

# **IABPAD**

**The International Academy**

**of**

**Business and Public Administration  
Disciplines**

**Conference Program**

**Orlando, Florida**

**January 2-5, 2016**



**[www.iabpad.com](http://www.iabpad.com)**

# WELCOME

Welcome to the 2016 International Academy of Business and Public Administration Disciplines (IABPAD) Winter Conference in Orlando, Florida. The goal of this conference is to provide an opportunity for participants to present their research and exchange ideas and ways by which private and public organizations and nations can meet global challenges in the twenty-first century. We hope that all of you enjoy your visit to Orlando and find the various sessions and other activities of the IABPAD worthwhile and enjoyable.

We are proud to announce that participants at this conference have made significant contributions to the literature through their research and advanced ideas. We encourage you to explore outside your disciplines and sample the work of your peers from across the spectrum.

We are glad to announce that the IABPAD sponsors seven refereed journals. *International Journal of Business and Public Administration (IJBPA)*, *International Journal of Business and Economics Perspectives (IJBEP)*, *International Journal of Education Research (IJER)*, *International Journal of Business, Accounting, and Finance (IJBAF)*, *International Journal of Business, Marketing, and Decision Sciences (IJBMDs)*, *International Journal of Management and Human Resources (IJMHR)*, and *International Journal of Business Research and Information Technology (IJBRIT)*. Each journal has an ISSN number, issued by the library of Congress, Washington, DC. Articles published in the seven journals will be included in the worldwide databases of EBSCO publishing Inc. and **Gale/ Cengage Learning**.

We would like to thank those who agreed to participate as paper reviewers, discussants, and session chairs. We would like to extend our heart-felt and deepest appreciation to each of you. It is our authors and the conference participants who make the IABPAD successful and who support our efforts to achieve our goal. Thank you and have a great conference.

**Abdalla Hagen**  
Program Chair

**Raja Nassar**  
Conference Chair

**Morsheda Hassan**  
Conference Coordinator

# THE INTERNATIONAL ACADEMY OF BUSINESS AND PUBLIC ADMINISTRATION DISCIPLINES

## Conference Program

**Saturday, January 2, 2016**

**3:00 PM – 5:00 PM: ARRIVAL OF PARTICIPANTS  
ON-SITE CONFERENCE  
REGISTRATION IN  
“SALON C&D”**

**5:00 PM – 6:00 PM: Statistics Seminar:  
(Analysis of Variance: Random, Fixed, and Mixed Models)**

**Sunday, January 3, 2016**

**7:00 AM-8:00AM: BREAKFAST AT CROWNE  
PLAZA HOTEL  
(For those residing at Crowne Plaza)  
In the Breakfast Café “Del Sol”**

**8:00 AM- 5:00 PM: ON-SITE CONFERENCE  
REGISTRATION  
IN “SALON C&D”**

**8:00 AM to 9:15 AM Sunday, January 3, 2016**

**Location: SALON A**

**Accounting/International Accounting Session**

**SESSION CHAIR: Mohd A. RuJoub, Eastern Connecticut State University, Willimantic**

**WHAT ARE THE IMPACTS OF THE PROPOSED CHANGES TO THE UNIFORM CPA EXAM TO A TRADITIONAL ACCOUNTING CURRICULUM? (181)**

**Elizabeth C. Ekmekjian, William Paterson University**

**Robert Bing, William Paterson University**

**Sia Nassiripour, William Paterson University**

**MEASURING SOCIAL AND ENVIRONMENTAL PERFORMANCE: A COMPARISON OF FINANCIAL SERVICES CO-OPERATIVES AND INVESTOR-OWNED FINANCIAL INSTITUTIONS (138)**

**Daphne Rixon, Saint Mary's University, Halifax, NS, Canada**

**Louis Beaubien, Dalhousie University**

**THE EMERGENCE OF CORPORATE SUSTAINABILITY AND ITS PRACTICAL, EDUCATIONAL AND RESEARCH IMPLICATIONS (189)**

**Zabihollah Rezaee, University of Memphis, Memphis, TN**

**PERSONAL VALUE SYSTEMS OF LIBYA CPA MANAGERS (230)**

**Ibrahim Salem, Wiley College, Marshall, Texas**

**Karem Dhanani, CPA, Dallas, Texas**

**Morsheda Hassan, Wiley College, Marshall, Texas**

**DISCUSSANTS: Daphne Rixon, Saint Mary's University, Halifax, NS, Canada**

**Zabihollah Rezaee, University of Memphis, Memphis, TN**

**8:00 AM to 9:15 AM Sunday, January 3, 2016**

**Location: SALON B**

**Management/Human Resources Session**

**SESSION CHAIR: Steven Cates, Kaplan University**

**A NEW PARADIGM: THE NEW ASPECTS OF MANAGING A  
MULTIGENERATIONAL WORKFORCE FOR HUMAN RESOURCES (115)**

**Steven Cates, Kaplan University  
Ashley Payne, Kaplan University**

**THE IMPACT OF DINER GENDER ON CHECK PRESENTATION IN  
RESTAURANTS: PRELIMINARY RESULTS FROM CANADA (164)**

**Mallika Das, Mount Saint Vincent University, Halifax, N.S., Canada  
John F. Acevedo, Barry University, Orlando, FL  
Deepa Das Acevedo, University of Chicago, IL**

