



## CONFERENCE PROGRAM

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

Drury Plaza at the St. Louis Arch  
2 South 4th Street, St. Louis, MO 63102

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## **Conference Registration Desk Schedule**

|                           |                 |                    |
|---------------------------|-----------------|--------------------|
| Thursday October 5, 2017  | 9:00 – 10:00 AM | hotel fourth floor |
| Friday September 30, 2017 | 9:00 – 10:00 AM | hotel fourth floor |
| Saturday October 1, 2017  | 9:00 – 10:00 AM | hotel fourth floor |

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 held in the hotel's York Room on the fourth floor**

### **Thursday 10:00 – 12:00 Business Session**

#### **Session Chair - Waggoner, Charles: Eastern New Mexico University**

Furutan, Omid: University of La Verne: *The relationship between tolerance for scholastic dishonesty and tolerance for dishonest work place practices amongst university business management students.*

Grovey, Greg: University of the Incarnate Word: *Is Social Media Marketing the Traditional Media Marketing Killer?* Coauthors: Angellech Briggs.

King, Darwin: St. Bonaventure University: *Fortune 100 Mission Statement Content: 2001 and 2016 Similarities and Differences.*

Pettijohn, James: Missouri State University: *Search Marketing Yesterday, Today, and Tomorrow: An Author Reviews His Speculations – 8 Years Later.*

Waggoner, Charles: Eastern New Mexico University: *Homeless: Graduate Students' and Principals' Reactions to the McKinney-Vento Act.*

### **Thursday 1:00 – 3:00 Mixed Session**

#### **Session Chair - Coleman, Phillip: Western Kentucky University**

Batts, Kevin: Madisonville Community College: *Effects of the Dodd-Frank Act on community bank mergers and acquisitions.* Coauthors: Kevin Batts; Steve Lacewell.

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

Heischmidt, Kenneth: Southeast Missouri State University: *Gender Differences in Self-Identity for Luxury Consumption.* Coauthor: Melike Altintas.

ONeill, Kathryn: Sam Houston State University: *Applying the Pareto Principle to the Analysis of Students' Errors in Grammar, Mechanics and Style.* Coauthors: none.

Davis, Dannielle: St. Louis University: *Reflecting Upon American Academic Culture: International Student Perspectives.* Coauthors: Faisal Alzahrani, Essa Adhabi, Salman Almalki, Chris Presley

**Thursday 3:00 – 5:00 Business Session**  
**Session Chair - Carl Case, St. Bonaventure University**

Case, Carl: St. Bonaventure University: *Internet Trolling Victimization: An Empirical Examination of Incidence in Undergraduate Business Students*. Coauthors: Darwin King.

Christia, Jerome: Coastal Carolina University: *Comparison of patient, staff, and administrator perspectives of service quality in healthcare*. Coauthors: Aaron Ard.

Hassan, Aun: Colorado State University Pueblo: *A Study of the Behavior of Three Major Markets*.

Heischmidt, Kenneth: Southeast Missouri State University: *Online Consumer Behavior: An In-Depth Look at Price Sensitivity and Shopper Hesitation*. Coauthors: Chance Franklin; Emmanuel Thompson.

Reid, Joseph: North Carolina A&T University: *Information processing and student success*.

**Friday 10:00 – 12:00 General Topics Session**  
**Session Chair - Pueschel, Andrew: Ohio University**

Austin, Traci: Sam Houston State University: *The impact of web-assisted instruction on student writing outcomes in business communication*. Coauthors: Lucia S. Sigmar; Jennifer L. Shirk.

Howard, Barbara: Jackson State University: *The Summer Bridge Program: An Effective Agent in College Students' Success*. Coauthors: Lonnie Sharpe, Jr.

Nanduri, Sireesha: Jain University, CMS Business School: Nanduri, Sireesha: Jain University, CMS Business School: *Banks- Tell-Talk- Listen –Action: Banking on Social media for Sustainability*.

