

# Academic and Business Research Institute International Conference St. Augustine 2018

January 4 – 6, 2018

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## CONFERENCE PROGRAM

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

DoubleTree by Hilton St. Augustine Historic District  
116 San Marco Ave, St. Augustine, FL 32084

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Dr. Russell Baker, AABRI Executive Director

## **Conference Registration Desk Schedule**

Thursday January 4, 2018	8:00 – 9:00 AM	hotel lobby
Friday January 5, 2018	8:00 – 9:00 AM	hotel lobby
Saturday January 6, 2018	8:00 – 9:00 AM	hotel lobby

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**

(all presentations are in the Laurel Room in the hotel lobby)

### **Session 1: Thursday 9:00 – 10:50 - Business Session**

#### **Session Chair – Rhonda Bartlett, Rollins College**

Bartlett, Rhonda, Rollins College: Hospital Acquisitions: *Evidence of Competitive Impact on Costs and Efficiency*. Coauthors: Halil Kiyamaz.

Camery, Chris, Indiana University Northwest: *Financial Benefits Associated with Being a Military Friendly Employer*. Coauthors: Dr. Bala Arshanapalli, Dr. Micah Pollak, Dr. Charles Hobson.

Lohin, Joseph, King's College: *Advance Healthcare Directives: Communicating and Implementing End of Life Medical Treatment Wishes*. Coauthors: Tina Evans, Barry Williams.

McComb II, James Marshall, Kennesaw State University and Smalt, Steven, Kennesaw State University: *The rise of blockchain technology and its potential for improving the quality of accounting information*.

### **Session 2: Thursday 11:00 – 12:50 - Business Session**

#### **Session Chair – Robert Lahm, Western Carolina University**

Lahm Jr, Robert, Western Carolina University and Lockwood, Frank, Western Carolina University: *The Small Business Health Care Access and Affordability Problem: Can Innovation in Health Distribution Systems be the Cure?* Coauthors: Frank S. Lockwood.

Monahan, Michael: Frostburg State University: *Attracting Talent: A Cross Cultural Study of Organizational Strategies to Maintain Competitive Advantage*. Coauthors: Amit Shah.

Yozgat, Ugur, Istanbul Kultur University: *Creating a fun culture at work*. Coauthors: Elif Bilginoglu.

Kuntze, Ronald, University of New Haven and Matulich, Erika, The University of Tampa: *Mission Narcissism: Failure Flaw in Nonprofit Organizations*. Coauthors: Charles Skipton.

### **Session 3: Thursday 1:00 – 2:50 - Education Session**

#### **Session Chair – Clinton Robertson, Wilmington University**

Robertson, Clinton, Wilmington University: *An Examination of a Private University's Decision to Design and Implement an Entrepreneurial Studies Program*. Coauthors: none listed.

Buhagiar, Tarek, University of Central Florida and Leo, Christopher, University of Central Florida: *Does gamification improve academic performance?* Coauthors: none listed.

Mirabella, James, Jacksonville University: *Bringing the Classroom Experience into the Online World*. Coauthors: none listed.

Galbraith, Diane, Slippery Rock University: *The Road to Graduation: On-line or Classroom*. Coauthors: Dr. Sunita Mondal.

## AABRI St. Augustine 2018 Conference Program

### **Session 4: Thursday 3:00 – 4:50 - Business Session** **Session Chair – James Mirabella, Jacksonville University**

Mirabella, James, Jacksonville University: *The Goal, the Games & the Great Escape*. Coauthors: none listed.

Matulich, Erika, The University of Tampa: *Decollecting: From Acquisition to Disposal*. Coauthors: Diana Haytko.

Scales, Tim, Indiana University: *The Cover Story*. Coauthors: none listed.

Volker, John, Austin Peay State University: *The Stupid Entrepreneur*. Coauthors: Michael Phillips.

### **Session 5: Friday 9:00 – 10:50 - Education Session** **Session Chair – Robert Baer, Kent State University**

Baer, Robert: Kent State University: *Trends in special education: A ten year study of programs, services, and outcomes of secondary students with disabilities*. Coauthors: none listed.

Letskowski, Jerzy: Western New England University: *Probabilistic, Single-period Inventory Models – Learning Cases for Business Analytics*. Coauthors: none listed.

