker, University of Delaware

What Degree Can Employers “Snoop” Through Your Electronic Devices?

Alyse Andreasen, University of Nebraska–Kearney
Bambi Van Horn, University of Nebraska–Kearney

Rushing Greek: How Can Organizations Reestablish their Culture and Change Perceptions?

Bradley A. Schweikert, Ohio University

Comparing Palmas del Mar to Solar Commons: Solar Farms for High-Income and Low-Income Communities

Kathryn Milun, University of Minnesota–Duluth
Tomas Lopez-Pumarejo, Brooklyn College CUNY
Philip Wayne Turner, Ivy Tech



Program Sessions Thursday, March 28, 2019

CASE RESEARCH

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

Theme: **Critical Incident Presentation**
Chair: Karen Foust, Tulane University
Scribe: Kay Hodge, University of Nebraska–Kearney
Discussants: Joseph Bamber, Lipscomb University
 Jessica Magaldi, Pace University

Leg Spreader Beer: A Controversial Brew

Joyce Young, Indiana State University
Paul Clark, Coastal Carolina University
Dale Varble, Indiana State University

Aiming for the Stars at Stellar Solutions

Douglas J. Gilbert, Walden University

After Catching a Thief: Internal Controls in a Small Business

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

EXHIBITOR SERIES – Interpretive Simulations

1:30–2:45 p.m......**Clark 10, 7th Floor**

Theme: **Experience Experiential Learning First Hand!**
Presenter: Timothy Sams, Director of Marketing, Interpretive Simulations

Come and experience how a business simulation works and interact with fellow colleagues who use simulations about best practices to meet your course objectives! First we'll go over some of the elements of simulations that Interpretive has to offer, digging deep into the resources available and how you might best utilize those in the classroom. We'll spend time making one or two decisions and then we'll unpack together how the principles of business we learn in the classroom can help guide our decisions like this in the real world. This will be a hands-on, engaging period, so I hope you will join us! Bring your laptop or tablet!



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- Steve Clements, Associate Professor, College of Business, Eastern Oregon University

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Program Sessions

Thursday, March 28, 2019

FINANCE

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

Theme: **Finance and Politics 2**

Chair: Amy Fairfield, Bradley University, University of
 Wisconsin–Whitewater

Oregon and State Mandated Roth IRA Opt-in for All Employees

William Mass, University of Wisconsin–La Crosse

Kevin Bohr, University of Wisconsin–Stevens Point

Discussant: Doug Witte, Missouri State University

A Tale of Two Policies—Targeting Economic Recovery by using Fiscal or Monetary Stimulus

Shahnaz Abdullah, Alabama A&M University

Discussant: Cheng-Huei Chiao, Missouri Western State University

Divided Government and Stock Returns in the USA since 1792

Charles Rayhorn, Northern Michigan University

Daniel Konku, Northern Michigan University

Discussant: Anthony Loviscek, Seton Hall University

The Impact of Politics and Economic Policy Uncertainty on Anomaly-based Investment Strategies

Seth Hoelscher, Missouri State University

Cedric Mbanga, Missouri State University

Jeffrey Jones, Missouri State University

Discussant: Shahnaz Abdullah, Alabama A&M University



Program Sessions

Thursday, March 28, 2019

Six Sigma (6σ) in Process Control versus Sigma (σ) in Financial Decisions: Conflicting Semantics

Shyam Bhandari, Bradley University

Vince Showers, Bradley University

Discussant: Elkhal Khaled, University of Southern Indiana

Consumer Satisfaction with Life Insurance: 20 Years later

Gregory Kuhlemeyer, Carroll University

Discussant: Ingyo Chiou, Eastern Illinois University

FINANCE

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

Theme: Corporate Finance 4

Chair: Nalinaksha Bhattacharyya, University of Alaska–Anchorage

Intra-Industry Effects of SEOs on Rival Firm's Repurchase Announcements

Hari Adhikari, Embry-Riddle Aeronautical University

Thanh T. Nguyen, University of South Carolina–Upstate

June Dung Pham, Shippensburg University

Discussant: Abdus Samad, Utah Valley University

What is the Optimal Age for Withdrawing Social Security Benefits? (Full Retirement Age, Late Retirement Age of 70 Years, or Early Retirement Age)

Raj Kohli, Indiana University South Bend

Discussant: Scott Moore, John Carroll University

Influence of Major Firm-Specific Factors on Firm's Profitability

Takdir Hossain, Concordia University

Phuan Thi Hai Yen, Concordia University

Discussant: Jamie Hopkins, American College of Financial Services

Program Sessions

Thursday, March 28, 2019

INFORMATION SYSTEMS

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

Theme: Cyber Security

Chair and

Discussant: Elizabeth A. Cameron, Alma College

Why Business Schools Must Incorporate Cybersecurity into the Business Curriculum—Preparing the Next Generation for Success

Elizabeth A. Cameron, Alma College

Tanya M. Marcum, Bradley University

INTERNATIONAL BUSINESS

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

Panel: How to Get Published

Chair: Dan Li, L. Leslie Waters, Chair and Professor of International Business, Kelley Business School, Indiana University

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

Christopher Ziemnowicz, Editor, *AIBMW Proceedings*

LEGAL STUDIES

1:30–2:45 p.m. Wilson Room, 3rd Floor

Theme: Ethics

Chair: Denise (Deni) Oas, University of Central Missouri

An Ethical Duty to Pay Taxes?

Michael Greiner, Oakland University

Jennifer Cordon Thor, Oakland University

A Corrosive Attitude: When Corporations Flush Lives Down the Drain in Pursuit of Profit

Tyler J. Smith, Bradley University

Taking a Bite Out of the Irish Apple: Global Tax Governance or Global Tax Discrimination?

John Paul, Brooklyn College/City University of New York



Program Sessions

Thursday, March 28, 2019

LEGAL STUDIES

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

Theme: Tax Law/Courts and Teaching/Pedagogy

Chair: Destynie J.L. Sewell, University of Nebraska–Omaha

The Cost of Doing (Marijuana) Businesses: An Analysis of Three Federal Tax Cases on the Disallowance of Deductions and Credits under Section 280E

Alice E. Keane, Governors State University

Wayfair to Where? Impact on States and Businesses of Supreme Court's Decision Regarding Sales Tax Nexus

Dexter Woods, Ohio Northern University

Joseph French, Ohio Northern University

Corbin Markwood, Ohio Northern University

Accommodating Today's Business Students in the First Legal Studies Course: What Should We Do and What Can We Do?

Dexter Woods, Ohio Northern University

Megan Kerr, Ohio Northern University

Melina Woods, Canisius College

Why Are there Still Class-Action Securities Cases in State Courts?

Brian Elzweig, University of West Florida

MANAGEMENT

1:30–2:45 p.m. Burnham 1, 7th Floor

Theme: Teaching Philosophies in Management Education

Chair: Casimir C. Barczyk, Purdue University Northwest

Discussant: Melissa J. Mann, University of North Carolina
at Pembroke

Living the Mission: Delivering a Practical Business Education through Authentic Learning

Laura A. Frost, Walsh College

James C. McHann, Purdue University–Fort Wayne

Program Sessions

Thursday, March 28, 2019

Intentional Strategic Innovation Mindset: Rethinking ‘Doing’ and ‘Teaching’ MBA Strategy

C. Clifton Eason, Samford University
Matthew J. Mazzei, Samford University
Robert W. Service, Samford University

Another Look at the Y2K Computer Bug: Understanding the Role of Organizational Culture and Metaphor in Crisis Management Education

William “Rick” Crandall, University of North Carolina at Pembroke
John Fazio, Marietta College

MANAGEMENT

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

Theme: Motivation and Satisfaction

Chair: Larry Goehrig, University of South Alabama

Discussant: Bruce Bloom, Career Consulting Services

Motivation Factors Affecting Overall Employee Satisfaction in Moroccan Banking Industry

Younes Lachheb, Al Akhawayn University
Sallem Koubida, Al Akhawayn University
Mahmoud Yasin, East Tennessee State University
Jafar Alavi, East Tennessee State University

REM: A Model Which Explains the Interactions Between Resilience, Engagement, and Motivation

Alison Jolliff, Oakland University
David C. Strubler, Oakland University

To Develop a Better World by Enjoying the Good Life

Kern Kwong, California State University–Los Angeles
Yang Zhang, University of Texas–El Paso
Veena Prabhu, California State University–Los Angeles
Steve McGuire, California State University–Los Angeles



Program Sessions

Thursday, March 28, 2019

MANAGEMENT

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

Theme: **Paper Development Session**
Chair: David M. Savino, Ohio Northern University
Discussants: Regina A. Greenwood, Nova Southeastern University
 Carlotta Walker, Lansing Community College

Advocating for Workers Who Get ‘Chewed Up’ in Social Interactions and Jobs in Market Organizations

Jacqueline M. Zalewski, West Chester University of Pennsylvania

Diversity Initiatives for Tribal Colleges and Universities: A Look at the University of North Carolina at Pembroke

Thomas Trendowski, University of North Carolina Pembroke
Joseph Trendowski, Valparaiso University

Embracing Diversity Management Education

Maria Lai-Ling Lam, Calvin College

MARKETING

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

Theme: **Workshop—Embracing Diversity and Inclusion in Our Marketing Courses**

Chair and
Discussant: LaCalvince Demor Simpson, Indiana University East

MARKETING

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

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

Chair and
Discussant: Chih-Ning Chu, Chung Yuan Christian University

The Effects of Window Displays on Behavioral Intentions: A Comparison of Causal Theories

Danielle Lecointre-Erickson, Université d'Angers
Bruno Daucé, Université d'Angers
Patrick Legohérel, Université d'Angers

Program Sessions

Thursday, March 28, 2019



How Can Second-Degree Price Discrimination Inform Product Bundling Arrangements

Chih-Ning Chu, Chung Yuan Christian University

Ting-Yuan Huang, Feng Chia University

Wenkai Zhou, University of Wisconsin–Green Bay

Half price or Free Product: The Role of Advertisement Message in Purchase Intention

Chico Adhibaskara Ekananda Hindarto, Indonesia Banking School

MARKETING

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

Theme: Social Media and Digital Marketing

Chair and

Discussant: Gail Zank, Texas State University

Once Upon a Time in the Fortune 500: How Storytelling Encouraged Businesses to Take a Second Look at Blogs

Stephanie Jacobsen, Bridgewater State University

Nora Ganim Barnes, University of Massachusetts–Dartmouth

Exploring Social Media Engagement of the Best 100 Companies to Work For in the United States

Kimberly Witzel Pichot, Andrews University

The Enhancement of Marketing and International Entrepreneurship with Digital Marketing: The Case of Art by Africa

Angela Poulakidas, Medgar Evers College, City University of New York



Program Sessions

Thursday, March 28, 2019

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: Entrepreneurship Challenges, Innovation

Chair: Troy Sullivan, Middle Georgia State University

Kissing Frogs: The Challenges of Becoming a Successful Entrepreneur

George Dierberger, Augsburg University

Thomas Dierberger, Augsburg University

Cory Erickson, Augsburg University

Marc Isaacson, Augsburg University

Using Agile for Innovation Projects

Bruce Fischer, Elmhurst College

INTERACTIVE TEACHING POSTERS

2:45–3:30 p.m. Exhibit Hall

Board 1: Engaging Online Students with “Automated” Market Research Projects and Finance Case Studies

Susan Brudvig, Indiana University East

Oi Lin Cheung, Indiana University East

Board 2: Performance Learning as a Tool for Engaged Learning

Alan Duesterhaus, Millikin University

Kimmie Mungaray, Millikin University

Board 3: Bridging the Communication Divide

Grace Johnson, Marietta College

Board 4: Fit for the Profession—A Behavioral Approach to Competency

Maggie R. Koehler, University of Scranton

Board 5: The Forgotten Art of the Trade Show: Exploring Selling Technique, Design, and Budgeting for Tradeshow Success

Susan M. Lucas, Wilmington College

Board 6: Relational Competence, Empathy, and the Impact on Effective Accounting Instruction

Angela McCaskill, West Virginia University Institute of Technology

Program Sessions

Thursday, March 28, 2019

- Board 7: Students Develop Their Personal Brand in a Brand Management Course**
Kimberly Witzel Pichot, Andrews University
- Board 8: Experiential Learning Activities Using Food to Teach IB**
Michelle Reina, University of Mary Hardin–Baylor
- Board 9: Developing Students' Communication Skills by Keeping Cellphones Away**
Linda Sherony, University of Wisconsin–La Crosse
- Board 10: Adding Flavor with Kahoot! It's Flexible, Free and Fun for All**
Amy Smith, Belmont University
Eric Holt, Belmont University
- Board 11: Interdisciplinary Approaches to Business Communication**
Diana Jordan Zamora, University of Miami
- Board 12: Team Mind Scavenger**
Debra Hunter, Troy University
- Board 13: The role of Perceived Organizational Support and Organizational Citizenship Behaviors on Academic Performance and Stress**
Taylor Pennock, Marietta College
-

