



**NABET**  
**Northeastern Association of Business, Economics and Technology**  
**Annual Meeting**  
**October 26<sup>th</sup> and 27<sup>th</sup>, 2017**

NABET Conference Presenters and Attendees,

On behalf of the Executive Board of NABET, welcome to our fortieth annual meeting.

Over the two days there will be a mix of scholarly papers authored by faculty from 68 colleges and universities representing fifteen states (Connecticut, Illinois, Maine, Maryland, Massachusetts, Michigan, Minnesota, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Texas, Virginia and Washington) and three foreign countries (Sweden, Vietnam and Zimbabwe). The 119 presentations/panel discussions will feature a wide range of topics within the disciplines of business, economics and technology.

Please note that the conference will start each day with a common session and breakfast in the Sylvan Room. After the first session there will be a break followed by concurrent sessions involving four different meeting rooms. If you are not a presenter this year, please consider being a presenter next year.

We hope that you enjoy your experience at the NABET Conference.

NABET Conference Team

# Thursday October 26, 2017

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**Registration - Days Inn Atrium** 7:30 am - 3:15 pm

**Breakfast – Center/Arbor Room** 7:30 am - 9:00 am

**Welcome - Norman Sigmond, Board Chair** 8:00 am - 8:15 am

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## **Session 1: Center/Arbor Room** 8:30 am – 9:30 am

### **Business Related Topics**

**Session Chair:** *Jane Brooker*

#### **Professional Skepticism: Innate Sixth Sense, or Learned Skill?**

Roberto Mandanici

Albright College

#### **Big Data Analytics in Tax Fraud Detection**

Bernice Marie Purcell

Holy Family University

#### **Comparative Analysis of Step Therapy Protocol Health Care Legislation**

John Cameron

Pennsylvania State University

## **Session 2: Sylvan Room** 9:40 am – 10:40 am

### **Accounting Topics**

**Session Chair:** *Linda A. Hall*

#### **The Efficiency Effects of Local Taxes and Zoning in a Model with Labor-Leisure Choice**

Samuel Enajero

Bowling Green State University

#### **Can Indicators Predict S&P 500?**

Pawan Madhogarhia

York College of Pennsylvania

Michael Tschudy

York College of Pennsylvania

#### **Baby Boomers in Back Office Accounting: How Will Small Businesses Replace Their Aging Bookkeepers?**

Mark A. Nickerson

State University of New York at Fredonia

Linda A. Hall

State University of New York at Fredonia

### **Session 3: Willow Room**

**9:40 am – 10:40 am**

#### **Finance Topics**

*Session Chair: Lillian Kamal*

#### **Long Run Elasticity Estimates of US Household Saving and Policy Implications**

Lillian Kamal

University of Hartford

Bharat Kolluri

University of Hartford

#### **Passive Investing: Agency and Ethics Consequences**

Bradley C. Barnhorst

DeSales University

#### **Fast Changing Markets, Transient Competitive Advantage and Key Organizational Element for Firms**

Jeffrey Yi-Lin Forrest

Slippery Rock University of Pennsylvania

### **Session 4: Logan/Harris Room**

**9:40 am – 10:40 am**

#### **Business Education Topics**

*Session Chair: Audrey Pereira*

#### **Online and Face-To-Face Similar for Technical and Didactic Learning but Not**

##### **Role Modeling**

Audrey Pereira

Fitchburg State University

Monika Wahi

Fitchburg State University

#### **Using a Virtual Lab to Teach an Online Business Analytics Program**

Charles Mutigwe

Western New England University

Bruce Mtigwe

National University of Science & Technology (Zimbabwe)

Tendai Chikweche

#### **Taking Employee Training to the Next Level: A "Flipped-Classroom" Approach to Workforce Development**

Stanley Joseph Kania

Wilkes University

**Session 5: Holmes/Foster Room****9:40 am – 10:40 am****Business Education Workshops****Session Chair:** *Jennifer Nightingale Massart***Using a Simulation Game to Teach ERP**

