

The IABPAD Online Winter Conference, January 2-4, 2021

**THE INTERNATIONAL ACADEMY OF
BUSINESS AND PUBLIC
ADMINISTRATION DISCIPLINES
(IABPAD)**

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Winter Conference Program

January 2-4, 2021



www.iabpad.com

WELCOME

Welcome to the 2021 International Academy of Business and Public Administration Disciplines (IABPAD) Winter Online Conference. The goal of this conference is to provide an opportunity for participants to present their research papers and exchange ideas and ways by which private and public organizations and nations can meet global challenges in the twenty-first century.

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. A published journal will be included in the databases of EBSCO publishing Inc. and Gale/ Cengage Learning. Abstracts will be indexed by IABPAD at www.iabpad.com

We would like to thank those who agreed to participate as discussants and session chairs. Also, 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

**INTERNATIONAL ACADEMY OF BUSINESS
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COMMUNICATION

If you have requested to present and you are unable to present at this time, please email us your PowerPoint so we can provide it to the participants if requested.

If you have questions during the conference, please call us at: 318-614 -0721 or 318- 4973614.

We will email each participant the final version of the Proceedings, chair session certificate, and discussant certificate.

Please provide us with your personal email and cell phone

INTERNATIONAL ACADEMY OF BUSINESS AND PUBLIC ADMINISTRATION DISCIPLINES (IABPAD)

INSTRUCTIONS

This online conference is conducted on the Zoom platform. Each participant will receive a link to join the presentation session at their scheduled time.

Please click on the link provided to you in order to join the session and make your presentation. Once you click the link provided, simply follow the download and installation instructions.

In preparation for the online conference, please make sure that you have access to broadband internet and a computer/laptop with a webcam.

We have emailed you as an attachment the instructions on how to log on and join the presentations.

SUGGESTED ROLES TO SESSION CHAIRS AND DISCUSSANTS

As a *Session Chair*, your role is to:

- Tell the presenters the rules before the session.
- Introduce presenters & their topics.
- Manage the time efficiently and effectively.

Session Chairs: Please make sure that there is sufficient time allocated for the presenters and discussants. The following guidelines are suggested for a 1 hour 30 minute session with three papers (24 minutes each). *Please feel free to use your discretion to deviate from these guidelines if necessary.*

- *Twenty to twenty five minutes* of presentation time for each paper. The remaining time for questions and answers.
- *Five to ten minutes* of discussion time for each paper.
- Sessions of *four papers* have also *twenty-five minutes per presentation*.

As a *Discussant*, your role will be to stimulate a constructive discussion of the paper(s) presented. In some cases, please note that the presenters were not able to meet the deadline to submit papers to the conference, or they are presenting their work in progress. In these cases, please discuss the paper based on the presentation.

- Try to identify shared constructs, linked findings, and contradictory results that emerge across paper, if any.
- Try to identify debates and themes, and how the group of papers contributes to them.

It is recommended that *all* assigned presentations be completed *before* the discussants present their thoughts. Open discussion (questions and answers) can precede or follow discussants' presentations. However, this is left to the discretion of the session chair and the discussant.

Thank you for your willingness to volunteer and actively participate in the 2021 IABPAD online Winter Conference.

**INTERNATIONAL ACADEMY OF BUSINESS
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Winter Online Conference

Saturday, January 2, 2021

9:00 AM - 5:20 PM

(Central Time)

Five Sessions will be presented:

Time	Track(s)
9:00 am -10:15 am	ACCT/ECON/FIN
10:30 am – 12:00(NOON)	ACCT/ECON/FIN
1:00 pm – 2:15 pm	EDU
2:30 pm – 3:45 pm	ACCT/ECON
4:00 pm – 5: 20 pm	EDU

9:00 AM to 10:15 AM Saturday, January 2, 2021

Accounting /Economics/Finance Session

SESSION CHAIR: Tammy Johnston, University of Louisiana at Monroe

Presenter: Johnston

EMPIRICAL INVESTIGATION OF CONSUMER CONFIDENCE: A CASE STUDY OF ITALY AND FRANCE (151)

