



CONFERENCE PROGRAM

<http://www.aabri.com/UpConf.html>

Drury Plaza San Antonio Riverwalk
105 S St Mary's St, San Antonio, TX 78205

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Academic and Business Research Institute
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Dr. Russell Baker, AABRI Executive Director

Conference Registration Desk Schedule

Thursday March 22, 2018	9:00 – 10:00 AM	conference level
Friday March 23, 2018	8:00 – 9:00 AM	conference level
Saturday March 24, 2018	8:00 – 9:00 AM	conference level

If you do not get to registration before your scheduled presentation time, please make your presentation and register at the next scheduled time.

Presentation Schedule

Session 1: Thursday 10:00 – 11:50 - Business Session - Medina Room

Session Chair – Moore, Gail: Lander University

Driskill, Trish: University of the Incarnate Word & **Pittman, Kelly:** University of the Incarnate Word: Inventory observation: Applied case study for audit students.

Lynch, James: Memorial University: Boom to Bust: Exploring the Relationship Between Economic Conditions and Crime.

Moore, Gail: Lander University: Can Taxes Impact Social Behaviors? Will More Than A Company's Bottom Line Change in 2018?.

Slaydon, James: Lamar University: The Relationship between Firm Value and Long Term Debt Examining Large S&P 100 Companies. Coauthor: Azhar Uddin Lamar University.

Session 2: Thursday 12 – 1:00 – Open, No presentations

Session 3: Thursday 1:00 – 2:50 - Education Session - Medina Room

Session Chair – Jones, Don: Texas A&M University - Kingsville

Fedorovich, Shirley: Embry-Riddle Aeronautical University: What MIS topics to teach for Business Students Aiming for Entry Level Non-Technical Positions?: A Focused Approach to The Aviation Industry. Coauthors: Dr. Kay Lee, Dr. Michael Williams.

Huskin, Patricia: Texas A&M University-Kingsville: Ethnic Differences in Hispanic Young Adults' Attitudes toward Disability. Coauthors: Christine Reiser-Robbins, Soyoung Kwon.

Jones, Don: Texas A&M University - Kingsville & **Mundy, Marie-Anne:** Texas A & M - Kingsville & **Vasquez, Sonya:** Texas A&M University-Kingsville: Student Perceptions of the Value of Academic Advising at a Hispanic Serving Institution of Higher Education in South Texas. Coauthor: Carrie Isaacson.

Jones, Irma: University of Texas Rio Grande Valley & **Blankenship, Dianna:** The University of Texas Rio Grande Valley: Learning Styles, Online Teaching Strategy, Gender, and Academic Achievement of Hispanic Students in Higher Education.

Liang, Ya-Wen: Texas A&M University & **Jones, Don:** Texas A&M University – Kingsville - Kingsville: Chinese and Taiwanese Immigrant Wives' Assimilation in the United States.

Session 4: Thursday 3:00 – 4:50 - Business Session - Medina Room

Session Chair – Letkowski, Jerzy: Western New England University

Kramer, Mitch: Independent: Blockchain Technology: What people need to know.

Letkowski, Jerzy: Western New England University: Learning SQL the Right Way.

Nwanna, Gladson: Morgan State University: Health Care Cost, Fitness Centers and Taxes, a Potential Win-Win Policy Option. Coauthor: Dr. Darlington Richards.

Wilson, George: Valdosta State University: The Effect of Real Earnings Management on the Value-Relevance of Cash Flows from Operations.

Session 5: Friday 8:30 – 10:50 - Education Session - Medina Room

Session Chair – Mundy, Marie-Anne: Texas A & M – Kingsville

Bressler, Linda: Oklahoma State University & **Bressler, Martin:** Oklahoma State University: Entrepreneurial success: why the “G gene” may determine whether your business will succeed or fail.

Golightly-Jenkins, Clarice: UT Health San Antonio: Innovative Teaching Strategies for Leadership Preparation in Nursing.

Kwan, Felix: Maryville University: Daily Quiz -- for Engagement...and Learning.

Liang, Ya-Wen: Texas A&M University Kingsville: Ethnic and Gender Stereotypes on College Students' Academic Performance. Coauthors: Ya-Wen (Melissa) Liang; Don Jones; Rebecca A. Robles-Pina.

