



**International Conference
April 6-8, 2022 in New Orleans, LA**



Jackson Square Image Courtesy of Dr. Robert Lahm © 2018

CONFERENCE PROGRAM

Welcome

It is my great pleasure to welcome you to our Spring 2022 conference! It has been a tough two years with Covid-19 but we are pleased to welcome you to New Orleans for a face to face conference. The Institute for Global Research is proud to bring this conference and be the home of collegial and supportive scholarship. We want to provide a great environment for people to present their research, engage in constructive criticism and support each other. After the conference, I would encourage you to consider publishing your research in one of our 5, double-blind, peer-reviewed, business journals. Each of these journals are indexed in Cabell's!

So, Laissez les bon temps rouler! and I hope you will have a great time at our conference.

L. Josien, Conference chair.

Session 1: Wednesday April 6, 10-12 AM Central

ROOM ROSEDOWN B

Chair and Host: **Issam Ghazzawi**, University of La Verne

Zoom URL: <https://plattsburgh.zoom.us/j/97682683409>

Financial Leverage and Life Satisfaction of U.S. Baby Boomer Retirees: An Empirical Study

Dennis Witherspoon, Ashland University

The Great Recession's Impact on U.S. Financial Lending: A Test of Market Efficiency

Kaylee Williams, Longwood University

Frank Bacon, Longwood University

The Power of Business Communication in Building Personal Branding Through Scholarship: Motivating Black Males to Enter, Remain, and Graduate from College

H. Steve Leslie, Arkansas State University

Natalie Johnson, Arkansas State University

Covid-19 Made me do it While Swimming Upstream with a Padlet: Using Student Feedback to Improve Teaching and Learning in Business Communication – Leaning into Reflective Practice!

H. Steve Leslie, Arkansas State University

Natalie Johnson, Arkansas State University

Post-Pandemic Service Expectations in Higher Education

Terry Damron, Austin Peay State University

Kathryn Woods, Austin Peay State University

Leadership Failure in the Eyes of Subordinates: Perception, Antecedents, and Consequences

Issam Ghazzawi, University of La Verne

Session 2: Wednesday April 6, 2-4 PM Central

ROOM ROSEDOWN B

Chair and Host: **Robert Lahm**

Zoom URL:

<https://plattsburgh.zoom.us/j/99694113102>

Suez Canal Blockage and Effect on Railroads: A Test of Market Efficiency

Dear Dylan Sorensen, Longwood University

Frank Bacon, Longwood University

The Fall of Afghanistan: Defense Contractors and the Market

Walton Baines, Longwood University

Frank Bacon, Longwood University

Covid-19 and the Entertainment Industry: A Test of Market Efficiency

Erika Vogt, Longwood University

Frank Bacon, Longwood University

Leveraging Resources for Rapid Deployment During Crisis: Helping Small Businesses Survive COVID

Stephen Betts, William Paterson University

Vincent Vicari, America's Small Business Development Center at Ramapo College

COVID-19 And Small Business: Stress, Hope, And Innovation

Robert Lahm Jr., Western Carolina University

Session 3A: Thursday April 7, 9-11 AM Central

ROOM ROSEDOWN B

Chair and Host: Martin Bressler

Zoom URL

<https://plattsburgh.zoom.us/j/91741279656>

COVID 19 Threatens Mental Health and Poses Challenges on the Supply Chain: The Role of Social Corporate Responsibility Pre- and Post-Pandemic Eras

David Ntahombaye, Missouri State University

Ismet Anitsal, Missouri State University

Melek Meral Anitsal, Tennessee Tech University

Dark Tourism in Cuba

Hilary Becker, Carleton University

Identifying and Selecting Alternatives: How Cognitive Flexibility Can Help Managers Make Better Business Decisions

Martin Bressler, Southeastern Oklahoma State University

Mark E. Bressler, U.S. Army Medical Service Corps-Retired

The 'great attrition' and public accounting firms: Peer resentment as a factor pre and post-COVID

Magan Calhoun, University of Colorado at Colorado Springs

Vikkie McCarthy, Austin Peay State University

The Champions League, Bosman Rule, and Competitive Balance in Domestic European Football Leagues

Ricardo Santos, Trinity University

Family Business Succession: Components and determinants of Succession Readiness

Murat Arik, Middle Tennessee State University

M. Jill Austin, Middle Tennessee State University

Corey Pendleton, Middle Tennessee State University

Session 3B: Thursday April 7, 11:15-1:15 AM Central

ROOM ROSEDOWN B

Chair and Host: Michael Pass

Zoom URL

<https://plattsburgh.zoom.us/j/97229489113>

COVID-19 effects on small businesses and employment in the Chicagoland Area

Indranil Ghosh, Saint Xavier University

Virtual Workplace Training and the Circular Economy

Stephanie Bilderback, Austin Peay State University

Mohammed Movahed, Austin Peay State University

Vikie McCarthy, Austin Peay State University

SAP Integrated Business Curricula - A Literature Review

J Rajendran Pandian, Virginia State University

Hari Sharma, Virginia State University

Leadership, strategy, and sustainability: What does Global Corporate Citizenship mean?

