



AMERICAN  
SOCIETY OF  
BUSINESS AND  
BEHAVIORAL  
SCIENCES

**A QUARTER CENTURY OF EXCELLENCE  
1993-2018**

**PROGRAM OF THE 25<sup>th</sup> ANNUAL CONFERENCE  
Golden Nugget Hotel and Casino  
LAS VEGAS, NEVADA                      MARCH 15-18, 2018**

**AMERICAN SOCIETY OF BUSINESS AND BEHAVIORAL SCIENCES  
PROGRAM OF THE 25<sup>th</sup> ANNUAL CONFERENCE  
GOLDEN NUGGET HOTEL AND CASINO, LAS VEGAS  
MARCH 15-18, 2018**

**PROGRAM COMMITTEE**

**Conference Chair  
Wali I. Mondal  
National University**

**Hospitality Committee  
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SUNY, Oneonta  
Carol Sullivan  
University of Texas Permian Basin  
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Le Moyne College**

**CPA Coordinator  
Carol Sullivan  
University of Texas of the Permian Basin**

**Proceedings Editor  
Wali I. Mondal  
National University**

**IN MEMORIAM**  
**JOHN M. COULTER (1963-2017)**

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John M. Coulter, 54, of Lee, passed away on Saturday, October 21, 2017. John was a member of the ASBBS leadership Team as a Track Chair for over a decade. A life-long advocate of learning and teaching, he is remembered as loving, humorous and kind - a son, brother, husband, father and friend, and a mentor to hundreds of students over his three-plus decades of teaching.

Born in Pittsfield, MA, John graduated from Pittsfield High School in 1981. He attended the University of Massachusetts, Amherst where he received his Bachelor's, Master's and Doctorate degrees in Accounting, all with highest honors. For the past twenty years he pursued his passion of teaching and mentoring students from all walks of life at Western New England University, where he was recently appointed Associate Dean of the College of Business. In 2005 he became a CPA, earning the designation's highest exam score in Massachusetts that year. He traveled all over the country presenting and consulting on higher education topics, connecting with his peers and tirelessly working to improve business education for students everywhere.

His boundlessly inquisitive nature left no question unanswered and no problem unsolved. His love of learning extended far beyond the classroom and his varied interests included music of all genres, the Red Sox, animals (especially his "grandcat" Boodles and his beloved cat Tasha), chess, cooking, golf, travel, reading, and Eastern philosophy. He proudly volunteered as President of the condominium association in South Wellfleet, MA, where he and his wife and daughter enjoyed countless vacations at their second home.

He is survived by his wife, Lisa, of Lee, his daughter Heather and son-in-law Jonathan Kemp of Holliston, his parents Jim and Ellen Coulter of Pittsfield, his brother Bob Coulter of Kirkwood, MO, his uncle and aunt Thomas and Patricia Coulter of Pittsfield, his uncle and aunt Maurice and Jean Lafleur of Punta Gorda, FL, his father-in-law Jack Wright of Pittsfield, and many cousins.

This twenty-fifth Anniversary Program of the ASBBS is dedicated to the memory of our dear friend and respected colleague John M. Coulter.

*Program Summary*

**THURSDAY, MARCH 15**  
**REGISTRATION: 11:00 AM - 5:00 PM**  
**CONFERENCE CENTER HALLWAY**

**FRIDAY, MARCH 16**  
**REGISTRATION: 7:30 AM - 10:00 AM 3:30 PM - 5:00 PM**  
**CONFERENCE CENTER HALLWAY**  
**COMPETITIVE SESSIONS: 8:00 AM – 5:30 PM**

**A QUARTER CENTURY OF EXCELLENCE**  
**BANQUET AND AWARD CEREMONY: 6:00 PM to 8:00 PM**

**OBITUARY: JOHN M. COULTER**  
John's good friend  
Thomas Vogel  
Canisius College

**KEYNOTE SPEECH**  
***REFLECTIONS ON A QUARTER CENTURY OF EXCELLENCE***  
Wali I. Mondal  
National University  
Open Floor  
3 minutes each

**SATURDAY, MARCH 17**  
**REGISTRATION: 8:30 AM - 10:30 AM**  
**COMPETITIVE SESSIONS: 9:00 AM – 3:00 PM**

*From the Conference Chair*

Dear Colleagues,

Welcome to the ASBBS 25<sup>th</sup> Anniversary Conference. We celebrate our quarter century of excellence simultaneously with the life of our good friend and respected colleague John M. Coulter who suddenly left us at a young age of 54. John was a dear friend of mine and many of you would say the same. We are missing him on this solemn occasion.

Our Twenty-fifth anniversary conference will begin on Thursday, March 15 and conclude on Saturday, March 17. Please stop by the Foyer of the Convention Center to pick up your registration materials or to register onsite, if you have not pre-registered. We will be open for registration during the hours posted on page 4. You are invited to the *ASBBS Quarter Century of Excellence* Banquette and Award ceremony on Friday evening starting at 6:00 PM The Anniversary Banquette will feature reflections on the past 25 years. Please contact me if you wish to speak briefly. Like past years, we will also recognize the recipients of the “Best Papers” of the conference and the Outstanding Service Awards during the Banquette.

