

**THE INTERNATIONAL ACADEMY OF  
BUSINESS AND PUBLIC ADMINISTRATION  
DISCIPLINES (IABPAD)**

[www.iabpad.com](http://www.iabpad.com)  
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**Orlando Conference Program**

**January 02-05, 2025**



[www.iabpad.com](http://www.iabpad.com)

## **WELCOME**

Welcome to the 2025 International Academy of Business and Public Administration Disciplines (IABPAD) Winter Conference. The goal of this conference is to provide an opportunity for participants to present their research papers and exchange ideas and ways by which private and public organizations and nations can meet global challenges in the twenty-first century.

We are proud to announce that participants at this conference have made significant contributions to the literature through their research and advanced ideas. We encourage you to explore outside your disciplines and sample the work of your peers from across the spectrum.

We are glad to announce that the IABPAD sponsors five refereed journals. *International Journal of Business and Public Administration (IJBPA)*, *International Journal of Education Research (IJER)*, *International Journal of Accounting, Economics, and Finance Perspectives (IJAEPF)*, *International Journal of Management, Marketing, and Decision Sciences (IJMMDS)*, *International Journal Business Research and Information Technology (IJBRIT)*. Each journal has an ISSN number issued by the Library of Congress, Washington, DC. A published journal will be included in the databases of EBSCO Publishing Inc. Gale/ Cengage Learning, and ProQuest. Abstracts will be indexed by IABPAD at [www.iabpad.com](http://www.iabpad.com)

We would like to thank those who agreed to participate as discussants and session chairs. Also, we would like to extend our heartfelt and deepest appreciation to each of you. It is our authors and the conference participants who make the IABPAD successful and who support our efforts to achieve our goal. Thank you and have a great conference.

**Abdalla Hagen**  
Program Chair

**Raja Nassar**  
Conference Chair

**Morsheda Hassan**  
Conference Coordinator

## **SUGGESTED ROLES TO SESSION CHAIRS AND DISCUSSANTS**

As a *Session Chair*, your role is to:

- Tell the presenters the rules before the session.
- Introduce presenters & their topics.
- Manage the time efficiently and effectively.

*Session Chairs*: Please make sure that there is sufficient time allocated for the presenters and discussants. The following guidelines are suggested for a 1 hour and 15 minute session with three papers (20 minutes each). *Please feel free to use your discretion to deviate from these guidelines if necessary.*

- *Twenty minutes* of presentation time for each paper. The remaining time for questions and answers.
- *Five minutes* of discussion time for each paper.

As a *Discussant*, your role will be to stimulate a constructive discussion of the paper(s) presented. In some cases, please note that the presenters could not meet the deadline to submit papers to the conference, or they are presenting their work in progress. In these cases, please discuss the paper based on the presentation.

- Try to identify shared constructs, linked findings, and contradictory results that emerge across the paper, if any.
- Try to identify debates and themes and how the group of papers contributes to them.

It is recommended that *all* assigned presentations be completed *before* the discussants present their thoughts. Open discussion (questions and answers) can precede or follow discussants' presentations. However, this is left to the discretion of the session chair and the discussant.

Thank you for your willingness to volunteer and actively participate in the 2025 IABPAD Winter Conference.