Amye Melton, Austin Peay State University

Vikie McCarthy, Austin Peay State University

Stephanie Bilderback, Austin Peay State University

The Role Play Simulation of Professional Selling Methods

Michael Pass, Sam Houston State University

Session 4: Thursday April 7, 2-4 PM Central

ROOM ROSEDOWN B

Chair and Host: Alan Eisner

Zoom URL : <https://plattsburgh.zoom.us/j/92436480032>

Alliance Formation Resulting from the Firm's Organizational Resilience in Response to External Environmental Traumatic Events

Michael D. Santoro, Lehigh University

Do Family Firms Exploit Voluntary Disclosure Practices before Share Repurchases and Seasoned Equity Offerings?

Thanh Nguyen, University of South Carolina Upstate

June Pham, Shippensburg University

Hari Adhikari, Embry Riddle Aeronautical University

Building Your Career Through Personal Branding: Using A 'Brand Equity' Approach to Setting Goals and Developing Plans.

Stephen Betts, William Paterson University

Solomon Nyaanga, William Paterson University

Patient Satisfaction and Quality of Life: Assessing the Effectiveness of a New Novel Device and Financial implications

Murat Arik, Middle Tennessee State University

Bronwyn Graves, Middle Tennessee State University

Coinbase Global Inc

Donna Gallo, Clark University

Pauline Assenza, Western Connecticut State University

Helaine Korn, Baruch College, CUNY

Alan Eisner, Clark University

Sinu Chacko Varghese, Clark University

Reception and Awards Ceremony

Thursday April 7

6-8 pm Central

SHADOWS

Session 5: Friday April 8, 10-12 AM Central

ROOM ROSEDOWN B

Chair and Host: Robert Hatfield

Zoom URL

<https://plattsburgh.zoom.us/j/91955490898>

A friend in need is a friend indeed: Employee Friendliness and Working Capital Management

Thanh Nguyen, University of South Carolina Upstate

June Pham, Shippensburg University

Hari Adhikari, Embry Riddle Aeronautical University

Mental Accounting: Membership Fees or Pay-Per-Use?

Mark Stroud, College of Staten Island

Cliff Abdool, College of Staten Island

Naushad Mohammed, College of Staten Island

The Impact of Internal Marketing on the Psychological Contract: Organizational Commitment in the U.S. Hospitality Industry

Cliff Abdool, College of Staten Island

Naushad Mohammed, College of Staten Island

Mark Stroud, College of Staten Island

Cyberloafing Mitigation in the Classroom

John Finley, Columbus State University

Yaojie Li, Columbus State University

The Role of Human Resources Management in Sustainable Competitive Advantage

Latoya Newell Burke, Bethune-Cookman University

Yvette Holmes, Bethune-Cookman University

A Case Study in How Convertible Debt Can be Used to Defraud Investors

Jeffrey Hemker, Southern Illinois University Edwardsville

Linda Lovata, Southern Illinois University Edwardsville

Brad Reed, Southern Illinois University Edwardsville

Cathy Tornaritis, Southern Illinois University Edwardsville

Understanding Faculty Engagement and Productivity and the Impacts of Covid-19

Robert Hatfield, Western Kentucky University

Shane Spiller, Western Kentucky University

Leanne Coder, Western Kentucky University

Internet Division

Thursday, April 7, 9:00pm to 11:30pm Central

Chair: Hari Sharma

Join Zoom Meeting

<https://vsu.zoom.us/j/85350659880?pwd=Vi83dUFWZHF1TXBxenlmUUM4eU5rUT09>

Meeting ID: 853 5065 9880

Passcode: 094459

The Rise of Artificial Intelligence

Santos Venkatraman, Tennessee State University

Jeronica Briggs

Analysis of the Comovement of Unemployment in Midwestern States

Tammy Johnston, University of Louisiana at Monroe

Sustainability in the Healthcare Industry: The Impact of Organizational Culture and Quality Improvement Management

Yun-Chen Morgan, Southeastern Louisiana University

Susan M. L. Zee, Southeastern Louisiana University

Lillian Y. Fok, Western Washington University

Dynamic Causality among Environmental Quality, Income, Energy Use, Trade Openness and Structural Change in India

Hiranmoy Roy, UPES

Sonal Gupta, UPES

Rudra P. Pradhan, Indian Institute of Technology Kharagpur

Hari Sharma, Virginia State University, USA

Total Productive Maintenance: A Case of Generic Pharmaceutical Manufacturing Company in the Philippines

Jo-Christine Macalinao, San Pablo Colleges

John Matthew Macalinao, ACTS Computer College and San Pablo Colleges

Venus Ibarra, San Pablo Colleges

Credit Ratings and Environmental Risk Management

Amos Sodjahin, Université de Moncton

Impacts of COVID-19 Pandemic in the Selected Business in Pagsanjan, Laguna Philippines