**TAXONOMY OF RELIABILITY PROBLEMS ASSOCIATED WITH EMPLOYEE  
LOCATION MONITORING (140)**

**Gundars Kaupins, Boise State University, Boise, ID**

**DISCUSSANTS: Mallika Das, Mount Saint Vincent University, Halifax, N.S., Canada  
John F. Acevedo, Barry University, Orlando, FL**

**8:00 AM to 9:15 AM Sunday, January 3, 2016**

**Location: MEZZANINE B**

**Management/ Business Education Session**

**SESSION CHAIR: Randall P. Bandura, Frostburg State University, MD**

**THE INFLUENCE OF FOUNDER'S GENDER ON MISSION OF CATHOLIC UNIVERSITIES (159)**

**John A. Rushing, Barry University Tallahassee, FL**

**Sandra L. Roberts, Barry University Melbourne, FL**

**SUPER SECTIONS: EVIDENCE OF TEACHING AND LEARNING EFFECTIVENESS (204)**

**Sanjay Gupta, Valdosta State University, Valdosta, GA**

**MOBILE PAYMENTS: AN EXAMINATION OF ORGANIZATIONAL DRIVERS OF ENGAGEMENT IN EMERGING MARKETS AND DEVELOPING COUNTRIES (144)**

**Deborah Hazzard-Robinson, USC Aiken at Sumter Business Program, Sumter, SC**

**DISCUSSANTS: Abbas Nadim, University of New Haven, West Haven, CT**

**Conrad Francis, TTUHSC School of Health Professions, Lubbock, TX**

**Sanjay Gupta, Valdosta State University, Valdosta, GA**

**Sunday, January 3, 2012**

***9:15 AM-9:30 AM***

***COFFEE BREAK***

**Salon C&D**



**9:30 AM to 11:00 AM Sunday, January 3, 2016**

**Location: SALON A**

**Education Technology/ Curriculum and Students Session**

**SESSION CHAIR: Katharine Bohley Martin, University of Indianapolis**

**MARRIAGE OF BUSINESS AND EDUCATION: LEADERSHIP SEMINAR (148)**

**Gaoming Zhang, University of Indianapolis**

**Katharine Bohley Martin, University of Indianapolis**

**INFLUENCES OF SIMULATION TRAINING AIDS ON POSITIVE WORD OF MOUTH BEHAVIOR BY STUDENTS (178)**

**Veronica A. Martinez, City of Chicago, Department of Aviation**

**John Palmer, Argosy University, Chicago, IL**

**APPLYING BUSINESS PRACTICES IN EDUCATION BOTH AT THE LOCAL AND GLOBAL LEVELS: A CASE STUDY OF AN EDUCATIONAL LEADERSHIP GRADUATE PROGRAM (150)**

**Gaoming Zhang, University of Indianapolis**

**Katharine Bohley Martin, University of Indianapolis**

**UNDERGRADUATE BUSINESS STUDENTS' PERCEPTIONS OF LEARNING OUTCOMES IN PROBLEM BASED AND FACULTY CENTERED COURSES (145)**

**Petra Garnjost, University of Applied Sciences, Saarbrücken, Germany**

**Stephen M. Brown, Sacred Heart University, Fairfield, CT**

**DISCUSSANTS: Pat LeMay Burr, UIW, San Antonio, TX**

**Stephen M. Brown, Sacred Heart University, Fairfield, CT**

**Petra Garnjost, University of Applied Sciences, Saarbrücken, Germany**



**9:30 AM to 11:00 AM Sunday, January 3, 2016**

**Location: SALON B**

**Management/Human Resources Session**

**SESSION CHAIR: Steven Cates, Kaplan University**

**HOW CAN BABY BOOMERS AND GENERATION Y CO-EXIST IN THE WORKPLACE? THE BENEFITS OF AN HRM DIRECTED EMPLOYEE MENTORING PROGRAM (121)**