ACCOUNTING

3:00–4:15 p.m. Salon 10, 3rd Floor

Theme: Publishing in Accounting Education Journals and Beyond

Panelists: Natalie Churyk, Northern Illinois University
Alan Reinstein, Wayne State University
Bambi Hora, University of Central Oklahoma
Mary Sheets, University of Central Oklahoma



Program Sessions

Thursday, March 28, 2019

BUSINESS ECONOMICS

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

Theme: **Reconstructing General Education—Perspectives from Professional Programs**

Chair: Donald D. Hackney, Gonzaga University

Panelists: Jason Davis, University of Wisconsin–Stevens Point
 Heather L.R. Tierney, Purdue University–Fort Wayne
 Timothy Schibik, University of Southern Indiana

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Healthcare Economics and Finance**

Chair: Michael J. Molesky, Michigan State University

Discussant: Daniel Friesner, North Dakota State University

Prescribing Patterns Of Antihypertensive Medications In Us Ambulatory Care Settings

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

A Model for Sustaining Health at the Primary Care Level

Alyssa Sanderson, University of Scranton
 Daniel J. West, University of Scranton

Female Entrepreneurs in Frontier Economies: Private Community Pharmacy Entrepreneurship in the Democratic Republic of Congo

Ngoyi K. Bukonda, Wichita State University
 Nsuadi Manga Francine, Université de Kinshasa
 Memvanga Patrick, Université de Kinshasa
 Masud Chand, Wichita State University
 Emmanuel Kabengela Mpinga, University of Gen



Program Sessions

Thursday, March 28, 2019

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: **Economy, Tax, and Leadership Issues**

Chair: Steven Palmer, Northwestern Oklahoma State University

Analysis of Motorcycle Tourism Demand and Supply Applied to Pennsylvania Rural Tourism

Diane Sykes, Purdue University Global

Donna L. Quadri-Felitti, Pennsylvania State University

Faye (Feier) Chen, Pennsylvania State University

Investigation of the Role of Artificial Intelligence in the Future of Leadership

Nicolas Casati, Groupe Professionnel Francophone

Puerto Rico: A Crypto-utopia?

Tomas Lopez-Pumarejo, Brooklyn College–CUNY

CASE RESEARCH

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

Theme: **Embryo Case Presentation**

Chair: Tyler Burch, Idaho State University

Scribe: Christine P. Smith, Tulane University

Discussants: Britt Shirley, The University of Tampa
Ann M. Hackert, Idaho State University

The Case of Rev. Henry Lyons: Fraud by Using Non-Profit Organizations

Brian Blackwell, Purdue University–Fort Wayne

Adam Beard, Purdue University–Fort Wayne

A Big Baller Mistake: Underestimating the Importance of Customer Service

LaCalvince Demor Simpson, Indiana University East

The Radically Changing Face of U.S. Demographics: Implications in Higher Education, Student Populations and Society

Mitchell Springer, Purdue University

Program Sessions

Thursday, March 28, 2019

CASE RESEARCH

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

Theme: Critical Incident Presentation

Chair: Bradley A. Schweikert, Ohio University

Scribe: Christine Ladwig, Southeast Missouri State University

Discussants: Denise (Deni) Oas, University of Central Missouri
Karen Popovich, Saint Michael's College

Employer Policy vs. The Lunchtime Pint: Debating Off-the-clock Control Over Alcohol Consumption and Other Controversial Worker Behaviors

Nikolaus T. Butz, University of Wisconsin–Stevens Point

Caz McChrystal, University of Wisconsin–Stevens Point

Tyler P Hillery, University of Wisconsin–Stevens Point

Carly E. Rhyner, University of Wisconsin–Stevens Point

But I Can't Eat That: Should Babcock Ice Cream Change its Ingredients to Prevent Discrimination?

Pamela M. Wells, San Jose State University

Linda M. Dunn-Jensen, California State University–Stanislaus

Inae Yang, San Jose State University

CASE RESEARCH

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

Panel Discussion: Your SCR: More than Just Case Writing

Are you starting on the case writing journey? Are you looking for an academic home with supportive colleagues? This panel session includes several board members of the SCR. Here you can ask about the case writing process, our journals, and how to be more involved in your SCR.

Panelists: Patrick Schultz, University of North Dakota
Craig Davis, Ohio University
Elizabeth H. Jones, California University of Pennsylvania
Jeff Mankin, Lipscomb University
Karen Foust, Tulane University



Program Sessions

Thursday, March 28, 2019

EXHIBITOR SERIES – StockTrak

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

Theme: **New Trends in Investment Simulations, both for the Classroom and Recruitment**

Presenter: Kevin Smith, StockTrak Research and Operations

StockTrak has been leading the charge for including simulations as part of investments, finance, portfolio management, and accounting classes in business schools for almost 30 years. New research has driven new innovation in investment simulations—both in how they are used in the classroom, and in the scope of the simulations themselves. Our session will discuss the newest features included in our simulations—from how to approach cryptocurrencies and enforcing diversification to new built-in Personal Finance lessons and assessments. A greater emphasis is also made on ensuring students graduate career-ready, with assistance available for industry certifications for students for the duration of their simulations. We will also discuss the use of simulations and "stock games" for high school outreach and university recruitment initiatives, with case studies from Bentley University and the University of Texas at Dallas.

FINANCE

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

Theme: **Finance and Politics 3**

Chair: Doug Witte, Missouri State University

Measuring the Valuation Effects of a Trade Policy Change: Evidence from the New U.S. Tariffs on Imported Aluminum and Steel

Ingyu Chiou, Eastern Illinois University

Menghistu (Stu) Sallehu, Eastern Illinois University

John R. Willems, Eastern Illinois University

Discussant: Rachel Wilson, Wittenberg University

When Financial Transparency becomes Public: An Anatomy of Nalcore's Project Financing

Pauline Downer, Memorial University of Newfoundland

Tom Cooper, Memorial University of Newfoundland

Alex Faseruk, Memorial University of Newfoundland

Discussant: Stephen Gray, Western Illinois University

Program Sessions

Thursday, March 28, 2019

The Springfield Foundation—A Case of Indexing

Rachel Wilson, Wittenberg University

Discussant: Pauline Downer, Memorial University of Newfoundland

Large Commercial Banks: Dodd-Frank Effect (Regulatory Compliance Costs) versus Trump Effect (Promised Regulatory Rollback Gains)

Cliff Moll, University of Wisconsin–Oshkosh

Doborah Beyer, University of Wisconsin–Oshkosh

Robert Kunkel, University of Wisconsin–Oshkosh

Scott Beyer, University of Wisconsin–Oshkosh

Discussant: Ingyu Chiou, Eastern Illinois University

FINANCE

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

Theme: Mathematical Finance 3

Chair: Jamie Hopkins, American College of Financial Services

The Relationship Between Investors' Abilities and Psychological Well-Being

Cheng-Huei Chiao, Missouri Western State University

Mengmeng Wang, Missouri Western State University

Discussant: Charles Johnston, Baker College

Geometric Brownian Motion: A New Look at Stock Price Prediction

Amit Sinha, Bradley University

Discussant: Nalinaksha Bhattacharyya, University of Alaska–Anchorage

Resurrection of Capital Asset Pricing Models: A Practical Test with Active Management Approach

Khaled Elkhal, University of Southern Indiana

Yasser Alhenawi, University of Evansville

Discussant: Amit Sinha, Bradley University



Program Sessions

Thursday, March 28, 2019

FINANCE

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

Theme: **Teaching in Finance 1**

Chair: Hari Adhikari, Embry-Riddle Aeronautical University

Teaching Dollar Cost Averaging: An In-Class Student Team Simulation

Brian Porter, Hope College

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

Weekend Effect in Commodity Markets: Evidence from Oil and Gas

Walt Nelson, Missouri State University

Seth Hoelscher, Missouri State University

Cedric Mbanga, Missouri State University

Discussant: Raj Kohli, Indiana University–South Bend

Analysis of Financial Literacy in a College Population

Christopher Jacobsen, University of Massachusetts–Dartmouth

Joao Correia, University of Massachusetts–Dartmouth

Discussant: Walt Nelson, Missouri State University

Multi-Criteria Decision-Making Model for Graduate Admission in Considering Predictive Assessment of Student Success

Jinghua Nie, Memorial University of Newfoundland

Ashrafee Hossain, Memorial University of Newfoundland

Discussant: Charles Rayhorn, Northern Michigan University

FINANCE

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

Theme: **Special Topics 3**

Chair: Larry Bauer, Memorial University of Newfoundland

Determinants of Commercial Bank Managerial Efficiency? Evidence from Bangladesh

Abdus Samad, Utah Valley University

Mahmuda Khatun, Vashantek, Government College

Mohammad Atikul Islam, Newline Clothing Ltd

Discussant: Seth Hoelscher, Missouri State University

Program Sessions

Thursday, March 28, 2019

Target Date Mutual Fund Investing—What Price Portfolio Rebalancing?

Scott Moore, John Carroll University

Gary Porter, Northeastern University

Discussant: Shahnaz Abdullah, Alabama A&M University

Information Technology and Sales and Operations Planning—An Event Study

Monzurul Hoque, Saint Xavier University

Mohammad Hammadi, Saint Xavier University

Discussant: Takdir Hossain, Concordia University

Paying Attention to Pension: A Literature Review

Heather Knewton, Michigan Technological University

Amanda Veenstra, Michigan Technological University

Discussant: Abdus Samad, Utah Valley University

INFORMATION SYSTEMS

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

Theme: Internet of Things and Enterprise IS Management

Chair: Joseph O. Chan, Roosevelt University

Enterprise Information Management in the Cloud.

Joseph O. Chan, Roosevelt University

State- and Context-Dependent Information Management Model among the Billionaires in the U.S.A. and China

Jan-Jo Chen, Chicago State University

Wei-Wei Cheng, Northrop Grumman

Jian-Chern Chen, Northwestern Polytechnic University



Program Sessions

Thursday, March 28, 2019

INTERNATIONAL BUSINESS

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

Theme: **Panel:**

(Open only to those whose papers are selected for the PDW)

Chair: Dan Li, L. Leslie Waters Chair and Professor of
International Business at the Kelley Business School,
Indiana University
Alexander Polacco, Editor, *Journal of International
Business Research and Practice*
Christopher Ziemnowicz, Editor, *AIBMW Proceedings*

Cultural Values and their Effects on Cognitive Processes When Responding to Verbal and Numeric Rating Scales

Yaron Joseph Zoller, Lakeland University

Millennials' Willingness to Consume Foreign Music Contents Online: Application of the Stimulus-Organism-Response Theory

Wooyang Kim, Minnesota State, University Moorhead

Cultural Intelligence: Cross-Cultural Case Examination and Analysis

Joseph Trendowski, Valparaiso University

A New Investment Mecca: North Korea for Global Enterprises

Sang T. Choe, University of Southern Indiana

LEGAL STUDIES

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

Theme: **MALSB Business Meeting**

Chair: Jessica Magaldi, Pace University, President, MALSB

MANAGEMENT

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

Theme: **Faculty Evaluations: Making Them Meaningful for Faculty, Students, and Administration**

Panelists: Bruce Bloom, Career Consulting Services
Matt Raunio, University of Wisconsin–Sheboygan

Program Sessions

Thursday, March 28, 2019

MANAGEMENT

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

Theme: Employee Selection and Advancement

Chair: Mark A. Bayer, Eastern Illinois University

Discussant: Steve Roussas, Walden University

When Physical Attractiveness does not Benefit You All? Focusing on Employee Selection Decision, Affective and Behavioral Outcomes

Si Ahn Mehng, University of North Carolina at Pembroke

Competency Requirements for Today’s Professionals in Governmental Agencies: An Exploratory Study

D. Ryan Miller, Nova Southeastern University

Anne M. Fiedler, Nova Southeastern University

Gender-Specific Leadership Training: A Springboard for Career Advancement?