Tammy Johnston, University of Louisiana at Monroe

Veronika Humphries, University of Louisiana at Monroe

Presenter: Frechette

AN AFFECTIVE DRIVER OF SHARING ECONOMY SATISFACTION: SOCIAL CLOSENESS AND STAR RATINGS (160)

Michael Frechette, Sacred Heart University, Fairfield, CT

Presenter: Shaikh

ANALYZING IMPACT OF FREELANCING BUSINESS DURING COVID-19: A CASE STUDY OF SINDH-PAKISTAN (130)

Pervaiz Panhwar, Soneri bank limited

Anwar Ali Shah G.Syed, IBA-University of Sindh 6amshoro

Faiz Muhammad Shaikh, SZABAC-Dokri

DISCUSSANTS: Anwar Ali Shah G.Syed, IBA-University of Sindh 6amshoro

Michael Frechette, Sacred Heart University, Fairfield, CT

Ashiqullah Pardisi, Fayetteville State University

10:30 AM to 12:00 (Noon) Saturday, January 2, 2021

Accounting/Economics/Finance Session

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

Presenter: Zarb

CONSERVATISM AND FINANCIAL PERFORMANCE IN THE U.S. AIRLINE INDUSTRY. DO THEY COEXIST? (120)

Bert J. Zarb, Embry-Riddle Aeronautical University

Presenter: Deo

IMPACT OF A FIRM'S ASSET STRUCTURE ON ITS ACCOUNTING, FINANCIAL AND ECONOMIC PERFORMANCE MEASURES (122)

Prakash Deo, University of Houston-Downtown

Presenter: Rahpoto

THE IMPACTS OF THE WORLDWIDE MONETARY CRISIS ON CHINA'S BUDGETARY MARKET AND MACROECONOMICS (110)

Muhammad Saleem Rahpoto, Shah Abdul Latif University, Sindh, Pakistan

Muhammad Shoaib Khan, Shah Abdul Latif University, Sindh, Pakistan

Urooj Talpur, Sindh University, Jamshoro

Presenter: Etta-Nkwelle

DO MIDDLE INCOME EMERGING MARKET COUNTRIES HAVE ENOUGH FOREIGN CURRENCY RESERVES TO CUSHION POTENTIAL COVID-19 CAPITAL INFLOW SHORTFALLS? (142)

Maru Etta-Nkwelle, Howard University

DISCUSSANTS: Prakash Deo, University of Houston-Downtown

Maru Etta-Nkwelle, Howard University

Saturday, January 2, 2021

12:00 PM-1:00 PM

BREAK

1:00 PM to 2:15 PM Saturday, January 2, 2021

Education/ Curriculum Session

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

Presenters: Brown, C , Brown, U. , and Sterling

COLLEGE STUDENTS AND THEIR PERCEPTIONS OF CAREERS IN AGRICULTURE (163)

Teisa K. Sterling, Savannah State University, Savannah, GA

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

Chevanese Samms-Brown, Savannah State University, Savannah, GA

Presenter: Jahmani

EDUCATION AND LEARNING IN TIMES OF COVID-19 (139)

Yousef Jahmani, Savannah State University

Presenter: Kamuche

STUDENT ATTITUDES TOWARD HOMEWORK-BASED ASSIGNMENT: AN EXPLORATORY STUDY(157)