Mayvel Rivera, San Pablo Colleges

Adoree Ramos, San Pablo Colleges

The current state and future direction of Digital marketing research

Hiranmoy Roy, UPES

Rajeev Srivastava, UPES

Trading Simulations in Investment Education

Yi Zhang, Prairie View A&M University

Forecasting of US Stock Market Using Hybrid Approach of GA-ANN and GA-LSTM

Hari Sharma, Virginia State University

Richa Handa, Vipra College

H.S. Hota, Atal Bihari Vajpayee University

The Impact of the Pandemic on Cause-Related Marketing

Kristen Maceli, Pittsburg State University

Effect of transforming accounting principles course to improve students' performance and retention

Symon Manyara, Bowie State University

Enoch Osei, Bowie State University

Bernard McNeal, Bowie State University

Augustin Ntembe, Bowie State University

Occupational Trends Over the Last Fifty Years in the United States: An Analysis Across Racial Lines

Andrea Smith-Hunter, Siena College

Alexee Seifert, Siena College

The Impact College Professional Preparation Programs on Career Self Efficacy

Dana Cosby, Western Kentucky University

Shane Spiller, Western Kentucky University

Detection of Fraud in Fintech Applications Using Predictive Analysis

Prashant Kumar, University of North Carolina Greensboro

Sonika Singhal, University of North Carolina Greensboro

List of Award Winners

JoAnn C. Carland Distinguished Service Award

Dr. JoAnn C. Carland was a scholar, researcher, and educator with a vision to support researchers from teaching universities. She was a scholar in the field of entrepreneurship and was one of the most cited authors in that field. She was the founder and president of an academic organization with a mission to encourage research with a collegial atmosphere and supportive culture. JoAnn modeled this because she always was the most encouraging participant at any conference. The IGBR was founded on these same core values. The IGBR board created this award in the memory of JoAnn Carland. This award is bestowed on individuals who have provided unwavering support and dedication to the IGBR mission.

Hari Sharma, Virginia State University

Martin S. Bressler Distinguished Researcher Award

Dr. Martin Bressler was the founding President of the IGBR. He is a leader in both business education and research. Martin is a respected professor and distinguished researcher in the field of entrepreneurship. The IGBR benefited greatly from his guidance and wisdom. He is a man of integrity and character. The IGBR board dedicates this award to Martin Bressler. This award is bestowed on individuals who have distinguished themselves in business research and education.

Murat Arik, Middle Tennessee State University

Institute for Global Business Research Fellow Award

These individuals have been supporters and ambassadors of the IGBR. They have encouraged attendance at the conferences, worked as Referees and Advocates, and taken on extra duties on behalf of the organization. They have been great friends and colleagues and are clearly worthy of Fellow status.

Michael Pass, Sam Houston State University

Laurent Josien, SUNY Plattsburgh

John Finley, Columbus State University

Issam Ghazzawi, University of La Verne

Distinguished Research Awards

FAMILY BUSINESS SUCCESSION: COMPONENTS AND DETERMINANTS OF SUCCESSION READINESS

Murat Arik, Middle Tennessee State University
M. Jill Austin, Middle Tennessee State University
Corey Pendelton, Middle Tennessee State University

COINBASE GLOBAL INC.

Donna Gallo, Clark University
Pauline Assenza, Western Connecticut State University
Helaine Korn, City University of New York
Alan Eisner, Clark University
Sinu Chacko Varghese, Clark University

PATIENT SATISFACTION AND QUALITY OF LIFE: ASSESSING THE EFFECTIVENESS OF A NEW NOVEL DEVICE AND FINANCIAL IMPLICATIONS

Murat Arik, Middle Tennessee State University
Bronwyn G. Graves, Middle Tennessee State University

DYNAMIC CAUSALITY AMONG ENVIRONMENTAL QUALITY, INCOME, ENERGY USE, TRADE OPENNESS AND STRUCTURAL CHANGE IN INDIA

Hiranmoy Roy, UPES University, India
Sonal Gupta, UPES, Dehradun
Rudra P. Pradhan, Indian Institute of Technology Kharagpur
Hari Sharma, Virginia State University

LEADERSHIP FAILURE IN THE EYES OF SUBORDINATES: PERCEPTION, ANTECEDENTS, AND CONSEQUENCES

Issam Ghazzawi, University of La Verne

SOCIAL RESPONSIBILITY CHALLENGES and SUPPLY CHAIN DISRUPTIONS DURING COVID
19 PANDEMIC: IMPLICATIONS ON MENTAL HEALTH PROBLEMS AND HEALTHCARE
INDUSTRY

David Ntahombaye, Missouri State University

Ismet Anitsal, Missouri State University

Melek Meral Anitsal, Tennessee Tech University