Donna C. Grove, United States Sports Academy

Bonnie Tiell, Tiffin University

MARKETING

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

Theme: Marketing Education

Chair and

Discussant: Syndey Chnchanachokchai, University of Akron

Secondary Research Skills of the Business Undergraduate: An Exploration of Diverse Backgrounds and Experiences

Wayne Finley, Northern Illinois University

Timothy W. Aurand, Northern Illinois University

Classroom Teaching Practices and Student Perceived University Performance

Kevin L. Hammond, University of Tennessee–Martin

Will Kang, University of Tennessee–Martin

Christie Chen, University of Tennessee–Martin

Bonnie Daniel, University of Tennessee–Martin

Rachna Tewari, University of Tennessee–Martin

Melanie Eva Bruce, University of Tennessee–Martin

Barbara Darroch, University of Tennessee–Martin



Program Sessions

Thursday, March 28, 2019

Using Eye-Tracking Technology as Part of Experiential Learning to Enhance Student’s Engagement and Learning Outcomes

James D. McKelvey, University of Akron
Sydney Chinchanchokchai, University of Akron

MARKETING

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

Theme: **Marketing Research and Digital Marketing**

Chair and

Discussant: Zinaida Taran, Delta State University

Examining the Relationship Between Confirmation Bias and Locus of Control

Lisa G. Cooley, Delta State University

Exploring the Effects of Individuality and Location on Data Theft Crime Perceptions

Joseph C Miller, St. Ambrose University
John Angelis, Elizabethtown College

Understanding Context-Sensitive Semantic Relatedness

Jameson K. M. Watts, Willamette University

MARKETING

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

Theme: **Branding and Digital Marketing**

Chair and

Discussant: Vishal Bindroo, Indiana University–South Bend

Developing a Storytelling Experience Within Luxury Spirits Category

Glyn Atwal, Burgundy School of Business
Alistair Williams, Johnson & Wales University
Douglas Bryson, Rennes School of Business

From Brand Awareness to Brand Advocacy: A Conceptual Framework for Online Consumer Engagement

Brian A. Vander Schee, Aurora University

Program Sessions

Thursday, March 28, 2019

Will Superior Satisfaction on Augmented Services Compensate for Poor Product Satisfaction? Evidence from Europe and USA

Vishal Bindroo, Indiana University–South Bend

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: Rapid Growth Strategies, Experiential Learning

Chair: George Dierberger, Augsburg University

Marketing and Financial Issues Confronting Micro-Brewery Entrepreneurs Engaged in Rapid Growth Strategies

George Dierberger, Augsburg University

Lori Lohman, Augsburg University

Marc McIntosh, Augsburg University

Phyllis Kapetanakis, Augsburg University

Out with the Old and In with the New - How QEP transformed the Service Learning Model

Anthony Narsing, Middle Georgia State University

Troy Sullivan, Middle Georgia State University

MBAA INTERNATIONAL

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

Annual Business Meeting

Includes “MBAA International Distinguished Research Awards Presentations”

INTERNATIONAL BUSINESS

6:00–8:00 p.m......Crystal Room, 3rd Floor

Officers Meeting and Dinner (Invitation Only)



Program Sessions

Thursday, March 28, 2019

"FUN NIGHT" – *The Blooze Brothers a Blues Brothers Tribute Band with an Aretha Franklin Tribute included!*

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

MBAA INTERNATIONAL HOSPITALITY SUITE

****–11:00 p.m.** **Room 128, 8th Floor**

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



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- Steve Clements, Associate Professor, College of Business, Eastern Oregon University

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Friday, March 29, 2019

ACCOUNTING

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

Presiding: James Penner, Western Michigan University

Speaker: Markus Ahrens, St. Louis Community College–Meramec
*The Future of Technology and Accounting Education:
Developing Creative, Critical Thinkers*

BUSINESS ECONOMICS

8:00–9:15 a.m. Dearborn 2 Room, 3rd Floor

**Theme: Joint Panel Session with the Business and Health
Administration Association—Incorporating Ethics
and Faith into Health Economic Evaluations:
Successes, Failures, Challenges, and Opportunities**

Moderator: Daniel Friesner, North Dakota State University

Panelists: William Stroube, University of Evansville
Timothy Schibik, University of Southern Indiana
Donald D. Hackney, Gonzaga University
Sahand Rahnema, Indiana University Medical School
Mrisa Sahai, Indiana University Medical School

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. Dearborn 1, 7th Floor

**Theme: Healthcare Management, and Healthcare
Management**

Chair: Joey Helton, Clayton State University

Discussant: Deborah Gritzmacher, Clayton State University

The Socio-Political Opioid Crisis in America

Michael F. Peters, Baker College

Program Sessions

Friday, March 29, 2019

Perception of Universal Healthcare among College Students, Faculty, and Staff at the University of Evansville

Sarah Harness, University of Evansville
Dane Turner, University of Evansville
Anthony Chastain, University of Evansville
Payal Patel-Dovlatabadi, University of Evansville

Technology Strategies to Improve Student Learning of Healthcare Reimbursement

Suresh Chalasani, University of Wisconsin–Parkside

Blockchain Technology Adoption in Healthcare: Opportunities and Challenges

Anuradha Rangarajan, Indiana State University
David Batts, East Carolina University
Carolyn K. Dunn, East Carolina University

Brazil's Long-Term Care Services and Systems

Gunjan Bansal, University of Scranton

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. Dearborn 2, 7th Floor

Theme: Joint Panel Session with the Business and Health Administration Association—Incorporating Ethics and Faith into Health Economic Evaluations: Successes, Failures, Challenges, and Opportunities

Moderator: Daniel Friesner, North Dakota State University

Panelists: William Stroube, University of Evansville
Timothy Schibik, University of Southern Indiana
Donald D. Hackney, Gonzaga University
Sahand Rahnema, Indiana University School of Medicine
Mrisa Sahai, Indiana University School of Medicine



Program Sessions Friday, March 29, 2019

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: **Round Table—Federal Laws and Regulations for
Medical Marijuana Industries**

Chair: Ron Kern, Joy Industries, LLC

Panelists: Charley Braun, Marshall University
Mary Ann Reeley, M.B.A.
Christal Curtis, M.S.H.R.M.
Ron Kern, Joy Industries, LLC
Kaori Takano, Fort Lewis College

FINANCE

8:00–9:15 a.m. **Clark 3, 7th Floor**

Theme: **Corporate Finance 5**

Chair: Charles Rayhorn, Northern Michigan University

Should Annuity Literacy Rates Impact Role in Retirement Income Planning

Jamie Hopkins, The American College of Financial Services

Discussant: Janikan Supanvanij, St. Cloud State University

Capital Budgeting Textbook Coverage of Forecasted Multiyear Outflows and Associated Discount Rates

Padmaja Pillutla, Western Illinois University

Dave DeBoeuf, Western Illinois University

Hongbok Lee, Western Illinois University

Discussant: Chu-Sheng Tai, Texas Southern University

Does Ownership Structure in SMEs Create Governance Issues with Top Executive Pay?

Ashrafee Hossain, Memorial University of Newfoundland

Harjeet Bhabra, St. Mary's University

Tom Cooper, Memorial University of Newfoundland

Neal Willcott, Queen's University

Discussant: Charles Rayhorn, Northern Michigan University

Program Sessions

Friday, March 29, 2019



FINANCE

8:00–9:15 a.m. Clark 5, 7th Floor

Theme: Mathematical Finance 4

Chair: Don T. Johnson, Western Illinois University

The Search for Information Content: A Portfolio Perspective on Fortune Magazine's "World's Most Admired Companies"

Anthony Loviscek, Seton Hall University

Mark Schild, Seton Hall University

Discussant: Alex Faseruk, Memorial University of Newfoundland

Fundamental and Technical Analysis of Goldcorp Inc.

Alex Faseruk, Memorial University of Newfoundland

Abhishek Doshi, Memorial University of Newfoundland

Pauline Downer, Memorial University of Newfoundland

Ashrafee Hossain, Memorial University of Newfoundland

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

Dividend Changes and Future Profitability: A Comparison between High Growth and Low Growth Firms

Takdir Hossain, Concordia University

Jinxu Guo, Concordia University

Cheng Yang, Concordia University

Discussant: Michael Crum, Northern Michigan University

FINANCE

8:00–9:15 a.m. Clark 7, 7th Floor

Theme: Teaching and Finance 2

Chair: Jayen B. Patel, Adelphi University

Student Managed Investment Programs: Full Control and Entrepreneurship

Heather Knewtson, Michigan Technological University

Dean Johnson, Michigan Technological University

Discussant: Paul Bursik, St. Norbert College



Program Sessions

Friday, March 29, 2019

Redlining in Chicago Homeowners Insurance Market

Zhiqiang Yan, Western Illinois University

Discussant: Jamshed Uppal, Catholic University of America

Teaching Stockholder Wealth Maximization: A Nuanced Approach

Paul Bursik, St. Norbert College

Discussant: Zhiqiang Yan, Western Illinois University

FINANCE

8:00–9:15 a.m. **Clark 9, 7th Floor**

Theme: Special Topics 4

Chair: Rachel Wilson, Wittenberg University

The Role of Insurance in Managing Liability Risk for Financial Advisors

Stephen Gray, Western Illinois University

Zhiqiang Yan, Western Illinois University

Charles Pryor, Western Illinois University

Discussant: Hari Adhikari, Embry-Riddle Aeronautical University

Characteristics of Ground Lease REITs

Olgun Fuat Sahin, Saint Louis University

Discussant: Abdus Samad, Utah Valley University

Sustainability of Corporate Social Responsibility in Bank Loan Pricing: Roles of Consumer Awareness and Product Market Competition

Sung Bae, Bowling Green State University

Kiyong Chang, University of South Florida

Ha-Chin Yi, Texas State University

Discussant: Scott Moore, John Carroll University

Are Smart Beta Fund Intelligent Choices?

C. Edward Chang, Missouri State University

Thomas M. Krueger, Texas A&M University Kingsville

Cedric Mbanga, Missouri State University

Discussant: Stephen Gray, Western Illinois University

Program Sessions

Friday, March 29, 2019

INFORMATION SYSTEMS

8:00–9:15 a.m. **Kimball Room, 3rd Floor**
Society for the Advancement of Information Systems Annual Meeting
Chair: Douglass Smith, Emporia State University

LEGAL STUDIES

8:00–9:15 a.m. **Wilson Room, 3rd Floor**
Theme: Teaching/Pedagogy and American Court System
Chair: Carson Varner, Illinois State University

Roberson v. Rochester Folding Box Company: The Pedagogical Gift That Keeps Giving
Stephen Bretsen, Wheaton College

Sailing the High Seas: Navigating Students through the Sometimes Stormy Waters of a Business Law Course.
Karen Hosack, Illinois State University

LEGAL STUDIES

8:00–9:15 a.m. **Marshfield Room, 3rd Floor**
Theme: Commercial Law
Chair: Amy Klemm Verbos, University of Wisconsin–Whitewater

The Visual Artists Rights Act’s “Recognized Stature Provision: A Case for Repeal
Drew Thornley, Stephen F. Austin State University

Class Action Arbitration and Unconscionability
Daniel T. Ostas, University of Oklahoma

Has Comparative Fault Swallowed Ryan?
Laura Sullivan, Sam Houston State University

An Update on the Ever-Changing Financial Landscape of Singapore: Depository Institutions Regulatory Framework
Ramin Cooper Maysami, California State University–Los Angeles



Program Sessions

Friday, March 29, 2019

MANAGEMENT

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

North American Management Society Membership Meeting

Presiding: William “Rick” Crandall, University of North Carolina
at Pembroke
NAMS President

MARKETING

8:00–9:15 a.m. **Salon 1, 3rd Floor**

Theme: Marketing Education

Chair and

Discussant: Tatia Jacobson Jordan, University of Texas–Arlington

Smartphones: Divine Devices or Digital Distractions?

Ronda Henderson, Middle Tennessee State University

“Find Me!” A Search Engine Optimization Project: Teaching Students to Create Effective Self-Marketing Strategies

Tatia Jacobson Jordan, University of Texas–Arlington

MARKETING

8:00–9:15 a.m. **Salon 2, 3rd Floor**

Theme: Services, Sales, and Retailing

Chair and

Discussant: Ursula Y. Sullivan, Northern Illinois University

Improving Bank Performance through Strategic Marketing

Sampath Ranganathan, University of Wisconsin–Green Bay

Service Failure and Recovery in B2B: Examining Justice Theory in Hospitality Relationships

Zeynep Kaya, Izmir University of Economics

Bengü Sevil Oflaç, Izmir University of Economics

Ursula Y. Sullivan, Northern Illinois University

Auto Gratuity and Perceived Welfare on Restaurant Satisfaction

Miri Chung, Walsh University

Program Sessions

Friday, March 29, 2019

MARKETING

8:00–9:15 a.m. Salon 3, 3rd Floor

Theme: **Consumer Behavior**

Chair and

Discussant: Stephanie Trendowski, Valparaiso University

How Environmental Color Create Memorable Platform? Arousal Is a Key

Ai-Yun Hsieh, Chinese Culture University

Shao-Kang Lo, Chinese Culture University

Chia-Hui Hsia, Chinese Culture University

The Front End Experience: What Draws Customers in, or Drives Them Out

Stephanie Trendowski, Valparaiso University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: **Security Sustainability Model, Integrating QEP into Higher Education**

Chair: Anthony Narsing, Middle Georgia State University

Student Post Board Presentation: Security Sustainability Optimization Model

David Lopez, Middle Georgia State University

Aquanas Meadows, Middle Georgia State University

Integrating QEP in Higher Education—An Institutional Approach to Exceeding Student Needs

Chris Tsavatewa, Middle Georgia State University

Anthony Narsing, Middle Georgia State University

Troy Sullivan, Middle Georgia State University



Program Sessions

Friday, March 29, 2019

ACCOUNTING

9:30–10:45 a.m. Salon 10, 3rd Floor

Theme: Integrating Metacognitive Practices in Accounting Education

Panelists: Carol Jessup, University of Illinois–Springfield
Tom Clausen, Arizona State University
Nausser Jamali, Illinois College
J. P. Stearns, Eastern Kentucky University

