## **2023 Spring Conference in New Orleans**

## **International Conference**

## **April 19-21, 2023 in New Orleans, LA**

## 

## **Jackson Square Image Courtesy of Dr. Robert Lahm 2018**

## **CONFERENCE PROGRAM**

## Dear fellows IGBR participants, it is my great pleasure to welcome you to our Spring Conference in New Orleans. Once again we have received a great number of submissions and even if it is becoming difficult to schedule all these presentations, it is a good problem to have! On behalf of the Board of Director, I want to express our sincere appreciation for your effort and choosing us to present your research. We are dedicated to being the home of collegial and supportive scholarly conferences and provide opportunities to publish in quality business journals, and that can only happen if you pick us to be your outlet for your research.

## Trey will be manning the registration desk in Nottoway B, and the presentations will be held in Nottoway A. The dinner will be in Rosedown.

I hope you will let the bon temps rouler in New Orleans and have a great conference, and that you will join us this Fall in a new location: San Antonio, TX!

Laurent Josien, IGBR president.

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**Wednesday April 19th**

**SESSION 1: 9AM-12PM**

**https://lipscomb.zoom.us/j/88194008780**

**EXAMINING ESG AS A PERFORMANCE-ENHANCEMENT FACTOR FOR MUTUAL FUNDS DURING COVID-19. A DATA ENVELOPMENT ANALYSIS**

Ioannis Tampakoudis, Univeristy of Macedonia

Nikolaos Kiosses, Univeristy of Macedonia

Konstantinos Petridis, Univeristy of Macedonia

**ANALYZING COMMUNITY REPRESENTATION WITH TWITTER CONTENT**

**Kathryn Woods, Austin Peay State University (session chair)**

Terry Damron, Austin Peay State University

**THE FUTURE OF EMPLOYEE DEVELOPMENT IMPACTING GLOBAL ORGANIZATIONAL CULTURE**

Stephanie Bilderback, Austin Peay State University

**DIFFERENCES BETWEEN STUDENTS AND INSTRUCTORS DURING HELP-SEEKING BEHAVIOR**

Obyung Kwun, Southern University at New Orleans

Ghasem Alijani, Southern University at New Orleans

***BUILDING KNOWLEDGE SPILLOVER THROUGH REGIONAL INDUSTRY-ACADEMIC COLLABORATIONS: A CASE STUDY (Zoom)***

Heidi L. Dent, Western Carolina University

Martin L. Tanaka, Western Carolina University

**AGENCY THEORY AND THE WEALTH TAX**

Amye Melton, Austin Peay State University

Dennis Pearson, Austin Peay State University

Thayer Jennifer, Austin Peay State University

**REVENUE RECOGNITION PRACTICES IN REAL ESTATE: EVIDENCE FROM AKSHAHANTREY REALTY (zoom)**

Amit Shrivastava, Jaipuria Institute of Management

**Wednesday April 19th**

**SESSION 2: 1-3PM**

**https://lipscomb.zoom.us/j/88194008780**

**MANUFACTURERS' REPRESENTATIVES: INFLUENCE OF THE PRINCIPAL'S CONDUCT ON THEIR SATISFACTION**

Michael Pass, Sam Houston State University

**CEO & BOARD CHAIR: FORCES FOR INDEPENDENCE & SEPARATION**

Gregory Kordecki, Clayton State University

Dustin Grant, University of West Florida

**IMPACT ON RETURNS AFTER IFRS ADOPTION IN EMERGING STOCK MARKETS**

Hari Sharma, Virginia State University

Surender Kumar, Jaipuria Institute of Management

Somasheker Akkaladevi, Virginia State University

Emmanuel Omojokun, Virginia State University

**ADVANCEMENTS IN MALWARE (CRYPTOCURRENCY & CLOUD) (Zoom)**

Olalekan Oladele, Marymount University

Rafael Correa De Ysasi, Marymount University

**GAMING THE MARKET: REGULATORY SCRUTINY OF THE LARGEST ACQUISITION IN VIDEO GAME HISTORY**

Jeff Jewell, Libscomb University

Jeff Mankin, Finallylearn.com

**Julio Rivas, Libscomb University (session chair)**

**VAT Me to My Next Destination: Exploring Consumer Decision Making Related to Purchasing Luxury Brands Abroad By Leveraging Value Added Tax Strategies (zoom)**

