



AMERICAN
SOCIETY OF
BUSINESS AND
BEHAVIORAL
SCIENCES

PROGRAM OF THE 26th ANNUAL CONFERENCE
Harrah's Las Vegas Hotel and Casino
Las Vegas, Nevada **March 9-11, 2019**

**AMERICAN SOCIETY OF BUSINESS AND
BEHAVIORAL SCIENCES**

**PROGRAM OF THE 26th ANNUAL CONFERENCE
HARRAH'S LAS VEGAS HOTEL AND CASINO
MARCH 9-11, 2019**

PROGRAM COMMITTEE

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

**Program Chair
Pani Chakrapani
University of Redlands**

**Hospitality Committee
Lisa Flynn, Chair
SUNY, Oneonta
Carol Sullivan
University of Texas Permian Basin
Mitchell Franklin
Le Moyne College**

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

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

Program Summary

Saturday, MARCH 9

**REGISTRATION: 8:00 AM - 5:00 PM
CONFERENCE CENTER HALLWAY**

CONFERENCE PRESENTATION BEGINS AT 11:00 AM

SUNDAY, MARCH 10

**REGISTRATION: 8:00 AM - 11:30 AM
CONFERENCE CENTER HALLWAY**

**WORKSHOP ON ONLINE EDUCATION: 8:00 – 9:00 AM
COMPETITIVE SESSIONS
9:00 AM – 12:00 PM
2:00 PM – 5:30 PM**

**LUNCH AND AWARD CEREMONY
12:00 PM to 2:00 PM**

KEYNOTE SPEECH

***The City as the Defining Institution of Government in the
21st Century***

**Ken Meyer
Drake University**

**MONDAY, MARCH 11
COMMITTEE MEETINGS**

From the Conference Chair

Dear Colleagues,

Welcome to the ASBBS 26th Anniversary Conference. Our Twenty-sixth anniversary conference will begin on Saturday, March 9 and conclude on Sunday, March 10 with optional tour of the Grand Canyon. 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 3. You are invited to the *ASBBS Luncheon and Award Ceremony* on Sunday at 12:00 PM. This year's Keynote Speech will be delivered by our good colleague Ken Meyer, Thomas F. Sheehan Distinguished Professor of Public Administration at Drake University. Ken will speak on *The City as the Defining Institution of Government in the 21st Century*. Like past years, we will recognize the recipients of the "Best Papers" of the conference and the Outstanding Service Awards during the Banquette.

All competitive sessions are organized with 4 or 5 papers. 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-six years is a long time and I take this opportunity to thank you for your continued participation and support of the ASBBS. 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 26 years, I have looked forward to seeing you all in the Annual Conference.

Best wishes.

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 Ceremony on Sunday, March 10. Congratulations to all authors.

Collateral Learning: The Advantageous Side Effects of Purposeful Learning in the Pursuit of Meaningful Goals

Bailey, Jeffrey J.

University of Idaho

Pierowski, Walter

Esterline Interface Technologies

Waiting in Line for Gasoline: An Analysis of the Emotional State of Drivers in the United States Gasoline Crisis of 1979

Baughner, Dan

Ramos, Chris

Pace University

Workplace Sexual Harassment in the “Me Too” Era: The Unforeseen Consequences of Confidential Settlement Agreements

Baum, Bernadette

National University

Family Caregivers’ Burden in Providing Care to Older Kin: Findings from Public and Private Hospitals in Kolkata, India

Bhattacharyya, Tulika

Indian Institute of Technology Kharagpur, India

Applying Interest Based Problem Solving to The U.S. University Complaint Process: Preempting Avoidable Student- University Litigation

Bienstock, Joshua E.

New York Institute of Technology

Uncertainty Resolved: The Behavior of the Yen Surrounding the Election of Shinzō Abe as LDP Leader in 2012

Bootheway, G.B.P.

Javier, Sharielly S.