ACCOUNTING

9:30–10:45 a.m. Salon 12, 3rd Floor

Theme: Going Concern Disclosures and Internal Auditing

Chair: Phyllis Kapetanakis, Augsburg University

Variations in Managers' Going-Concern Disclosures: Management's Mitigation Plans for Adverse Conditions

Cari Burke, Western Michigan University
James Penner, Western Michigan University
Inna Voytsektivska, Western Michigan University

The Value Relevance of Management Disclosure about Going Concern

Essam Elshafie, Northeastern Illinois

An Analysis of Factors Influencing Internal Audit Judgement

Joseph Giordano, Metropolitan State University of Denver

ACCOUNTING

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

Theme: Investor Reactions

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

The Effect of the CEO and Institutional Investors on the Firm's Long-term Performance

Lin Chen, Valparaiso University

Program Sessions

Friday, March 29, 2019

Market Reaction to Different Magnitudes of Accuracy in Analyst Forecast Revisions

Lin Chen, Valparaiso University

Nonconformity to Industry Norms and Crash Risk

IngYu Chiou, Eastern Illinois University

Menghistu (Stu) Sallehu, Eastern Illinois University

BUSINESS ECONOMICS

9:30–10:45 a.m. Logan Room, 3rd Floor

Theme: **Maintaining Academic Standards in a Culture of “Retention at All Costs”**

Moderator: Daniel Friesner, North Dakota State University

Panelists: Brian Kench, University of New Haven
 Trevor Knox, Muhlenberg College
 Timothy Schibik, University of Southern Indiana
 Scott Wallace, University of Wisconsin–Stevens Point

BUSINESS AND HEALTH ADMINISTRATION

9:30–10:45 a.m. Dearborn 1, 7th Floor

Theme: **Public Health, Healthcare Management and Legal and Ethical Issues in Healthcare: Opioid Crisis**

Chair: Nashat Zuraikat, Indiana University Of Pennsylvania

Discussant: Deborah Gritzmacher, Clayton State University

Population Health: Community-Based Prevention Programs for the U.S. Opioid Crisis

Michaela L. Dolde, University of Scranton

Lisa Lech, University of Scranton

Elizabeth Steele, University of Scranton

Robert Spinelli, University of Scranton

The Socio-Political Opioid Crisis in America

Michael F. Peters, Baker College



Program Sessions

Friday, March 29, 2019

Social Prescriptions in Rural Geographic Locations

Michaela L. Dolde, University of Scranton
Lisa Lech, University of Scranton
Sarah Novak, University of Scranton
Robert Spinelli, University of Scranton

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: **Finance, Economy, and Immigration Related Issues**

Chair: Wei Zhou, Northwestern Oklahoma State University

Financial Risk Tolerance: International and Gender Differences in Millennials

James Simmerman, Drury University

Misconceptions in Personal Finance

Ralph Bourret, Northwestern Oklahoma State University

Understanding of Global Environmental Issues by American and Saudi Arabian Managers

M. Anaam Hashmi, Minnesota State University

CASE RESEARCH

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

Theme: **Critical Incident Presentation**

Chair: Steven M. Cox, Queens University of Charlotte

Scribe: Ryan Torkelson, Luther College

Discussants: Rob Touchstone, Lipscomb University
Chéri Phillips, Lipscomb University

Detox or Die: Controversial Social Media Post-Plagues Vermont Restaurant Owner

Paul E. Olsen, Saint Michael's College
Karen Popovich, Saint Michael's College
Patrick Doherty, Saint Michael's College

Program Sessions

Friday, March 29, 2019

Maritime Search and Rescue in the Bahamas: An Opportunity or Excessive Cost for the U.S. Coast Guard?

Benjamin Fischl, USAF, Army–Baylor University
Fawn Helms, USA, Army–Baylor University
Cory Moore, USA, Army–Baylor University
Erin Palmer, USCG, Army–Baylor University
Bryan Spear, USA, Army–Baylor University

Tesla: Time to Franchise?

Joyce Young, Indiana State University
Adiba Fattah, Indiana State University

CASE RESEARCH

9:30–10:45 a.m.LaSalle 2, 7th Floor

Theme: Embryo Case Presentation

Chair: Timothy Brotherton, Ferris State University
Scribe: Joy Pahl, St. Norbert College
Discussants: Douglas J. Gilbert, University of Phoenix
Inae Yang, San Jose State University

The Opioid Crisis in Ohio

Katherine Omecene, Ohio University

To Sign or Not to Sign: Kristi's Contract Dilemma

Larry Carstenson, University of Nebraska–Kearney
Srivatsa Seshadri, University of Nebraska–Kearney
Susan Jensen, University of Nebraska–Kearney

MoviePass: A Company with a Future?

Marcy Binkley, Lipscomb University
Austin Rutherford, University of North Carolina–Charlotte
Emma Best, Winthrop University



Program Sessions

Friday, March 29, 2019

CASE RESEARCH

9:30–10:45 a.m......**LaSalle 3, 7th Floor**

Theme: **Panel Session: IgnitEd**

This panel session will include an overview from the director of IgnitEd on how the platform can meet the needs of faculty as well as the journal editor from the *Journal of Case Studies* who can speak about their experience with the platform as it relates to the Peer Review process.

Panelists: Tracy Couto, Director, IgnitEd
 Britt Shirley, The University of Tampa
 Elizabeth H. Jones, California University of Pennsylvania

EXHIBITOR SERIES – Interpretive Simulations

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

Theme: **Experience Experiential Learning First Hand!**

Presenter: Timothy Sams, Director of Marketing, Interpretive Simulations

Come and experience how a business simulation works and interact with fellow colleagues who use simulations about best practices to meet your course objectives! First we'll go over some of the elements of simulations that Interpretive has to offer, digging deep into the resources available and how you might best utilize those in the classroom. We'll spend time making one or two decisions and then we'll unpack together how the principles of business we learn in the classroom can help guide our decisions like this in the real world. This will be a hands-on, engaging period, so I hope you will join us! Bring your laptop or tablet!

INFORMATION SYSTEMS

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

Theme: **Information Systems Management Models**

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

Discussant: Thomas Gibbons, College of St. Scholastica

Learning and Building Apps that Impact the World: A Matter of Computing Principles

Thomas Gibbons, College of St. Scholastica

Thomas L. Buck, College of St. Scholastica

Program Sessions

Friday, March 29, 2019

Business Analytics in Supply Chain Management.

Rachel Travis, Sourcing Analyst, A.T. Kearney, Inc.
Asli Yagmur Akbulut, Grand Valley State University
Jaideep Motwani, Grand Valley State University

Emotional Intelligence in the IS Degree

Jeff Clark, Middle Tennessee State University
Carol Clark, Middle Tennessee State University

INTERNATIONAL BUSINESS

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

Panel: Women in IB

Chair: Man Zhang, Bowling Green State University

Building the Village: One Future Woman in Tech at a Time

Bethlehem Gronneberg, Concordia College

Cultural Differences in Women Managing Work-Life Balance

Lynn Kalnbach, College of St. Scholastica

Cultural Diversity in the Indian Himalayas: Challenges and Opportunities

Deborah Pembleton, Saint John's University

What can Time-Use Surveys teach us about the “Glass Ceiling” and the Gender Wage Gap in the United States?

Sucharita Mukherjee, Saint John's University

LEGAL STUDIES

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

Theme: Technology Law

Chair: Tyler J. Smith, Bradley University

140 Characters of Evasion: An Examination of President Trump's Twitter Use

Jessica Magaldi, Pace University
Alivia Chegia, Pace University



Program Sessions

Friday, March 29, 2019

The 21st Century University-Student Relationship and Access to Student Social Media Accounts

Susan Park, Boise State University

LEGAL STUDIES

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

Theme: Employment Law

Chair: Abbey Stemler, Indiana University

Impacts of Intersectionality and Microaggression at Academic Conferences: A Conceptual Model

Aquesha Daniels, University of Western Kentucky

Amy Klemm Verbos, University of Wisconsin–Whitewater

Held Hostage: The Legal, Ethical and Public Policy Considerations Regarding Employer’s Use of Noncompete Agreements

Linda Ficht, Christopher Newport University

Chris Tweedt, Christopher Newport University

Risking Stigmatization to Gain Accommodation

Stacy Hickox, Michigan State University

TBD

Susan Park, Boise State University

MANAGEMENT

9:30–10:45 a.m. Burnham 1, 7th Floor

Theme: 102 Things to Know about Publishing

Chair: Julia Teahen, Baker College

Panelists: Peter Gordon, Southeast Missouri State University
Regina A. Greenwood, Nova Southeastern University
Foster Roberts, Southeast Missouri State University
Kenneth Thompson, DePaul University
Neil Tocher, Idaho State University
Carolyn Wiley, Roosevelt University

Program Sessions

Friday, March 29, 2019



MANAGEMENT

9:30–10:45 a.m.Burnham 2, 7th Floor

Theme: Organizational Leadership

Chair: D. Ryan Miller, Nova Southeastern University

Discussant: Casimir C. Barczyk, Purdue University Northwest

Team Entrepreneurial Psychological Ownership: The Processes and Effects in New Venture Teams

Terhi Tuominen, Lappeenranta University of Technology

Noora Heino, Lappeenranta University of Technology

Henri Hakala, Lappeenranta University of Technology

Iiro Jussila, Lappeenranta University of Technology

Self-Sabotage in Knowledge Management System Implementation

Jamie O'Brien, St. Norbert College

An Examination of Learned Helplessness in Recent Business Graduates

Nady El-Zayaty, Defiance College

MARKETING

9:30–10:45 a.m. Salon 1, 3rd Floor

Theme: Branding, Social Media and Digital Marketing

Chair and

Discussant: Shiva Nandan, Missouri Western State University

Reliability/Quality, Performance/Design, Innovativeness: Their Different Roles in Generating Buzz for Automobile

Jie Feng, SUNY Oneonta

An Empirical Study Investigating the Influence of Social Media Dynamics in Feature Film on Gross Revenue and Profit

Nichaya Suntornpithug, Purdue University–Fort Wayne

Syed Shuva, Purdue University–Fort Wayne

Broadening the Scope of Global Brand Management—A Stakeholder Perspective

Shiva Nandan, Missouri Western State University



Program Sessions

Friday, March 29, 2019

MARKETING

9:30–10:45 a.m. Salon 2, 3rd Floor

Theme: Panel—Reflections on Early Career Decisions

Panelists: Frederick Hoyt, Illinois Wesleyan University
Kimberly Folkers, Wartburg College
Lori Lohman, Augsburg University
Rebecca Hochradel, Transylvania University
David Wallace, Illinois Wesleyan University

MARKETING

9:30–10:45 a.m. Salon 3, 3rd Floor

Theme: Branding, Strategy, and Consumer Behavior

Chair and
Discussant: Zinaida Taran, Delta State University

Gospel Music and Brand Attitude Formation

Zinaida Taran, Delta State University
April E. Mondy, Delta State University
Joseph C. Miller, St. Ambrose University

Value of Marketing: Using the ROI Methodology to Make a Difference

Frank Q. Fu, University of Missouri–St. Louis

Profit Maximization for the Venue Owner A Comparative Study Between the Americas

Michael O’Hearne, University of Colorado

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: Strategic Management for Sustainable Business

Chair: John Simon, Governors State University

Strategic Management for Sustainable Business: The Textile Apparel Industry and H & M

Nicholas Pace, Maharishi University

Program Sessions

Friday, March 29, 2019

The 21st Century Entrepreneurship Education

Ramin Cooper Maysami, California Institute of Advanced Management

ACCOUNTING

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

Theme: Accounting Education and Instruction

Chair: Walter Smith, Auburn University–Montgomery

Cultural Intelligence: Exploring a Model of Development within Accounting Programs

Ben Huegel, St. Norbert College

Ethics, Experiential Learning, and Effective Communication: A Curricular Triple Play in an Introductory Accounting Project

Kaitlin Newkirk, Xavier University

Andrea Weickgenannt, Xavier University

ACCOUNTING

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

Theme: FASB Simplification Project: An Overview and Update

**Panelists: James Penner, Western Michigan University
Jerry Kreuze, Western Michigan University**

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: Higher Education, Human Resource, Environment, and Related Issues

Chair: James Simmerman, Drury University

Organizational and Network Resources as Moderators in the Relationship between Work Family Conflict and Academic Productivity among Faculty in Science and Engineering Fields

Yamini Jha, Valparaiso University



Program Sessions

Friday, March 29, 2019

Incompetent HR in Workplace Bullying and Harassment: Time for Change

Kaori Takano, Fort Lewis College

The Impact of Marshallese Migration on Northwest Oklahoma

Ethan Sacket, Northwestern Oklahoma State University

Wei Zhou, Northwestern Oklahoma State University

CASE RESEARCH

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

Theme: Critical Incident Presentation

Chair: Janet Papiernik, Purdue University–Fort Wayne

Scribe: Paul Clark, Coastal Carolina University

Discussants: Marcy Binkley, Lipscomb University
Dana Schwieger, Southeast Missouri State University

Resourcing healthcare services to service members stationed abroad in Korea

Jonathan Metcalf, USA, Army–Baylor University

Brandon Willis, USAF, Army–Baylor University

Sarah Sledd, USA, Army–Baylor University

Isaac Walkup, USA, Army–Baylor University

Brad Gregory, USA, Army–Baylor University

How Can It Get Any Worse: Two Hurricanes in Four Weeks

James Foster, Queens University of Charlotte

Steven M. Cox, Queens University of Charlotte

The Well

Rob Touchstone, Lipscomb University

Leanne Smith, Lipscomb University

Bart Liddle, Lipscomb University

Program Sessions

Friday, March 29, 2019

CASE RESEARCH

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

Theme: Embryo Case Presentation

Chair: Dennis Krumwiede, Idaho State University

Scribe: Matthew T. Carter, California University of Pennsylvania

Discussants: Katherine Omecene, Ohio University
Tanya Peacock, U.S. Army
Yanli Zhang, Montclair State University

MD Cosmetics and the Ethics of Prepaid Cosmetics Services

Paul E. Olsen, Saint Michael's College

Citizen's Response to Cook County Sweetened Beverage Tax

Matt Smith, Elmhurst College

Eilean Roppel, Elmhurst College

Eric Elbe, Elmhurst College

Monika Alcheikh, Elmhurst College

Sondra Simpson, Elmhurst College

Mike Edwards Faces a Hostile Work Environment

Robert Edmonds, SUNY Maritime College

Virginia Ferritto, SUNY Maritime College

INFORMATION SYSTEMS

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

Theme: IT Innovation: Security Risks and IoT

Chair: David Batts, College of Engineering and Technology

Discussant: Anuradha Rangarajan, Indiana State University

Impact of Perceived Information Technology Security Risks on User Resistance to Information Technology Innovations

Anuradha Rangarajan, Indiana State University

David Batts, College of Engineering and Technology

Carolyn K. Dunn, College of Engineering and Technology

The Advancement of the Internet of Thing.