Jennifer Nightingale Massart

Slippery Rock University of Pennsylvania

**The Learning Games Toolbox**

Sherry Kay Robinson

Pennsylvania State University – Hazleton

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**Coffee Break– Hotel Atrium****10:40 am – 10:50 am**

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**Session 6: Sylvan Room****10:50 am – 11:50 am****Management****Session Chair:** *Mark A. Nickerson***Structured Undergraduate Leadership Development: Utilization of skills over 4 years****Annette Rogers**

University of Hartford

Celia Lofink

University of Hartford

**Masaru Ibuka - A Case Study of Buddhist Business Approach at SONY (1945-1997)**

Hideki Takei

Central Washington University

**The Case of Prioritizing Remediation of Acquired Plasma Centers for FDA-Licensure: A Risk Matrix Approach**

Lisa Marie Walters

The State University of New York-Fredonia

Susan McNamara

The State University of New York-Fredonia

## **Session 7: Willow Room**

**10:50 am – 11:50 am**

### **Finance Topics**

**Session Chair:** *Bharat Kolluri*

#### **Integrating Trading Lab in Finance Curriculum**

Pawan Madhogarhia

York College of Pennsylvania

#### **Using a Final Project in Introductory Finance Course for AACSB AOL**

Rick Hedderick

Pennsylvania State University - Behrend

#### **Measuring Profitability of IT Investments**

Jorge A Romero

Towson University

## **Session 8: Holmes/Foster Room**

**10:50 am – 11:50 am**

### **Business Topics**

**Session Chair:** *Ozge Aybat*

#### **Status of the Big Ten Schools' Information Technology Courses with an Emotional Intelligence Focus**

Loreen Powell

Bloomsburg University

Michalina Hendon

Bloomsburg University

#### **I Know I Am, But What Are You: Public Perceptions of Unions, Members and Joining Intentions**

Raymond F Gibney Jr

Pennsylvania State University

Marick Francis Masters

Wayne State University

Ozge Aybat

Pennsylvania State University

Thomas Townsend Amlie

Pennsylvania State University

#### **The Business Model Canvas: A Tool for Teaching Entrepreneurship**

Cathy A. Rusinko

Thomas Jefferson University

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## **Lunch – Center/Arbor Room**

**12:00 pm – 1:00 pm**

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## **Session 9: Sylvan Room**

**1:05 pm – 2:15 pm**

*Session Chair: Michalina Hendon*

### **Special Healthcare Topic (30 min)**

#### **What are the focus of United States and International Healthcare Comparisons?**

David William Jordan

Slippery Rock University of Pennsylvania

David Boucher

UCI Medical Affiliates

### **Business Topics**

#### **An Initial Look at a Basic Swedish Finance Course**

Lars Lindbergh

Umea Universitet (Sweden)

Timothy L. Wilson

Umea Universitet (Sweden)