St. Bonaventure University

The Brexit Announcement: A Test of Market Efficiency

Boulton, Jordan

Bacon, Frank

Longwood University

ASBBS PROGRAM OF THE TWENTY SIXTH ANNUAL CONFERENCE

The Empirical Relationship between Leadership Style and Technostress

Boyer-Davis, Stacy

Northern Michigan University

E-Cheating and Undergraduate Business Students: Trends and the Role of Gender

Case, Carl J.

King, Darwin L.

Case, Julie A.

St. Bonaventure University

Saving the World on the Wings of Technology

Demirdjian, Z. S. Andrew

California State University, Long Beach

Mokatsian, Zara

Near East Museum, Yerevan

Fast Food Chicken: To Franchise or Not?

Dittfurth, Ed

Gerhardt, Steve

Joiner, Sue

Tarleton State University

The 2012 London Olympics and its Effect on Sponsor Companies' Stock Prices

Farthing, Leshek J.

Bacon, Frank

Longwood University

Mediating Role of Work Alienation between Workplace Bullying and Its Outcomes

Fatima, Tasneem

Naseem, Uzma

International Islamic University, Pakistan

Is Discrimination Legal: It Depends on Your Business

Findley, Henry M.

Van Buskirk, David

Edwards, Toni

Belcher, William

Troy University

International Economic Ramifications of the Newest Fed Policy Tool

Gordon, David M

University of Saint Francis (IL)

ASBBS PROGRAM OF THE TWENTY SIXTH ANNUAL CONFERENCE

Anomalous Behavior of the Volatility of NASDAQ Composite Index: 1971 To 2017

Hamid, Sheikh A.

Dhakar, Tej S

Southern New Hampshire University

The Effect of Procrastination on Academic Performance of Online Students at a Hispanic Serving Institution

Jones, Irma S.

Blankenship, Dianna C.

University of Texas Rio Grande Valley

The Comprehensive Taxation System Existing During the Roman Empire

King, Darwin L.

Case, Carl J.

Roosa, Jared L.

St. Bonaventure University

How Sustainable Farming and Food Technologies Have Created the New Farm to Table Industry

Mills, Richard J.

Robert Morris University

Economic Impact of Climate Change on Third World Countries

Mossavar-Rahmani, Farhang

National University

Fraud-Detecting Effectiveness of Management and Employee Red Flags as Perceived by Three Different Groups of Professionals

Moyes, Glen D.

University of Central Oklahoma

Anandarajan, Asokan

New Jersey Institute of Technology

Arnold, Allen G.

University of Central Oklahoma

Online Creative Learning Model: Effective Asynchronous Integration

Pickett, Michael

National University

ASBBS PROGRAM OF THE TWENTY SIXTH ANNUAL CONFERENCE

Assuring School Safety from Violence for Everyone

Randall, Ida

Marandos, Sam A.

National University

Communication and Climate Applications in the Hospitality Industry

Rudd, Denis

Flanegin, Frank

Robert Morris University

The Budgetary Impacts of Hospital-Acquired Infections

Schmidt, Ryan N.

Hunt, Sharon

Stapp, Mitchell

Texas Tech University TTUHC

Ministerial Exception to the Civil Rights Act

Spivey, James H.

Brownell, Anna C.

Troy University

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:

Bacon, Frank

Longwood University

Kehoe, William J.

University of Virginia

Lifetime Achievement Award

Shaki, Mohammed

Saint Leo University

ASBBS PROGRAM OF THE TWENTY SIXTH ANNUAL CONFERENCE

Saturday

11:00 – 12:30

Studio 3

Session: Technology and Social Media
Chair: Bailey, Jeffrey J.
University of Idaho

Old Dogs and New Tricks: Facilitating Implementation of Contemporary Academic Technology with an Aging Teaching Population

Hamlin, Jack
Leslie, Heather
National University

Don't Throw Out the Analysis Baby with the Bath Waterfall: Separate the SDLC from the PLC

Hidding, Gezinus J.
McGee, James
Loyola University Chicago
Stribrny, Scott
Group Atlantic, Inc.
Zimmerman, Bob
Loyola University Chicago