Pena, Rodrigo: Kingsville ISD & **Mundy, Marie-Anne:** Texas A & M - Kingsville & **Kupczynski Lori:** Texas A & M – Kingsville & **Ruiz, Alberto,** Texas A & M - Kingsville: A Comparison of Low SES High School Curriculum and Instruction Per Pupil Allocation and the Effect on Algebra I and English I STAAR EOC Scores.

Schreder, Douglas: National Louis University: Kickapoo Coffee Roasters - Sustaining Entrepreneurial Success.

Session 6: Friday 11:00 – 12:50 - Business Session - Medina Room

Session Chair – Bexley, James: Sam Houston State University

Bexley, James: Sam Houston State University: Demographic and Relational Variables and Service Quality in Banking. Coauthor: Irfan Ahmed.

Davidson, Lesley: Austin Peay State University: The VITA Program- A Service-Learning Course.

Khindanova, Irina: University of Denver: Chinese Companies' Acquisitions Trends: Recent Evidences. Coauthor: Qianyu Wang.

Nash, Aleck: University of the Incarnate Word & **Driskill, Trish:** University of the Incarnate Word: An Investigation of Sentiment Analysis on Stock Price Prediction.

Sherrill, Karen: Sam Houston State University & **Bexley, James:** Sam Houston State University: Opinions About Cryptocurrency. Coauthor: Dr. Joey Robertson.

Session 7: Friday 1:00 – 2:50 Business Session - Medina Room

Session Chair – Pordeli, Hassan: Jacksonville University

Cho, Juyun: Colorado State University-Pueblo: Are university websites prepared for mobile users?

Dadashzadeh, Mohammad: Oakland University: Computer Security in the Age of Stuxnet.

Johnson, Rutherford: Harvard University Extension School & the University of Minnesota Crookston: International Implications of “Relationship Markets” between Hospitality Operations and Private Land Owners considered from the standpoint of Economic Parallel Rationality.

Pordeli, Hassan: Jacksonville University & **Wynkoop, Peter:** Jacksonville University: Public-Private Partnership as a Solution for Financing Public Infrastructure.

Yates, Rhett: Jacksonville University & **Kendall, Chad:** Jacksonville University: Assessment of Collegiate Flight Training during FAA Industry Training Standards (FITS) Program in combined Private/Instrument Curriculum using Technically Advanced Aircraft. Coauthors: Ross Stephenson, Wayne Ziskal.

Session 8: Friday 3:00 – 5:15 Education Session - Medina Room

Session Chair – Bain, Steve: Texas A&M University-Kingsville

Bain, Steve: Texas A&M University-Kingsville & **Munoz, Sarah-Anne:** University of the Highlands and Islands (UK): International challenges impacting rural mental health services.

Bazler, Judith: Monmouth University & **Van Sickle, Meta:** College of Charleston: Nurturing the Development of GATE Teachers.

Garza, Kristopher: Texas A&M University, Kingsville, TX & **Bain, Steve:** Texas A&M University-Kingsville: Developing Confident Counselors through Graduate Field Experiences.

Salgado, Robina: Texas A & M – Kingsville & **Mundy, Marie-Anne:** Texas A & M - Kingsville & **Kupczynski, Lori:** Texas A & M - Kingsville: The Effects of Teacher Efficacy, Teacher Certification Route, Content Hours in the Sciences, Field-Based: Experiences and Class Size on Middle School Student Achievement: Coauthor Linda Challoo.

Peltola, Arlene: Long Island University: **Fusaro, Graziela:** Long Island University: Postum's Fork in the Road.

Rodriguez, Marisela: Laredo Community College & **Mundy, Marie-Anne:** Texas A & M - Kingsville & **Lozano, Robina:** Texas A & M – Kingsville & **Kupczynski, Lori:** Texas A & M – Kingsville The Effects of Teaching Strategies on Persistence, Perceptions of Course Evaluations and Student Success in Introductory Science Courses at a Community College in South Texas. Coauthor: Linda Challoo.

Session 9: Saturday 8:00 – 9:50 General Session - Medina Room

Session Chair – Bain, Steve: Texas A&M University-Kingsville

Al Shammre, Abdullah: Texas Tech University: Environmental Impact of Economic Variables: Carbon Emission Case Study.