**THE INTERNATIONAL ACADEMY OF  
BUSINESS AND PUBLIC ADMINISTRATION  
DISCIPLINES**

**Conference Program**

**Thursday, January 2, 2025  
(Eastern Time)**

**3:00 PM – 5:00 PM: ARRIVAL OF PARTICIPANTS  
ON-SITE CONFERENCE  
REGISTRATION IN  
“SALON C”**

**Friday, January 3, 2025**

**8:30 AM- 5:00 PM: ON-SITE CONFERENCE  
REGISTRATION  
IN “SALON C”**

**Friday, January 3, 2012**

**8:30 AM-9:00 AM**

***COFFEE***

**“SALON C”**



**9:00 AM to 10:30 AM Friday, January 3, 2025**  
**(Eastern Time)**

**Location: SALON A**

**Education/Information Technology/ Marketing Session**

**SESSION CHAIR: Ronald Drozdenko, Western Connecticut State University**

**Presenter: Marston**

**EXAMINING THE ROLE OF GENDER IN SMARTPHONES BEHAVIORS (131)**

**Ray Blankenship, Western Kentucky University, Bowling Green, KY**

**Sean Marston, Western Kentucky University, Bowling Green, KY**

**Presenter: Chen (Virtual)**

**ACHIEVING EXCELLENCE: BUSINESS SCHOOLS' ASSESSMENT OF STUDENT  
LEARNING OUTCOMES (139)**

**Hui-chuan Chen, University of Tennessee at Martin**

**Monty Taylor, University of Tennessee at Martin**

**Taeuk Kang, University of Tennessee at Martin**

**Presenters: Drozdenko and Coelho**

**POST PURCHASE EVALUATIONS OF HIGH VS. LOW INVOLVEMENT PRODUCTS (123)**

**Ronald Drozdenko, Western Connecticut State University**

**Donna Coelho, Western Connecticut State University**

**Johnine McCartney, Western Connecticut State University**

**DISCUSSANTS: Donna Coelho, Western Connecticut State University**

**Mikal Willeke, Purdue Polytechnic Institute**

**9:00 AM to 10:30 AM Friday, January 3, 2025  
(Eastern Time)**

**Location: SALON B**

**Health Care Management/Marketing/Supply Chain Session**

**SESSION CHAIR: Ashraf El-Houbi, Lamar University**

**Presenter: El-Houbi**

**THE EFFECTS OF PETROCHEMICAL PLANTS ON ENVIRONMENT, HEALTH, AND LIFESTYLE IN SOUTHEAST TEXAS (142)**

**Ashraf El-Houbi, Lamar University**

**Presenter: Budler**

**THE ROLE OF ETHICS IN SHAPING THE FUTURE OF HEALTHCARE RESEARCH (116)**

**Leona Cilar Budler, University of Maribor, Slovenia**

**Presenter: Budler**

**BUSINESS MODEL COOPETITION AND CONVERGENCE: THE ROLE OF INTERMEDIARY IN THE ERA OF DIGITALIZATION (121)**

**Marko Budler, University of Ljubljana**

**Presenter: Fu (Virtual)**

**THE IMPACT OF PERSONALITY ON TECHNOLOGY ACCEPTANCE AND PURCHASING BEHAVIOR – THE CASE OF INSTAGRAM (104)**

**Yubo Fu, California State University San Marcos**

**Yanbin Gong, University of Wyoming**

**Presenter: Naderpour (Virtual)**

**DO GLOBAL SUPPLY CHAIN INCIDENTS ENHANCE FIRM PERFORMANCE? EVIDENCE FROM US-BASED CORPORATIONS (147)**

**Amir Naderpour, Eastern Kentucky university, Richmond, Kentucky, US**

**Gregory Frazier, The University of Texas at Arlington, Arlington, Texas, US**

**DISCUSSANTS: Amir Naderpour, Eastern Kentucky university, Richmond, US**

**Leona Cilar Budler, University of Maribor, Slovenia**

**Marko Budler, University of Ljubljana**

*The International Academy of Business and Public Administration Disciplines*

**10:45 AM to 12:15 PM Friday, January 3, 2025**  
(Eastern Time)

**Location: SALON A**

**International Business/ Managing Biodiversity/Management/Marketing Session**

**SESSION CHAIR: Veronika Humphries, University of Louisiana Monroe, LA**

**Presenter: Humphries (Virtual)**

**PAST, PRESENT, AND FUTURE: INFRASTRUCTURE, INDUSTRIALIZATION,  
AND INNOVATION WITHIN THE FRAMEWORK OF THE UNITED NATIONS AGENDA  
2030 (101)**