Most competitive sessions are organized with 4 or 5 papers except for a handful of sessions with 3 papers. Except for the 3-paper sessions, each presenter will get 17-20 minutes to present his or her paper. Session Chairs, please allocate time for general discussion at the end of the presentation and end the session on time. Unless it is necessary, we ask that you use the conference laptop computer for your Power Point presentation. No Internet connection will be available in the conference rooms. I have tried to preserve your presentation time if you requested it.

Twenty-five years is a long time and I take this opportunity to recognize Pablo Mondal, a founding member, Rafi Karim for help with the web page, Bill Kehoe for valuable service in the areas of editing, seminars and thematic speech, Raji Charkrapani for managing the Conference and Pani Chakrapani for valuable service as Editor and Technical Advisor. Finally, I thank you all for your continued support. Over 80% of you have participated in this conference for more than 10 years, and over 65% of you have been coming for the past 20 years. I am deeply grateful for the bond of friendship we have developed over this long period of time. With the help of many colleagues, I have compiled the conference program from the inception, and for the past 25 years, I have looked forward to working on the conference program.

Best wishes and see you all soon.

*Wali I. Mondal*

**BEST PAPERS OF TRACKS**

The following papers were selected by respective Track Chairs and the Conference Chair as the Best Papers of Tracks. Each author of these papers will be recognized with a Certificate at the ASBBS Award Banquette on Friday, March 16. Congratulations to all authors.

*Significance of Emotional Competencies in Public Sector Projects*

**Ahmed, Riaz**

Bahria University, Pakistan

*Impact of Entrepreneurial Passion on New Product Development: Mediating Role of Entrepreneur's Self-efficacy and Moderating Role of Technological Orientation*

**Arif, Muhammad**

Bahria University, Islamabad, Pakistan

**Urooj, Syeda Faiza**

Federal Urdu of Arts, Science and Technology, Islamabad, Pakistan

**Athar, Muhammad Ahsan**

National College of Business Administration and Economics Lahore, Pakistan

*Toward Effective Use of the Statement of Cash Flows*

**Arnold, Allen G.**

**Barry, Ellis R.**

**Krishnan, V. Sivarama**

University of Central Oklahoma

*Identifying Prescription Opioid Abuse in The Medical Setting*

**Basu, Rashmita**

**Posteraro, Robert H.**

**Johnson, Harry R.**

Texas Tech University TTUHC

*Long Run Behavior of Trade and Budget Deficits in Turkey*

**Batmaz, Oguzhan**

University of Kansas

**Oguz, Tunturk**

Ordu University, Turkey

*The Relationship of Amazon Ratings of DVDs With Netflix Ratings of Movie Quality Across Global Markets*

**Baughner, Dan**

**Ramos, Chris**

Pace University

*Campus Conflict Resolution: The Time Has Come for Mandatory Mediation*

**Bienstock, Joshua**

New York Institute of Technology

*The Role of Facilitators, Barriers, Individuality and Technology in Designing a Framework for Workplace Learning*

**Blotnicky, Karen**

**Cormier-MacBurnie, Paulette**

**Mombourquette, Peter**

**Young, Jeffrey D.**

Mount Saint Vincent University, Canada

*Nursing Home Fraud Schemes: Forensic Accounting Lessons from Litigation*

**Blythe, Stephen**

**Goodpasture, James**

Tarleton State University

*Application of United States (US) Antitrust Laws to Human Resource Management Practice and Policy*

**Calvasina, Gerald E.**

Southern Utah University

**Calvasina, Richard V.**

University of West Florida

*Business Analysis Techniques in SA&D Sources: A Content Analysis Study*

**Cappel, James J.**

**Huang, Zhenyu**

Central Michigan University

*Ethical Attitudes and Behaviors of Undergraduate Business Students: Trends and the Role of the Electronic Resources Policy*

**Case, Carl J.**

**King, Darwin L.**

St. Bonaventure University

*The Dynamics of DNA: Implications for Business and Society*

**Demirdjian, Z.S.**

California State University, Long Beach

**Mokatsian, Zara**

Near East Museum, Yerevan

*“Reasonable Accommodation” Disabled Claims after the ADA Amendments Act of 2008: Guidance for Management from Federal Circuit Courts of Appeals Cases*

**Findley, Hank**

**Dove, Laura**

Troy University

*Research in Tax Education: Implications (2010-2017)*

**Franklin, Mitchell**

Le Moyne College

*An Analysis of Expected Potential Returns from Selected Pizza Franchises*

**Gerhardt, Steve**

**Joiner, Sue**

**Dittfurth, Ed**

Tarleton State University

*Pedagogical Deficiencies of Behavioral Economics as Evidenced by Lexicographic Preferences and Thick Indifference Curves*

**Gordon, David M.**

University of Saint Francis (IL)

*Behavior of the Monthly Changes of NASDAQ Composite Index: 1971-2016*

**Hamid, Sheikh A.**

Southern New Hampshire University

*Teaching Marketing Students the Importance of the Political/Regulatory Environment: And Update of Pre-2000 Data and Proposed Classroom Approach*

**Handlin, Amy**

Monmouth University

*Determinants of Willingness to Pay for Organic Foods: Evidence from a Primary Survey of Conventional Consumers*