David C. Chou, Eastern Michigan University

Amy Y. Chou, Eastern Michigan University



Program Sessions Friday, March 29, 2019

INTERNATIONAL BUSINESS

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

Theme: **Pedagogy**

Chair: Amit Mukherjee, Stockton University

Cross-Cultural Management of the Classroom: Strategies for International Student Success

Joseph D. Trendowski, Valparaiso University

Elzotbek Rustambekov, Bryant University

Taking your students on virtual field trips: Utilizing VR in an International Business Course

Katharine Bohley Martin, University of Indianapolis

Enhancing the Transnational Study Abroad Experience

Colleen M. Boland, University of Wisconsin–Milwaukee

Brian E. Daugherty, University of Wisconsin–Milwaukee

What Determine Students Success in Business Statistics Course?

Lydia Gan, University of North Carolina at Pembroke

Zhixin Kang, University of North Carolina at Pembroke

INTERNATIONAL BUSINESS

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

Theme: **Social Responsibility and Sustainability**

Chair: Deborah Pembleton, Saint John's University

Making Industry Self-regulation Workable

Maria Lai-Ling Lam, Calvin College

Do Social Media Help in the Sustainability of Small Businesses? A Case Study from Ohio: Social Responsibility and Sustainability

Deepraj Mukherjee, Kent State University

Erin Hollenbaugh, Kent State University

What Determines Investment in Renewable Energy?

Evelina Mengova, Governors State University

Program Sessions

Friday, March 29, 2019

Solutions for Water Shortage

Zafar A. Bokhari, Chicago State University

LEGAL STUDIES

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

Theme: Intellectual Property Law and International Law

Chair: Stacy Hickox, Michigan State University

The How, When, Why and Where of Enforcement of Foreign Arbitral Awards; the 60th Anniversary of the Convention on the Recognition of International Treaty.

Mary Noe, St. John's University

Teaching IP Law Using Local Lore

Thomas Reed, University of Wisconsin–Superior

Alan C. Roline, University of Minnesota–Duluth

Matal v. Tam: Trademark Law Meets Free Speech

Amy Smith, Belmont University

LEGAL STUDIES

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

Theme: Antitrust Law

Chair: Jessica Magaldi, Pace University

Can Consumers Take a Big Bite out of Apple: the App Store Suit and the Rules on Private Civil Antitrust Enforcement

Steven Smith, Truman State University

Bryce Jones, Truman State University

Supracompetitive Privacy

Abbey Stemler, Indiana University

New Big to Fail: Content Provider-Internet Provider Mergers and Antitrust in the Absence of Net Neutrality

William Murphy, St. John's University



Program Sessions

Friday, March 29, 2019

The NCAA's IAWP Rule: A "Quick Look" at an Unreasonable Restraint of Trade

Drew Thornley, Stephen F. Austin State University

MANAGEMENT

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

Theme: **Course Development in Management Education**

Chair: Jill Christopher, Ohio Northern University

Discussant: Bruce Bloom, Career Consulting Services

Using a Feature Film as a Teaching Resource in Organizational Behavior Class

Sheena Choi, Purdue University

Prasad Bingi, Purdue University

#MeToo Sexual Harassment in the Workplace: Creating a Valuable Topic Course

Julie Beckel Nelsen, St. Catherine University

Mary Unger Henderson, St. Catherine University

Sarah Rand, St. Catherine University

Margaret Smith, UXL

How to Plan and Execute an Experiential Learning Based Study Abroad Trip to Ireland and Beyond

Melissa J. Mann, University of North Carolina at Pembroke

Christine L. Bell, University of North Carolina at Pembroke

MANAGEMENT

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

Theme: **Business Ethics**

Chair and

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

Brewing with Lake Superior: Can Northern Minnesota Breweries Create a Sustainable Market with Ethical Business Practices?

Melissa Goodson, The College of St. Scholastica

Lynn Kalnbach, The College of St. Scholastica

Thomas L. Buck, The College of St. Scholastica

Program Sessions

Friday, March 29, 2019

International Supply Chain Sustainability: Municipal Waste Crisis

Jeffery Adams, Roosevelt University

Ralph G. Kauffman, University of Houston–Downtown

Robert Owen: Early Industrialist, Social Activist, and Educational Reformer

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

MANAGEMENT

11:00 a.m.–12:15 p.m. Burnham 4, 7th Floor

Theme: Paper Development Session

Chair: Carolyn Wiley, Roosevelt University

Discussants: Kenneth Heischmidt, Southeast Missouri State University
Joseph Martelli, University of Findlay

Effects of Personality Traits on Team Projects in the Workplace: A Proposal

Larry Goehrig, University of South Alabama

Regina A. Greenwood, Nova Southeastern University

Virtual Reality Role Play—Captivating Pedagogical Practices to Retain a New Generation of Learners

Debra Hunter, Troy University

The Role of Perceived Organizational Support and Organizational Citizenship Behaviors on Academic Performance and Stress

John Fazio, Marietta College

Taylor Pennock, Marietta College

MARKETING

11:00 a.m.–12:15 p.m. Salon 1, 3rd Floor

Theme: Service, Sales, and Retailing

Chair and

Discussant: Miri Chung, Walsh University

Omni-Channel Retailing: The Efficacy of the Service Outputs Paradigm

David William Wallace, Illinois Wesleyan University



Program Sessions

Friday, March 29, 2019

Exploring the Impact of Communication Channel Selection on Social Presence in Asynchronous Online Learning Environments

Rachel M. Vigness, Northcentral University

MARKETING

11:00 a.m.–12:15 p.m. Salon 2, 3rd Floor

Theme: Group Field Trip to Zappi Marketing Research Offices

Chair and

Discussant: John McGrath, University of Pittsburgh–Johnstown

Join us for a visit to the Chicago offices of Zappi, a marketing research company with the world's most powerful consumer insights platform. Zappi provides automated marketing research solutions for many of the most prominent Fortune 500 companies, such as Pepsico, Verizon, Amazon, and McDonald's. This field trip goes to Zappi's offices in the WeWork Offices at 20 W. Kinzie, Space for this special visit is limited to the first 15 conference attendees to sign up. Please email John McGrath (mcgrath@pitt.edu) to reserve your spot. If you decide to attend at the last minute and want to see if a slot is open, arrive at Salon 2 on the 3rd Floor. The group will leave Salon 2 promptly at 11:00 am. to take a short walk (approximately 10 minutes) down State Street to the office location. The visit will last approximately 1 hour

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: Venture Funding, Community Development

Chair: John Simon, Governors State University

Angel + Venture Funding

Terri Friel, Capella University

Religions Based Entrepreneurial Community Development

Anthony Andrews, Governors State University

Program Sessions

Friday, March 29, 2019

LEGAL STUDIES

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

Plenary Lunch and MALSB Annual Meeting (Ticket Required)

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

MBAA INTERNATIONAL

12:15–1:30 p.m...... **Salon 12, 3rd Floor**

2020 Program Track Chairs Planning Workshop

Presiding: Stephen Bretsen, Wheaton College
Jeff Clark, Middle Tennessee State University

MBAA International 2020 Program Chair, Stephen Bretsen, and Executive Director, Jeff Clark, will meet with the program track chairs from each of the twelve tracks. Each track should have their 2020 program chair present. 2019 program chairs may also attend to provide continuity. In the event that a 2020 program track chair cannot attend, each track is responsible for providing their substitute.

BUSINESS, SOCIETY, AND GOVERNMENT

1:45–3:00 p.m...... **Madison Room, 3rd Floor**

Theme: Public Health and Education-Related Issues

Chair: Wei Zhou, Northwestern Oklahoma State University

The Plights of Refugees and Internally Displaced Persons in Africa and the Public Health Implications: Lessons from Nigeria

Adebayo Adanri, Planning and Valuation Consultants

Olubunmi Adanri, University College, Illinois State University

The Use of Medical Marijuana in Cancer Patients

Kanza Shamim, M.D., MPH, University of Evansville

Khawaja Zaki, M.D., Deaconess Hospital

The Telemedicine in ICUs

Kanza Shamim, M.D., MPH, University of Evansville

Khawaja Zaki, M.D., Deaconess Hospital

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Program Sessions Friday, March 29, 2019

Venturing Into “Gray” Content Areas: Opportunities and Risks for American Business Schools

Charley Braun, Marshall University
Ben Eng, Marshall University

CASE RESEARCH

1:45–3:00 p.m.LaSalle 1, 7th Floor

Theme: Critical Incident Presentation

Chair: Jeff Brookman, Idaho State University

Scribe: Virginia Ferritto, SUNY Maritime College

Discussants: Susan Jensen, University of Nebraska–Kearney
Pamela M. Wells, San Jose State University

Blanchfield Army Community Hospital Pharmacy Department: Looking beyond guidelines

Jenna Burneskis, Army–Baylor University
Diana Chung, Army–Baylor University
Jennifer Cournoyer, Army–Baylor University
Jessy Hull, Army–Baylor University
Christine Kanakis, Army–Baylor University

MedGrill

Alveena Siddiqi, Elmhurst College
David Morrison, Elmhurst College
Rene Turowski, Elmhurst College
Sondra Simpson, Elmhurst College

CASE RESEARCH

1:45–3:00 p.m.LaSalle 2, 7th Floor

Theme: Embryo Case Presentation

Chair: Kathy Pollock, Purdue University–Fort Wayne

Scribe: Bambi Van Horn, University of Nebraska–Kearney

Discussants: Nikolaus T. Butz, University of Wisconsin–Stevens Point
Michael Stellern, Rockhurst University

Delta-NWA Merger Loan Contingency Issues

Ryan Torkelson, Luther College

Program Sessions

Friday, March 29, 2019

A Strategic Investment Analysis Framework—Using Facebook as a Case Study

Yanli Zhang, Montclair State University

CASE RESEARCH

1:45–3:00 p.m......**LaSalle 3, 7th Floor**

Theme: Critical Incident Presentation

Chair: Andy Borchers, Lipscomb University

Scribe: Karen Foust, Tulane University

Discussants: Paul Clark, Coastal Carolina University
Robert Edmonds, SUNY Maritime College

Has Nike Gone too Far: The Colin Kaepernick Advertisement

Steven M. Cox, Queens University of Charlotte

Bradley Brooks, Queens University of Charlotte

Oops! When an Accident Turns into a Bad Situation

Timothy Brotherton, Ferris State University

Donna Smith, Ferris State University

INTERNATIONAL BUSINESS

1:45–3:00 p.m......**Crystal Room, 3rd Floor**

Theme: Special Topics

Chair: Deepraj Mukherjee, Kent State University

Strategies in Higher Education

Robert Moussetis, North Central College

Thanos Karavokiris, Alliant University

Identifying Attributes and Factors of Brand Image

Subrata Mitra, Indian Institute of Management Raipur

Business Diplomacy Gone Rogue? Transnational Tobacco Companies and Illicit Trade in Tobacco Products

Amit Mukherjee, Stockton University



Program Sessions

Friday, March 29, 2019

International Cross Pollination: Mahatma Gandhi’s Non Violence movement’s effect on Martin Luther King (MLK)

Kingshuk Mukherjee, Saint John's University
Anand Pore, University of Houston
Etienne Musonera, Mercer University