Felix U. Kamuche, Morehouse College, Atlanta, GA

DISCUSSANTS: Teisa K. Sterling, Savannah State University, Savannah, GA

Yousef Jahmani, Savannah State University

Felix U. Kamuche, Morehouse College, Atlanta, GA

Chevanese Samms-Brown, Savannah State University, Savannah, GA

2:30 PM to 3:45 PM Saturday, January 2, 2021

Accounting/Economics Session

SESSION CHAIR: Robert W. McGee, Fayetteville State University

Presenter: Pardisi and McGee

**AGE AND ATTITUDE TOWARD TAX EVASION: AN EMPIRICAL STUDY OF
SELECTED ASIAN COUNTRIES (123)**

Ashiqullah Pardisi, Fayetteville State University

Robert W. McGee, Fayetteville State University

Presenter: Pardisi and McGee

**GENDER AND ATTITUDE TOWARD TAX EVASION: AN EMPIRICAL STUDY OF
SELECTED ASIAN COUNTRIES (124)**

Ashiqullah Pardisi, Fayetteville State University

Robert W. McGee, Fayetteville State University

Presenter: Wen

**INTEGRATE PEER LEARNING WITH INDIVIDUAL LEARNING IN AN
INTERMEDIATE ACCOUNTING II COURSE (135)**

Lei Wen, Emporia State University, Emporia, Kansas, USA

DISCUSSANTS: Lei Wen, Emporia State University, Emporia, Kansas, USA

Michael Frechette, Sacred Heart University, Fairfield, CT

4:00 PM to 5:20 PM Saturday, January 2, 2021

Education / Exam Preparation Techniques Session

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

Presenters: Brown, C , Brown, U. , and Sterling

FACTORS AFFECTING FACULTY LEARNING TRANSFER (126)

Chevanese Samms Brown, Savannah State University, Savannah, GA

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

Teisa K. Sterling, Savannah State University, Savannah, GA

Presenter: Anderson

TAKING PROFESSIONAL CERTIFICATION EXAMS: THE CORRELATION BETWEEN EXAM PREPARATION TECHNIQUES AND STRATEGIES AND EXAM RESULTS (115)

Trisha Anderson, Texas Wesleyan University, Fort Worth, TX

Presenters: Payne, Hobson, and Garcia

A NATIONAL ASSESSMENT OF ADVERSE IMPACT IN HISPANIC STUDENTS 6-YEAR COLLEGE GRADUATION RATES (116)

Rocio Payne, Indiana University Northwest

Symphony Plascencia-Garcia, Indiana University Northwest

Charles J. Hobson, Indiana University Northwest

Jana Szostek, Indiana University Northwest

Andrea Griffin, Indiana University Northwest

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

Trisha Anderson, Texas Wesleyan University, Fort Worth, TX

Symphony Plascencia-Garcia, Indiana University Northwest

**INTERNATIONAL ACADEMY OF BUSINESS
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Winter Online Conference

Sunday, January 3, 2021

9:00 AM - 2:30 PM

(Central Time)

Three Sessions will be presented:

Time	Track(s)
9:00 am -10:30 am	FIN/DS/ST/DEA
10:45 am – 12:00 Noon	MGMT
1:00 pm – 2:30 pm	ACCT/FIN

9:00 AM to 10:30 AM Sunday, January 3, 2021

Finance/Decision Sciences /Business Statistics/Data Envelop Analysis Session

SESSION CHAIR: Felix U. Kamuche, Morehouse College, Atlanta, GA

Presenter: Ross

USING THE PHYSICS OF FAILURE METHODOLOGY IN ALL PRACTICES: THE POWER OF STATISTICAL THINKING (105)

Betty M. E. Ross, Columbia Southern University, Orange Beach, AL

Presenter: Malhotra

EVALUATING THE OPERATING EFFICIENCY OF ASIAN AIRLINES (134)

Syed Kazmi, Thomas Jefferson University, Philadelphia, PA

D.K. Malhotra, Thomas Jefferson University, Philadelphia, PA

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

Presenter: Shaikh

IMPACT OF COVID-19 ON BANKING INDUSTRY IN PAKISTAN (129)

Pervaiz Panhwar, Soneri bank limited

Faiz Muhammad Shaikh, SZABAC-Dokri

Muhammad Ismail Kumbhar, Agri.Edu.Extension

**DISCUSSANTS: D.K. Malhotra, Thomas Jefferson University, Philadelphia, PA
Betty M. E. Ross, Columbia Southern University, Orange Beach, AL
Faiz Muhammad Shaikh, SZABAC-Dokri**