#### **Shark Tank- The Impact of TV Appearances on Entities Post-Airing**

Stanley Joseph Kania

Marywood University

## **Session 10: Willow Room**

**1:15 pm – 2:15 pm**

### **Accounting/Finance Related Topics**

*Session Chair: Mostafa M Maksy*

#### **Audit Failure, Auditor Independence and Internal Controls**

Ermira Mazziotta

Muhlenberg College

#### **Is Free Cash Flow Value Relevant? The Case of the U.S. Financial Institutions Sector**

Mostafa M Maksy

Point Park University

#### **Status of the Internet and Data Privacy**

Loreen Powell

Bloomsburg University of Pennsylvania

Lam Nguyen

Bloomsburg University of Pennsylvania

Kuo-Hao Lee

Bloomsburg University of Pennsylvania

## **Session 11: Logan/Harris Room**

**1:15 pm – 2:15 pm**

### **Business Education Topics**

**Session Chair:** *Gehan S. Dhameeth*

#### **The Millennials: Insights to Brand Behavior for Brand Management Strategies**

Gehan S. Dhameeth

Wells College

#### **Facilitating Students' Active Analysis of the Marketing Environment**

John M Zych

University of Scranton

#### **Fast Changing Markets, Transient Competitive Advantage and Key Organizational Element for Firms**

Jeffrey Yi-Lin Forrest

Slippery Rock University of Pennsylvania

## **Session 12: Holmes/Foster Room**

**1:15 pm – 2:15 pm**

### **Business Education Workshops**

**Session Chair:** *Noel M Criscione-Naylor*

#### **Using Service Learning as a Component of Business Courses**

Stephanie Adam

California University of Pennsylvania

#### **Building Service Capability Through Workforce Management in Service Intense Organizations**

Noel M Criscione-Naylor

Stockton University

## **Session 13: Sylvan Room**

**2:25 pm – 3:25 pm**

### **Management & Leadership**

**Session Chair:** *Susan Aloï*

#### **Reciprocity as the New (Old) Paradigm in Business**

Matt Fuss

Geneva University

#### **The Impact of Trait Narcissistic CEOs on Corporate Performance**

Mark Arvisais

Stevenson University

#### **Do Lucky CEOs Hurt Innovation?**

Won Yong Kim

Augsburg University

Kwnagjoo Koo

Augsburg University



## **Session 14: Willow Room**

**2:25 pm – 3:25 pm**

### **Accounting/Finance Related Topics**

**Session Chair:** *Bradley C. Barnhorst*

#### **A Clear Vision for Integrating Managerial Accounting for Student Success**

Jeffery Hillard

Stevenson University

#### **Job Satisfaction in Public Accounting: The Impact of Gender and Line of Service**

Joseph Michael Larkin

Saint Joseph's University

#### **Reflective Thinking Used as Teaching Pedagogy in the First Year Seminar**

Sada Jaman

LaGuardia Community College

## **Session 15: Logan/Harris Room**

**2:25 pm – 3:25 pm**

### **Education Topics**

**Session Chair:** *Abdulaziz Bahha*

#### **Lessons Learned While Writing My eText**

Abdulaziz Bahha

University of Cincinnati Clermont College

#### **Creating Stronger Student Outcomes and Engagement Through Electronic and Social Media Integration with Curriculum**

Charles Weeks

Stockton University

#### **Tax Policy: Revenue Generation, Social Engineering, and Economic Development**

Jerry Belloit

Clarion University of Pennsylvania

**Session 16: Holmes/Foster Room**

**2:25 pm – 3:25 pm**

**Business Education Topics**

**Session Chair:** *Jeffrey Yi-Lin Forrest*

**Successfully Transition into the Era of Transient Competitive Advantages**

Jeffrey Yi-Lin Forrest

Slippery Rock University of Pennsylvania

**Why Did the Dinosaurs Become Extinct? Will Brick and Mortar Schools Follow Suit?**

Robert John O'Connell

York College of Pennsylvania

**Trends that are Transforming Retailing**

Denise T. Ogden

Pennsylvania State University-Lehigh Valley

James R. Ogden, Professor Emeritus

Kutztown University of Pennsylvania

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**Snack Break– Hotel Atrium**

**3:25 pm – 3:35 pm**

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**Session 17: Sylvan Room**

**3:35 pm – 4:35 pm**

**Business Topics**

**Session Chair:** *Stephanie Adam*

**Development Outcomes: Why Some Countries Develop and Others Fall Behind**

Ruben Berrios

Lock Haven University of Pennsylvania

**Do We Really Measure Risk Aversion?: How Do We Interpret Measured Risk Aversion?**

Insoo Cho

York College of Pennsylvania

**Strategies to Mitigate Occupational Burnout**

Jason M Matyus

Waynesburg University

Stephanie Adam

California University of Pennsylvania

## Session 18: Willow Room

3:35 pm – 4:35 pm

### Business Related Topics

**Session Chair:** *Arshad Chawdhry*

#### **Nonprofits and Information Security: The Legal Mandate for Implementing a Comprehensive Information Security Plan**