Kentaya Beeler, National University

**AMERICA THE UNREADY: THE USA’S EMERGENCY PREPAREDNESS PROBLEM AND HOW TO SOLVE IT**

Robert Matthews, Sam Houston State University

Paul Morrow, Husson University

Laura Sullivan, Sam Houston State University

**Thursday April 20th**

**SESSION 3: 8AM-10AM**

**https://lipscomb.zoom.us/j/88194008780**

**NEW TACTICS FOR THE RAPIDLY CHANGING BUSINESS ENVIRONMENT: HOW COGNITIVE FLEXIBILITY CAN HELP BUSINESSES WEATHER THE NEXT STORM**

**Martin Bressler, Southeastern Oklahoma State University (session chair)**

Mark Bressler, U.S. Army Medical Service Corps

**POST-PANDEMIC OPPORTUNITIES IN DARK TOURISM**

Hilary Becker, Carleton University

**CAN THE VOLATILITY INDEX (VIX) SERVE AS A HEDGE AGAINST A BEAR MARKET AND BE A GOOD INDICATOR TO PREDICT THE END OF A BEAR MARKET OR THE START OF A BULL MARKET?**

Ernest Rocabert, Longwood University

Frank Bacon, Longwood University

**A CASE STUDY IN THE USEFULNESS OF DISCLOSURES AROUND AUDITOR CHANGES**

Brad Reed, Southern Illinois University Edwardsville

Jeff Hemker, Southern Illinois University Edwardsville

**COVIDONOMICS: TEACHING PRINCIPLES OF ECONOMICS DURING THE PANDEMIC USING REAL LIFE POLICY PRESCRIPTIONS -- CARES ACT AND FED MONETARY POLICY**

Indranil Ghosh, Saint Xavier University

**THE IMPACT OF SOFT SKILLS ON EMPLOYEE PERFORMANCE**

Latoya Newell Burke, Bethune-Cookman University

Yvette Holmes, Bethune-Cookman University

**Thursday April 20th**

**SESSION 4: 10:10AM-12:30**

**https://lipscomb.zoom.us/j/88194008780**

**A COMPARISON BETWEEN GENERATION Z AND MILLENNIALS IN REGARDS TO THEIR ATTITUDES TOWARD GENETICALLY MODIFIED ORGANISM (GMO) FOODS**

Stefan Linnhoff, Murray State University

L. Murphy Smith, Texas A&M University-Corpus Christi RELLIS Campus

**TOUCHDOWN OR TURNOVER: THE OFFERING DRIVE OF THE PRO FOOTBALL HALL OF FAME**

Steve Nenninger, Sam Houston State University

**FINANCIAL SUCCESS BASED ON MASLOW’S HIERARCHY OF NEEDS: SURVEY-BASED EVIDENCE**

Priscilla Hammermeister, Middle Tennessee State University

**IMPACT OF COVID-19 ON BUSINESS AND HUMAN RESOURCE PRACTICES: EVIDENCE FROM A LOCAL SURVEY**

**Murat Arik, Middle Tennessee State University(session chair)**

**RESOURCE-PRODUCT MARKET MODELS: A NEW FRAMEWORK FOR STRATEGIC ANALYSIS**

Jonathan Reed, Florida Institute of Technology

**CURRICULUM VITA: HIGH IMPACT LEARNING THAT LOOKS GOOD ON EVERYONE’S RESUME**

Dexter Woods, Ohio Northern University

Rebecca Marxman, Ohio Northern University

Kaycie Stark, Ohio Northern University

**Thursday April 20th**

**SESSION 5: 1PM-3PM**

**https://lipscomb.zoom.us/j/88194008780**

**SETTING NEW RECORDS: IMPACTS ON CONSUMERS, SMALL BUSINESSES AND THE ECONOMY**

Robert Lahm Jr, Western Carolina University

Lane Graves Perry, Western Carolina University

***UNDERSTANDING THE PRODUCT CLASSIFICATION METHODOLOGIES FOR CLOUD COMPUTING (Zoom)***

Selcuk Ertekin, Brenau University

**HUMAN-MACHINE RELATIONSHIPS IN THE AUTOMATION INDUSTRY: ROBOTICS, ARTIFICIAL INTELLIGENCE, AND AUTOMATION APPLICATIONS**