**Islam, Shahidul**

MacEwan University, Canada

*An Exploratory Study for Detecting the Typologies of Offshoring Strategy*

**Ito, Ryoji**

Niigata University, Japan

*Learning Styles of Hispanic Students*

**Jones, Irma S.**

**Blankenship, Dianna**

The University of Texas Rio Grande Valley

*Biblical Taxes: How Would Adam Smith Rate Them?*

**King, Darwin L.**

**Case, Carl J.**

**Roosa, Jared L.**

St. Bonaventure University

*Terrorist Attacks on September 11, 2001: A Test of Market Efficiency in the Insurance and Airline Industries*

**Kozoyed, Chad**

**Bacon, Frank**

Longwood University



*Has the Reliance on Internet Search Engines Diminished the Knowledge Students Retain from a Principles of Finance Class?*

**Letterman, Denise**

Robert Morris University

*Corporate Inversion and Their Impact*

**Marsh, Treba A.**

Stephen F. Austin State University

**Fischer, Mary**

University of Texas at Tyler

*Effects of Technology Innovation on Business*

**McKnight, Samuel Tanner**

**Maniam, Balasundram**

**Robertson, Joey**

Sam Houston State University

*A Case of Organization Expertise: An Ideal-Types Organization Typology That Predicts Market Performance*

**Militello, Jack**

**Sheppeck, Mick**

University of St Thomas

*The Tax Court Reverses Itself and Allows Taxpayers to Change Filing Status*

**Pirrone, Maria**

St. John's University

*Patient Violence Against Healthcare Workers*

**Samuels, Shenae K.**

**Hunt, Sharon**

**Jordan, Tezra**

Texas Tech University TTUHC

*Tablets Vs. Traditional Laptops: And the Winner Is*

**Santandreu, Juan**

**Shurden, Susan**

**Shurden, Michael C.**

Lander University

*Clinical Coordination and the Supply Chain: Reducing Adverse Effects of Mechanical Ventilation*

**Schmidt, Ryan N.**

Texas Tech University TTUHC

**Ward, Troy**

Midland Memorial Hospital

*Cognitive Flexibility, Procrastination, and Need for Closure Linked to Online Self-Directed Learning among Students from Emerging Markets*

**Schommer-Aikins, Marlene**

Wichita State University

**Easter, Marilyn K.**

San Jose State University

*Marketing in a World of Augmented Reality*

**Singh, Mandeep**

**Conrad, Craig**

**Kulmer, Elisabeth**

**Beall, Kayla**

Western Illinois University

*The Treatment of State and Local Income Taxes under Tax Reform*

**Smith, Sheldon R.**

**Smith, Lynn R.**

Utah Valley University

*Accounting Student Perceptions of Tablet Technology for Academic Success*

**Staples, Julie**

**Ward, Cassandra L.**

**Lowe, S. Keith**

Jacksonville State University

*Strengthening the Leadership Platform through Effective Mentoring Programs*

**Thomas, Earl**

Middle Tennessee State University

*CPA Practitioners' Feedback on Auditing Curriculum*

**Ulrich, Thomas A.**

**Blouch, William E.**

**Michenzi, Alfred R.**

Loyola University Maryland

## OUTSTANDING SERVICE AWARDS

In recognition of scholarly excellence, commitment for distinguished service to business and behavioral sciences, to the Academy, to students, and to colleagues, ASBBS Program Committee 2017-18 presents the following Outstanding Service Awards to:

**Kehoe, William J.**  
**ASBBS Life Time Award**

**Chakrapani, Rajeswari**  
**ASBBS Life Time Award**

**Chakrapani, Pani**  
**Editor, ASBBS Journals**

**Demirdjian, Andrew Z.S.**  
**Scholarly Excellence**

**Karim, Rafi**  
**Technical Support**

**Mondal, Pablo**  
**ASBBS Life Time Award**

**Schmidt, Ryan N.**  
**Track Chair, Healthcare**

These awards will be presented at the ASBBS Quarter Century of Excellence Banquette on Friday, March 17, 2018.



**Friday**                      **8:00 – 9:30**                      **Oakmont**

**Track:**                      **Economics V: All Other Areas**  
**Chair:**                      **Amato, Louis (Ted)**  
University of North Carolina, Charlotte

**Session:**                      **Contemporary Economic Issues**  
**Chair:**                      **Amato, Louis (Ted)**  
University of North Carolina, Charlotte

*Economic Illusions: Dispelling the Myth of Blood as a “Public Good”*

**Carden, Robert**  
Commonwealth Transfusion Foundation

**Edwards, Judson Carter**  
Troy University

**Miller, William Gordon**  
Troy University

*Post Hoc Ergo Propter Hoc? Does Getting Hit by a Pitch Affect a Batter's Performance Later in the Game?*

**Lang, David M.**  
California State University, Sacramento

*Estimating the Impact of Political Party Power on Gun Ownership*

**Stivender, Carol O**  
**Amato, Louis (Ted)**  
University of North Carolina – Charlotte

*Theoretical Sectors of Economic Decision Making in a Changed Political Environment*