**Veronika Humphries, University of Louisiana Monroe, LA**

**Josh Tolleson, University of Louisiana Monroe, LA 9**

**Presenter: Clarke (Virtual)**

**THE NORMALIZATION OF PANDEMIC-DRIVEN CHANGES IN OMNICHANNEL  
MARKETING STRATEGIES (146)**

**Irvine Clarke III, James Madison University**

**Theresa B. Clarke, James Madison University**

**Presenter: Gagné**

**BIODIVERSITY DISCOURSE ACROSS CANADIAN SECTORS: BETWEEN  
AUTHENTICITY AND LEGITIMACY STRATEGIES (103)**

**Vincent Gagné, Université de Sherbrooke, CA**

**Alyson Lacasse, Université de Sherbrooke, CA.**

**DISCUSSANTS: Irvine Clarke III, James Madison University**

**Ronald Drozdenko, Western Connecticut State University**

**Mahmud Hossain, Clark Atlanta University, Atlanta, Georgia**



**10:30 AM to 12:15 PM Friday, January 3, 2025  
(Eastern Time)**

**Location: SALON B**

**Accounting/Finance/Information Technology/Data Analysis Session**

**SESSION CHAIR: Simon O. Okpechi, University at New Orleans**

**Presenter: Malhotra**

**ANALYZING THE EFFICIENCY OF MACHINE LEARNING MODELS IN CORPORATE CREDIT  
HEALTH PREDICTIVE ANALYTICS (112)**

**Rashmi Malhotra, Saint Joseph's University, Philadelphia, PA.**

**D.K. Malhotra, Thomas Jefferson University, Philadelphia, PA**

**Presenter: Kopecki**

**CONCEPTUAL FRAMEWORK FOR ANALYZING THE THREATS AND OPPORTUNITIES  
OF AI IN THE ACCOUNTING PROFESSION (167)**

**Simon O. Okpechi, University at New Orleans**

**Presenter: Arora**

**SENTIMENT ANALYSIS OF E-COMMERCE APPLICATIONS CONTEXTUAL ONTOLOGY  
DRIVEN APPROACH (166)**

**Ahmed A Arara, Southern University of New Orleans**

**DISCUSSANTS: Rashmi Malhotra, Saint Joseph's University, Philadelphia, PA**

**Ahmed A Arara, Southern University of New Orleans**

**Friday, January 3, 2025**

***12:30 PM-1:40 PM***

***IABPAD LUNCHEON***

**“SALON C”**

**1:45 PM to 3:15 PM Friday, January 3, 2025  
(Eastern Time)**

**Location: SALON A**

**Public Administration/Management/Marketing Business Session**

**SESSION CHAIR: Angela G. Sebby, Maryville College**

**Presenter: Sebby**

**MAKING IT IN A MAKERS' CITY: A CASE STUDY OF THE SOCIAL EXCHANGE  
RELATIONSHIP BETWEEN MAKERS AND STAKEHOLDERS WHILE EMPLOYING  
COHESIVE BRANDING (102)**

**Angela G. Sebby, Maryville College**

**Jared W. Sebby, University of Tennessee, Knoxville**

**Presenter: Nelson (Virtual)**

**WORKING PAPER: AN EXPLORATION WITHIN THE HORSE INDUSTRY OF  
ACHIEVEMENT MOTIVATION THEORY AND EQUESTRIAN ENTREPRENEURSHIP (129)**

**Anne Nelson, Business, Keiser University**

**Presenters: Morgan-Scott, Puchakayala and Talburt (Virtual)**

**THE CSCO::CTO RELATIONSHIP WITHIN SUPPLY CHAINS: A PARTNERSHIP TO  
ENSURE RESILIENCY IN SUPPLY CHAINS (150)**

**Claudette Morgan-Scott, University of Mary Hardin-Baylor**

**Nancy Bonner, University of Mary Hardin-Baylor**

**James R King, Jr., University of Mary Hardin-Baylor**

**Dwayne Talburt, University of Mary Hardin-Baylor**

**Sudhamai Puchakayala, University of Mary Hardin-Baylor**

**DISCUSSANTS: Simon O. Okpechi, University at New Orleans**

**Anne Nelson, Business, Keiser University**

**1:45 PM to 3:15 PM Friday, January 3, 2025**  
**(Eastern Time)**

**Location: SALON B**

**Management/Marketing/Data Governor Session**

**SESSION CHAIR: Baruch B. Lundy, Florida A&M University, Tallahassee, Florida, USA**

**Presenter: Lundy (Virtual)**

**TECHNOLOGICAL SELF-EFFICACY AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR DURING THE GLOBAL PANDEMIC: THE MEDIATING ROLE OF TRUST (132)**