Bain, Steve: Texas A&M University-Kingsville & **Hickey, Brooke:** Texas A&M University-Kingsville & **Canales, Kayla:** Texas A&M University-Kingsville & **Loera, Yesenia:** Texas A&M University-Kingsville: Broadening professional counseling perspectives via international collaborations. Coauthor: Neyda Gonzalez

Bain, Steve: Texas A&M University-Kingsville & **Loera, Yesenia:** Texas A&M University-Kingsville: Contemporary perspectives of rural mental health in Texas.

Lee, Lee: Central Connecticut State University: A Contingency Theory Revisited: The Operational and Environmental Uncertainty and Leadership. Coauthors: Glenn King, Jr., Namhun Lee.

Lee, Lee: Central Connecticut State University: Organizational Politics and Employee Behavioral Response: A Comparative Study of the U.S. and Lebanon. Coauthor: Yara Elkhalil.

Session 10: Saturday 8:00 – 9:50 General Session – Blanco Room

Session Chair – Larson, James: National University

Altalhi, Bandar: Texas Tech University: Defining Commitment: Hotel industry switchers to hotel industry leaders case of Saudi Arabia.

Bediako, Kofi: University of the Incarnate word: KFC's sustainable competitive advantage in the international franchising.

Guffey, James: National University: Bail or Jail: An Examination of Bail in the U.S.

Larson, James: National University: California's transgender law: who's 'rights' are we protecting?

Lewis, Victor: National University; **Larson, James:** National University: Why keep the electoral college, why not just use the popular vote to elect the president?

Patzer, Gordon: Roosevelt University: Appearance of Candidates, Election of Presidents.

Advisory Board Meeting

There will be a meeting of the AABRI Executive Advisory Board 1:00 PM Friday in the Blanco Room. The meeting agenda will be distributed to board members at the conference. Board members attending the conference who are unable to attend the meeting are requested to let us know in advance so the agenda items can be reviewed with you independently.

Presentation Facilities and Time Limits

The presentation room is equipped with a Windows 10 based notebook computer with Microsoft Office 2016, a projector and speakers. There will be internet access on the presentation computers. **Bring your presentations on a USB drive.** The computer does not have internal DVD drives. An external DVD drive is available at the conference registration desk if needed. Presentations should be **TWENTY MINUTES**. Longer presentations take time away from other presenters. The session chairs will tell you when you have five minutes left, two minutes left, and 30 seconds to wrap up. There is additional time in each session for questions and discussion. Session chairs will determine whether to hold discussion at the end of each presentation or at the end of the session after all presenters have presented.

Presenters and Participants

The following table lists registered conference presenters and participants in alphabetical order:

LastName	FirstName	University	Session
Al Shammre	Abdullah	Texas Tech University	9
Alali	Ruqaiah	University of Utah	Not Presenting
Altalhi	Bandar	Texas Tech University	10
Bain	Steve	Texas A&M University - Kingsville	8, 9
Bazler	Judith	Monmouth University	8
Bediako	Kofi	University of the Incarnate Word	10
Bexley	James	Sam Houston State University	6
Blankenship	Dianna	University of Texas Rio Grande Valley	3
Bressler	Linda	Oklahoma State University	5
Bressler	Martin	Oklahoma State University	5
Canales	Kayla	Texas A&M University - Kingsville	9
Cho	Jyun	Colorado State University-Pueblo	7
Dadashzadeh	Mohammad	Oakland University	7
Davidson	Lesley	Austin Peay State University	6
Driskill	Trish	University of the Incarnate Word	1, 6
Fedorovich	Shirley	Embry-Riddle Aeronautical Univ	3
Fusaro	Graziela	Long Island University	8
Garza	Kristopher	Texas A&M University - Kingsville	8
Golightly-Jenkins	Clarice	UT Health San Antonio	5
Guffey	James	National University	10
Hickey	Brooke	Texas A&M University - Kingsville	9
Huskin	Patricia	Texas A&M University - Kingsville	3
Johnson	Rutherford	Harvard University Extension School & University of Minnesota Crookston	7
Jones	Don	Texas A&M University - Kingsville	3
Jones	Irma	University of Texas Rio Grande Valley	3