**Steven V. Cates, Kaplan University**

**Susan Pettine, Kaplan University**

**THE NEW AGE OF SEXUAL HARASSMENT: ARE MEN THE NEW VICTIMS OF SEXUAL HARASSMENT? (132)**

**Jermaine N. Johnson, Kaplan University**

**Steven Cates, Kaplan University**

**MANAGING EMPLOYEE ABSENCES (137)**

**Susan Knapp, Kaplan University**

**ENTREPRENEURSHIP AS THE NEW ORGANIZATIONAL PLATFORM (197)**

**Abbas Nadim, University of New Haven, West Haven, CT**

**DISCUSSANTS: Gundars Kaupins, Boise State University, Boise, ID**

**Susan Knapp, Kaplan University**

**Jermaine N. Johnson, Kaplan University**

**9:30 AM to 11:00 AM Sunday, January 3, 2016**

**Location: MEZZANINE B**

**Marketing/ International Marketing Session**

**SESSION CHAIR: Akins Ogungbure, Troy University**

**A DIFFERENCE OF OPINION: GENERATIONS VARY ON CHALLENGES FACING SOCIETY (152)**

**Scot A. Squires, Central Michigan University**

**Deborah Cours, California State University, Northridge**

**CULTIVATING ENTREPRENEURIAL BEHAVIOUR: ENTREPRENEURSHIP EDUCATION IN SECONDARY SCHOOLS (185)**

**William W. Kirkley, Massey University Albany, Auckland, New Zealand**

**A PROPOSED STATISTICALLY DESIGN EXPERIMENT FOR IMPROVING STUDENT BUSINESS REPORT WRITING (186)**

**John E. Knight, University of Tennessee at Martin**

**ATTITUDES TOWARD ELECTRONIC MESSAGE BOARDS: A CONSUMER PERSPECTIVE (208)**

**Hendrikus E.J.M.L. van Bulck, USC Sumter**

**DISCUSSANTS: Hendrikus E.J.M.L. van Bulck, USC Sumter**

**Hector R. Lozada, Seton Hall University**

**11:10 AM to 12:30 PM Sunday, January 3, 2016**

**Location: SALON A**

**Finance/ Economics Session**

**SESSION CHAIR: D.K. Malhotra, Philadelphia University, Philadelphia, PA**

**IDENTIFYING TAX EFFICIENT MUTUAL FUNDS USING DATA ENVELOPMENT ANALYSIS MODEL (133)**

**D.K. Malhotra, Philadelphia University, Philadelphia, PA**

**Rashmi Malhotra, Saint Joseph's University, Philadelphia, PA**

**Vivek Bhargava, Alcorn State University, Natchez, MS**

**SHOULD COMMODITY FUTURES AS AN ASSET CLASS BE INCLUDED IN INVESTOR PORTFOLIOS? (196)**

**Vashishta Bhaskar, Duquesne University**

**Lezgin Ay, Duquesne University**

**SOME PROBLEMS IN THE MARKOWITZ MEAN-VARIANCE MODEL IN THE PRESENCE OF TRANSACTION COSTS (210)**

**George L. Ye, Saint Mary's University, Halifax, NS, Canada**

**CURRENCY MISALIGNMENT AND STOCK PRICE: EVIDENCE FROM THE BRIC COUNTRIES (111)**

**Jen-Chi Cheng, Wichita State University, Wichita, KS**

**Florent Deisting, Pau School of Management, Pau, France**

**Tennsui Khow, Wichita State University, Wichita, KS**

**DISCUSSANTS: George L. Ye, Saint Mary's University, Halifax, NS, Canada  
Vashishta Bhaskar, Duquesne University**

**11:10 AM to 12:30 PM Sunday, January 3, 2016**

**Location: SALON B**

**Management/Leadership/Human Resources Session**

**SESSION CHAIR: Caroline Murphy, University of Limerick, Ireland**

**FEMALE EMPLOYMENT IN A POLARISED LABOUR MARKET: AN  
EXAMINATION OF THE IMPACT OF AUSTERITY ON GENDER EQUALITY (108)**  
Caroline Murphy, University of Limerick, Ireland

**HARNESSING HOPE AND FEAR: THE POWER OF CHARISMATIC LEADERSHIP  
(136)**  
Ernesto Varela, Goodwin College, East Hartford, CT

**HRM CAREER SUCCESS MODEL DEVELOPMENT (207)**  
Anushri Rawat, Eastern Michigan University, Ypsilanti, MI  
Linda C. Isenhour, Eastern Michigan University, Ypsilanti, MI  
Jean M. McEnery, Eastern Michigan University, Ypsilanti, MI