**Litzinger, Patrick J.**  
Robert Morris University

*Long Run Behavior of Trade and Budget Deficits in Turkey*

**Batmaz, Oguzhan**  
University of Kansas  
**Oguz, Tumturk**  
Ordu University, Turkey



**Friday** **9:30 – 11:00** **Hillcrest**

**Track:** **Finance II: Investments**

**Chair:** **Bacon, Frank**  
Longwood University

**Session:** **Investments**

**Chair:** **Chawla, Gurdeep K.**  
National University

*Terrorist Attacks on September 11, 2001: A Test of Market Efficiency in the Insurance and Airline Industries*

**Kozoyed, Chad**  
Longwood University  
**Bacon, Frank**  
Longwood University

*Forecasting Student Performance in Business School Classes*

**Racic, Stanko**  
**Marco, Gayle J.**  
**Flanegin, Frank R.**  
Robert Morris University

*Successful Companies' Performance in Volatile Markets*

**Chawla, Gurdeep K.**  
National University

*Carry Trade with Indian Rupees as Investing Currency and Relationship with Other Asset Classes*

**Ranjana, Jyoti**  
**Barai, Parama**  
Indian Institute of Technology, Kharagpur

**ASBBS PROGRAM OF THE TWENTY FIFTH ANNUAL CONFERENCE**

**Friday**

**9:30 – 11:00**

**Oakmont**

**Track:** **Interdisciplinary I: Best Practices in Educational Management**

**Chair:** **Kehoe, William J.**  
University of Virginia

**Session:** **Learning Styles, Delivery and Conflict Resolution**

**Chair:** **Tsuda, Lily**  
National University

*Traditional, Hybrid, and Online-Achieving Equivalent Learning Objectives with Various Delivery Models*

**Arnesen, David W.**  
Seattle University

*Learning Styles of Hispanic Students*

**Jones, Irma S.**  
**Blankenship, Dianna**  
The University of Texas Rio Grande Valley

*Campus Conflict Resolution: The Time Has Come for Mandatory Mediation*

**Bienstock, Joshua**  
New York Institute of Technology

*Preparing for An AACSB Continuous Improvement Review (CIR) Visit: A Team-Based Approach*

**Myers, Joan**  
**Franklin, Mitchell**  
**Lepak, Greg**  
Le Moyne College

*Higher Education Faculty Expansion*

**Chapman, J. David**  
**MacDonald, Stuart T.**  
**Arnold, Allen G.**  
**Chapman, Ryan**  
University of Central Oklahoma



**Friday**                      **9:30 – 11:00**                      **Merion**

**Track:**                      **Management VI: Healthcare Management**  
**Chair:**                      **Schmidt, Ryan N.**  
                                    **Texas Tech University TTUHC**

**Session:**                      **Managing the Health and Healthcare**  
**Chair:**                      **Schmidt, Ryan N.**  
                                    **Texas Tech University TTUHC**

*Five Pillar Deployment Plan: A Journey to Deployment to EMS Systems*

**Samuels, Shenae K.**

**Hunt, Sharon**

**Tyler, Jerin B.**

Texas Tech University TTUHC

*Identifying Prescription Opioid Abuse in The Medical Setting*

**Basu, Rashmita**

**Posteraro, Robert H.**

**Johnson, Harry R.**

Texas Tech University TTUHC

*Reducing Radiation Dose in The Neonatal Intensive Care Unit*

**Schmidt, Ryan N.**

**Posteraro, Robert H.**

**Simpson, Matthew J.**

Texas Tech University TTUHC

*Clinical Coordination and the Supply Chain: Reducing Adverse Effects of Mechanical Ventilation*

**Schmidt, Ryan N.**

Texas Tech University TTUHC

**Ward, Troy**

Midland Memorial Hospital

**Friday**

**11:00 – 12:30**

**Hillcrest**

**Track:** **Track: Economics I: General Economics**

**Chair:** **Kondeas, Alexander G.**  
Winston-Salem State University

**Session:** **Current Economic Issues**

**Chair:** **Kondeas, Alexander G.**  
Winston-Salem State University

*Pedagogical Deficiencies of Behavioral Economics as Evidenced by Lexicographic Preferences and Thick Indifference Curves*

**Gordon, David M.**  
University of Saint Francis (IL)

*Janet Yellen's Legacy at the Federal Reserve Board of Governors*

**Kondeas, Alexander G.**  
Winston-Salem State University

*Clean Energy Transition for Improving Quality of Life: Experience of Households in Rural Odisha, India*

**Swain, Swadhina Shikha**  
**Mishra, Pulak**  
Indian Institute of Technology Kharagpur

*Tax Cuts and Jobs Act 2017: When a Public Good is a Private Good*

**Mondal, Wali I.**  
National University

Friday

11:00 – 12:30

Oakmont

**Track:** Management IX: Emerging Trends: Innovation and Creativity

**Chair:** Zomorrodian, Asghar  
Walden University

**Session:** Emerging Trends in Management

**Chair:** Zomorrodian, Asghar  
Walden University

*Ethics, Morality, and Policy Decisions in the Era of Divisive Governance & Fake News: Is a New Quasi Paradigm of Bulling and Forcing Issues is on the Make?*

**Zomorrodian, Asghar**  
Walden University

*Strengthening the Leadership Platform through Effective Mentoring Programs*

**Thomas, Earl**  
Middle Tennessee State University

*Trauma, Resource Loss, Social Support, and Interventions in Disasters*

**Suar, Damodar**  
Indian Institute of Technology, Kharagpur

*Impact of Entrepreneurial Passion on New Product Development: Mediating Role of Entrepreneur's Self-efficacy and Moderating Role of Technological Orientation*