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Kendall	Chad	Jacksonville University	7
Khindanova	Irina	University of Denver	6
Kramer	Mitch	Independent	4
Kupczynski	Lori	Texas A&M University - Kingsville	5, 8
Kwan	Felix	Maryville University	5
Larson	James	National University	10
Lee	Lee	Central Connecticut State University	9
Letkowski	Jerzy	Western New England University	4
Lewis,	Victor	National University	10
Liang	Ya-Wen	Texas A&M University - Kingsville	3, 5
Loera	Yesenia	Texas A&M University - Kingsville	9
Lozano	Robina	Texas A&M University - Kingsville	8
Lynch	James	Memorial University	1
Marisela	Rodriguez	Laredo Community College	8
Moore	Gail	Lander University	1
Mundy	Marie-Anne	Texas A&M University - Kingsville	3, 5, 8
Munoz	Sarah-Anne	University of the Highlands and Islands	8
Nash	Aleck	University of the Incarnate Word	6
Nwana	Gladson	Morgan State University	4
Patzer	Gordon	Roosevelt University	10
Peltola	Arlene	Long Island University	8
Pena	Rodrigo	Kingsville ISD	5
Pittman	Kelly	University of the Incarnate Word	1
Pordeli	Hassan	Jacksonville University	7
Salgado	Robina	Texas A&M University - Kingsville	8
Schreder	Douglas	National Louis University	5
Sherrill	Karen	Sam Houston State University	6
Slaydon	James	Lamar University	1
Van Sickle	Meta	College of Charleston	8
Vasquez	Sonya	Texas A&M University - Kingsville	3
Wilson	George	Valdosta State University	3
Wynkoop	Peter	Jacksonville University	7
Yates	Rhett	Jacksonville University	7

Session Chairs

The following individuals are serving as Session Chairs for Conference San Antonio 2018

Session 1: Thursday 10:00 – 11:50 - Business Session - Medina Room
 Session Chair – Moore, Gail: Lander University

Session 3: Thursday 1:00 – 2:50 - Education Session - Medina Room
 Session Chair – Jones, Don: Texas A&M University - Kingsville

Session 4: Thursday 3:00 – 4:50 - Business Session - Medina Room
 Session Chair – Letkowski, Jerzy: Western New England University

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Session 5: Friday 9:00 – 10:50 - Education Session - Medina Room
Session Chair – Mundy, Marie-Anne: Texas A & M – Kingsville

Session 6: Friday 11:00 – 12:50 - Business Session - Medina Room
Session Chair – Bexley, James: Sam Houston State University

Session 7: Friday 1:00 – 2:50 Business Session - Medina Room
Session Chair – Pordeli, Hassan: Jacksonville University

Session 8: Friday 3:00 – 4:50 Education Session - Medina Room
Session Chair – Bain, Steve: Texas A&M University-Kingsville

Session 9: Saturday 8:00 – 9:50 General Session - Medina Room
Session Chair – Bain, Steve: Texas A&M University-Kingsville

Session 10: Saturday 8:00 – 9:50 General Session – Blanco Room
Session Chair – Larson, James: National University

Session chairs are responsible for starting their session on time, having all presenters introduce themselves to each other and the other attendees of the session, holding each presenter to a twenty-minute presentation, leading a discussion session after presentations, and adjourning the session on time. Please cooperate with session chairs and help them keep your session on schedule.

Committee on Publication Ethics and Cabell's

The Academic and Business Research Institute is a publisher member of the Committee on Publication Ethics. As a publisher member AABRI Publication Policies and Procedures are based on and compliant with the COPE Code of Conduct and Best Practice Guidelines.

For information please see the COPE website <http://publicationethics.org/members/publishers>.

All AABRI journals are listed in the *Cabell's Directory of Publishing Opportunities*. These journals have been vetted by Cabell's as compliant with the rigorous Cabell's publication standards implemented in 2014. AABRI journals are indexed in ProQuest and the Education Resources Information Center (ERIC). Not all journals are in every directory and index. See the individual journal's webpage specific information.