Leading Curriculum through Innovative Times

Ogilvie, Kristie
Meredith College

Applying Interest Based Problem Solving to The U.S. University Complaint Process: Preempting Avoidable Student- University Litigation

Bienstock, Joshua E.
New York Institute of Technology

Impact of Organizational Culture on Organizational Effectiveness: The Mediating Role of Social Media

Rao, Sambaji
Giri, V. N.
Indian Institute of Technology Kharagpur, India

ASBBS PROGRAM OF THE TWENTY SIXTH ANNUAL CONFERENCE

Saturday **12:30 – 2:00** **Studio 2**

Session: **Knowledge Management**
Chair: **Dunphy, Steve**
Indiana University Northwest

Collateral Learning: The Advantageous Side Effects of Purposeful Learning in the Pursuit of Meaningful Goals

Bailey, Jeffrey J.
University of Idaho
Pierowski, Walter
Esterline Interface Technologies

Creative Perseverance: A Training Activity in Resourcefulness

Brown, Randall B.
California State University, Stanislaus

The Effects of International Network and Entrepreneurship Orientation on International Knowledge Management and SMEs' Performance

Tang, Tzy-Wen; Huang, Rui-Ting; Lee, Yi-Ping; Lee, Ji-Yeong
National Chung Hsing University, Taiwan

Impact of Green Supply Chain Practices on Organizational Performance: A Study of Fast Food Restaurant

Ahmad, Adeel; Ahmad, Riaz; Qureshi, Naveed Ahmad Lodhi; Khalid Mehmood
Bahria University, Pakistan

Effects of Economic, Social and Cultural Status (ESCS) Among Bangla Speaking Pupils: An Experimental Content and Language Integrated Collaborative Learning Design for Peer Groups in India

Dash, Deepshikha
Sinha, Manjira
Indian Institute of Technology Kharagpur, India

Saturday 2:00 – 3:30

Studio 2

Session: Socio-Economic Issues
Chair: Mossavar-Rahmani, Farhang
National University

Wither the New Phoenix? Immigration, Minorities and Population Change

Meyer, C. Kenneth
Clapham, Stephen E.
Chung, Amanda
Aliu, Liridona
Drake University

Saving the World on the Wings of Technology

Demirdjian, Z. S. Andrew
California State University, Long Beach
Mokatsian, Zara
Near East Museum, Yerevan

Technology Transfer: Recent Advances

Fuller, Jack
West Virginia University

Economic Impact of Climate Change on Third World Countries

Mossavar-Rahmani, Farhang
National University

How Sustainable Farming and Food Technologies Have Created the New Farm to Table Industry

Mills, Richard J.
Robert Morris University

Saturday 2:00 – 3:30

Studio 4

Session: New Dimensions of Leadership
Chair: Clapham, Maria M
Drake University

Factorial Structure of Leadership Dimensions in the Revised Descriptive Index

Clapham, Maria M
Solberg, Kalle
Drake University

Leadership Education: Student Perceptions of Successful Leaders

Clapham, Maria M
Drake University

Transformational Leadership and Its Effects on Lean Operations

Jacques, Paul H.
Filippelli-DiManna, Leslie P.
Petrarca, Pietro
Rhode Island College

Service Recovery: Inside the Mind of the Disappointed Customer

Jacques, Paul H.
Filippelli-DiManna, Leslie P.
Petrarca, Pietro
Rhode Island College

Does Corporate Governance affect Dividend Policy? Firm-Level Evidence from New Indices

Pahi, Debasis
Yadav, Inder S.