**Arif, Muhammad**  
Bahria University, Islamabad, Pakistan

**Urooj, Syeda Faiza**  
Federal Urdu of Arts, Science and Technology, Islamabad, Pakistan

**Athar, Muhammad Ahsan**  
National College of Business Administration and Economics Lahore, Pakistan

**Friday**                      **11:00 – 12:30**                      **Merion**

**Track:**                      **Sustainability**  
**Chair:**                      **Hartling, Xu**  
Salem State University

**Session:**                      **Organic Foods, Environment and Sustainability**  
**Chair:**                      **Islam, Shahidul**  
MacEwan University, Canada

*Vertical Farming: A Sustainable Alternative to Enhance Wellbeing of Elderly*

**Raut, Sashi Bhushan**

**George, Abraham**

Indian Institute of Technology Kharagpur

*Is Depletion of Groundwater Table Linked with Disappearance of Traditional Water Harvesting Systems (Tank Irrigation)? Empirical Evidence from West Bengal, India*

**Chowdhury, Koushik**

**Behera, Bhagirath**

Indian Institute of Technology Kharagpur

*Determinants of Willingness to Pay for Organic Foods: Evidence from a Primary Survey of Conventional Consumers*

**Islam, Shahidul**

MacEwan University, Canada

*Women's Groups and Rotating, Savings and Credit Associations (Roscas): An Analysis of Factors determining Their Sustainability in Rural Kenya*

**Makau, Esther Mwongeli**

University of KwaZulu-Natal, South Africa

*Organizational Intercultural Management in an intercultural company*

**Vargas-Hernández, Jose G.**

University of Guadalajara

ASBBS PROGRAM OF THE TWENTY FIFTH ANNUAL CONFERENCE

**Friday**                      **12:30 – 2:00**                      **Hillcrest**

**Track:**                      **Marketing X: All Other Areas**

**Chair:**                      **Purinton, Elizabeth**  
Marist College

**Session:**                      **Diverse Marketing Issues**

**Chair:**                      **Kajalo, Sami**  
Aalto University Business School, Finland

*Market Orientation and Corporate Social Responsibility: An Organizing Framework*

**Kajalo, Sami**  
Aalto University Business School, Finland

*Teaching Marketing Students the Importance of the Political/Regulatory Environment: And Update of Pre-2000 Data and Proposed Classroom Approach*

**Handlin, Amy**  
Monmouth University

*When Rivals Purchase: This Means War! Or Does it?*

**Burns, David J.**  
**Hutchins, Jennifer D.**  
**Mathisen, Richard**  
**Manolis, Chris**  
Kennesaw State University

*Impact of electronic Word of Mouth Intention on Consumer Based Brand Equity: The Mediating Role of Brand Image and Brand Awareness*

**Sijoria, Charu**  
**Mukherji, Sarbanti**  
Indian Institute of Technology, Kharagpur

*Marketing in a World of Augmented Reality*

**Singh, Mandeep**  
**Conrad, Craig**  
**Kulmer, Elisabeth**  
**Beall, Kayla**  
Western Illinois University



ASBBS PROGRAM OF THE TWENTY FIFTH ANNUAL CONFERENCE

**Friday**                      **12:30 – 2:00**                      **Merion**

**Track:**                      **Accounting III: Tax**

**Chair:**                      **Pirrone, Maria**  
St. John's University

**Session:**                      **Current Issues of Taxation**

**Chair:**                      **Pirrone, Maria**  
St. John's University

*The Treatment of State and Local Income Taxes under Tax Reform*

**Smith, Sheldon R.**

**Smith, Lynn R.**

Utah Valley University

*The Tax Court Reverses Itself and Allows Taxpayers to Change Filing Status*

**Pirrone, Maria**

St. John's University

*Monsanto: A Whistleblower Case with Revenue Recognition Issues*

**Pirrone, Maria**

**Trainor, Joseph E.**

**Phillips, Cynthia R.**

St. John's University

*The Battle to Protect Constitutional Rights and Business Technology at the Borders: An Analysis of the Current Law after Riley*

**Redpath, Ian**

**Redpath, Eric**

Canisius College

*Taxation and Liquidity: Evidence from Retirement Savings*

**Chorvat, Elizabeth**

University of Illinois at Urbana-Champaign





ASBBS PROGRAM OF THE TWENTY FIFTH ANNUAL CONFERENCE

**Friday**

**2:00 – 3:30**

**Oakmont**

**Track:** Accounting V: Ethics

**Chair:** Franklin, Mitchell  
Le Moyne College

**Session:** Ethics in Accounting

**Chair:** Franklin, Mitchell  
Le Moyne College

*A Regional Examination of Age and Gender Impact on CPA Examination Pass Rates*

**Franklin, Mitchell**

**Lepak, Greg M.**

**Myers, Joan K.**

Le Moyne College

*Government-Contracted Contingent Fee Auditor*

**Boyle, Douglas M.**

**Lenns, Charles A.**

University of Scranton

*Improved Transparency in Financial Reporting? An Evaluation of FASB's Going Concern Standard Update*