INTERNATIONAL BUSINESS

1:45–3:00 p.m.Cresthill Room, 3rd Floor

Theme: Special Topics

Chair: David Boggs, Eastern Illinois University

When Followers Don’t Let Their Leaders Appear as Heroes. An Explorative Case Study of How Narratives Can Be a Double-Edged Sword in Telling a Story about Authentic Transformational Leadership

Eliane Karsaklian, UIC , Sorbonne University

Cross-Cultural Organizational Learning via An Inter-Organizational Decision Support System

Hokey Min, Bowling Green State University

Cross-Cultural Examination of Gender Imbalance in the STEM and Business Fields

Joseph Trendowski, Valparaiso University
Matthew R. Trendowski, University of Chicago
Thomas N. Trendowski, University of North Carolina Pembroke
Stephanie D. Trendowski, Valparaiso University

Uncertainty of British Retailers on the Cusp of Brexit

Stephanie D. Trendowski, Valparaiso University

Program Sessions

Friday, March 29, 2019

LEGAL STUDIES

1:45–3:00 p.m. Wilson Room, 3rd Floor

Theme: Business Organizations

Chair: Jamie Darin Prenkert, Indiana University

Successor Liability, Company Law, and Bankruptcy: The Context of Liability for Defective Products

Richard J. Hunter, Seton Hall University

The Role of Mentoring and Networking for Promoting Gender Diversity in Corporate Leadership

Cindy Schipani, University of Michigan

Understanding and Managing Behavioral Ethics Risk

Todd Haugh, Indiana University

Social Enterprise: Governance Standards

Mark S. Blodgett, Suffolk University Sawyer School of Management

Linda Melconian, Suffolk University Sawyer School of Management

Jason Peterson, Suffolk University Sawyer School of Management

LEGAL STUDIES

1:45–3:00 p.m. Marshfield Room, 3rd Floor

Theme: Teaching/Pedagogy

Chair: Denise (Deni) Oas, University of Central Missouri

What's in a Name? A Survey of the Topics Included in Legal Environment of Business Courses

Ryan J. Hunt, Western Illinois University

The Law of the Autobahn

Carson Varner, Illinois State University

Kartin Varner, Illinois State University

Best Form of the Argument

Thomas J. Freeman, Creighton University



Program Sessions Friday, March 29, 2019

MANAGEMENT

1:45–3:00 p.m. Burnham 1, 7th Floor

Theme: Instructional Methods for Career Readiness in Management Courses: A Qualitative Study

Panelists: Csilla Stewart, Indiana State University
Aruna Chandra, Indiana State University
Jeremy Dix, Indiana State University
Kym Pfrank, Indiana State University
Kim Campbell, Indiana State University

MANAGEMENT

1:45–3:00 p.m. Burnham 2, 7th Floor

Theme: Workforce Diversity

Chair: Suzanne Cromlish, Saint Xavier University

Discussant: Carlotta Walker, Lansing Community College

Perceptions of Organizational Behavior Variables within AACSB Business Schools: A Gender Study of Department Leaders

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

The Experiences of Veterans in the Workplace and How HRM Can Facilitate the Adjustment

Rose Opengart, Texas A & M

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: To Come

Chair: Wei Zhou, Northwestern Oklahoma State University

Program Sessions

Friday, March 29, 2019

INTERNATIONAL BUSINESS

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

Theme: Special Topics

Chair: Etienne Musonera, Mercer University

Maritime Search and Rescue in the Bahamas: An Opportunity or Excessive Cost for the U.S. Coast Guard?

Erin Lindsay, Palmer Army–Baylor University

Fawn Helms, Army–Baylor University

Benjamin Fischl, Army–Baylor University

Cory Moore, Army–Baylor University

Bryan Spear, Army–Baylor University

Study Abroad Service Learning Outcomes: The Case of Mercer on Mission in Rwanda

Etienne Musonera, Mercer University

Carol J. Cagle, Mercer University

Glocalization Strategies in a Global Competitive Hospitality Industry—The Case of Airbnb

Etienne Musonera, Mercer University

Carol J. Cagle, Mercer University

Anand Pore, University of Houston

Kingshuk Mukherjee, Saint John's University

Effective teaching in international business classroom

Angela McCaskill, West Virginia University Institute of Technology

INTERNATIONAL BUSINESS

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

Theme: International Business Cases

Chair: Duncan McCampbell, Metropolitan State University

Attributes that Influence the Inclination to Become an Entrepreneur: A Case Study on Mexican Male Students

John E. Spillan, University of North Carolina at Pembroke

Mohammad Rahman, University of North Carolina at Pembroke

Alma Mintu-Wimsatt, Texas A&M Commerce

Carlos Ruiz, George Gwinnett College



Program Sessions

Friday, March 29, 2019

Students' Perception of the Competitiveness of International Businesses Programs—Case Study of Mexico

Victor Bahhouth, University of North Carolina at Pembroke
John E. Spillan, University of North Carolina at Pembroke

Developing Information Literacy for Future Leaders: A Case of Integrating Infographics in an MBA International Business Course

Katharine Bohley Martin, University of Indianapolis
Gaoming Zhang, University of Indianapolis

Addressing Corruption Risk in Collectivist Cultures: Toward an Identity-Based Model of Multi-National Corporate Compliance

Duncan McCampbell, Metropolitan State University



PAST PRESIDENTS RECEPTION – ALL MBAA INTERNATIONAL IS WELCOME

5:00–6:30 p.m. Potter's Lounge, Lobby Level

MBAA welcomes Conference attendees to “wind down together” at a special “end-of-event” reception. Everyone still in town is welcome to join us for a good time.

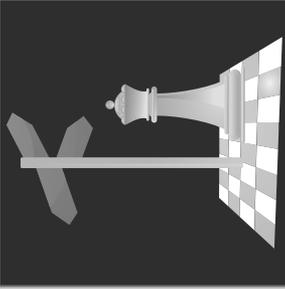


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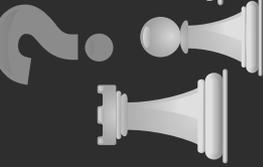
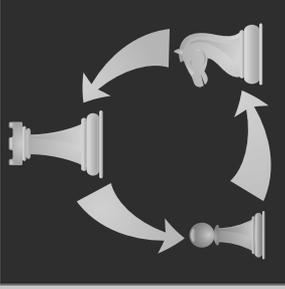
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How do I lead?

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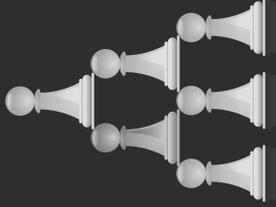
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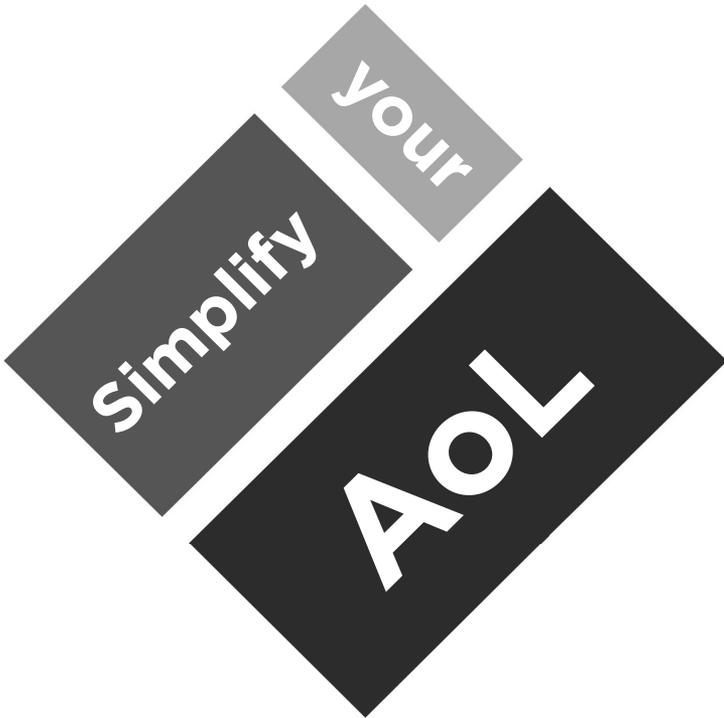
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Index

A

Abdullah, Shahnaz 59, 82, 99
Abercrombie, C.L..... 142
Adams, Jeffery..... 50, 129
Adanri, Adebayo 131
Adanri, Olubunmi..... 131
Adhikari, Hari..... 58, 84, 98, 110
Ahmed, Irfan 53
Ahn, Ran..... 60
Ahrens, Markus 15, 106
Akbulut, Asli Yagmur.....119
Alamri, Majed.....53, 54, 66, 93
Alavi, Jafar..... 87
Albanito, Donald M. 142, 143
Alcheikh, Monika 125
Alghamdi, Manal..... 37
AlGharabi, Nasser 93
Alhenawi, Yasser 97
Almasarwah, Adel..... 71
Almasoudi, Ishraq..... 65
Al Otaibi, Saud..... 54
Alquliti, Mohamed 66
Alrabba, Hussein 35
Alsafi, Nasser 53
Alshammri, Faisal 66
Altrad, Ali 66
Amaechi, Ezenwayi 73
An, Hyun Sang 32
Anderson, Carol..... 142
Andreani, Francisca..... 44
Andreasen, Alyse..... 78, 79
Andrews, Anthony..... 130
Angelis, John 102
Apatu, Emma..... 54
Aristodo, Jhana..... 48
Armitage, Jack..... 24
Aron, Dave..... 64

Atwal, Glyn 102
Aurand, Timothy W. 34, 64, 101

B

Babela, Robert..... 52, 93
Baddam, Swathi 35
Bae, Sung.....110
Bahhouth, Victor 140
Bamber, Joseph..... 80
Bansal, Gunjan 107
Barczyk, Casimir C.73, 86, 121, 147
Barnes, Nora Ganim..... 89
Barrett, Terri..... 26, 148
Basfirinci, Cigdem..... 44
Bates, Carolyn 71
Batts, David 107, 125
Bauer, Larry 30, 98, 144, 145, 149
Baumgarten, Gladys Torres..... 61
Bayer, Mark A. 61, 101
Beard, Adam..... 94
Behan, Mike.....39, 56, 79
Behling, Susan 142
Bell, Christine L. 128
Bendixen, Michael 4, 32
Berger, Karen 39, 68
Berry, Thomas 57
Best, Emma 117
Beyer, Dohorah..... 97
Beyer, Scott 97
Bhabra, Harjeet 108
Bhandari, Shyam.....41, 83, 84
Bhargava, Arjita 93
Bhattacharyya, Nalinaksha.... 28, 40,
84, 97
Bindroo, Vishal 102, 103
Bingham, Gary..... 66
Bingi, Prasad 35, 128

MBAA International 2019 Participants

Dolde, Michaela..... 25, 77
 Dolde, Michaela L..... 67, 115, 116
 Doré, Anna..... 34
 Doshi, Abhishek..... 59, 109
 Downer, Pauline43, 59, 96,
 97, 109
 Drzycimski, Eugene F..... 142
 Duesterhaus, Alan11, 27, 38,
 55, 67, 90
 Duffey, Ada 36
 Duffy, Connor F..... 27
 Duman, Teoman 34
 Dunn, Carolyn K..... 107, 125
 Dunn-Jensen, Linda M. 78, 95

E

Eason, C. Clifton..... 87
 Edmonds, Dwight M. 143
 Edmonds, Robert.....55, 125, 135
 Edmunds, Paulette 36
 Edwards, N.W..... 142
 E, John 50
 Ekebas-Turedi, Ceren 44
 Elbe, Eric 125
 Elizarrarazz, Rachel 62
 Elkhal, Khaled..... 97
 Ellingson, Dee Ann143, 144, 145
 Ellis, Stephen..... 151
 Elshafie, Essam... 35, 114, 147, 148
 Elson, Raymond J. 4, 67
 El-Zayaty, Ahmed 64
 El-Zayaty, Nady 121
 Elzweig, Brian..... 86
 Emmett, Dennis 25
 Eng, Ben..... 134
 Erickson, Cory 90

Eyler, Kel-Ann.....24, 35, 114,
 146, 148
 Ezenwafor, Kennedy..... 60

F

Fahrenwald, Jeffrey 142
 Fairfield, Amy.....29, 40, 82
 Farrell, Kathleen 93
 Faseruk, Alex.....28, 41, 43, 49,
 59, 83, 96, 109, 143
 Fazio, John 50, 72, 87, 129
 Fattah, Adiba117
 Feldman, Sidney P.....7, 142, 143
 Feng, Jie..... 121
 Fernando, Chitru..... 4, 28
 Ferritto, Virginia 125, 134
 Ficht, Linda 120
 Fiedler, Anne M..... 101
 Finley, Wayne 101
 Finn, Sarah 54
 Fischer, Bruce..... 90
 Fischl, Benjamin 117, 139
 Fisher, Harry E..... 143
 Fittipaldi, Diane..... 63
 Fluegge, Erin Rae..... 147
 Fogarty, Timothy 51
 Folkers, Kimberly..... 122
 Followay, Carli 26
 Ford, Wilhelmina (Mimi)..... 24, 52,
 147, 148
 Foster, James 79, 124
 Foust, Karen 17, 19, 68, 80,
 95, 135, 150
 Francine, Nsuadi Manga 92
 Freed, Jann 143
 Freeman, Thomas J. 71, 137
 French, Joseph..... 86