**Baruch B. Lundy, Florida A&M University, Tallahassee, Florida, USA**

**Harold W. Lundy Jr., Florida A&M University, Tallahassee, Florida, USA**

**Steven W. Day, North Carolina Central University, Durham, North Carolina, USA**

**Presenters: Reece and Dipierro (In person) and Hinebaugh (Virtual)**

**THE MULTI-GENERATIONAL WORKFORCE: TRENDS AND IMPLICATIONS (140)**

**Jennifer Hinebaugh, Embry-Riddle Aeronautical University, Daytona Beach**

**Laura Reece, Embry-Riddle Aeronautical University, Daytona Beach**

**Michael Dipierro, Embry-Riddle Aeronautical University, Daytona Beach**

**Presenters: Morgan-Scott, Puchakayala, and Hoelscher (Virtual)**

**THE CSCO::CMO RELATIONSHIP WITHIN SUPPLY CHAINS: A PARTNERSHIP TO ENSURE RESILIENCY IN SUPPLY CHAINS (149)**

**Claudette Morgan-Scott, University of Mary Hardin-Baylor**

**Chrisann Hoelscher, University of Mary Hardin-Baylor**

**James R King, Jr., University of Mary Hardin-Baylor**

**Sudhamai Puchakayala, University of Mary Hardin-Baylor**

**DISCUSSANTS: Jennifer Hinebaugh, Embry-Riddle Aeronautical University, Daytona Beach**

**Chrisann Hoelscher, University of Mary Hardin-Baylor**

**Friday, January 3, 2025**

***3:15 PM-3:30 PM***

***COFFEE BREAK***

**“SALON C”**



**3:45 PM to 5:15 PM Friday, January 3, 2025**  
**(Eastern Time)**

**Management/Marketing/Data Governor Session**

**Location: SALON A**

**SESSION CHAIR: Ahmed A Arara, Southern University of New Orleans**

**Presenter: Bailey**

**REACHING OPTIMAL DIVERSITY, EQUITY, AND INCLUSION RESULTS: BARRIERS AND BEST PRACTICES FOR THE AEROSPACE AND DEFENSE INDUSTRY (143)**

**Jeremy A. Bailey, Embry-Riddle Aeronautical University**

**Presenters: Hoffman and Medukonduru (Virtual)**

**ARE HUMANITARIAN SUPPLY CHAINS BETTER PREPARED FOR DISRUPTIONS THAN 'TRADITIONAL' SUPPLY CHAINS: INITIAL CONSIDERATIONS (164)**

**James R King, Jr., University of Mary Hardin-Baylor**

**Matthew Hoffman, University of Mary Hardin-Baylor**

**Varsha Medukonduru, University of Mary Hardin-Baylor**

**Navdeesh Kaur, University of Mary Hardin-Baylor**

**Presenter: Medukonduru (Virtual)**

**ROLES & RESPONSIBILITIES IN ENSURING RESILIENCY IN HUMANITARIAN SUPPLY CHAINS (155)**

**James R King, Jr., University of Mary Hardin-Baylor**

**Matthew Hoffman, University of Mary Hardin-Baylor**

**Varsha Medukonduru, University of Mary Hardin-Baylor**

**DISCUSSANTS: Vincent Gagné, Université de Sherbrooke**

**Jeremy A. Bailey, Embry-Riddle Aeronautical University**

**James R King, Jr., University of Mary Hardin-Baylor**

**3:45 PM to 5:15 PM Friday, January 3, 2025  
(Eastern Time)**

**Location: SALON B**

**Management/Legal Social Ethical Issue in Business Session**

**SESSION CHAIR: Mahmud Hossain, Clark Atlanta University, Atlanta, Georgia**

**Presenter: Forbes (Virtual)**

**THE VIABILITY AND IMPACT OF ANTI-ESG ACTIONS IN THE UNITED STATES (125)  
Linda Forbes, Western Connecticut State University, Danbury, CT**