ASBBS PROGRAM OF THE TWENTY SIXTH ANNUAL CONFERENCE

Saturday 3:30 – 5:00

Studio 2

Session: Consumer Perspectives, Branding and Franchise

Chair: Kajalo, Sami
Aalto University Business School, Finland

Understanding the Inherent Complexity of Consumers' Motivations to Participate in Collaborative Consumption: An Empirical Analysis

Kajalo, Sami
Aalto University Business School, Finland

Song, Jia
Sun Yat-Sen University, China

Teleopathy and Goal Seeking Behavior: The Influence of Self-Efficacy and Motivated Reasoning

Bailey, Jeffrey J.
University of Idaho

Recruiting Athletes for Professional Sales Roles: A Qualitative Exploration of Competitiveness and Coachability

Shannahan, Kirby L. J.
Memorial University of Newfoundland

Rocco, Richard A.
DePaul University

Shannahan, Rachelle J.
Memorial University of Newfoundland

Fast Food Chicken: To Franchise or Not?

Dittfurth, Ed
Gerhardt, Steve
Joiner, Sue
Tarleton State University

Leisure Symbols and Social-Identity: Perceived Brand Importance among Martial Artists

Wilkinson, Matthew
Clark, Paul
Coastal Carolina University

Saturday 3:30 – 5:30

Studio 3

Session: Financial Economics

Chair: Singh, Rohit

Jawaharlal Nehru University, New Delhi, India

Anomalous Behavior of the Volatility of NASDAQ Composite Index: 1971 To 2017

Hamid, Sheikh A.

Dhakar, Tej S

Southern New Hampshire University

Dynamics of Capital Controls: Panel Evidence from Asia

Guru, Biplab K.

Yadav, Inder S.

Indian Institute of Technology Kharagpur, India

Liquidity and Stock Returns: Evidence from Tokyo Stock Exchange Firms

Zhong, Xin

Osaka University

Takehara, Hitoshi

Waseda University

Are the Stock Markets Adaptive? Evidence from Approximate Entropy Approach

Patra, Subhamitra

Hiremath, Gourishankar

Indian Institute of Technology, Kharagpur, India

Analyst Forecast and Real Earnings Management

Cheng, Yun

Liu, Linxiao

University of West Georgia

Sunday

8:00 – 9:00

Studio 2

WORKSHOP

A FRAMEWORK FOR ENGAGING STUDENTS ONLINE AND IN-PERSON

**Leslie, Heather
Goldberg, Kenneth
National University**

ASBBS PROGRAM OF THE TWENTY SIXTH ANNUAL CONFERENCE

Sunday **9:00 – 10:30** **Studio 2**

Session: **Management of Healthcare at home and abroad**
Chair: **Schmidt, Ryan N.**
Texas Tech University TTUHC

Reducing Waste in The Operating Room Through Inventory-Based Supply Chain Optimization

Schmidt, Ryan N.
Posteraro, Robert H.
Lopez, Marc
Texas Tech University TTUHC

An Overview of the CY 2019 Home Health Prospective Payment System Rate Update for Medicare Programs

Rivera Jr., Gonzalo
Holt, Paul
Texas A&M University-Kingsville

The Budgetary Impacts of Hospital-Acquired Infections

Schmidt, Ryan N.
Hunt, Sharon
Stapp, Mitchell
Texas Tech University TTUHC

How Epic is the Opioid Epidemic?

Roberts, Donna L.
Embry-Riddle Aeronautical University

Family Caregivers' Burden in Providing Care to Older Kin: Findings from Public and Private Hospitals in Kolkata, India

Bhattacharyya, Tulika
Indian Institute of Technology Kharagpur, India

ASBBS PROGRAM OF THE TWENTY SIXTH ANNUAL CONFERENCE

Sunday **10:30 – 12:00** **Studio 2**

Session: **Contemporary Economic and Financial Issues**

Chair: **Amato, Louis (Ted)**
University of North Carolina, Charlotte

Demand for Electric Scooters and Market Pricing in Taiwan

Liu, Jin-Long

Tsai, Pen-Jen

Chen, Chin-Kuei

National Central University, Taiwan

The Regressive FICA Tax: Is it Preventing Medicare for All?

Mondal, Wali I.