**DISCUSSANTS: Jermaine N. Johnson, Kaplan University**  
Randall P. Bandura, Frostburg State University, MD

**11:10 AM to 12:30 PM Sunday, January 3, 2016**

**Location: MEZZANINE B**

**International Business/Globalization Session**

**SESSION CHAIR: Aysar P. Sussan, Arab American University in Jenin, Palestine**

**EXAMINATION OF SOURCES OF VARIATION IN CUSTOMER ASSESSMENT OF SERVICE QUALITY IN NIGERIAN BANKS (160)**

**Timothy Ihinmoyan, Adekunle Ajasin University, Ondo State**

**YOUTH AND SMALL BUSINESSES IN GHANA: - THE WAY FORTH IN AFRICA (163)**

**Kofi Osei Bonsu**

**OUTPUT, PRICES, AND FACTOR RETURNS FROM A PROPOSED UAE-SOUTH KOREA FTA (107)**

**Hugo Toledo, American University of Sharjah**

**TRANSATLANTIC TRADE AND INVESTMENT PARTNERSHIP AGREEMENT (ITIP) (174)**

**Aysar P. Sussan, Arab American University in Jenin, Palestine**

**Patrizia Trevisan, Florida Institute of Technology**

**DISCUSSANTS: Timothy Ihinmoyan, Adekunle Ajasin University, Ondo State**

**Hugo Toledo, American University of Sharjah**

**Sunday, January 3, 2016**

***12:30 PM-2:00 PM***

***LUNCH BREAK***

**2:00 PM to 3:00 PM Sunday, January 3, 2016**

**Location: SALON A**

**Management/Case Study Session**

**SESSION CHAIR: Silvia Vernizzi, University of Verona, Italy**

**HOW CAN FIRM STRATEGY BE EVALUATED? A PROPOSED SIX-TEST MODEL (102)**

**Andrea Beretta Zanoni, University of Verona, Italy  
Silvia Vernizzi, University of Verona, Italy**

**THE VALUE OF CREATIVITY -- CREATIVITY AS A VALUABLE FORM OF SYMBOLIC CAPITAL IN ORGANIZATIONS (109)**

**Frederik Hertel, Aalborg University, Denmark**

**GENDER DIFFERENCES IN PERCEIVED JUSTICE AND JOB CHARACTERISTICS IMPACT ON SATISFACTION, AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR AMONG EDUCATORS; A COMPARATIVE ANALYSIS ACROSS CULTURES (131)**

**Nabeel Sawalha, Gulf University for Science & Technology, Kuwait**

**MAJOR FACTORS PROMOTING ENTREPRENEURSHIP: REVISITED (227)**

**Felix U. Kamuche, Morehouse College, Atlanta, Georgia  
Abdalla Hagen, Wiley College, Marshall, Texas  
Marjorie Adams, Morgan State University, MD**

**DISCUSSANTS: Nabeel Sawalha, Gulf University for Science & Technology, Kuwait  
Ernesto Varela, Goodwin College, East Hartford, CT**

**2:00 PM to 3:30 PM Sunday, January 3, 2016**

**Location: SALON B**

**Finance /International Finance Session**

**SESSION CHAIR: Anna Dodonova, University of Ottawa, Canada**

**VARIABILITY OF REALIZED STOCK RETURNS AND TRADING VOLUME:  
CROSS-INDUSTRY STUDY (113)**

**Anna Dodonova, University of Ottawa, Canada**

**INSTITUTIONAL UNDERPERFORMANCE: SHOULD MANAGERS LISTEN TO THE  
SELL-SIDE BEFORE TRADING? (123)**

**Jeffrey Hobbs, Appalachian State University**

**Vivek Singh, University of Michigan, Dearborn, MI**

**LENIENT RESALE RESTRICTION AND THE WEALTH EFFECTS OF PRIVATE  
EQUITY PLACEMENTS UNDER INFORMATION ASYMMETRY (162)**

**G. Hwan Shin, University of Texas at Tyler, TX**

**GOLD EXCHANGE TRADED FUNDS & PRICE DISCOVERY: EMPIRICAL  
EVIDENCE FROM GLOBAL GOLD ETFS (177)**

**S. Narend, Indian Institute of Technology Madras, Chennai**

**M. Thenmozhi, Indian Institute of Technology Madras, Chennai**

**DISCUSSANTS: G. Hwan Shin, University of Texas at Tyler, TX**

**D.K. Malhotra, Philadelphia University, Philadelphia, PA**



**2:00 PM to 3:30 PM Sunday, January 3, 2016**

**Location: MEZZANINE B**

**Service and Health Care Management Session**

**SESSION CHAIR: Conrad Francis, TTUHSC School of Health Professions, Lubbock, TX**

**WHAT DOES LANGUAGE HAVE TO DO WITH IT?: STRATEGIES TO REDUCE RACIAL AND ETHNIC HEALTH CARE DISPARITIES (114)**

**Christine E. Poteau, Alvernia University, Wayne, PA**

**THE UNHEALTHY HEALTH SECTOR (129)**

**Pedro F. Pellet, Nova Southeastern University, Fort Lauderdale, Florida**

**Mario E. Delgado, Gainesville, GA**

**Antonio A. Fernández, Barry University, Miami, Florida**

**LOGO DESIGN AND DEVELOPMENT METHOD: A CASE OF A STARTUP THERAPEUTIC MEDICINE COMPANY (213)**

**Tulay Girard, Pennsylvania State University-Altoona, Altoona, PA**

**Luke Hallman, Pennsylvania State University-Altoona, Altoona, PA**

**THE FINANCIAL EFFECTS OF DIRECT TO CONSUMER MARKETING AND ADVERTISING PRACTICES (173)**

**Conrad Francis, TTUHSC School of Health Professions, Lubbock, TX**

**Akins Ogungbure, Troy University**

**Charles Chekwa, Troy University**

**DISCUSSANTS: Pedro F. Pellet, Nova Southeastern University, Fort Lauderdale, Florida  
Tulay Girard, Pennsylvania State University-Altoona, Altoona, PA**