10:45 AM to 12:00 (Noon) Sunday, January 3, 2021

Management /Human Resource/ Supply Chain Management Session

SESSION CHAIR: Steven Cates, Purdue University Global

Presenter: Whaley

AN EXPANDED MODEL OF DIVERSITY MANAGEMENT, INCLUSIVENESS AND THEIR IMPACT ON INDIVIDUAL AND ORGANIZATIONAL OUTCOMES (147)

Gary L. Whaley, Norfolk State University, Norfolk, Virginia

Richard J. Harris, University of Texas at San Antonio, San Antonio, Texas

Presenter: Cates

HAS RELIGIOUS DISCRIMINATION BEEN ERADICATED FROM THE WORK ENVIRONMENT OR HAS IT MERELY TAKEN ON ANOTHER FORM? (112)

Steven V. Cates, Purdue Global University

Kyle May, Purdue Global University

Presenter: Jackson

CONSIDERING DATA SCIENCE IMPLEMENTATIONS WITHIN SUPPLY CHAIN MANAGEMENT (114)

Jason Jackson, Purdue University Global

DISCUSSANTS: Jason Jackson, Purdue University Global

Gary L. Whaley, Norfolk State University, Norfolk, Virginia

Sunday, January 3, 2021

12:00 PM-1:00 PM

BREAK

1:00 PM to 2:30 PM Sunday, January 3, 2021

Accounting/Finance Session

SESSION CHAIR: D.K. Malhotra, Thomas Jefferson University, Philadelphia, PA

Presenter: Morris

A LIMITED ANALYSIS OF METHODS USED BY ACCOUNTING PROFESSORS TO PREVENT DISHONEST BEHAVIOR (117)

David E. Morris, Sr., University of North Georgia

Presenter: Park

BLOCKCHAIN TECHNOLOGY AND ITS IMPLICATIONS FOR ACCOUNTING (145)

Yonpae Park, Savannah State University

Presenter: Pardisi and McGee

MARITAL STATUS AND ATTITUDE TOWARD TAX EVASION: AN EMPIRICAL STUDY OF SELECTED ASIAN COUNTRIES (125)

Ashiqullah Pardisi, Fayetteville State University

Robert W. McGee, Fayetteville State University

DISCUSSANTS: David E. Morris, Sr., University of North Georgia

Yonpae Park, Savannah State University

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Winter Online Conference

Monday, January 4, 2021

9:00 AM - 4:15 PM

(Central Time)

Four Sessions will be presented:

Time	Track(s)
9:00 am -10:15 am	MGMT/HR
10:30 am – 12:00 Noon	MGMT/ETHICS
1:00 pm – 2:30 pm	MGMT/HR/HEALTH
2:45 pm – 4:15 pm	MARK/MGMT

9:00 AM to 10:15 AM Monday, January 4, 2021

Human Resource/ Entrepreneurship, Management Session

SESSION CHAIR: Jason Jackson, Purdue University Global

Presenter: Alston

PERFORMANCE MANAGEMENT VIRTUALLY (127)

Barbara A. Alston, Nova Southeastern University, Fort Lauderdale, Florida

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

Presenter: Chan

IMPACT OF PERCEIVED STAKEHOLDER SALIENCE ON PERFORMANCE INFORMATION USE (119)

Germaine Chan, Mount Saint Vincent University, Halifax, Nova Scotia

Presenter: McGraw

LEARNERS OF TODAY, ELADERS OF TOMORROW (146)

Laquita McGraw, Southern Connecticut State University

DISCUSSANTS: Steven Cates, Purdue University Global

Liquita McGraw, Southern Connecticut State University

10:30 AM to 12:00 (Noon) Monday, January 4, 2021

Leadership/Management/Ethical issue in Business Session

SESSION CHAIR: Richard Dool, Rutgers University

Presenter: Dool

ARE LEADERS LISTENING: A NEW MODEL TO LEVERAGE EMPLOYEE INPUT (161)

Richard Dool, Rutgers University

Presenter: Boutin

JERRY SEINFELD AND AUSTRALIA'S GREATER BUILDING SOCIETY: A CASE STUDY ON THE USE OF CELEBRITY ENDORSERS IN ADVERTISING (153)