**Phillips, Cynthia R.**

**Trainor, Joseph E.**

St. John's University

*Accounting Student Perceptions of Tablet Technology for Academic Success*

**Staples, Julie**

**Ward, Cassandra L.**

**Lowe, S. Keith**

Jacksonville State University





**Friday**                      **3:30 – 5:30**                      **Oakmont**

**Track:**                      **Interdisciplinary II: Business Cases**

**Chair:**                      **Flynn, Lisa**  
SUNY, Oneonta

**Session:**                      **Business Cases and Applications**

**Chair:**                      **Flynn, Lisa**  
SUNY, Oneonta

*Effects of Technology Innovation on Business*

**McKnight, Samuel Tanner**

**Maniam, Balasundram**

**Robertson, Joey**

Sam Houston State University

*ERM and the Beedoop Machine: The Dangers of Weak Risk Controls*

**Barton, Thomas L.**

University of North Florida

**Walker, Paul L.**

St. John's University

**MacArthur, John B.**

University of North Florida

*Examining Accounting Students' Consistency of Ethical Analysis*

**Buchan, Howard**

**Flynn, Lisa**

SUNY, Oneonta

*Exclusion of Foreign Earned Income*

**Shum, Connie**

Pittsburg State University

**Lui, Gladie**

Lingnan University, Hong Kong

*Enron and the Sarbanes-Oxley*

**Young, Brooklyn**

**Robertson, Joey**

**Sullivan, Laura J.**

Sam Houston State University

**Friday**

**3:30 – 5:00**

**Merion**

**Track:** **Marketing VIII: Marketing Research**

**Chair:** **Zourrig, Haithem**  
Kent State University

**Session:** **Contemporary National and International Marketing Issues**

**Chair:** **Zourrig, Haithem**  
Kent State University

*Consumer Susceptibility to Fake Online Reviews: Information Manipulation Theory Perspective*

**Zourrig, Haithem**

Kent State University

*The Dynamics of DNA: Implications for Business and Society*

**Demirdjian, Z.S.**

California State University, Long Beach

**Mokatsian, Zara**

Near East Museum, Yerevan

*Understanding and Appealing to the Military Educational Market*

**Conrad, Craig**

**Singh, Mandeep**

**Pickett, Lawrence**

Western Illinois University

*Chabto: Your new personal shopping assistant?*

**Han, Min Chung**

Kean University

**Kim, Youjeong**

New York Institute of Technology

**ASBBS**  
**A QUARTER CENTURY OF EXCELLENCE**  
**BANQUET AND AWARD CEREMONY: 6:00 PM to 8:00 PM**

**OBITUARY: JOHN M. COULTER**  
**By**  
**Thomas Vogel**  
**Canisius College**

**KEYNOTE SPEECH**  
***REFLECTIONS ON***  
***A QUARTER CENTURY OF EXCELLENCE***  
**Wali I. Mondal**

**Open Floor**  
**3 minutes each**

**Saturday**

**9:00 – 10:30**

**Hillcrest**

**Track:** Management VI: Healthcare Management  
**Chair:** Schmidt, Ryan N.  
Texas Tech University TTUHC

**Session:** Medical Practice, Patient Violence and Senior Citizens  
**Chair:** Basu, Rashmita  
Texas Tech University TTUHC

*Quality and Revenue Enhancement Initiative for Internal Medicine Practice*

**Basu, Rashmita**

**Schmidt, Ryan N.**

**Harth, Kathy**

Texas Tech University TTUHC

*Behavior Economics and Physician Decision Making: A Delphi Study of the Perceptions of Physician Executives on How They Balance Judgements in Light of the Influx of Analytics into the Delivery of Health Care*

**Militello, Jack**

University of Saint Thomas

*Patient Violence Against Healthcare Workers*

**Samuels, Shenae K.**

**Hunt, Sharon**

**Jordan, Tezra**

Texas Tech University TTUHC

*What is Happiness to Senior Citizens? A Qualitative Inquiry*

**Ray, Samudyuti**

**Suar, Damodar**

**Mukhopadhyay, Susmita**

Indian Institute of Technology Kharagpur

**Saturday**

**9:00 – 10:30**

**Oakmont**

**Track:** Accounting IV: Accounting Education

**Chair:** Trainor, Joseph E.  
St. John's University

**Session:** Current Issues in Accounting Education

**Chair:** Phillips, Cynthia R.  
St. John's University

*Online Education: Strengthening Security and Integrity of Online Accounting Classes*

**Ahadiat, Nas**

**Hefzi, Hassan**

**Ahadiat, Sepeedeh**

California State Polytechnic University

*Interactive Textbooks as a form of Active Learning*

**Phillips, Cynthia R.**

**Trainor, Joseph E.**

St. John's University

*"Most Ethical" Person Awards: Students' Perceptions*

**Counts, Wayne**

**Sullivan, Carol**

**Pitre, Jean-Paul**

University of Texas of the Permian Basin

*CPA Practitioners' Feedback on Auditing Curriculum*

**Ulrich, Thomas A.**

**Blouch, William E.**

**Michenzi, Alfred R.**

Loyola University Maryland

*Flipping an Introductory Accounting Course: A Quasi Experimental Study*

**Alfonzo-Martínez, Olga D.**

University of Puerto Rico at Arecibo



Saturday

9:00 – 10:30

Merion

**Track:** Management V: Management Education

**Chair:** Dunphy, Steve  
Indiana University Northwest

**Session:** Various Aspects of Management Education

**Chair:** Dunphy, Steve  
Indiana University Northwest

*Mayweather, McGregor, and Management (and Economics)*

**Shike, Sarah**

**Dobson, Joe**

**Devereueawax, Jonathan**

Western Illinois University

*An Empirical Study of Indian Civil Aviation Industry: Focus on Customer Relationship Management*