**Sunday, January 3, 2012**

***3:30 PM-3:45 PM***

***COFFEE BREAK***

**Salon C&D**



**3:45 PM to 5:15 PM Sunday, January 3, 2016**

**Location: SALON A**

**Finance /International Finance Session**

**SESSION CHAIR: Baeyong Lee, Fayetteville State University, North Carolina**

**INTERNATIONAL EQUITY MARKETS: A CASE FOR CHINA STOCK MARKET CRASH (165)**

**Baeyong Lee, Fayetteville State University, North Carolina**

**Abdoul Wane, Fayetteville State University, North Carolina**

**STOCK PERFORMANCE AROUND TAX DAY (151)**

**Gokcen Ogruk, Texas Wesleyan University, Fort Worth, TX**

**Shengxiong Wu, Texas Wesleyan University, Fort Worth, TX**

**Sinan Yildirim, Texas Wesleyan University, Fort Worth, TX**

**FOREIGN EXCHANGE RATE FORECAST FROM CARRY TRADE (142)**

**Gokcen Ogruk, Texas Wesleyan University, Fort Worth, TX**

**Shengxiong Wu, Texas Wesleyan University, Fort Worth, TX**

**Sinan Yildirim, Texas Wesleyan University, Fort Worth, TX**

**DISCUSSANTS: Shengxiong Wu, Texas Wesleyan University, Fort Worth, TX**

**Gokcen Ogruk, Texas Wesleyan University, Fort Worth, TX**

**3:45 PM to 5:15 PM Sunday, January 3, 2016**

**Location: SALON B**

**Accounting/ International Accounting Session**

**SESSION CHAIR: Bert J. Zarb, Embry-Riddle Aeronautical University, Florida**

**HAS EARNING POWER IN THE AIRLINE INDUSTRY IMPROVED SINCE THE 2008-2009 RECESSION? (156)**

**Bert J. Zarb, Embry-Riddle Aeronautical University, Daytona Beach, Florida**

**THE RELATIVE EFFECTIVENESS OF USING WAVELET ANALYSIS TECHNIQUE TO ASSIST AUDITOR'S JUDGMENT IN CONDUCTING INTEGRATED AUDIT AND AUDIT SUBSTANTIVE ANALYTICAL REVIEW (211)**

**Mohd A. RuJoub, Eastern Connecticut State University, Willimantic, CT**

**FASB CONTINUES TO OFFER ACCOUNTING ALTERNATIVES FOR PRIVATE COMPANIES: RECOGNITION OF IDENTIFIABLE INTANGIBLE ASSETS IN A BUSINESS COMBINATION (110)**

**Cary Lange, Suny Old Westbury  
Peter Lucido, Suny Old Westbury  
James Fornaro, Suny Old Westbury**

**EVALUATION OF ACCOUNTING INFORMATION SYSTEMS IN MEETING THE REQUIREMENTS OF FINANCIAL AND MANAGERIAL PERFORMANCE- A FIELD STUDY IN THE UNITED ARAB EMIRATES PRIVATE HOSPITALS (158)**

**Nizar Sahawneh, American University in the Emirates, Dubai, UAE  
Ahmad Faisal Hayek, American University in the Emirates, Dubai, UAE**

**DISCUSSANTS: Mohd A. RuJoub, Eastern Connecticut State University, Willimantic, CT  
Mohamed Hassan Abdel-Azim, Cairo University, Egypt**

*The International Academy of Business and Public Administration Disciplines*

**3:45 PM to 5:15 PM Sunday, January 3, 2016**

**Location: MEZZANINE B**

**Management/Human Resources/ Entrepreneurship Session**

**SESSION CHAIR: Ik-Whan G. Kwon, St. Louis University, MO**

**ANTECEDENTS OF ENTREPRENEURIAL INTENTION: AN INTEGRATIVE MODEL  
(180)**

**Melissa Griswold, Maryville University, St. Louis, MO**

**Vicky Eidson, Quincy University, Quincy, IL**

**Pamela Weiwel, Liberty University, Lynchburg, VA**

**Kiran Bhayani, Argosy University, Chicago, IL**

**John Palmer, Argosy University, Chicago, IL**

**THE DEVELOPMENT, ADOPTION AND BENEFITS OF MANAGEMENT  
FRAMEWORKS (146)**

**Marko Budler, University of Ljubljana, Slovenia**

**Peter Trkman, University of Ljubljana, Slovenia**

**NEW FRONTIERS IN THE EMPLOYEE SELECTION PROCESS: THE USE OF  
GENETIC TESTING (117)**

**James V. Gilbert, Kaplan University**

**Steven Cates, Kaplan University**

**DISCUSSANTS: John Palmer, Argosy University, Chicago, IL**

**Marko Budler, University of Ljubljana, Slovenia**

**THE INTERNATIONAL ACADEMY OF BUSINESS  
AND PUBLIC ADMINISTRATION DISCIPLINES**

**Conference Program**

**Monday, January 4, 2016**

**7:00 AM-8:00AM: BREAKFAST AT CROWNE  
PLAZA HOTEL  
(For those residing at Crowne Plaza)  
In the Breakfast Café “Del Sol” on  
the lower level**

**8:00 AM- 5:00 PM: ON-SITE CONFERENCE  
REGISTRATION  
IN “SALON C&D”**

**8:00 AM to 9:15 AM Monday, January 4, 2016**

**Location: SALON A**

**Education Technology/Curriculum and Students Session**

**SESSION CHAIR: Ulysses J. Brown, III, Savannah State University, Savannah, GA**

**HOW TO TEACH BUSINESS STUDENTS ABOUT U.S.—CUBA  
RELATIONSHIPS (119)**

**Pat LeMay Burr, UIW, San Antonio, TX**

**Richard M. Burr, Trinity University, San Antonio, TX**

**UNTANGLING THE WEB: A PROJECT FOR THE INTRODUCTION TO BUSINESS  
CLASS DESIGNED TO FAMILIARIZE STUDENTS WITH ONLINE BUSINESS AND  
ECONOMIC RESOURCES (101)**