**Presenter: Hossain**

**POLITICAL CORRUPTION AND WORKPLACE MISCONDUCT (130)  
Mahmud Hossain, Clark Atlanta University, Atlanta, Georgia**

**Presenter: Medukonduru (Virtual)**

**HARNESSING HARDSHIP: BUSINESS RESILIENCE LEARNED FROM LIFE ON THE  
STREETS (161)**

**Varsha Medukonduru, University of Mary Hardin-Baylor  
James R King, Jr., University of Mary Hardin-Baylor**

**Presenters: Morgan-Scott and Puchakayala (Virtual)**

**THE CSCO:CFO RELATIONSHIP WITHIN SUPPLY CHAINS: A PARTNERSHIP TO  
ENSURE RESILIENCY IN SUPPLY CHAINS (148)**

**Claudette Morgan-Scott, University of Mary Hardin-Baylor  
Todd Chesebro, University of Mary Hardin-Baylor  
James R King, Jr., University of Mary Hardin-Baylor  
Sudhamai Puchakayala, University of Mary Hardin-Baylor**

**DISCUSSANTS: Linda Forbes, Western Connecticut State University, Danbury, CT  
Claudette Morgan-Scott, University of Mary Hardin-Baylor**

**THE INTERNATIONAL ACADEMY OF BUSINESS  
AND PUBLIC ADMINISTRATION DISCIPLINES**

**Conference Program**

**Saturday, January 4, 2025**

**8:30 AM- 5:00 PM: ON-SITE CONFERENCE  
REGISTRATION**

**IN “SALON C”**



**Saturday, January 4, 2025**

**8:30 AM-9:00 AM**

***COFFEE BREAK***

**“SALON C”**



**9:00 AM to 10:30 AM Saturday, January 4, 2025  
(Eastern Time)**

**Location: SALON A**

**Accounting/Economics/Finance Session**

**SESSION CHAIR: D.K. Malhotra, Thomas Jefferson University**

**Presenter: Wang**

**DOES INDUSTRY COMPETITION AFFECT FIRMS' ESG INVESTMENT (127)**

**Yuwei Wang, Marist College, Poughkeepsie, New York  
Chia-wei Chen, Tunghai University, Taichung, Taiwan**

**Presenter: Hiller (Virtual)**

**A NATIONAL TEST OF THE IMPACT OF ETHNICITY ON WHITE-HISPANIC  
COMPENSATION DIFFERENCES (141)**

**Jokima Hiller, Indiana University Northwest  
Charles J. Hobson, Indiana University Northwest  
Andrea Griffin, Indiana University Northwest  
Nicholas Casas, Indiana University Northwest  
Jiger Cheema, Indiana University Northwest**

**Presenter: Malhotra**

**DECIPHERING THE PERFORMANCE OF DATA CENTER EXCHANGE TRADED FUNDS (113)**

**D.K. Malhotra, Thomas Jefferson University  
Ivar Kirkhorn, Thomas Jefferson University  
Frank Ragone, University of Chicago**

**DISCUSSANTS: Raymond Poteau, Thomas Jefferson University, Philadelphia, PA  
Jokima Hiller, Indiana University Northwest**