Susan R Fiorentino

West Chester University of Pennsylvania

Thomas Imboden

West Chester University of Pennsylvania

Nancy L Martin

West Chester University of Pennsylvania

Jeremy Phillips

West Chester University of Pennsylvania

#### **The Effects of Student Debt on Homeownership**

Daniel Hummel

University of Michigan - Flint

#### **Extent and Implications of Rising Student Loan Debt in the U.S.**

Arshad Chawdhry

California University of Pennsylvania

## Session 19: Logan/Harris Room

3:35 pm – 4:35 pm

### Economic Development Related Topics

**Session Chair:** *Jerry Belloit*

#### **The Economic Significance of the VITA Program in Butler County, Pennsylvania**

John Golden

Slippery Rock University of Pennsylvania

Rhonda Clark

Slippery Rock University of Pennsylvania

David Culp

Slippery Rock University of Pennsylvania

Jean Bowen

Slippery Rock University of Pennsylvania

#### **The Economic Impact of Location-based Development Policy on Firm's Performance: Evidence from Rural India**

Duong Trung Le

SUNY - Binghamton University

Ritam Chaure

SUNY - Binghamton University

#### **Workshop for Proceedings/Journal Reviewers**

Norman C Sigmond

Kutztown University of Pennsylvania

Cori Jo Myers

Lock Haven University of Pennsylvania

**Session 20: Holmes/Foster Room**

**3:35 pm – 4:35 pm**

**Business Related Topics**

**Session Chair:** *Denise T. Ogden*

**The World Is Not Ending, But the World You Know Definitely Is**

Lewis A Leitner

Stockton University

**Who Is an Entrepreneur? Maybe We All Are.**

Denise T. Ogden

Pennsylvania State University-Lehigh Valley

**The Internet as a Common Carrier: Implications for the Disabled**

Timothy J. Stanton

Mount Saint Mary's University

**Session 21: Sylvan Room**

**4:45 pm – 5:30 pm**

**\*\*Best Paper Presentation\*\***

**Session Chair:** Marlene Burkhardt, NABET Conference Director

**The Role of Supervised Learning in the Decision Process to Fair Trade U.S.**

**Municipal Debt**

Gordon H Dash

University of Rhode Island

Nina Kajji

University of Rhode Island

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**NABET Social Hour I – Holmes/Foster Room**

**5:45 – 6:45 pm**

**Dinner – Center/Arbor Room**

**7:00 – 8:00 pm**

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**NABET Social Hour II – Holmes/Foster Room**

**8:00 pm**

# Friday, October 27, 2017

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**Registration – Days Inn Foyer/Atrium** **7:30 am- 2:00 pm**

**Breakfast - Center/Arbor Room** **7:30 am - 9:00 am**

**Welcome and Annual Business Meeting** **7:45 - 8:20 am**  
Norman Sigmond, Board Chair

*\*\*All conference participants may attend.\*\**

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**Session 22: Center/Arbor Room** **8:20 am – 8:50 am**

**Special Presentation**

**Discussion of the NABET Conference Proceedings and the Journal of Business, Economics and Technology (JBET)**

Norman Sigmond  
Kurt Schimmel  
Jerry Belloit

Kutztown University of Pennsylvania  
Slippery Rock University of Pennsylvania  
Clarion University of Pennsylvania

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**Session 23: Sylvan Room** **9:00 am – 10:00 am**

**Economic Trade Related Topics**

**Session Chair:** *Jui-Chi Huang*

**The Mainstreaming of Fair Trade: An Interdisciplinary Assessment of the Legitimacy and Longevity of Fair Trade**

Kimberlee Josephson

Lebanon Valley College

**The Related Party Trade Neutralizes Currency Risk: An Exchange Rate Pass-Through Investigation**

Jui-Chi Huang

Pennsylvania State University – Berks

**Session 24: Willow Room****9:00 am – 10:00 am****Business Education Related Topics****Session Chair:** *Jerry Belloit***Assessing the Impact of Student Prepared Chapter Outlines on Learning Outcomes**

Eric Blazer

Millersville University of Pennsylvania

**The Effects of Prescribed Exercise Curriculum on Academic Performance**

Scott Bradshaw

Kutztown University of Pennsylvania

**Performance and Frequent Testing**

Robert Liebler

Kings College

**Session 25: Logan/Harris Room****9:00 am – 10:00 am****Business Education Related Topics****Session Chair:** *Marlene E. Burkhardt***Shark Tank - Does**