**Debnath, Rajarshi**

**Datta, Biplab**

**Mukhopadhyay, Susmita**

Indian Institute of Technology, Kharagpur

*An Evaluation of a Business Certification: Experiences, Lessons Learned, and Recommendations*

**Huang, Zhenyu**

**Cappel, James J.**

Central Michigan University

*Business Analysis Techniques in SA&D Sources: A Content Analysis Study*

**Cappel, James J.**

**Huang, Zhenyu**

Central Michigan University

*Information Communication Technology and Its Impact on Senior Citizens*

**Mukhopadhyay, Susmita**

**Verma, Raheesh**

**Ray, Samudyuti**

Indian Institute of Technology Kharagpur

**Saturday**

**10:30 – 12:00**

**Hillcrest**

**Track:** **Economics I: General Economics**

**Chair:** **Kondeas, Alexander G.**  
Winston-Salem State University

**Session:** **Applied Economics**

**Chair:** **Aske, David**  
University of Northern Colorado

*Hapa Irrigation for Promoting Sustainable Agricultural Intensification: Experience from Bankura District of India*

**Pani, Amartya**

**Mishra, Pulak**

Indian Institute of Technology Kharagpur

*The Spillover Effect of Export Processing Zones*

**Wu, Weixiao**

Clark University

**Hong, Chang**

U.S. Department of Agriculture

*Teaching Economics of Religion: A Microeconomics Approach*

**Aske, David**

University of Northern Colorado

*Food Security Policy and Household Welfare: Evidence from India*

**Satapathy, Jyotirmayee**

**Nayak, Narayan Chandra**

**Mahakud, Jitendra**

Indian Institute of Technology

**Saturday**

**10:30 – 12:00**

**Merion**

**Track:** Accounting VII: Behavioral Accounting

**Chair:** Marsh, Treba  
Stephen F. Austin State University

**Session:** Behavioral Accounting

**Chair:** Vogel, Thomas  
Canisius College

*Research in Tax Education: Implications (2010-2017)*

**Franklin, Mitchell**  
Le Moyne College

*Biblical Taxes: How Would Adam Smith Rate Them?*

**King, Darwin L.**  
**Case, Carl J.**  
**Roosa, Jared L.**  
St. Bonaventure University

*Developing Rapport with Accounting Students through Personal Communication*

**Titard, Pierre L.**  
Southeastern Louisiana University

*Using Restricted Property to Compensating Employees and Other Workers in Small Businesses*

**Redpath, Ian**  
**Vogel, Thomas**  
Canisius College

*Reporting Defined Benefit Plan Information: Understanding the Impact of ASU 2017-07*

**Redpath, Ian**  
**Vogel, Thomas**  
Canisius College

ASBBS PROGRAM OF THE TWENTY FIFTH ANNUAL CONFERENCE

**Saturday**

**10:30 – 12:00**

**Oakmont**

**Track:** Accounting VI: Financial Accounting

**Chair:** Whitten, Linda K  
Skyline College

**Session:** Current Federal Tax and Related Issues

**Chair:** Aquilio, Mark  
St. John's University

*When is an Operating Lease not an Operating Lease? The FASB's Lease Conundrum*

**Morris, Joseph L.**

Southeastern Louisiana University

*Undercharging for Self-Employment Taxes: Self-Employment Income and Employee Earnings*

**Smith, Sheldon R.**

**Smith, Lynn R.**

Utah Valley University

*Oil Reserves and Financial Information in Recent Years*

**Salimi, Anwar Y.**

University of LaVerne

*The Supreme Court Rules from on High and Defines an ERISA Church Plan*

**Aquilio, Mark**

St. John's University

**Saturday**

**12:00 – 1:30**

**Hillcrest**

**Track: Interdisciplinary VI: Multicultural Issues**

**Chair: Fountain, Usha**  
East Central University

**Session: Multicultural Business and Technological Issues**

**Chair: Mombourquette, Peter**  
Mount Saint Vincent University, Canada

*Creating Community for Students' Academic and Career Success*

**Easter, Marilyn K.**

San Jose State University

**Yonkers, Virginia**

University at Albany

**Easter, Walter R.**

**Shaw, Doris**

**Makani, Bobbi**

San Jose State University

*A Framework for Workplace Learning: Drivers, Strategies, Outcomes, and Evaluation*

**Blotnicky, Karen**

**Mombourquette, Peter**

**Young, Jeffrey D.**

Mount saint Vincent University, Canada

*Digital Convergence in Education: Utilizing Technology for Active Student Engagement*

**Makani, Bobby**

**Easter, Marilyn K.**

**Tran, Anh**

San Jose State University

*Counseling in a Culturally Diverse Society: Cultural Competencies for LPC Candidates and Practitioners*