Torrisi, C. Richard, Suffolk University: *North Atlantic College MBA Program in Paris: A Cross-Cultural Joint venture*. Coauthors: Christian Delaunay.

Woods, Dexter: Ohio Northern University: *Can use of grammar and style checking software help student writing?*

### **Session 6: Friday 11:00 – 12:50 - Business Session** **Session Chair – Raymond Papp, The University of Tampa**

Coleman, Phillip, Western Kentucky University: *The case for simulation to enhance business skills*. Coauthors: Ray J. Blankenship.

Guggenheim, David, Berea College: *The Organizational Effects of Software as a Service: The Nerds Rise to Power*. Coauthors: John Pearson.

Sepehri, Mohamad, University of the District of Columbia and Gaston, Raquel, University of the District of Columbia: *The implications and Impact Encountering Regulatory Policies in the Global Arena: Same Case, Different Outcomes Google, European Union, and the U.S. Federal Trade Commission*.

Wall, Patricia, Middle Tennessee State University: *Let the Sunshine In: Proposed New Disclosure Rule by Public Company Accounting Oversight Board*. Coauthors: none listed.

### **Session 7: Friday 1:00 – 2:50 Business Session** **Session Chair – Phillip Coleman, Western Kentucky University**

Ajayi, John, Crawford University, Nigeria: *An Expository Analysis of True and Fair View in the Accounting Profession*. Coauthors: none listed.

Gresham, George, Jacksonville: *Defuzzing the Fuzzy Front End of New Product Development*. Coauthors: none.

Murphy, Richard, Jacksonville University and Hall, George, Jacksonville University: *Treatise on the importance of "Delivering Superior Customer Value" in Today's Market Economy*.

Papp, Raymond, The University of Tampa: *Leadership and Critical Thinking Skills in Escape Rooms: Observations and Assessment*. Coauthors: Deirdre Dixon, Erika Matulich.

### **Session 8: Friday 3:00 – 4:50 Workshop**

Workshop - Grit and Growth Mindset

Tucker, Mary, Ohio University and Pueschel, Andrew, Ohio University: *Grit and Growth Mindset*. (see workshop description on the next page)

**Session 9: Saturday 9:00 – 10:50 General Session**  
**Session Chair – Barry Thornton, Jacksonville University**

Baek, Chung, Troy University: *How are gold returns related to stock or bond returns in the U.S. market? Evidence from the recent 10-year gold market.* Coauthors: none listed.

Eddy, Erik: Siena College, *Using student teams in the classroom: How online versus paper-and-pencil teammate evaluations impact important team member outcomes.* Coauthors: none listed.

Kontoghiorghes, Constantine, Cyprus University of Technology: *A comparative study examining the effects of high performance organizational culture on organizational innovation, flexibility and competitiveness.* Coauthors: none listed.

Thornton, Barry, Jacksonville University: *Does a Municipality's Wellness Affect Its Business Growth?.* Coauthors: Gordon Arbogast, Ph.D. David Rich, MBA.

### Workshop

A workshop entitled Grit and Growth Mindset is being presented Friday 3:00 - 4:50 by Mary Tucker and Andrew Pueschel, both from Ohio University. All conference participants are invited to attend. The following is a brief description of the workshop contents:

Many students are choosing the hollow promise of a letter grade at the expense of learning. At a time when students are expecting the grade of "A" for simply "checking the boxes" required of them, there is a need for students to understand why this is not a mindset for best-practice in the professional arena. In today's world where learning is an ever-evolving requirement for success, this session demonstrates an experiential learning module to prime students for achieving grit through growth mindset.

After this session, participants will be able to demonstrate to their students the importance of:

- 1) Developing self-awareness in preparation for future personal and professional development
- 2) Discovering the "equation" for success
- 3) Identifying ways in which they can increase their productivity for today, tomorrow, and years to come

This highly interactive session will teach you ways to engage students in a variety of self-reflection activities resulting in the creation of a student-centered self-actualization performance plan. Participants should become more aware of how a growth versus fixed mindset impacts student learning and success. Join us to experience a training that has been created and tested so you can implement it into your classroom next semester!