David John Schweitzer

Christopher Speicher

Stan Kenia

Kelly Kemmerer

Kenneth Luck

Marywood University

Marywood University

Marywood University

Marywood University

Marywood University

**Technology Demonstration Projects and Research**

Marlene E. Burkhardt

Christopher Peterson

Daulton Romano

Emily Alexander

Anna Kauffman

Paul Lesur

Maxime Delattre

Kiernan Keating

Juniata College

Juniata College

Juniata College

Juniata College

Juniata College

Juniata College

Juniata College

Juniata College

**Document Search Functionalities to Improve Retrieval Accuracy**

James Otto

Towson University

**Session 26: Holmes/Foster Room****9:00 am - 10:00 am****Business Education Topics****Session Chair:** Justin Matus**Accreditation and Thin Slicing Data in the Classroom**

Justin Matus

Wilkes University

**The Experience of Marginalized Classes in the Shark Tank**

Kelly Jean Kemmerer

Marywood University

**Integrating Codification Research and Memo Writing into Intermediate Accounting**

Sean Andre

West Chester University of Pennsylvania

Phyllis Belak

West Chester University of Pennsylvania

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**Coffee Break– Hotel Atrium**

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**10:00 am – 10:10 am****Session 27: Sylvan Room****10:10 am – 11:10 am****Global & Multi-Cultural Business Topics****Session Chair:** *Loan Ngoc Tuong Pham***An Investigation of Diversity Factors: The Role of Racioethnicity and Gender in Sales Recruitment Decision Making**

Prabakar Kothandaraman

William Paterson University

Bahar Ashnai

William Paterson University

KiHee Kim

William Paterson University

Michael Gatlin

William Paterson University

**Explaining the Intensity of Factory Accidents: Some Evidence from the Apparel Sector of Bangladesh**

Jafor Chowdhury

University of Scranton

**Brand Engagement and Loyalty Based on Personalities: A Study of Vietnamese Consumers**

Loan Ngoc Tuong Pham

Banking University of Ho Chi Minh City (VietNam)

Jung Seek Kim

Bloomsburg University of Pennsylvania

Lam Dang Nguyen

Bloomsburg University of Pennsylvania

**Session 28: Willow Room**

**10:10 am – 11:10 am**

**Business Education Topics**

**Session Chair:** *Murray James Pyle*

**Document Search Functionalities to Improve Retrieval Accuracy**

James Otto

Towson University

**Learning Outcomes Resulting From the Use of Publisher Specific Tools in Business Statistics: A Study of Student Competence Based on Rapid Feedback and Perceived Usefulness.**

Murray James Pyle

Mercyhurst University

Ahmed Gomaa

University of Scranton

**Factors Influencing Accounting Students' Career Aspirations**

Brian Trout

Millersville University of Pennsylvania

Eric Blazer

Millersville University of Pennsylvania

**Session 29: Logan/Harris Room**

**10:10 am – 11:10 am**

**Business Related Topics**

**Session Chair:** *Cori Jo Myers*

**Shark Tank: What Shark Characteristics are Most Important When Competing for a Deal on Prime Time Television?**

Kenny Luck

Marywood University

Art Comstock

Marywood University

**Let's Be Honest**

Cori Jo Myers

Lock Haven University of Pennsylvania

Peter Huegler

Lock Haven University of Pennsylvania

**Corporate Social Responsibility: Support from Three Relatively New Corporate Types**

Douglas L. Nay

East Stroudsburg University of Pennsylvania



**Session 30: Holmes/Foster Room**

**10:10 am – 11:10 am**

**Business Related Topics**

**Session Chair:** *Roberto Mandanici*

**A Descriptive Study of Changing Internal and External Factors Impacting Business Growth**

Ernie Post

Kutztown University of Pennsylvania

Autumn Crouse

Kutztown University of Pennsylvania

**How will Transportation Network Companies “Fare” Under the Laws of the Keystone State? Lessons From Uber’s Entry Into Pennsylvania**