**9:00 AM to 10:30 AM Saturday, January 4, 2025**  
(Eastern Time)

**Location: SALON B**

**Education/Artificial Intelligence/Information Technology Session**

**SESSION CHAIR: Zabihollah Rezaee, The University of Memphis, Memphis, TN**

**Presenter: Rezaee**

**ALIGNING HIGHER EDUCATION WITH BUSINESS SUSTAINABILITY: A GLOBAL PERSPECTIVE (138)**

**Zabihollah Rezaee, The University of Memphis, Memphis, TN**

**Kenneth Lambert, The University of Memphis, Memphis, TN**

**James Lukawitz, The University of Memphis, Memphis, TN**

**Carrie (Qiuting) Gui, The University of Memphis, Memphis, TN**

**Presenter: Schmidt**

**USER PERCEPTIONS ON TRUST IN ARTIFICIAL INTELLIGENCE BASED ON INTERACTIONS AND PERSONALITY STYLE (134)**

**Merary Rangel, Saint Cloud State University, St. Cloud, USA**

**Jieyu Wang, Saint Cloud State University, St. Cloud, USA**

**Mark B. Schmidt, Saint Cloud State University, St. Cloud, USA**

**Presenter: Gavin**

**AN EXPLORATORY MODEL FOR CULTURAL COMPETENCE ACROSS THE CURRICULUM: BUSINESS EDUCATION AND STUDY ABROAD (108)**

**Joanne H. Gavin, Marist College, Poughkeepsie, NY**

**Tony J. Carrizales, Marist College, Poughkeepsie, NY**

**David J. Gavin, Marist College, Poughkeepsie, NY**

**Presenter: Kaur (Virtual)**

**CYBERSECURITY4GOOD: BOOTS ON THE GROUND TO THE CLASSROOM (153)**

**James R King, Jr., University of Mary Hardin-Baylor**

**Navdeesh Kaur, University of Mary Hardin-Baylor**

**Jean Baptiste Koffi, University of Mary Hardin-Baylor**

**DISCUSSANTS: Mark B. Schmidt, Saint Cloud State University, St. Cloud, USA**

**James R King, Jr., University of Mary Hardin-Baylor**

**10:45 AM to 12:30 PM Saturday, January 4, 2025**  
**(Eastern Time)**

**Location: SALON A**

**Accounting/Economics/ Finance Session**

**SESSION CHAIR: Raymond Poteau, Thomas Jefferson University, Philadelphia, PA**

**Presenter: Ha**

**THE IT INDUSTRY: NEW ECONOMY AND OLD ECONOMY (114)**

**Daesung Ha, Marshall University**

**Presenters: Malhotra and Poteau**

**INVESTING IN INFRASTRUCTURE: UNRAVELING THE POTENTIAL OF  
INFRASTRUCTURE ETFS (111)**

**D.K. Malhotra, Thomas Jefferson University, Philadelphia, PA**

**Ivar Kirkhorn, Thomas Jefferson University, Philadelphia, PA**

**Raymond Poteau, Thomas Jefferson University, Philadelphia, PA**

**Presenter: Fonseca-Lind (Virtual)**

**GAMIFICATION TECHNIQUES FOR INCLUSIVE TEAMWORK AND ASSESSMENT WITH  
DIVERSE STUDENT POPULATION AND CONSTRAINTS (162)**

**Sandra Fonseca-Lind, University of Fairfax**

**DISCUSSANTS: Daesung Ha, Marshall University**

**Sandra Fonseca-Lind, University of Fairfax**

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**10:45 AM to 12:15 Noon Saturday, January 4, 2025  
(Eastern Time)**

**Location: SALON B**

**Management/Marketing/ Supply Chain Session**

**SESSION CHAIR: Petru Sandu, Elizabethtown College, PA**

**Presenters: Valdez and Sandu**  
**THE GROWING PAINS OF A FAMILY BUSINESS TOWARD ACHIEVING  
FORMALIZATION (117)**

**William Valdez, Elizabethtown College, PA**  
**Keely Grim, Elizabethtown College, PA**  
**Petru Sandu, Elizabethtown College, PA**

**Presenter: Hoelscher (Virtual)**  
**WHAT ARE FRACTIONAL CHIEF MARKETING OFFICERS: AGREEMENTS,  
DISAGREEMENTS & NUMBERS (157)**

**Chrisann Hoelscher, University of Mary Hardin-Baylor**  
**Brad Harwick, University of Mary Hardin-Baylor**  
**Aristotle Partners, University of Mary Hardin-Baylor**  
**James R King, Jr., University of Mary Hardin-Baylor**  
**Leslie Lathon, Jarvis Christian University**