### Advisory Board Meeting

There will be a meeting of the AABRI Executive Advisory Board 11:00 AM Saturday in the presentation 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:

Last Name	First Name	University	Session
Ajayi	John	Crawford University, Nigeria	7
Baek	Chung	Troy University	9
Baer	Robert	Kent State University	5
Bartlett	Rhonda	Rollins College	1
Buhagiar	Tarek	University of Central Florida	3
Camery	Chris	Indiana University Northwest	1
Coleman	Phillip	Western Kentucky University	6
Eddy	Erik	Siena College	9
Galbraith	Diane	Slippery Rock University	3
Gaston	Raquel	University of the District of Columbia	6
Gresham	George	Jacksonville	7
Guggenheim	David	Berea College	6
Hall	George	Jacksonville University	7
Kontoghiorghes	Constantine	Cyprus University of Technology	9
Kuntze	Ronald	University of New Haven	2
Lahm Jr	Robert	Western Carolina University	2
Leo	Christopher	University of Central Florida	3
Letkowski	Jerzy	Western New England University	5
Lockwood	Frank	Western Carolina University	2
Lohin	Joseph	King's College	1
Matulich	Erika	The University of Tampa	2, 4
McComb II	James Marshall	Kennesaw State University	1
Mirabella	James	Jacksonville University	3, 4
Monahan	Michael	Frostburg State University	2
Murphy	Richard	Jacksonville University	7
Papp	Raymond	The University of Tampa	7
Pueschel	Andrew	Ohio University	8
Richard	Agyapong	Technical University of Munich	Not Presenting
Robertson	Clinton	Wilmington University	3
Scales	Tim	Indiana University	4
Sepehri	Mohamad	University of the District of Columbia	6
Smalt	Steven	Kennesaw State University	1
Thornton	Barry	Jacksonville University	9
Torrise	C. Richard	Suffolk University	5
Tucker	Mary	Ohio University	8
Volker	John	Austin Peay State University	4
Wall	Patricia	Middle Tennessee State University	6
Walton	Scott	Cecil College	Not Presenting
Woods	Dexter	Ohio Northern University	5
Yozgat	Ugur	Istanbul Kultur University	2

## **Session Chairs**

The following individuals are serving as Session Chairs for Conference St. Augustine 2018

Thursday 9:00 – 10:50 Business Session  
Session Chair – Rhonda Bartlett, Rollins College

Thursday 11:00 – 12:50 Business Session  
Session Chair – Robert Lahm, Western Carolina University

Thursday 1:00 – 2:50 Education Session  
Session Chair – Clinton Robertson, Wilmington University

Thursday 3:00 – 4:50 Business Session  
Session Chair – James Mirabella, Jacksonville University

Friday 9:00 – 10:50 Education Session  
Session Chair – Robert Baer, Kent State University

Friday 11:00 – 12:50 Business Session  
Session Chair – Raymond Papp, The University of Tampa

Friday 1:00 – 2:50 Business Session  
Session Chair – Phillip Coleman, Western Kentucky University

Friday 3:00 – 4:50 Workshop  
Workshop - Grit and Growth Mindset

Saturday 9:00 – 10:50 General Session  
Session Chair – Barry Thornton, Jacksonville 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 twenty-minute 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](http://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](http://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](mailto: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, 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](http://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>

#### **San Antonio, Texas - March 22 - 24, 2018**

**Location - Drury Plaza San Antonio Riverwalk**

**Registration Deadline - February 28, 2018**

**Last day to submit abstracts/papers - February 28, 2018**

**Hotel Registration Deadline - February 28, 2018 or when the block of rooms sells out**

#### **Conference Registration:**

Conference [registration](http://www.aabri.com/UpConf.html) is available from November 1, 2018 through February 28, 2018. The conference registration fee is \$350 per participant. The fee for a second or third author on the same paper is \$250. There is no charge for a second paper presented by the same registered participant if space is available. All conference attendees and participants must register. See <http://www.aabri.com/UpConf.html>

#### **San Antonio Hotel Information**

AABRI has reserved a block of deluxe rooms at the Drury Plaza Hotel located in the heart of San Antonio' Riverwalk. These rooms are available for AABRI conference participants at a low \$142 per night (single or double occupancy, plus tax). There are a limited number of rooms at this rate so please reserve your room early. After the block of rooms is full rooms will be available at the prevailing hotel rate. Reserve your hotel room by calling (800) 325-0720. Tell them you are attending the AABRI conference in March 2018.