Philip J. Boutin, Jr., Eastern Kentucky University

Presenter: Boutin

THE ETHICAL IMPLICATIONS OF OFFSHORING & OFFSHORE OUTSOURCING: AN EXAMINATION OF BUSINESS & GOVERNMENT ACTIVITIES (155)

Philip J. Boutin, Jr., Eastern Kentucky University

Presenter: Shaikh

IMPACT OF COVID-19 PANDEMIC ON HEALTH CARE PROFESSION IN SINDH-PAKISTAN (131)

**Anwar Ali Shah G.Syed, IBA-University of Sindh Jamshoro
Shahnwaz Bhutto, Shah Abdul Latif University Khairpur Mir's
Faiz Muhammad Shaikh, SZABAC-Dokri**

**DISCUSSANTS: Germaine Chan, Mount Saint Vincent University, Halifax, Nova Scotia
Barbara A. Alston, Nova Southeastern University, Fort Lauderdale, FL
Teisa K. Sterling, Savannah State University, Savannah, GA**

Monday, January 4, 2021

12:00 PM-1:00 PM

BREAK

1:00 PM to 2:30 PM Monday, January 4, 2021

Management/Human Resources/Leadership/Health Care Session

SESSION CHAIR: Kihwan Kim, Kean University, Union, NJ

Presenter: Cates

WORKPLACE DEPRESSION IN THE U.S. : WHY ARE YOUNG EMPLOYEES MOST AFFECTED AND ITS IMPACT ON ORGANIZATIONS (113)

Steven Cates, Purdue University Global

Presenter: Kim

CAREER ADVISEMENT USING CAREER PORTFOLIO PLANNING PROGRAM: THE IMPACT ON ACADEMIC PERFORMANCE, RETENTION RATE, AND JOB PLACEMENT OUTCOME (140)

Kihwan Kim, Kean University, Union, NJ

Presenter: Kim

EMOTIONAL INTELLIGENCE AND SHARED LEADERSHIP AND THE MEDIATION EFFECT OF TEAM COHESION AND TEAM TRUST: IMOJ MODEL APPROACH (138)

Kihwan Kim, Kean University, Union, NJ

Presenter: Brown

A NEW ERA OF EMPLOYEE ENGAGEMENT: COVID-19 AND THE EFFECTS OF EMPLOYEE ENGAGEMENT AND EMPLOYEE PRODUCTIVITY IN SMALL BUSINESS IN LYNCHBURG VIRGINIA (109)

Tammy Kaye Brown, Liberty University

DISCUSSANTS: Steven Cates, Purdue University Global

Barbara A. Alston, Nova Southeastern University, Fort Lauderdale, FL

Tammy Kaye Brown, Liberty University

2:45 PM to 4:15 PM Monday, January 4, 2021

Marketing/Management Session

SESSION CHAIR: Betty M. E. Ross, Columbia Southern University, Orange Beach, AL

Presenter: Ross

MORE THAN MEETS THE EYE: INDIGENOUS LEADERSHIP (106)

Betty M. E. Ross, Columbia Southern University, Orange Beach, AL

Presenter: Zhao

A STUDY OF ECO-FRIENDLY MATERIAL BEESWAX AND ITS MARKET (133)

Yushan Zhao, University of Wisconsin-Whitewater, Madison

Presenter: Zhao

A STUDY ON THE IMPACT OF FIRM GREEN PRODUCT INNOVATION ON CUSTOMER SATISFACTION (143)

Yushan Zhao, University of Wisconsin-Whitewater

Presenter: Pinar

EXAMINING THE NEW COVID-19 CONSUMER SEGMENTS, RISK ATTITUDES, AND CONSUMER DEMOGRAPHICS IN AN EMERGING MARKET – A STUDY IN TURKEY (162)

Tulay Korkmaz Devrani, Baskent University, Ankara, Turkey

Musa Pinar, Valparaiso University, Valparaiso

Zeliha Eser, Baskent University, Ankara, Turkey

DISCUSSANTS: Sergey Ponomarov, The Citadel

Richard Dool, Rutgers University

Musa Pinar, Valparaiso University, Valparaiso