Henry Webb

Indiana University of Pennsylvania

**Empirical Study of the Profile of an Embezzler: The Implications for the Community**

Roberto Mandanici

Albright College

**Session 31: Sylvan Room**

**11:20 am – 12:20 pm**

**Internet of Things (IoT) Topics**

**Session Chair:** *Kustim Wibowo*

**Internet of Things (IoT) Business Prospective: Providing Security Solutions**

Kustim Wibowo

Indiana University of Pennsylvania

**Internet of Things (IoT) Promises Dramatic TCO Savings for Business**

Gerald Paul Wright

Husson University

**Architectural Innovation and Innovation Success**

Paul Lamore

Kings College

**Session 32: Willow Room****11:20 am – 12:20 pm****Business Program Topics****Session Chair:** *Bernice Purcell***An Evaluation of the Work Force Readiness of Recent College Graduates**

Don Goeltz

Holy Family University

Bernice Purcell

Holy Family University

Jan Buzydlowski

Holy Family University

**Experiential Learning for MBAs: Are We Closing the Business Competency Gap?**

David Nash

Temple University

TL Hill

Temple University

Marilyn Anthony

Temple University

**Employer Needs Study**

Susan Aloï

West Virginia Wesleyan College

Tracie Dodson

West Virginia Wesleyan College

Kelly Sharp

West Virginia Wesleyan College

**Session 33: Logan/Harris Room****11:20 am – 12:20 pm****Business Education Topics****Session Chair:** *Kuan-Pin Chiang***Active and Experiential Learning in the Evolving Quant-FIN Classroom**

Gordon H Dash

University of Rhode Island

Nina Kajiji

University of Rhode Island

**An Integrated Approach to Teaching Financial Statements Analysis Using Bloomberg and Thomson Reuters**

Octavian Ionici

American University

Ajay Adhikar

American University

**Creating Personal Learning Environments with Social Media**

Kuan-Pin Chiang

Central Connecticut State University

**Session 34: Holmes/Foster Room****11:20 am – 12:20 pm****Business Education Topics****Session Chair:** *Tesfalidet Tukue***Ranking Online Reviewers as a Variable in Value Creation**

Ahmed Gomaa

University of Scranton

**Relationship between Advertising and Product Quality Revisited: The Case of Product Warranty (Claims)**

Tesfalidet Tukue

Saint Joseph's University

**Workshop for Proceedings/Journal Reviewers**

Norman C Sigmond

Kutztown University of Pennsylvania

Cori Jo Myers

Lock Haven University of Pennsylvania

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**Lunch – Center/Arbor Room****12:30 pm – 1:30 pm**

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**Session 35: Sylvan Room****1:40 pm – 2:40 pm****NABET Workshop & Business Related Topics****Session Chair:** *Kurt Schimmel***Special Workshop (30 min)****Monetary Policy From WWII to the Great Inflation**

Conway Lackman

Kutztown University of Pennsylvania

William Carlson

Kutztown University of Pennsylvania

**Lowering the Cost for Faculty Who Use Frequent Testing**

Robert Liebler

Kings College

## **Session 36: Willow Room**

**1:40 pm – 2:40 pm**

### **Accounting & Finance Topics**

*Session Chair: Thomas Coe*

#### **Do Analysts Respond to Write-offs? An Examination of S&P Midcap 400 Companies, 2002-2017**

Carolyn Mancini  
Thomas Coe

Quinnipiac University  
Quinnipiac University

#### **Corporate Governance, Accounting Standards and Accounting Fraud: A Comparison Theoretical Study in the US and China**

David Daniel  
Sheila Handy  
Xu Weichu

East Stroudsburg University of Pennsylvania  
East Stroudsburg University of Pennsylvania  
East Stroudsburg University of Pennsylvania

#### **Can Indicators Predict S&P 500?**

Pawan Madhogarhia  
Michael Tschudy

Pennsylvania State University  
York College of Pennsylvania

## **Session 37: Logan/Harris Room**

**1:40 pm – 2:40 pm**

### **Liability Related Topics**

*Session Chair: Michael J. Gallagher*

#### **Property-Liability Insurers' Discretionary and Non-discretionary Loss Reserve Error: Relation with Investor Sentiment**