National University

Effects of State Level Minimum Legal Drinking Age Laws on Live Birth Rates

Stivender, Carol O

Amato, Louis (Ted)

Bill, Amanda

University of North Carolina – Charlotte

The Price of Medicine for Cancer, Insulin, and Addiction Related Drugs: A Case of Perfect Inelasticity of Demand

Fadaei, Reza

National University

ASBBS PROGRAM OF THE TWENTY SIXTH ANNUAL CONFERENCE

Sunday **10:30 – 12:00** **Studio 4**

Session: **Investment Strategies**
Chair: **Whitten, Linda K**
Skyline College

The Role of Accruals in the Prediction of Future Earnings

Nam, Seunghan

New York Institute of Technology

The Optimal Accumulation Period for Dollar Cost Average Investment Strategies

Blose, Larry

Hoogstra, Eric

Grand Valley State University

Uncertainty Resolved: The Behavior of the Yen Surrounding the Election of Shinzō Abe as LDP Leader in 2012

Bootheway, G.B.P.

Javier, Sharielly S.

St. Bonaventure University

Effect of Risk Management Programs on Financial Professionals' Accountability and Investment Decisions

Boyle, James F.

DeZoort, F. Todd

Hermanson, Dana R.

University of Scranton

Financial Literacy of Finnish College Students: Credit Cards and Student Loans

Ludlum, Marty

Hongell, Linn

Tigerstedt, Christa

Steelman, Burle

Reese, Cenea

University of Central Oklahoma

**ASBBS TWENTY- SIXTH ANNUAL
LUNCH AND AWARD CEREMONY
12:00 - 2:00 PM**

**KEYNOTE SPEAKER
Ken Meyer
Drake University
*The City as the Defining Institution
of Government in the 21st Century***

**Introduction by
Wali I. Mondal**

**Open Floor
Q & A**

ASBBS PROGRAM OF THE TWENTY SIXTH ANNUAL CONFERENCE

Sunday **2:00 – 3:30** **Studio 2**

Session: **Diverse Accounting and Financial Planning Issues**

Chair: **Sullivan, Carol**
University of Texas of the Permian Basin

Keeping the Oil and Gas Pipelines Operating as Assets: Safety Issues Can Make Them Liabilities

Sullivan, Carol
University of Texas of the Permian Basin

Measuring Earnings Management at Banks through Comprehensive Income & Data from FDIC Call Reports

Corthell, Tara G.
Tomolonis, Paul A.
Western New England University

Ethical Climate and Ethical Leadership in Public Accounting Firms

Buchan, Howard
Deno, Charlene Foley
Flynn, Lisa
SUNY, Oneonta

Does the United States Postal Service Charge Amazon Too Little?

Barton, Thomas L.
MacArthur, John B.
University of North Florida

The Influence of Accounting Information on Investment Efficiency: Evidence from European Stock Markets

O'Connell, Vincent
Abughazaleh, Naser
Gulf University of Science and Technology, Kuwait
Puurand, Elina
Amsterdam Business School

ASBBS PROGRAM OF THE TWENTY SIXTH ANNUAL CONFERENCE

Sunday **2:00 – 3:30** **Studio 3**

Session: **Educational Model and Leadership**
Chair: **Easter, Marilyn K.**
San Jose State University

An Investigation into the Effectiveness of Digital Convergence in Student Learning and Engagement

Makani, Bobbi
San Jose State University
Easter, Carol L.
Chabot College
Easter, Marilyn K.
San Jose State University

Development and Validation of The Arabic Versions of The Transtheoretical Model Scales for Exercise

Almohammadi, Iman A.
Rossi, Joseph S.
University of Rhode Island

Assuring School Safety from Violence for Everyone

Randall, Ida
Marandos, Sam A.
National University

K-12 Financial Literacy: Reshaping Curriculum Can Make It Work

Saltinski, Ronald
National University

ASBBS PROGRAM OF THE TWENTY SIXTH ANNUAL CONFERENCE

Sunday **2:00 – 3:30** **Studio 4**

Session: **Diverse Management Issues**
Chair: **Baughner, Dan**
Pace University

Waiting in Line for Gasoline: An Analysis of the Emotional State of Drivers in the United States Gasoline Crisis of 1979