MBAA International 2019 Participants

Friel, Terri..... 130, 147
Friesner, Daniel25, 27, 37,
76, 92, 106,
107, 115, 148
Frost, Laura A. 86
Fry, Keagan 33
Fu, Frank Q. 122

G

Gahala, Carl 36
Gan, Lydia 126, 149
Garland, Codiak..... 39
Geib, Peter 42
Geisler, Jerry L. 142
George, Suresh 32
Geringer, Susan..... 150
Gibbons, Thomas118
Gilbert, Douglas J.....56, 80, 117
Giordano, Joseph114
Gjerde, Kathy..... 52
Goehrig, Larry.....61, 87, 129
Goodson, Melissa 128
Gordon, Peter..... 19, 43, 120
Govekar, Paul L 147
Grant, John..... 150
Gray, Deborah M. 28
Gray, Stephen.....40, 96, 110
Greenwood, Regina A. ...19, 88, 120,
129, 144, 145
Gregory, Brad 124
Greiner, Michael 72, 85
Gritzmacher, Deborah 54, 65,
77, 106, 115
Gronneberg, Bethlehem119
Grove, Donna C..... 101
Guerra, F.J..... 142
Guiffrida, Alfred L.....45, 51, 64

Guo, Jinxiu..... 59, 109
Gustafson, David 142

H

Hackert, Ann M.....79, 94, 151
Hackney, Donald D..... 76, 92,
106, 107
Hakala, Henri..... 121
Haley, D. Rob 53
Hamadi, Hanadi.....12, 46, 48, 53,
54 146, 148
Hammadi, Mohammad 99
Hammond, Kevin L.....70, 101, 138
Hanke, Steven 75
Haque, Khandker A. 77
Harding, Julie C. 64
Harfoush, Fady 57
Harness, Sarah..... 76, 107
Harris, Eric..... 17, 50
Harris, James 69, 79
Hashmi, Afnaan 31
Hashmi, Fawzaan 31
Hashmi, M. Anaam42, 116
Hassan, Zamir 58
Haugen, Kelly 37, 148
Haugh, Todd 61, 137
Hebie, Ali Parfait..... 5, 72
Heino, Noora 121
Heischmidt, Kenneth 43, 129
Helms, Fawn.....117, 139
Helton, Joey..... 77, 106
Henderson, Mary Unger 128
Henderson, Ronda112
Herjanto, Halimin..... 44
Hickox, Stacy..... 120, 127
Hillery, Tyler P..... 95
Hill, Frances J..... 142

MBAA International 2019 Participants

Hills, Stacey.....	45
Hindarto, Chico Adhibaskara Ekananda	89
Hing, Zoie	34
Hirakubo, Nakato.....	78
Ho, Henry	39, 68
Hochradel, Rebecca.....	62, 63, 122
Hodge, Kay.....	80, 147, 150
Hoelscher, Seth	4, 28, 40, 41, 82, 98
Hogg, Michael H.....	56, 68, 150
Holland, Brian.....	65
Hollenbaugh, Erin.....	126
Holt, Eric.....	91
Hopkins, Jamie.....	13, 14, 30, 40, 49, 69, 74, 84, 97, 108, 147, 149
Hoque, Monzurul.....	30, 58, 99, 149
Hora, Bambi.....	18, 24, 91, 143, 148
Horinouchi, Ayane	62
Hosack, Karen	111
Hoskins, William R.....	143
Hossain, Ashrafee.....	30, 40, 58, 59, 98, 108, 109, 146, 149
Hossain, Takdir.....	30, 59, 84, 99, 109
Hoyt, Frederick	122
Hsia, Chia-Hui	113
Hsieh, Ai-Yun	113
Hsu, Maxwell	34
Huan, Yan.....	44
Huang, Ting-Yuan.....	89
Huang, Wei.....	57
Huegel, Ben.....	123
Hull, Jessy	134
Hunter, Debra	91, 129
Hunter, Richard J.....	137
Hunt, Ryan J.....	137
Hymes, Alexander	63

I

Idris, Bandar	26, 76
Isaacson, Marc	90
Islam, Mohammad Atikul	98
Islam, Nurul	60
Itani, Omar S.	63

J

Jacobsen, Christopher.....	98
Jacobsen, Stephanie	89
Jacoby, Patricia	151
Jamali, Nausser.....	114
Jana, Rabin	70
Janavaras, Basil	32
Jensen, Susan.....	68, 117, 134
Jeong, Jin-Gil.....	29, 41
Jeong, Su Jin.....	38
Jessup, Carol.....	114, 147, 148
Jewell, Jeffrey.....	56
Jha, Yamini	123
Ji, Susan.....	29, 40, 59
Jiang, Ruihua.....	60
Jin, Yan.....	24
Jobst, Vicki	36, 75, 148
Johnson, Clark.....	32
Johnson, Dean	109
Johnson, Don T.....	13, 49, 69, 109, 143, 149
Johnson, Grace	36, 64, 90, 148
Johnson, Jay	147
Johnston, Charles.....	29, 41, 97
Jolliff, Alison.....	87
Jones, Bryce.....	127
Jones, Elizabeth H.....	17, 19, 56, 78, 95, 118, 150
Jones, Jeffrey	40, 82

MBAA International 2019 Participants

Jordan, Tatia Jacobson.....	112
Judd, Richard J.....	142
Jung, Kwangho.....	45
Jussila, Iiro.....	121

K

Kalnbach, Lynn.....	119, 128
Kanakis, Christine.....	134
Kang, Zhixin.....	126
Kang, Will.....	101
Kapetanakis, Phyllis.....	103, 114
Kaplan, Tarek.....	76
Karavokiris, Thanos.....	135
Karsaklian, Eliane.....	136
Kauffman, Ralph G.....	129
Kayita, Suleiman Ally.....	42
Kazmi, Ali.....	32
Kaya, Zeynep.....	112
Keane, Alice E.....	86
Kehal, Mounir.....	83
Kellerman, Bert.....	142
Kench, Brian.....	115
Kenny, Peppi.....	11, 46
Kern, Ron.....	108
Kerr, Megan.....	86
Khaled, Elkhal.....	84
Kharé, Virginie.....	31, 39
Khatun, Mahmuda.....	98
Kilburn, Ashley.....	70
Kilburn, Brandon.....	70
Kim, Hyo Jin.....	65
Kim, Jiyeon (June).....	148
Kim, Myeong.....	25
Kim, Won Yong.....	60
Kim, Wooyang.....	32, 100
Klonowski, Maciej.....	73
Knewton, Heather.....	49, 57, 99, 109, 149

Knight, Linda V.....	143
Knox, Trevor.....	48, 115
Kobasa, Tatiana.....	32
Koehler, Maggie R.....	90
Koh, Anthony C.....	143
Kohli, Raj.....	28, 58, 84, 98, 149
Konku, Daniel.....	82
Koza, Karen.....	5, 55, 56
Koubida, Sallem.....	87
Kouze, Marc.....	29, 41
Kreuze, Jerry.....	123
Kritz, Gary H.....	51
Krueger, Thomas M.....	30, 40, 58, 83, 98, 110, 147, 149
Krumwiede, Dennis.....	80, 125
Kuhlemeyer, Gregory.....	59, 84
Kulow, Marianne D.....	72
Kunkel, Robert.....	97
Kunz, Michelle B.....	147
Kwong, Kern.....	87

L

Lachheb, Younes.....	87
Ladd, Dana.....	146, 151
Ladwig, Christine.....	39, 95, 149, 151
Lafferty, Ryan.....	35
Lai, Shaojie.....	64
Lake, Douglas.....	71
Lam, Maria Lai-Ling.....	88, 126
Lane, Paul.....	35
Lechleitner, Rodeen.....	37
Lech, Lisa.....	25, 77, 115, 116
Lecointre-Erickson, Danielle.....	88
Lee, Hongbok.....	29, 41, 108, 149
Lee, Jiwon.....	66
Lee, Seung-Hee.....	44, 45
Legohérel, Patrick.....	88

MBAA International 2019 Participants

Lemoine, Craig	74	Markwood, Corbin	86
Leung, Ada	44	Marmolejos, Liana	67
Lewis, Stephen	45	Marshall, C.R.	129
Ley, Kathryn	55	Martelli, Joseph	129
Li, Dan	18, 85, 100	Martin, Katharine Bohley	126, 140
Licht, John-Gabriel	62	Mass, William	82
Liddle, Bart	68, 124	Massey, Kim	66
Lilyea, Bruce	4, 32	Mazzei, Matthew J.	87
Lindsay, Erin	139	Mazziotta, Ermira	48, 65
Liu, Xinliang	53	Mayer, Abby M.	33
Lo, Shao-Kang	113	Mayer, J. Mark	33
Lohman, Lori	103, 122	Maysami, Ramin Cooper	111, 123
Lopez, David	113	Mbanga, Cedric	82, 98, 110
Lopez-Pumarejo, Tomas	79, 94	McCampbell, Duncan	139, 140
Loughli, Katherine	54	McCardle, Jie	151
Lozada, Héctor R.	51	McCaskill, Angela	90, 139
Loviscek, Anthony	82, 109	McChrystal, Caz	95
Lucas, Susan M.	90	McConnell, Christine	59
Luo, Haowen	75	McCrory, Megan A.	26
Luong, Quan	24	McGrath, John	63, 130
Lyle, Harry C.	142	McGuire, Steve	87
		McHann, James C.	86
		McHugh, Kristie	146, 150
		McIntosh, Marc	103
		McKeag, Linda	36, 64
		McKelvey, James D.	102
		McKnight, Oscar	33
		McNary, George W.	142, 149
		McPherson, Matthew Q.	76
		Meadows, Aquanas	113
		Mehng, Si Ahn	101
		Mehran, Jamshid	147
		Mehringer, Carrie	38
		Meissami, Alex	83
		Melconian, Linda	137
		Mengova, Evelina	126
		Meraz, Juan	144, 145
M			
Maas, William	58		
Macharaschwili, Carmen	75		
Madison, Marie	142		
Magaldi, Jessica	14, 16, 79, 80, 100, 119, 127, 149		
Maksy, Mostafa M.	147		
Malik, Rubina	31, 43, 150		
Mankin, Jeff	17, 19, 56, 95, 146, 150		
Mann, Melissa J.	86, 128		
Marangelli, Nancy R.	54		
Marcotte, Daniel	31		
Marcum, Samantha	26		
Marcum, Tanya M.	5, 72, 85, 147		

MBAA International 2019 Participants

Oksoy, Aydin.....	43	Paul, David III.....	147
Oldaker, Jessica.....	26	Paul, John.....	52, 85
Oldford, Erin.....	41, 49	Paulsen, Sadie.....	60
Olsen, Paul E.....	27, 39, 62, 116, 125	Peacock, Tanya.....	125
Olson, Brandon.....	59	Pelton, Lou.....	34
Omecene, Katherine.....	117, 125	Pembleton, Deborah.....	119, 126
Omran, Al Abdelhamid.....	70	Pender, Ptlene.....	66
Opengart, Rose.....	138	Penner, James.....	11, 15, 45, 65, 106, 114, 123, 148
Ostas, Daniel T.....	111	Pennock, Taylor.....	129
Ozbal, Okai.....	34	Peters, Michael F.....	106, 115
Ozturk, Ahment “Ozzie”.....	18	Peterson, Jason.....	137
Otchere, Issac.....	41	Petrescu, Maria.....	4, 32
Otteson, Schuyler F.....	7	Petry, Natasha.....	27
P			
Pace, Nicholas.....	122	Pfaff, Lucie.....	42
Paddock, Bronsyn.....	63	Pfrank, Kym.....	138
Pahl, Joy.....	69, 117	Pham, June Dung.....	84
Palmer, Erin.....	117	Phillips, Chéri.....	56, 68, 116
Palmer, Steven.....	27, 78, 94, 147	Pichot, Kimberly Witzel.....	73, 89, 91
Papiernik, Janet.....	24, 68, 124	Pillutla, Padmaja.....	58, 108, 149
Park, Kwangwook.....	29	Pinar, Musa.....	44
Park, Sinyoung.....	54	Pitman, Glenn A.....	60
Park, Sung Jin.....	58, 83	Polacco, Alexander.....	18, 85, 100, 149
Park, Susan.....	120	Pollock, Kathy.....	24, 134
Parmley, Lucas.....	32	Polovich, Martha.....	26
Parnell, John A.....	50	Popovich, Karen.....	27, 39, 95, 116
Parthasarathy, Rangarajan.....	42, 66, 78	Pore, Anand.....	31, 70, 136, 139, 146, 149
Patel-Dovlatabadi, Payal.....	107	Porter, Brian.....	98
Patel, Henil.....	38	Porter, Gary.....	99
Patel, Jayen B.....	58, 109, 149	Poulakidas, Angela.....	89
Patel, Niti M.....	77	Prabhaker, Paul.....	44
Patel, Pooja.....	93	Prabhu, Veena.....	87
Patel, Priya.....	67, 93	Prekert, Jamie Darin.....	137
Pathak, Bhavik.....	69	Prescott, Peter.....	52
Patrick, Memvanga.....	92	Price, Curtis.....	148
Paugh, Ronald.....	33	Price, David.....	45
Paul, Donna.....	29	Pryor, Charles.....	110