**James B. Pettijohn, Missouri State University, Springfield, Missouri**

**Kent P. Ragan, Missouri State University, Springfield, Missouri**

**MATERIALISM AND ACADEMIC ACHIEVEMENT OF COLLEGE  
STUDENTS: THE INFLUENCE OF INDIVIDUAL CHARACTERISTICS (157)**

**Uyen Nguyen Hill, Savannah State University, Savannah, GA**

**Nadia C. Kpegba, Savannah State University, Savannah, GA**

**Ulysses J. Brown, III, Savannah State University, Savannah, GA**

**DISCUSSANTS: Kent P. Ragan, Missouri State University, Springfield, Missouri  
Chevanese Samms Brown, Savannah State University, Savannah, GA  
Pat LeMay Burr, UIW, San Antonio, TX**

**8:00 AM to 9:15 AM Monday, January 4, 2016**

**Location: SALON B**

**Marketing/International Marketing Session**

**SESSION CHAIR: Yong Zhang, Hofstra University, Hempstead, NY**

**RELATIONSHIP MARKETING: THE ROLE OF CONSUMER LOYALTY AND RESPONSIBILITY (172)**

**Sadhana Reddy Seelam, The University of Findlay**

**Nabarun Ghose, The University of Findlay**

**CONSUMER ETHNOCENTRISM OF YOUNG CHINESE CUSTOMERS PURCHASING BEHAVIORS (176)**

**Menying Zheng, Hofstra University, Hempstead, NY**

**Songpol Kulviwat, Hofstra University, Hempstead, NY**

**MOBILE ADVERTISING EFFECTIVENESS: A COMPARISON OF DIFFERENT APPEALS AMONG CONSUMERS IN U.S. AND CHINA (194)**

**Yong Zhang, Hofstra University, Hempstead, NY**

**DISCUSSANTS: Sadhana Reddy Seelam, The University of Findlay  
Songpol Kulviwat, Hofstra University, Hempstead, NY**



**8:00 AM to 9:15 AM Monday, January 4, 2016**

**Location: MEZZANINE B**

**Management/Human Resources Session**

**SESSION CHAIR: Dow Scott, Loyola University Chicago**

**HOW DOES THE RELATIONSHIP BETWEEN HRM AND SMALL BUSINESSES  
IMPACT SUSTAINABILITY? IMPLICATIONS FOR SMALL BUSINESS OWNERS  
(116)**

**Susan M. Edgerton, Kaplan University  
Steven Cates, Kaplan University**

**EQUITY SENSITIVITY: A CROSS NATIONAL STUDY (155)**

**Richard J. Long, University of Saskatchewan, Canada  
Dow Scott, Loyola University Chicago  
John Shields, University of Sydney  
Michelle Brown, University of Melbourne  
Stephen Perkins, London Metropolitan University**

**THE GENERAL MANAGER'S DILEMMA: A PERFECT STORM OF ETHICS  
VIOLATIONS -- A CASE STUDY (193)**

**R. Bryan Kennedy, Athens State University  
Susan D. Herring, Athens State University  
Ana Machuca, Kaplan University**

**GENERATION Y vs. TRADITIONAL LIFERS: IMPLICATIONS FOR HRM IN  
U.S. ORGANIZATIONS (120)**

**Steven Cates, Kaplan University  
Susan Pettine, Kaplan University**

**DISCUSSANTS: Steven Cates, Kaplan University**

**Aysar P. Sussan, Arab American University in Jenin, Palestine**

*The International Academy of Business and Public Administration Disciplines*

**8:00 AM to 9:15 AM Monday, January 4, 2016**

**Location: The STUDIO**

**Economics/International Economics Session**

**SESSION CHAIR: John W. Frazier V, Anderson University, Anderson, SC**

**PERFORMANCE EFFICIENCIES OF ISLAMIC BANKING IN PAKISTAN DURING GLOBAL FINANCIAL CRISIS ON THE ISLAMIC COUNTRIES BY USING DEA MODEL (302)**

**Nadeem Bhatti, Scarborough, Canada**

**Anwar Ali Shah G.Syed, PVC-Sindh University Campus Dadu**

**Faiz.M.Shaikh, SZABAC-Dokri-Larkana-Sindh-Pakistan**

**ISLAMIC BANKING GROWTH AND DEVELOPMENT IN PAKISTAN PAST PRESENT AND FUTURE (199)**

**Muhammad Ali Pasha, University of Sindh Jamshoro**

**Anwar Ali Shah G.Syed, Sindh University Campus Dadu**

**Faiz Muhammad Shaikh, SZABAC-Dokri-Sindh-Pakistan**

**Ahmed Ali Shah Bukhari, Hyderabad**

**EXISTENCE OF ECONOMIES OF SCALE WITHIN ATHLETIC DEPARTMENTS AT POWER FIVE CONFERNCES COLLEGES AND UNIVERSITIES (190)**

**John W. Frazier V, Anderson University, Anderson, SC**

**DISCUSSANTS: Muhammad Ali Pasha, University of Sindh Jamshoro**

**Anwar Ali Shah G.Syed, Sindh University Campus Dadu**

**Monday, January 4, 2016**

**9:15 AM-9:30 AM**

***COFFEE BREAK***

**Salon C&D**



**9:30 AM to 10:45 AM Monday, January 4, 2016**

**Location: SALON A**

**Marketing/International Marketing Session**

**SESSION CHAIR: Aida N. Rizkalla, British University in Egypt**

**ALUMNI NON-DONORS: AN EXAMINATION OF FACTORS THAT INFLUENCE POTENTIAL GIVING AND PREFERENCES FOR POSSIBLE FINANCIAL SUPPORT (134)**