Baughner, Dan
Ramos, Chris
Pace University

Role of High Performance Work Practices on Employee Performance: Mediating Effect of Innovative Climate

Kumar, Amit
Indian Institute of Technology Kharagpur
Mukherjee, Tuheena
Indian Institute of Foreign Trade, New Delhi
Chandra, Abhijeet
Indian Institute of Technology Kharagpur

Testing Organizational and Financial Restructuring among U.S. Corporations during 1987-2015: An Empirical Analysis

Shaki, Mohammed
Perkins, Laque
Kodua, Leat
Saint Leo University

Selecting Social Media Platforms to Acquire Supply Chain Intelligence to Improve Supply Chain Performance Using the Analytic Hierarchy Process

Gbremikael, Fesseha
Fort Valley State University
Szmerekovsky, Joseph G.
North Dakota State University
Samuel, Gaypong
Fort Valley State University

ASBBS PROGRAM OF THE TWENTY SIXTH ANNUAL CONFERENCE

Sunday **3:30 – 5:30** **Studio 2**

Session: **Applied Economic and Financial Issues**
Chair: **Gordon, David M.**
University of Saint Francis (IL)

International Economic Ramifications of the Newest Fed Policy Tool

Gordon, David M
University of Saint Francis (IL)

Economics Makes History

Hilston, John
Eastern Florida State College

*Positive Economics of Existent HF Infrastructures Usage as an
Alternative to VOIP/Text Based Global Business Transactions across
Borders*

Plummer, Jerry
Austin Peay State University

*The 2012 London Olympics and its Effect on Sponsor Companies' Stock
Prices*

Farthing, Leshek J.
Bacon, Frank
Longwood University

The Brexit Announcement: A Test of Market Efficiency

Boulton, Jordan
Bacon, Frank
Longwood University

*Essay on Maintaining a Free Market Blood System in the United States: A
Response to the RAND Study on the Sustainability of the U.S. Blood Supply*

Carden, Robert
Commonwealth Transfusion Foundation

ASBBS PROGRAM OF THE TWENTY SIXTH ANNUAL CONFERENCE

Sunday **3:30 – 5:30** **Studio 3**

Session: **Human Resource and Leadership**

Chair: **Hagen, Janet W.**
University of Wisconsin Oshkosh

Pre-Posttest Comparison of Self-Efficacy in an Equine-Assisted Leadership Development Program

Hagen, Janet W.
University of Wisconsin Oshkosh

Neural Correlates of Fear Appeal in Advertising: A Literature Review

Mostafa, Mohamed M.
Gulf University for Science and Technology, Kuwait

Is Discrimination Legal: It Depends on Your Business

Findley, Henry M.
Van Buskirk, David
Edwards, Toni
Belcher, William
Troy University

Ministerial Exception to the Civil Rights Act

Spivey, James H.
Brownell, Anna C.
Troy University

Mediating Role of Work Alienation between Workplace Bullying and Its Outcomes

Fatima, Tasneem
Naseem, Uzma
International Islamic University, Pakistan

ASBBS PROGRAM OF THE TWENTY SIXTH ANNUAL CONFERENCE

Sunday **3:30 – 5:30** **Studio 4**

Session: **Innovative Learning Models**
Chair: **Pickett, Michael**
National University

Online Creative Learning Model: Effective Asynchronous Integration

Pickett, Michael
National University

The Effect of Procrastination on Academic Performance of Online Students at a Hispanic Serving Institution

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

Evaluation of the Convolution Integral

Mujica, Jose
Escuela Superior de Audio y Acústica, Caracas, Venezuela
Mata-Toledo, Ramon
James Madison University

Epistemic Elements of Communication and Valuing Diversity Training

Schommer-Aikins, Marlene
Wichita State University
Easter, Marilyn K.
San Jose State University
Easter, Walter R
San Jose State University

Ten Years After: An Update on Globalization and the Future of Business Education

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Bauerly, Ron
Western Illinois University
Islam, S M Mahamudul
Louisiana State University

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