Fang Sun  
Xiangjing Wei

Gannon University  
Gannon University

#### **Net Pension Liability Impact on School Districts after Incorporation of Governmental Accounting Standards Boards (GASB) Statement number 68**

Michael J. Gallagher

DeSales University

#### **Why Teams Excel: Impact of Transformational Leadership (TL) and Leader-Member Exchange (LMX) on Team Performance (TP)**

Thomas Tanner  
Margaret Walthall

Bloomsburg University of Pennsylvania  
Bloomsburg University of Pennsylvania

**Session 38: Holmes/Foster Room**

**1:40 pm – 2:40 pm**

**Marketing Related Topics**

**Session Chair:** *Christine A Lai*

**Marketing the Idea of Volunteering In a Post-Communist Era**

Christine A Lai

SUNY Buffalo State

**Relationships Between the Digital Marketing Techniques. A Systemic Model**

Philip Van Berten

Stevenson University

**Diary of a Senior Marketing Professor: Advice on How to Get the Most from Student Projects**

Audrey Guskey

Duquesne University

**Session 39: Sylvan Room**

**2:50 pm – 3:50 pm**

**Business Related Topics**

**Session Chair:** *Ronald Dick*

**Expanding the "Limited Duty Rule" in Baseball**

Joshua D. Winneker

Misericordia University

David Gargone

Misericordia University

**Naming Rights & Sponsorships of Sports Facilities and Teams- Where are We and Where are We Going?**

Ronald Dick

Duquesne University

**Women in Sports: Moving Communicatively Past the Glass Ceiling and Glass Cliff and through the Leadership Labyrinth**

Dorene Ciletti

Duquesne University

Elesha Ruminski

Frostburg State University

Isidora Knezevic

Duquesne University

**Session 40: Willow Room****2:50 pm – 3:50 pm****Business Topics****Session Chair:** *James Otto***The Case of Prioritizing Remediation of Acquired Plasma Centers for FDA-Licensure: A Risk Matrix Approach**Lisa Marie Walters  
Susan McNamaraSUNY Fredonia  
SUNY Fredonia**Rationing, Age, and Bias in Bedside Decision-Making: A Systematic Literature Review**

Natalie Dick

Slippery Rock University

**Document Search Using a Simple Programming Language**

James Otto

Towson University

**Session 41: Holmes/Foster Room****2:50 pm – 3:50 pm****Business Topics****Session Chair:** *Thomas Tanner***Why Do Women Get Involved in Entrepreneurial Activity in the United States?**Sunando Sengupta  
Falih AlsaatyBowie State University  
Bowie State University**A Systematic Review on the Influences of R&D Team as the Driving Forces of Innovation**

Thomas Tanner

Bloomsburg University of Pennsylvania

Heather Kirkwood

Farmingdale State College – State University of New York

Jim Webb

Southern Methodist University

**Small Firm Distributions to Shareholders: An Examination of Theory and Practice**Carolyn Mancini  
Thomas CoeQuinnipiac University  
Quinnipiac University

**Session 42: Logan/Harris Room**

**2:50 pm – 3:50 pm**

**Business Education Topics**

**Session Chair:** *Sunita Monda*

**A Practical Online Course Engagement Rubric for Enhanced Student Performance**

David Jordan

Slippery Rock University of Pennsylvania

Sunita Monda

Slippery Rock University of Pennsylvania

**Three Views on Facilitating Accounting Student Success After Transfer Within Higher Education**

Carol M. Jessup

Borough of Manhattan Community College - CUNY

Sidney Askew

Borough of Manhattan Community College - CUNY

Barbara Thomas

Borough of Manhattan Community College – CUNY

**Graduate Business Programs - Evolution, Present, and a Look into the Future**

Roger Hibbs

Kutztown University of Pennsylvania

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**Conference Ends**

**4:00 pm**

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# **NABET OFFICERS**

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