**Christopher J. Galligan, Central Connecticut State University, New Britain, CT**

**FRANCHISING OPPORTUNITIES AND THREATS IN SINGAPORE (105)**

**Alicia Orta Stanford, Rollins College, Winter Park, Florida**

**GENDER DIFFERENCES IN PRESTIGE VALUE PERCEPTION: A STUDY ON YOUNG EGYPTIAN PRESTIGE SEEKING CONSUMER IN THE FASHION MARKET (147)**

**Aida N. Rizkalla, British University in Egypt**

**Doaa M. Ayoub, British University in Egypt**

**DISCUSSANTS: Yong Zhang, Hofstra University, Hempstead, NY**

**Akins Ogungbure, Troy University**

**Hendrikus E.J.M.L. van Bulck, USC Sumter**

**Christopher J. Galligan, Central Connecticut State University, New Britain**

**9:30 AM to 10:45 AM Monday, January 4, 2016**

**Location: SALON B**

**Management/ Non-Profit, Public Sector and Public Administration**

**SESSION CHAIR: Lon Felker, East Tennessee State University**

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**Hong Ren, University of Wisconsin-Milwaukee**

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**Hong Ren, University of Wisconsin-Milwaukee**

**Charles Chekwa, Troy University**

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**Location: MEZZANINE B**

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**SESSION CHAIR: P. Lakshmi, Indian Institute of Technology Madras, India**

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**Anwar Ali Shah G. Syed, Sindh University Campus Dadu**

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**M. Thenmozhi, Indian Institute of Technology, INDIA**

**DISCUSSANTS: Kayalvizhi P N, Indian Institute of Technology, INDIA**

**Nadeem Bhatti, Scarborough, Canada**

**9:30 AM to 10:45 AM Monday, January 4, 2016**

**Location: The STUDIO**

**Management/ Contemporary Business Issues Session**

**SESSION CHAIR: Ik-Whan G. Kwon, St. Louis University, MO**

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John Palmer, Argosy University, Chicago, IL**

**DISCUSSANTS: Dow Scott, Loyola University Chicago**

**Ashly Murray, Kaplan University  
Aysar P. Sussan, Arab American University in Jenin, Palestine**

**10:50 AM to 12:00 (Noon) Monday, January 4, 2016**

**Location: SALON A**

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**SESSION CHAIR: Charles Chekwa, Troy University**

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**Barbara Dastoor, Nova Southeastern University, Fort Lauderdale, Florida**

**Claudette Chin-Loy, Nova Southeastern University, Fort Lauderdale, Florida**

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**DISCUSSANTS: Michelle Browning, National University, Los Angeles, CA**

**Randall P. Bandura, Frostburg State University, MD**



**10:50 AM to 12:00 (Noon) Monday, January 4, 2016**

**Location: SALON B**

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**SESSION CHAIR: Hector R. Lozada, Seton Hall University**

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Nile Khanfar, Nova Southeastern University, Palm Beach Gardens, Florida  
Antonino Kong, Nova Southeastern University, Palm Beach Gardens, Florida  
Brandon Wildermuth, Nova Southeastern University, Palm Beach Gardens, Florida  
Catherine Harrington, Nova Southeastern University, Palm Beach Gardens, Florida**

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**DISCUSSANTS: Nile Khanfar, Nova Southeastern University, Florida  
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**10:50 AM to 12:00 (Noon) Monday, January 4, 2016**

**Location: MEZZANINE B**

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**SESSION CHAIR: Chevanese Samms Brown, Savannah State University, Savannah, GA**

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**Paul Safonov, St. Cloud State University, MN**

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**DISCUSSANTS: Ulysses J. Brown, III, Savannah State University, Savannah, GA**

**Paul Safonov, St. Cloud State University, MN**

**10:50 AM to 12:00 (Noon) Monday, January 4, 2016**

**Location: The STUDIO**

**Economics/International Economics Session**

**SESSION CHAIR: Paul J. Kubik, DePaul University, Chicago IL**

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**Mario Simauchi, Rollins College, Lakeland, FL**