AABRI Contact Information

Please contact the hotel desk for problems with your hotel room or hotel reservation. For conference-related concerns please see one of the conference staff or ask the hotel desk to contact one of us for you. AABRI contact information is located on the www.aabri.com website. Individual AABRI staff contact information is on the business cards included in the registration package. AABRI office phone is (904)435-4330. All messages left on the office phone are immediately emailed to AABRI staff and will be returned as quickly as possible.

Academic and Business Research Institute Journals

The Academic and Business Research Institute supports the research and publication needs of business and education faculty. AABRI journals accept submissions in education, ethics, technology and all business fields. Click on the Journals link on the www.aabri.com website to see which of our journals serves your publication needs or click below to access the individual journals directly. Academic and Business Research Institute (AABRI) business and education journals are indexed in Cabell's and ProQuest databases. AABRI education journals are indexed in ERIC. AABRI publishes the following peer-reviewed academic journals:

- Journal of Behavioral Studies in Business
- Journal of Business Cases and Applications
- Journal of Ethical and Legal Issues
- Journal of Finance and Accountancy
- Journal of Instructional Pedagogies
- Journal of International Business and Cultural Studies
- Journal of Management and Marketing Research
- Journal of Technology Research
- Research in Business and Economics Journal
- Research in Higher Education Journal

Editorial-Review Boards

AABRI is seeking additional editorial-review board members and invited reviewers for its journals. If you would like to contribute as a review-board member or invited reviewer, please complete the reviewer information form found at <http://www.aabri.com/reviewerform.html>. Review-board members and invited reviewers must hold a terminal degree in field or a closely-related field. Preference is given to individuals with significant academic-journal publishing history

Peer Review of Conference Manuscripts

All completed manuscripts presented at AABRI conferences may be submitted to an appropriate AABRI journal reviewer for peer review at the request of the author(s). Review fees are waived. Reviewer comments will be provided to authors when received from the reviewer. Normal editing/hosting fees apply if your paper is accepted for journal publication and you choose to have it published. However, there is no obligation to publish your paper in an AABRI journal.

Journal Submission of Conference Papers

Conference proceedings of Academic and Business Research Institute conferences are not copyrighted. Copyright for the manuscripts in the proceedings is owned by the individual authors of the papers. AABRI understands that it is the intent of most conference participants to use the conference as a means to get constructive criticism of their research so it may be improved to journal-publication quality. AABRI conference participants are free to submit their manuscripts for journal publication without copyright concerns.

All completed manuscripts presented at Academic and Business Research Institute conferences may be submitted for review by AABRI reviewers for possible publication in one of our academic journals (review fee waived, normal editing/hosting fees apply if accepted) at the request of the author during registration. To be eligible for automatic review manuscripts must be original and meet AABRI journal submission formatting requirements. AABRI will determine which of our journals is the most appropriate for conference submissions in accordance with the conference track of the paper/presentation submitted.

Additionally, all conference participants who did not submit a completed manuscript to the conference may submit their manuscripts when completed to one of our academic journals (review fee waived, normal publication fees apply if accepted) subject to the following conditions:

- The conference participant must be the author or coauthor of the manuscript.
- Only one no-review-fee submission per conference participant.
- Normal editing/hosting fees apply.
- Manuscripts must meet AABRI journal submission formatting requirements (below). Manuscripts not meeting these requirements will be returned without review.
- Use your conference registration number (AC17XXX) as your receipt number on the AABRI Journal Manuscript Submission Form. Submissions not including the registration number will not be reviewed. Only one manuscript per conference registration number.

AABRI Journal Submission Formatting Requirements

All papers submitted to all journals must meet the following requirements. Please check each bullet point as you review your manuscript prior to submission:

- Files must be submitted in Microsoft Word or RTF format.
- All manuscripts must be single-spaced.
- The title must be bold, black, 16 point Times New Roman font, maximum of 12 words, single spaced, and centered on the top line(s) of the title page only. Capitalize only the first word of the title, acronyms and proper nouns in the title.
- The remainder of the manuscript must be black 12 point Times New Roman font and left aligned.
- List all authors with their organizational affiliations on the title page immediately following the title. Author information as follows (Centered, 12-point font, not bolded - note no email addresses or other contact information are included):
Author 1 name
Author 1 organization