Simms, John: University of St. Thomas, Houston: *Buybacks vs. Dividends: Corporate Choice and Firm Characteristics*

Pueschel, Andrew: Ohio University: *Priming Students for Success through Energy Management: The Balancing Act*. Coauthors: Mary L. Tucker; Ana Rosado-Fager; Amy Taylor-Bianco

**Friday 1:00 – 3:00 Business Session**  
**Session Chair - Haytko, Diana: Florida Gulf Coast University**

Hassan, Aun: Colorado State University Pueblo: *Analyzing Asymmetric Volatility in S&P 500 Index*.

Haytko, Diana: Florida Gulf Coast University: *The Collection: From Completion to Castoff*. Coauthor: Erika Matulich.

Mantzopoulos, Victoria: University of Detroit Mercy: Shen, Raphael: University of Detroit Mercy: *Unequal Economic Opportunities Amidst Rapid Economic Growth in China*.  
Coauthors: Raphael Shen; Shikha Singh.

Nanduri, Sireesha: Jain University, CMS Business School: *Am I financially literate?*

Robinson, Martha: The University of Memphis: *The Correlation between Organizational Communication Effectiveness and the Cultural Competence Continuum*.

**Saturday 10:00 – 12:00 General Session**  
**Session Chair - Larson, James: National University**

Bonyuet, Derrick: Oklahoma State University: *Price delegation and the impact on customer loyalty*.

Larson, James: National University: *Transgender use of public restrooms; are you male or female?*

Martin, Damon: National University: *The Marijuana Effect on Economy and Crime*.

Seaton, L. Jeff: Murray State University: *Are You With Us or Against Us? Being a Socially Intelligent Leader in a Polarized World*.

Dille, Lucas: Morgan State University: *Homeschool educators, independent contractors or employees?* Coauthor: Baugu Musazi.

**Advisory Board Meeting**

There will be a meeting of the AABRI Executive Advisory Board 3:00 PM Friday in the York 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:

| <b>LAST NAME</b> | <b>FIRST NAME</b> | <b>UNIVERSITY</b>                   | <b>PRESENTATION TIME</b>       |
|------------------|-------------------|-------------------------------------|--------------------------------|
| Austin           | Traci             | Sam Houston State University        | Friday 10:00                   |
| Batts            | Kevin             | Madisonville Community College      | Thursday 1:00                  |
| Bonyuet          | Derrick           | Oklahoma State University           | Saturday 10:00                 |
| Case             | Carl              | St. Bonaventure University          | Thursday 3:00                  |
| Christia         | Jerome            | Coastal Carolina University         | Thursday 3:00                  |
| Coleman          | Phillip           | Western Kentucky University         | Thursday 1:00                  |
| Davis            | Dannielle         | St. Louis University                | Thursday 1:00                  |
| Dille            | Lucas             | Morgan State University             | Saturday 10:00                 |
| Furutan          | Omid              | University of La Verne              | Thursday 10:00                 |
| Grovey           | Greg              | University of the Incarnate Word    | Thursday 10:00                 |
| Hassan           | Aun               | Colorado State University Pueblo    | Thursday 3:00<br>Friday 1:00   |
| Haytko           | Diana             | Florida Gulf Coast University       | Friday 1:00                    |
| Heischmidt       | Kenneth           | Southeast Missouri State University | Thursday 1:00<br>Thursday 3:00 |
| Howard           | Barbara           | Jackson State University            | Friday 10:00                   |
| King             | Darwin            | St. Bonaventure University          | Thursday 10:00                 |
| Larson           | James             | National University                 | Saturday 10:00                 |
| Mantzopoulos     | Victoria          | University of Detroit Mercy         | Friday 1:00                    |
| Martin           | Damon             | National University                 | Saturday 10:00                 |
| Nanduri          | Sireesha          | Jain University                     | Friday 10:00<br>Friday 1:00    |
| Oneill           | Kathryn           | Sam Houston State University        | Thursday 1:00                  |
| Pettijohn        | James             | Missouri State University           | Thursday 10:00                 |
| Pueschel         | Andrew            | Ohio University                     | Friday 10:00                   |
| Reid             | Joseph            | North Carolina A & T                | Thursday 3:00                  |
| Robinson         | Martha            | The University of Memphis           | Friday 1:00                    |
| Seaton           | L. Jeff           | Murray State University             | Saturday 10:00                 |
| Sharp            | Charles           | University of Louisville            | Not Presenting                 |
| Shen             | Raphael           | University of Detroit Mercy         | Friday 1:00                    |
| Simms            | John              | University of St. Thomas, Houston   | Friday 10:00                   |
| Waggoner         | Charles           | Eastern New Mexico University       | Thursday 10:00                 |