**DISCUSSANTS: Mario Simauchi, Rollins College, Lakeland, FL**

**Michael J. Williamson, Christopher Newport University, Virginia**

**Monday, January 4, 2016**

***12:00 (Noon)-1:30 PM***

**Dr. Don Capener, Dean  
Davis College of Business  
Jacksonville University, Jacksonville, FL**

**"Triple Bottom Line Motivation: An  
Engagement Theory"**

**(Keynote Speaker)**



**Lunch at Crowne Plaza Hotel  
In Salon C&D**

*The International Academy of Business and Public Administration Disciplines*

**1:30 PM to 3:00 PM Monday, January 4, 2016**

**Location: SALON A**

**Information Technology/MIS Session**

**SESSION CHAIR: Nizar Sahawneh, American University in the Emirates, Dubai, UAE**

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**Nizar Sahawneh, American University in the Emirates, Dubai, UAE**

**Ahmad Faisal Hayek, American University in the Emirates, Dubai, UAE**

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**Joanna Lou P. Reponde, Davao del Norte State College, Panabo City, Philippines**

**Aristeo C. Salapa, University of Southeastern Philippines, Bo. Obrero, Davao City**

**DISCUSSANTS: Ade Ola, Virginia State University**

**Andrew B. Nyaboga, William Paterson University**

**1:30 PM to 3:00 PM Monday, January 4, 2016**

**Location: SALON B**

**Finance/International Finance Session**

**SESSION CHAIR: Sang H. Lee, KIMEP University, Almaty, Kazakhstan**

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**DISCUSSANTS: Youngsik Kwak, Delaware State University, Dover, DE  
Thanh Bui, Camarda Wealth Advisory Group**

*The International Academy of Business and Public Administration Disciplines*

**1:30 PM to 3:00 PM Monday, January 4, 2016**

**Location: MEZZANINE B**

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**SESSION CHAIR: Mohamed Hassan Abdel-Azim, Cairo University, Egypt**

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**Lela D. Pumphrey, Oklahoma State University, Stillwater, OK**

**DISCUSSANTS: Haitham Nobanee, Abu Dhabi University, United Arab Emirates**

**Mohd A. RuJoub, Eastern Connecticut State University, Willimantic, CT**

**Lela D. Pumphrey, Oklahoma State University, Stillwater, OK**

*The International Academy of Business and Public Administration Disciplines*

**MONDAY, JANUARY 4, 2016**

***3:00 PM-3:15 PM***

***COFFEE BREAK***

**Salon C&D**





**3:15 PM to 4:30 PM Monday, January 4, 2016**

**Location: SALON A**

**Economics/International Economics Session**

**SESSION CHAIR: William R. DiPietro, Daemen College, Amherst, NY**

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**Faiz Muhammad Shaikh, SZABAC-Dokri-Larkana-Sindh-Pakistan**

**Anwar Ali Shah G.Syed, University of Sindh jamshoro**

**Nanik Ram, University of Sindh jamshoro**

**DISCUSSANTS: Bansi Sawhney, University of Baltimore, Baltimore, MD**

**[Nadeem Bhatti, Scarborough, Canada](#)**

**3:15 PM to 4: 30 PM Monday, January 4, 2016**

**Location: SALON B**

**International Business Session**

**SESSION CHAIR: Sandra L. Roberts, Barry University Melbourne, FL**

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**Ayushma K. C., The University of Findlay**

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**DISCUSSANTS: Ayushma K. C., The University of Findlay**

**Hung Viet Pham, The University of Findlay**

**9:00 AM to 11:00 AM Tuesday, January 5, 2016**

**INFORMAL MEETING**

**OPEN QUESTIONS AND ANSWERS**

**Publications and other Relevant Matters**

**Salon C**

## **LIST OF INSTITUTIONS**

Aalborg University, Denmark  
Abu Dhabi University, United Arab Emirates  
Adekunle Ajasin University, Ondo State  
Alcorn State University, Natchez, MS  
Alvernia University, Wayne, PA  
American University in the Emirates, Dubai, UAE  
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Kazakh Academy of Architecture and Civil Engineering, Almaty, Kazakhstan  
Kennesaw State University, Kennesaw, GA  
KIMEP University, Almaty, Kazakhstan  
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Morehouse College, Atlanta, Georgia  
Morgan State University, MD  
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National University, Los Angeles, CA  
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Nova Southeastern University, Palm Beach Gardens, Florida  
Nova Southeastern University, Sanford, FL  
Oklahoma State University, Stillwater, OK  
Pau School of Management, Pau, France  
Pennsylvania State University-Altoona, Altoona, PA  
Philadelphia University, Philadelphia, PA  
PVC-Sindh University Campus Dadu  
Quincy University, Quincy, IL  
Rollins College, Lakeland, FL  
Rollins College, Winter Park, Florida  
Sacred Heart University, Fairfield, CT  
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University of Southeastern Philippines, Bo. Obrero, Davao City  
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Wichita State University, Wichita, KS  
William Paterson University  
Wiley College, Marshall, Texas

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**INTERNATIONAL ACADEMY OF BUSINESS AND PUBLIC  
ADMINISTRATION TOPIC AREAS**

- . Accounting
- . Business Communication
- . Case Study
- . Contemporary Business Issues
- . Computer Information Systems
- . Curriculum and Students
- . Distance Learning
- . E-Commerce and the Internet
- . Economics
- . Education/Technology
- . Entrepreneurship/Small Business
- . Finance and Real Estate
- . Hotel and Tourism Administration
- . International Business
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