MBAA International 2019 Participants

Q

Qadri, Farrah 67, 77
 Quadri-Felitti, Donna L. 94

R

Rackas, Ellen..... 48
 Rackley, Jerry 20, 40
 Radkova, Libusa 4, 38
 Rahman, Ateequr.....25, 53, 92
 Rahman, Mahabubur 33
 Rahman, Mohammad 139
 Rahnama, Sahand..... 106, 107
 Raman, Vikas 4, 28
 Ramkissoon, Arlene..... 61, 150
 Rand, Sarah 128
 Ranganathan, Sampath.....112
 Rangarajan, Anuradha..... 107, 125
 Rarick, Charles 73
 Rasalam, James..... 4, 67
 Rayhorn, Charles..... 98
 Raunio, Matt 72, 100
 Rayhorn, Charles.....29, 40, 82, 108
 Reed, Thomas 127
 Reeley, G. Stan 55
 Reeley, Mary Ann 68, 108
 Reilly, Frank K. 142
 Reina, Michelle 5, 91
 Reinstein, Alan.....18, 51, 91
 Revoir, Richard L. 59
 Reynoso, Isaac G. 37
 Rhee, Eddie.....63
 Rhyner, Carly E. 95
 Rivas, Julio A. 56
 Rixon, Daphne..... 41
 Roberts, Foster..... 19, 120
 Rodríguez-Serrano, M. Ángeles.... 33
 Rogers, James 4, 62

Rois, Judy..... 41
 Roline, Alan C..... 127
 Roppel, Eilean 125
 Roussas, Steve..... 5, 50, 62, 72, 101
 Rubenfield, Ron 52
 Ruiz, Carlos 139
 Russell, Alissa 4, 62
 Rustambekov, Elzotbek.....31, 43, 126
 Rutherford, Austin.....117
 Rutherford, Brian 17, 50

S

Sacket, Ethan 124
 Sadler, Thomas R..... 48
 Sahai, Mrisa..... 106, 107
 Sahakian, Yeleena..... 92
 Sahay, Arunaditya..... 83
 Sahin, Olgun Fuat.....110
 Sales, Jonathan S. 79
 Sallam, Hamed 31
 Sallehu, Menghistu (Stu)96, 115
 Samad, Abdus24, 29, 84, 98,
 99, 110, 146, 148
 Samavati, Hedayah 52
 Sams, Timothy.....80, 118
 Sanchez, Jean..... 148
 Sanchez, Thalia..... 65
 Sanderson, Alyssa..... 92
 Santos, Patrick Michel Finazzi..... 70
 Saunders, Charles..... 7
 Savino, David M. 62, 88
 Schaffer, Marc 36
 Scheller-Sampson, Jean 44
 Schibik, Timothy92, 106, 107,
 115, 147, 148
 Schild, Mark..... 109
 Schipani, Cindy..... 137

MBAA International 2019 Participants

Schmidt, Elizabeth.....	36	Simpson, Sondra.....	56, 125, 134
Schultz, Patrick.....	17, 19, 38, 95, 150	Sims, Jeanetta D.....	34, 147, 150
Schur, Rafael Dan.....	70	Singh, Ankita.....	68
Schweikert, Bradley A.....	56, 79, 95	Singh, Gurpreet.....	53, 76
Schwieger, Dana.....	39, 124	Sinha, Amit.....	29, 97
Scott, Chaunda L.....	73, 150	Siplon, Patricia.....	62
Scott, David.....	27	Skiba, Michaeline (Mickey)	53, 66, 93
Scotton, Donald W.....	142	Sledd, Sarah.....	124
Sebastian, Richard.....	142	Smith, Amy.....	38, 68, 91, 127
Seiberlich, Laura.....	31	Smith, Christine P.	27, 68, 94, 151
Sellers, April.....	61	Smith, Denise.....	71
Sepp, Hollis.....	31	Smith, Donna.....	38, 135
Service, Robert W.....	72, 87	Smith, Douglass.....	16, 27, 49, 111, 151
Seshadri, Srivatsa.....	117	Smith, Kevin.....	22, 96
Sevastianova, Daria.....	148	Smith, Leanne.....	78, 124
Sewell, Destynie J.L.....	71, 86	Smith, Margaret.....	128
Shah, Maitri.....	25	Smith, Matt.....	125
Shah, Simaran.....	32	Smith, Steven.....	127
Shamim, Kanza.....	131	Smith, Tyler J.....	85, 119
Shawver, Donald.....	142	Smith, Walter.....	64, 123
Sheets, Mary.....	18, 91	Song, Charlie.....	33
Sheng, Leo.....	24	Sotomayor, Maritza.....	48
Sherony, Linda.....	91	Sottile, Pedro.....	149
Shin, Howook.....	60	Sowa, Samantha.....	31
Shirley, Britt.....	39, 94, 118, 150	Spaulding, Aaron.....	53, 54
Shoaf, John.....	41	Spear, Bryan.....	117, 139
Shorter, Jack D.....	30	Spillan.....	50
Showers, Vince.....	84	Spillan, John E.....	128, 139, 140
Shull, Fremont A. Jr.....	142	Spinelli, Robert.....	25, 77, 115, 116, 148
Shuva, Syed.....	35, 121	Sprague, Robert.....	72
Siddiqi, Alveena.....	134	Springer, Mitchell.....	56, 94
Siepong, Angsaya.....	51	Stearns, J. P.....	114
Silverman, Henry.....	57	Stellern, Michael.....	38, 68
Simmerman, James.....	116, 123	Stewart, Csilla.....	138
Simon, John.....	51, 64, 122, 130	Sullivan, Troy.....	113
Simon, John T.....	147	Sullivan, Ursula Y.....	112
Simpson, LaCalvince Demor.....	63, 68, 88, 94		

MBAA International 2019 Participants

Szydowski, Steven.....	26, 27, 38, 54, 66, 77, 147	Thor, Jennifer Cordon.....	61, 85, 146, 149
Stanley, Courtney	37	Thornley, Drew	111, 128
Stearns, Justin (JP).....	75	Tiell, Bonnie	101
Steele, Elizabeth.....	25, 115	Tierney, Heather L.R.....	24, 25, 92, 146, 147, 148
Stefanov, Iliana	35	Tocco, Anthony	68
Stellern, Michael.....	134	Tocher, Neil.....	19, 56, 80, 120, 150
Stemler, Abbey	5, 120, 127	Tommeraasen, Miles	142
Stinespring, John Robert.....	36	Toner, Julie	142
Stocker, John.....	55, 79	Topaloglu, Omer	34
Stroube, William		Torkelson, Ryan.....	116, 134
Stroube, William B.....	37, 52, 77, 93, 106, 107 147	Toucher, Neil.....	147
Strubler, David C.	87	Touchstone, Rob.....	116, 124
Sturm, William C.....	142	Travis, Rachel.....	119
Sullivan, Laura.....	111	Trendowski, Joseph.....	31, 43, 62, 88, 100, 126, 136
Sullivan, Troy.....	90, 103, 146, 151	Trendowski, Matthew R.	136
Sullivan, Ursula Y.....	112	Trendowski, Stephanie	113, 136
Suntornpithug, Nichaya	121	Trendowski, Thomas	88, 136
Supanvanij, Janikan	30, 108	Trimble, Carrie S.	147
Swales, George S.....	142	Tsavatewa, Chris	113
Sykes, Diane	27, 78, 94, 147	Tuominen, Terhi.....	27, 121
T		Turner, Dane Dowling.....	76, 107
Tafili, Aurora.....	54, 76	Turner, Philip Wayne	79
Tai, Chu-Sheng.....	30, 58, 108	Turowski, Rene.....	134
Takano, Kaori.....	62, 108, 124	Tweedt, Chris.....	120
Tao, Kungpo	36	Tynan, Mallory R.....	53, 76
Taran, Zinaida.....	45, 102, 122	U	
Tate, Uday	142	Uk, Zuhail Cilingir	44
Teahen, Julia	19, 120, 147, 150	Ulbricht, Christie N.....	67
Tewari, Rachna.....	101	Uppal, Jamshed.....	58, 59, 110
Thistlethwaite, Paul C.....	142		
Thomas, Mary.....	63		
Thompson, Dale B.....	147		
Thompson, Kenneth	19, 120		

MBAA International 2019 Participants

V

Valente, Faith.....	76
Van de Grift, Michael	65
Vander Schee, Brian A. ...	17, 50, 102
Van Horn, Bambi	79, 134
Van Vliet, Benjamin	57
Varble, Dale	27, 80
Varner, Carson.....	111, 137
Varner, Kartin.....	137
Veenstra, Amanda	99
Verbos, Amy Klemm	111, 120
Vigness, Rachel M.....	130
Vo, Mindy.....	34
Vorherr, Philip H.....	142
Voss, William M.	142
Voytsektivska, Inna.....	114

W

Walker, Carlotta	88, 138
Walkup, Isaac	124
Wallace, David.....	122
Wallace, David William	129
Wallace, Scott.....	115
Wambsganss, Jacob	142
Wang, Mengmeng	97
Waters, L. L.	7, 142
Watts, Jameson K. M.	102
Webster, Robert L.....	138
Weickgenannt, Andrea	123
Wei, Huang.....	29
Wellington, John	45
Wells, Pamela M.....	95, 134
Wentworth, Darrell F.....	142, 143

West, Daniel J.	26, 37, 67, 77, 92, 93
Wetsch, Lyle	150
Whaley, George.....	78, 150
White, Marta S.....	71
White, Nancy J.	61
White-Williams, Cynthia.....	53
Whitten, Donna.....	75
Wiercinski, John P.	93
Wieser, Michelle	63
Wiles, Judy	34, 143
Wiley, Carolyn.....	19, 120, 129, 147
Willcott, Neal.....	30, 41, 108
Willems, John R.....	96
William, Kent.....	54, 66
Williams, Denise	70
Williams, Jennifer	147, 151
Williams, Lily.....	31
Willis, Brandon.....	124
Willis, William "Kent".....	25, 37, 54
Wilson, Rachel.....	28, 96, 97, 110
Wingate, Nikki.....	34
Wisbey, Sean.....	32
Witte, Doug.....	30, 58, 82, 96
Wong, K. Mathew	29, 41, 109
Woodruff, Gregg	65
Woods, Dexter	86
Woods, Melina	86
Workman, Jane E.	45
Wrolstad, Mark A.	147
Wunder, Gene C.....	53, 147
Wunder, Judy K.	53
Wyant, David K.....	66

MBAA International 2019 Participants

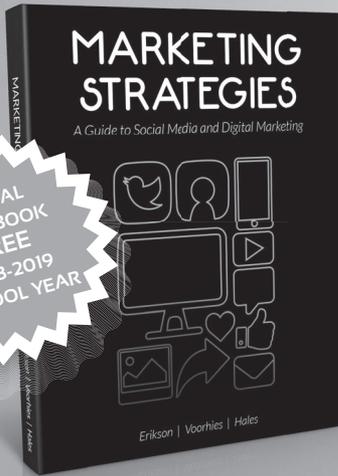
Y

Yam, Siva	14, 74
Yang, Cheng.....	109
Yang, Inae	95, 117
Yan, Zhiqiang.....	110
Yao, Xiyin.....	32
Yasin, Mahmoud.....	87
Yelkur, Rama	34, 143, 144, 145
Yen, Phuan Thi Hai.....	59, 84
Yi, Ha-Chin	110
Yi, John.....	63
Yoon, Hansol	65
Yoon, Soon Suk.....	65, 78
You, Leyuan.....	28
Young, Joyce.....	56, 80, 117

Z

Zahodnick, Arielle	27
Zaki, Khawaja.....	131
Zalewski, Jacqueline M.	88
Zamora, Diana Jordan.....	91
Zank, Gail	44, 89, 150
Zhang, Gaoming.....	140
Zhang, Man	42, 119, 147, 149
Zhang, Ruidong.....	42
Zhang, Xia (Amy).....	5, 35
Zhang, Yang	87
Zhang, Yanli.....	125, 135
Zhao, Mei.....	53
Zhou, Wei	27, 116, 124, 131, 138, 146
Zhou, Wenkai	89
Ziemnowicz, Christopher.....	18, 60, 85, 100, 147, 149
Zoller, Yaron Joseph.....	4, 32, 100
Zorr, William G.....	142
Zoumpos, Christos	32
Zuraikat, Nashat	38, 67, 77, 115

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