**Fountain, Usha**

East Central University

**Saturday**

**12:00 – 1:30**

**Oakmont**

**Track: Management I: Human Resource**

**Chair: Findley, Hank**  
Troy University

**Session: HR Issues at Home and Abroad**

**Chair: Calvasina, Gerald E.**  
Southern Utah University

*Application of United States (US) Antitrust Laws to Human Resource Management Practice and Policy*

**Calvasina, Gerald E.**

Southern Utah University

**Calvasina, Richard V.**

University of West Florida

*Consequences of Past Voicing Behavior and Its Impact on Employee's Re-Voicing Behavior: An Empirical Examination*

**Jada, Umamaheswararao**

**Mukhopadhyay, Susmita**

Indian Institute of Technology Kharagpur

*"Reasonable Accommodation" Disabled Claims after the ADA Amendments Act of 2008: Guidance for Management from Federal Circuit Courts of Appeals Cases*

**Findley, Hank**

**Dove, Laura**

Troy University

*Emerging Trends in Compensation Management*

**Patnaik, Pooja**

**Suar, Damodar**

Indian Institute of Technology Kharagpur

**Saturday**

**12:00 – 1:30**

**Merion**

**Track:** Interdisciplinary VIII: Hospitality and Tourism

**Chair:** **Rudd, Denis P.**  
Robert Morris University

**Session:** **Hospitality and Tourism**

**Chair:** **Flanegin, Frank R.**  
Robert Morris University

*River's Casino: Its Effect on Pittsburgh*

**Rudd, Denis P.**  
Robert Morris University

*The Social and Cultural Impacts of Community Gardens and Their Overall Effects on Tourism and Planning*

**Mills Jr., Richard J.**  
Robert Morris University

*Hotel Management Trends in Saudi Arabia with Particular Emphasis on Modern Marketing and Customer Retention: A Field Study of Riyadh, Saudi Arabia*

**Alsarabi, Alaa Hussein**  
King Saud University, Saudi Arabia

**Saturday**

**1:30 – 3:00**

**Hillcrest**

**Track: Finance V: Finance Education**

**Chair: Flanegin, Frank R.**  
Robert Morris University

**Session: Finance, Investment and Finance Education**

**Chair: Shaki, Mohammed**  
**Saint Leo University**

*Behavior of the Monthly Changes of NASDAQ Composite Index: 1971-2016*

**Hamid, Sheikh A.**

**Dhakar, Tej**

Southern New Hampshire University

*The Next Level of Finance Education: Certificate of Financial Analytics*

**Lamb, Reinhold**

University of North Florida

**Schnusenberg, Oliver**

University of North Florida

*A Review of Mathematics Course Sequencing*

**Racic, Stanko**

**Marco, Gayle J.**

**Flanegin, Frank R.**

Robert Morris University

*Corporate Restructuring: A Process Perspective*

**Shaki, Mohammed**

**Bennett, John**

**Kodua, Leat**

Saint Leo University

*Are U.S. and Foreign-owned Automobile Manufacturing Firms' Capital Structure and Performance Different? A Comparison of Financial Capital Structure and Performance*

**Boudreaux, Denis**

**Rao, SP Uma**

**Edwards, Chase**

University of Louisiana at Lafayette



**Saturday**

**1:30 – 3:00**

**Merion**

**Track:** **Marketing V: Marketing/Business Practices in Emerging Markets**

**Chair:** **Combs, Howard**  
San Jose State University

**Session:** **Marketing and Business Practices in National and Global Markets**

**Chair:** **Easter, Marilyn K.**  
San Jose State University

*Cognitive Flexibility, Procrastination, and Need for Closure Linked to Online Self-Directed Learning among Students from Emerging Markets*

**Schommer-Aikins, Marlene**

Wichita State University

**Easter, Marilyn K.**

San Jose State University

*The Role of Facilitators, Barriers, Individuality and Technology in Designing a Framework for Workplace Learning*

**Blotnicky, Karen**

**Cormier-MacBurnie, Paulette**

**Mombourquette, Peter**

**Young, Jeffrey D.**

Mount Saint Vincent University, Canada

*Tablets Vs. Traditional Laptops: And the Winner Is*

**Santandreu, Juan**

**Shurden, Susan**

**Shurden, Michael C.**

Lander University

**Saturday**

**1:30 – 3:00**

**Oakmont**

**Track: Management X: All Other Areas**

**Chair: Baugher, Dan**  
Pace University

**Session: Diverse Management Issues**

**Chair: Baugher, Dan**  
Pace University

*Significance of Emotional Competencies in Public Sector Projects*

**Ahmed, Riaz**

Bahria University, Pakistan

*The Relationship of Amazon Ratings of DVDs With Netflix Ratings of Movie Quality Across Global Markets*

**Baugher, Dan**

**Ramos, Chris**

Pace University

*Accidents in the Petroleum Industry and Evaluation of Potential Hazardous Equipment Failures*

**Al-Kazimi, Mohammad A.**

Kuwait Oil Company

*CEO's Personal Characteristics and Corporate Investment: Evidence from Indian Manufacturing Companies*

**Gupta, Gaurav**

**Mahakud, Jitendra**

Indian Institute of Technology Kharagpur

*Product Costing and Groupings: A Clustering Approach*

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