Khalid Kalbiyev, Missouri State University

Ismet Anitsal, Missouri State University

Melek Meral Anitsal, Tennessee Tech University

**INTERNAL CORPORATE SOCIAL RESPONSIBILITY: DETERMINANT OF THE ORGANIZATIONAL COMMITMENT OF EMPLOYEES IN THE PHILIPPINE PRIVATE BASIC EDUCATION INDUSTRY**

Dennis Testado, HOLY NAME UNIVERSITY, PHILIPPINES

**FINANCIAL IMPLICATIONS OF TRANSITIONING TO ORGANIC GINSENG FOR AGRIBUSINESS**

**Murat Arik, Middle Tennessee State University (session chair)**

Ying Gao, Middle Tennessee State University

Hyorim Ho, Middle Tennessee State University

**USING WIKIPEDIA TO IDENTIFY PATTERNS IN A LOCAL ECONOMY: AN ASSESSMENT**

Steven Livingston, Economic Research Center, Middle Tennessee State University

**Thursday April 20th**

**SESSION 6: 3:10PM-5:10PM**

**https://lipscomb.zoom.us/j/88194008780**

***A POTENTIAL EVALUATION OF INVESTMENT BANK ANALYST PROGRAMS (Zoom)***

Steven Kent, Molloy University

**INNOVATION STRATEGIES: NEW PRODUCT DEVELOPMENT (NPD) METHODS FOR ENTREPRENEURIAL START-UPS**

Robert Lahm Jr, Western Carolina University

Madelynn Duffield, Western Carolina University

**ZERO TO ONE – NOTES ON STARTUPS, OR HOW TO BUILD THE FUTURE: A REVIEW ESSAY**

Robert Lahm Jr, Western Carolina University

Madelynn Duffield, Western Carolina University

**A 50 YEAR EXAMINATION OF ATTITUDES OF COLLEGE STUDENTS TOWARD VARIOUS DISABILITIES, USING THE DISABILITY SOCIAL DISTANCE SCALE**

**Robert Hatfield, Western Kentucky University (session chair)**

M. Shane Spiller, Western Kentucky University

***THE DEVELOPMENT OF CYBERSECURITY FRAMEWORK WITH IMPLICATIONS FOR COURSE DESIGN – A SYSTEMS THINKING MODEL (Zoom)***

Kuan-Chou Chen, Purdue University Northwest

Carin Chuang, Purdue University Northwest

**THE EFFECTS OF THE 9/11 TERRORIST ATTACKS ON THE TOURISM INDUSTRY: A TEST ON MARKET EFFICIENCY**

Kevin Hutzler, Longwood University

Frank Bacon ,Longwood University

**Thursday April 20th**

**Board of director meeting**

**Nottaway A**

**5:30-6:30**

**Celebration diner**

**6:30**

**Rosedown**

**Cash bar**

**Awards presentation**

**Friday April 21st**

**SESSION 7: 8-10AM**

**case writing workshop**

presented by Martin Bressler

**Friday April 21st**

**Session 8: 10:30-12:30**

**https://lipscomb.zoom.us/j/88194008780**

***EMERGING FUTURE OF TRUCKING INDUSTRY WITH AUTOMATION: INTEGRATING HUMAN DRIVING CAPABILITIES AND ARTIFICIAL INTELLIGENCE*** *(Zoom)*