**Presenters: Hoelscher and Kaur (Virtual)**  
**RISK ASSESSMENT OF THE MARKETING FUNCTION WITHIN SUPPLY CHAINS: A  
MORE COMPREHENSIVE FRAMEWORK TO ENSURE RESILIENCY IN SUPPLY CHAINS  
(156)**

**Laura Oliver, University of Mary Hardin-Baylor**  
**Chrisann Hoelscher, University Mary Hardin-Baylor**  
**James R King, Jr., University of Mary Hardin-Baylor**  
**Navdeesh Kaur, University of Mary Hardin-Baylor**

**Presenter: Kassira**  
**SOARING ENGAGEMENT: SOCIAL MEDIA'S IMPACT ON AIRLINES AND PASSENGER  
INTERACTION (128)**

**Reem Kassira, Embry-Riddle Aeronautical University, Daytona Beach**

**DISCUSSANTS: William Valdez, Elizabethtown College, PA**  
**Chrisann Hoelscher, University Mary Hardin-Baylor**

**Saturday, January 4, 2025**

***12:30 PM-1:40PM***

***IABPAD LUNCHEON***

**“SALON C”**

**1:45 PM to 3:15 PM Saturday, January 4, 2025**  
(Eastern Time)

**Location: SALON A**

**Management/Artificial Intelligence Session**

**SESSION CHAIR: Joseph M. Woodside, Stetson University, DeLand, FL.**

**Presenter: Ho**

**ASSESSING GENERATIVE AI FOR OPERATIONS MANAGEMENT EDUCATION (110)**

**Yaojie Li, University of New Orleans, New Orleans, LA**

**Johnny C. Ho, Columbus State University. Columbus, GA**

**Presenter: Woodside (Virtual)**

**ARTIFICIAL INTELLIGENCE AND THE ADVANCEMENT OF E-GOVERNMENT (109)**

**Joseph M. Woodside, Stetson University, DeLand, FL.**

**Shahram Amiri, Stetson University, DeLand, FL.**

**William Sause. Stetson University, DeLand, FL.**

**Presenter: Talburt (Virtual)**

**GRAPH-THEORETIC APPROACHES FOR RESILIENCY METRICS IN SUPPLY CHAINS (154)**

**James R King, Jr., University of Mary Hardin-Baylor**

**Dwayne Talburt, University of Mary Hardin-Baylor**

**Patrick Jaska, University of Mary Hardin-Baylor**

**DISCUSSANTS: Dwayne Talburt, University of Mary Hardin-Baylor**

**Johnny C. Ho, Columbus State University. Columbus, GA**

**James R King, Jr., University of Mary Hardin-Baylor**

**1:45 PM to 3:15 PM Saturday, January 4, 2025**

**(Eastern Time)**

**Location: SALON B**

**Education/Information Technology Session**

**SESSION CHAIR: Reem Kassira, Embry-Riddle Aeronautical University, Daytona Beach**

**Presenter: Willeke**

**TECHNICAL DEBT: A TALE OF TWO CASE STUDIES ON QUALITY DEVELOPMENT  
(160)**

**Mikal Willeke, Purdue Polytechnic Institute**

**Kevin Dittman, Purdue Polytechnic Institute**

**Presenter: Kaur (Virtual)**

**BUSINESS INTELLIGENCE IN PROFESSIONAL SPORTS: EXAMPLES TO BRING BACK  
TO THE CLASSROOM (152)**

**James R King, Jr., University of Mary Hardin-Baylor**

**Navdeesh Kaur, University of Mary Hardin-Baylor**

**Hanna Abdel Hamid, Sigma Software Canada**

**Nancy A. Bonner, University of Mary Hardin-Baylor**

**Presenters: Anderson and Bell (Virtual)**

**BRIDGING THE GAP: A COMPARATIVE ANALYSIS OF STUDENTS' AND EMPLOYERS'  
PERCEPTIONS OF DIGITAL SKILLS DEVELOPMENT IN HIGHER EDUCATION (115)**