Author 2 name
Author 2 organization
- DO NOT LIST AUTHORS ANYWHERE ELSE IN THE MANUSCRIPT. Manuscripts are blind reviewed. Manuscripts are assigned a tracking number and title pages are separated from manuscripts before they are sent to the reviewers.
- All manuscripts must include a maximum 250 word abstract on the title page immediately following the author(s)' names. Do not bold or italicize abstract.
- Add a list of 5-6 keywords one line below the abstract. Skip one line after the abstract then begin with Keywords: then list the keywords on the same line, separated by commas. DO NOT BOLD.
- Start the introduction on the page following the title page.
- Margins must be 1 inch all around on all pages. THIS INCLUDES ALL TABLES, GRAPHS, and FIGURES.
- Manuscripts must be written in third person. Do not use I, we, me, our, etc.
- Include a right-aligned running footer with the first 3 or 4 words of the title starting on the title page. Footer must be in 12 point Times New Roman font. DO NOT USE ITALICS. DO NOT NUMBER PAGES.
- Left align and bold all section headers and sub headers. Leave one line before and one line after section headers and sub headers. Section headers should be all caps. Section sub headers should be mixed case.
- Do not use bold text anywhere else in the manuscript. Do not use italics anywhere in the document except in the reference list according to APA formatting requirements.
- Indent paragraphs .5 inches, do not leave a line between paragraphs. This includes the abstract.
- APA formatting is preferred for citations and references. However, any accepted academic formatting style (MLA, Turabian, Chicago etc.) is acceptable. Regardless of the formatting style used, a bibliography/reference list must be included at the end of the manuscript. DO NOT MIX FORMATTING STYLES IN THE TEXT. DO NOT USE ENDNOTES.
- Manuscripts must be adequately cited and referenced using academically-appropriate sources. Papers not copiously cited and referenced are not acceptable for publication. This includes case studies.
- All graphics, charts and tables must be in an appendix at the end of the manuscript and referenced in the text.. State "as indicated in Table 1 (Appendix)". Do not state "Insert Table 1 Here".
- All pages must be in portrait orientation in the document. If graphs or pictures are too wide for portrait orientation the author must resize or rotate 90 degrees.
- Maximum standard manuscript length is 40 pages including reference list and appendices. To submit a manuscript greater than 40 pages for review, please contact the editorial.staff@aabri.com prior to submission.
- Maximum file size is 1 megabyte. Please limit the size and number of graphics imbedded in your manuscript. Files exceeding 1 megabyte are subject to a publishing fee surcharge.
- All papers must be original and not previously published documents. Papers published in conference proceedings are acceptable if the proceedings are not copyrighted or a copyright release is provided by the author(s).
- Effective August 2012, all papers will be submitted to an online plagiarism detection website to verify authenticity. Papers greater than 10% non-original are subject to being returned to the author for revision and resubmission. Papers are expected to have an originality index of less than 10% non-original. Papers in the yellow or red level (excluding quotes and bibliography) will be returned to the author for revision and resubmission. Please see the Plagiarism section on the Publication Policy page.
- As a condition of acceptance of a submission in consideration for publication in an AABRI journal,



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all submitting authors agree to become reviewers on two papers submitted by other authors for publication consideration and to respond to review requests with comments within 30 days of receipt of such request.

- AABRI will not publish papers containing profanity, racially or ethnically degrading statements, sexual content, political endorsements or criticisms, religious endorsements or criticisms, or personal attacks on any individual or organization.
- AABRI reserves the absolute right to refuse publication of any reviewed submission without cause. AABRI reserves the right to remove from publication any previously accepted and published submission without cause.

Please review the Submissions Procedures and Submission Requirements found on the www.aabri.com website prior to submitting manuscripts for updated information.

Call for Papers – Upcoming AABRI Conferences

You are invited to submit your manuscripts, works in progress, or abstracts for presentation at one of the academic conferences AABRI is hosting during the 2018/2019 academic year. Complete conference information is available on the conference websites – <http://www.aabri.com/UpConf.html>. Our next scheduled conference is:

Orlando, Florida - October 25 - 27, 2018

Location - Embassy Suites Jamaican Drive

Early Registration Discount through June 20, 2018

Registration Deadline - September 20, 2018