Valentina Hurtado Uribe, Missouri State University

Joseph R Reed, Missouri State University

Ismet Anitsal, Missouri State University

Melek Meral Anitsal, Tennessee Tech University

**THE EVOLUTION OF SOCIAL MEDIA AND TECHNOLOGY USE POLICIES: A FRAMEWORK FOR EVALUATING ONLINE ERGONOMIC AND HUMAN FACTORS ENGINEERING POLICIES**

Charles Jobs, DeSales University

**USING MINI-CASES TO TEACH SMALL BUSINESS CRISIS MANAGEMENT**

**Stephen Betts, William Paterson University (session chair)**

Solomon Nyaanga, William Paterson University

Dennis Huzey, County College of Morris

Vincent Vicari, Bergen Small Business Development Center

**COLLEGE STUDENTS’ ATTITUDES TOWARDS MATERIALISM: THE NEW “AMERICAN DREAM”**

Robert Laud, William Paterson University

Stephen Betts, William Paterson University

Bruce Diamond, William Paterson University

**AN EXPLORATION OF THE MICROFOUNDATIONS OF STRATEGY UNDER CONDITIONS OF ENVIRONMENTAL UNCERTAINTY**

Rajiv Kashyap, William Paterson University

Raza Mir, William Paterson University

Stephen Betts, William Paterson University

**Friday April 21st**

**SESSION 9: 1:30PM-3PM**

**https://lipscomb.zoom.us/j/88194008780**

**DOES NFT SECTOR MATTER FOR THE CHINESE FIRM PERFORMANCE OF BLOCKCHAIN INDUSTRY?**

(Zoom) Chengxuan Zheng, WKU

**FACTORS INFLUENCING INVESTMENT DECISIONS: THE CASE OF INDIVIDUAL INVESTORS AT THE DHAKA STOCK EXCHANGE**

Md Abu Hasnat, Karadeniz Technical University

Farid Ahmad, Karadeniz Technical University

Hüseyin Dağli, Karadeniz Technical University

Ziauddin Rahimi, Karadeniz Technical University

**CAN CONVENTIONAL FACTORS EXPLAIN BITCOIN RETURNS AND RISKS?**

Thanh Nguyen, University of South Carolina Upstate

June Pham, Shippensburg University

Hari Adhikari,Embry Riddle Aeronautical University

**CHARACTERISITICS OF PARTICIPANTS IN THE COMMERCIAL PAPER FUNDING FACILITY**

**Linus Wilson, University of Louisiana at Lafayette (session chair)**

Wendy Wu, Wilfrid Laurier University

**INVESTMENT ATTITUDE OF INVESTORS IN MAVOOR, CALICUT TOWARDS MUTUAL FUNDS**

Goldie Jude, Loyola Institute of Business Administration (Zoom)

**ASYNCHRONOUS**

**Trey Carland, session chair**

**BLOCKCHAIN TECNOLOGY AND WEB3**

Santosh Venkatraman, Tennessee State University

**THE MISGUIDED POWER OF GENERALIZATIONA IN GENDER PAY STUDIES**

Tammy Johnston, University of Louisiana at Monroe

Veronika Humphries, University of Louisiana at Monroe

Cameron Sumlin, University of Louisiana at Monroe

Abdul-Aziz Khanfar, Suncoast Community High School in Riviera Beach, Florida

**DIGITAL MULTINATIONALS FOR ENGAGING FDI IN THE DIGITAL ECONOMY**

Anna Verenikina, RUDN University

Khanifa Tyrkba, RUDN University

John Finley, Columbus State University

**THE PHD AS AN ACCOUNTING EDUCATOR QUALIFICATION: HISTORY AND TRENDS**

Andrew Schiff, Towson University

Gary Staples, CPA

**MEDICAL DEVICE CYBERSECURITY AND MALWARE THREATS**

Eric Eskelsen, Marymount University

**FACTORS AFFECTING FOR SUCCESS OF WOMEN ENTREPRENEURS: A STUDY OF SMALL AND MEDIUM BUSINESSES IN EMERGING MARKET SRI LANKA**

Kavini Silva

Chaduni Athukorala

Ishara Ayanthi

Akhila Rathgama