**Gokcen Ogruk, Texas Wesleyan University**

**Trisha Anderson, Texas Wesleyan University**

**Thomas Bell, Texas Wesleyan University**

**Presenter: Medukonduru (Virtual)**

**I.T. & IMPACT: IMPROVING EDUCATION QUALITY & ACCESS IN UNDERPRIVILEGED  
URBAN AREAS OF SOUTH INDIA (158)**

**Varsha Medukonduru, University of Mary Hardin-Baylor**

**James R King, Jr., University of Mary Hardin-Baylor**

**DISCUSSANTS: Thomas Bell, Texas Wesleyan University**

**Navdeesh Kaur, University of Mary Hardin-Baylor**



**Saturday, January 4, 2025**

***3:15 PM-3:30 PM***

***COFFEE***

**“SALON C”**



**3:45 PM to 5:15 PM Saturday, January 4, 2025**  
(Eastern Time)

**Location: SALON A**

**Management/Artificial Intelligence /Supply Chain Management Session**

**SESSION CHAIR: James R King, Jr., University of Mary Hardin-Baylor**

**Presenter: Talburt (Virtual)**

**ROLES AND RESPONSIBILITIES IN ENSURING RESILIENCY IN SUPPLY CHAINS:  
CONSIDERATIONS FOR SMALL BUSINESSES (165)**

**Chris Langford, University of Mary Hardin-Baylor**

**James R King, Jr., University of Mary Hardin-Baylor**

**Dwayne Talburt, University of Mary Hardin-Baylor**

**Presenter: Gavin**

**ETHICAL ENGAGEMENT – USING GENERATIVE AI IN BUSINESS SCHOOLS (107)**

**David J. Gavin, Marist College, Poughkeepsie, NY**

**Dana Gavin, Dutchess Community College**

**Joanne H. Gavin, Marist College, Poughkeepsie, NY**

**Presenters: Morgan-Scott and Puchakayala (Virtual)**

**THE CSCO:CRO RELATIONSHIP WITHIN SUPPLY CHAINS: A PARTNERSHIP TO  
ENSURE RESILIENCY IN SUPPLY CHAINS (151)**

**Claudette Morgan-Scott, University of Mary Hardin-Baylor**

**Laura Oliver, University of Mary Hardin-Baylor**

**James R King, Jr., University of Mary Hardin-Baylor**

**Sudhamai Puchakayala, University of Mary Hardin-Baylor**

**DISCUSSANTS: Dwayne Talburt, University of Mary Hardin-Baylor**

**James R King, Jr., University of Mary Hardin-Baylor**

**3:30 PM to 5:15 PM Saturday, January 4, 2025**  
(Eastern Time)

**Location: SALON B**

**Management/ Distributive Justice/Business Module convergence Session**

**SESSION CHAIR: Jason Jackson, Purdue University Global**

**Presenter: Herimamy (Virtual)**

**ASSESSING THE IMPACT OF COVID-19 ON KEY CONSUMER PRICE INDEXES IN G7 NATIONS: A MULTIVARIATE ANALYSIS (133)**

**Rafaliniony Herimamy, Andrews University**

**Williams Peprah, Andrews University**

**Jerry Chi, Andrews University**

**Presenter: Sandu**

**BUILDING AWARENESS ON THE IMPORTANCE OF FAMILY BUSINESS (118)**

**Ava Barton, Elizabethtown College**

**Petru Sandu, Elizabethtown College**

**Presenter: Jackson**

**FULL REPLICATION STUDY: ESTABLISHING A NEW BASELINE FOR RESEARCH IN PROCEDURAL AND DISTRIBUTIVE JUSTICE (122)**

**Steven Cates, Purdue University Global**

**Jason Jackson, Purdue University Global**

**DISCUSSANTS: Herimamy Rafaliniony, Andrews University**

**Joseph M. Woodside, Stetson University, DeLand, FL**

**SUNDAY, JANUARY 5, 2025**  
(Eastern Time)

**8:00 AM to 9:00 AM**

**INFORMAL MEETING**

**OPEN QUESTIONS AND ANSWERS**

**Publications and other Relevant Matters**

**“Foyer”**

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