### **Session Chairs**

The following individuals are serving as Session Chairs for the 2017 St. Louis conference:

Thursday 10:00 – 12:00 Business Session

Session Chair - Waggoner, Charles: Eastern New Mexico University

Thursday 1:00 – 3:00 Mixed Session

Session Chair - Coleman, Phillip: Western Kentucky University

Thursday 3:00 – 5:00 Business Session

Session Chair - Carl Case, St. Bonaventure University

Friday 10:00 – 12:00 General Topics Session

Session Chair - Pueschel, Andrew: Ohio University

Friday 1:00 – 3:00 Business Session

Session Chair - Haytko, Diana: Florida Gulf Coast University

Saturday 10:00 – 12:00 General Session

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 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 service charges 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. See our website for complete information. However, there is no obligation to publish your paper in an AABRI journal.

## **Journal Submission of Conference Papers**

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 service charge waived, normal editing/hosting service charges 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 service charge waived, normal publication service charges apply if accepted) subject to the following conditions:

- The conference participant must be the author or coauthor of the manuscript.

- Only one no-review-service-charge submission per conference participant.
- Normal editing/hosting service charges 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 (SL17XXX) 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.

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.

### **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).
- All manuscripts submitted for journal review will be processed through 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 2017/2018 academic year. Complete conference information is available on the conference websites – <http://www.aabri.com/UpConf.html>

#### **St. Augustine, Florida – January 4 – 6, 2018**

**Location - DoubleTree by Hilton, St. Augustine Historic District**

**Registration and Submission Deadline – December 10, 2017**

**Hotel Registration Deadline – December 4, 2017 or when the block of rooms sells out**

#### **Conference Registration:**

Registration is available through December 10, 2017. The regular 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>

#### **St. Augustine Hotel Information**

A block of rooms is reserved at the DoubleTree by Hilton in the St. Augustine Historic District for conference participants at a low \$149 per night rate Wednesday or Thursday (single or double occupancy) and \$179 per night Friday or Saturday. Your stay at the DoubleTree includes wifi, business center, complementary self-parking, pool and fitness center. The hotel is located within walking distance of St. Augustine attractions, restaurants and shopping venues and just a short ride to area beaches and Jacksonville.

Reservations may be made by calling the hotel (904)825-1923. When making hotel reservations state that you are attending the Academic and Business Research Institute conference in January, 2018. Hotel reservations must be made no later than December 4, 2017 to receive the conference discount rate.

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

**Location - Drury Plaza San Antonio Riverwalk**

**Early Registration Deadline - October 31, 2017**

**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:

The conference Early Registration Discount is available through October 31, 2017. The early-registration conference registration fee is \$250 per participant. Conference regular [registration](#) is available from November 1, 2017 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.

**Academic and Business Research Institute**  
**International Conference**  
**San Antonio 2018**  
March 22 – 24, 2018

Drury Plaza Hotel San Antonio Riverwalk

Registration Deadline February 28, 2018

Conference information available at [www.aabri.com/UpConf.html](http://www.aabri.com/UpConf.html) or email: [conference@aabri.com](mailto:conference@aabri.com)

AABRI journals are listed in -  
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Keeping Florida Green