CONFERENCE PROGRAM

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

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

Contents

Academic and Business Research Institute
P.O. Box 2235, Ponte Vedra Beach, FL, 32004, USA
editorial.staff@aabri.com
Phone - (904)435-4330
Dr. Russell Baker, AABRI Executive Director

Conference Registration Desk Schedule

Thursday	March 20, 2025	9:30 – 10:00 AM	Riverwalk level
Thursday	March 20, 2025	3:00 – 4:00 PM	Riverwalk level
Friday	March 21, 2025	7:30 – 8:30 AM	Riverwalk level
Friday	March 21, 2025	12:30 – 1:00 PM	Riverwalk level

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

Presentation Schedule

THURSDAY MARCH 20

Session 1: 10:00 – 11:50, Management/Marketing/MIS - Frio II Room
Session Chair – Ulferts, Gregory: University of Detroit Mercy

Clements, Nicolle: Saint Joseph's University: *Detecting Bots in PA Agricultural Survey Data: Techniques and Challenges*. (VIRTUAL PRESENTATION - https://www.youtube.com/watch?v=-vOFUfAPQ3Q)

Handley, Robert: Allient University: *Turnaround leaders' attributes and firm recovery: An exploratory discovery of Transcendent Leadership*.

Howard, Terry: University of Detroit Mercy: Ulferts, Gregory: University of Detroit Mercy: *Business Opportunities with Accessible Tourism*.

Tefend, Nicholas: The University of the Incarnate Word: *Understanding the Effects of New Technology on Maintenance Employees*. (VIRTUAL PRESENTATION - https://youtu.be/PoAGyFvMxhc)

Session 2: 12:00 – 2:20, Accounting/Finance/Economics – Frio II Room
Session Chair – Kenno, Staci: University of Detroit Mercy

Neuenschwander, Chris: Anderson University: Kaufinger, Gregory: Kutztown University of Pennsylvania: *Voluntary Disclosure of Unexercised Contractual Rights*.

Kenno, Staci: University of Detroit Mercy: *Assessing University Performance Using Financial Statements*.

Estes, Brent: Sam Houston State University: Norris, Braden: Sam Houston State University: *Pay to Play: Examining the Economic Opportunity Costs of Publicly Subsidized Professional Sports Stadiums*.

Breazeale, Jonathan: Sam Houston State University: *Implied Risk Premia in Online Financial Data*.

Ybarra, Andres: Angelo State University: St. John, Jeremy: Angelo State University: Kumar, Umesh: Angelo State University: Huang, Biqing: Angelo State University: St. John, Caroline: Angelo State University: *Assessing Investor Confidence in Nvidia Amid Artificial Intelligence Boom*.

Session 3: 2:30 – 4:30, Education/Instructional Pedagogies - Frio II Room
Session Chair – Ludlum, Marty: University of Central Oklahoma

Escobedo, Ernesto: Walden University: *Public Policy AI and EEOC: Navigating the Intersection*.

Ludlum, Marty: University of Central Oklahoma: *Belief in a Just World and Academic Integrity*.

Swan, George: North Carolina A&T: *Undergraduate Business Law Students' Independent Study Options: Hillsdale College's U.S. Constitutional Law Coursework Online*. (VIRTUAL PRESENTATION - https://www.youtube.com/watch?v=pNblUZac5xw)

McLaughlin, Erin: Louisiana State University Shreveport: *The Role of Leaders Self-Efficacy in Leadership Performance*.

Garza, Kristopher, Texas A&M University-Kingsville; Bain, Steve: Texas A&M University-Kingsville; *Addressing Rural Mental Health Disparities Through the Delphi Method: A Community-Engaged Approach.*

FRIDAY MARCH 21

Session 4: 8:00 – 10:50, Education/Instructional Pedagogies - Frio II Room
Session Chair – Bain, Steve, Texas A&M University-Kingsville

Papp, Raymond: The University of Tampa: *Assessment of Interactive E-Learning Platforms for Business Statistics And Analytics*.

Hall, Kelly: Texas A & M University - Kingsville: *Developing and Validating an Evaluation for Resident Assistants*.

Wang, Michael: Coastal Bend College; Hall, Kelly: Texas A&M University - Kingsville: Kupczynski, Lori: Texas A&M University - Kingsville: Varela, Daniella; Texas A&M University - Kingsville: The effectiveness of MyMathLab in College Algebra: A meta-analysis.

Rutherford, Susan: Santa Gertrudis ISD: Jones, Don: Texas A&M - Kingsville: *College, career, and military readiness: a qualitative study of select programs in Texas*.

Brown, Heaven: University of Detroit Mercy: *Factors That Impact African American Students Learning Performances*.

Howard, Terry: University of Detroit Mercy: Ulferts, Gregory: University of Detroit Mercy: *Intelligence and the Redefinition of Higher Education*.

Bain, Steve: Texas A&M University-Kingsville; Garza, Kristopher, Texas A&M University-Kingsville: *Addressing the Normal" in the Paranormal: A new paradigm for mental health professionals"*.

11:00 – 12:50   Board Meeting- Frio II Room (Board members only)

Session 5: 1:00 – 2:30, Accounting/Finance/Economics - Frio II Room
Session Chair – Wilson, George: Florida State University

Seawright, Delvin: Lamar University: *Internal control weaknesses and asset misappropriation: A governmental accounting teaching case*.

Bressler, Martin: Southeastern Oklahoma State University: *A three-step model to reduce inventory shrinkage and increase profitability*.

Panayides, Alexandros: William Paterson University: *Missing and Murdered Native American Women: Costs, Challenges and Prospects*.

Wilson, George: Florida State Univesity: *The relation between earnings and executive compensation in nonprofit healthcare organizations*.

Ohara, Frank: University of San Francisco: *Tech IPOs: The Classic Risk-Return Tradeoff*.

Session 6: 3:00 – 5:00, Management/Marketing/MIS - Frio II Room
Session Chair – Seaton, L. Jeff, Murray State University

Lahm, Robert: Western Carolina University: *New economic conditions are arising for consumers and small businesses, but what will they be?*

Walton, Scott: Wilmington University: *Generation Z in the Classroom*.

Jackowski, Mick: Metropolitan State University of Denver: *Horse Racing on Life Support: How to Save the Sport of Kings in the United States*.

Seaton, L. Jeff: Murray State University: *The Introduction of Social Deportment" as the Fourth Psychological Process in the Study of Social Identity Theory*.

Tommerdahl, Jodi: University of Texas at Arlington: A Comparison of Child and Adult Language Samples: How to Better Measure Language Development.

Chou, Chia-Ching (Edward): Central Michigan University: *The Impact of Social Media Adoption on Firm Performance: A Comparison Between the Service and Manufacturing Sectors*.

Advisory Board Meeting

There will be a meeting of the AABRI Executive Advisory Board at 11:00 AM Friday, March 21, in the Frio II 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, 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. Please limit your presentations to twenty minutes unless otherwise directed by the session chair. 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 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.

Session Chairs

The following individuals are serving as Session Chairs for Conference San Antonio 2025

Session 1 - Ulferts, Gregory: University of Detroit Mercy
Session 2 - Kenno, Staci: University of Detroit Mercy
Session 3 - Ludlum, Marty: University of Central Oklahoma
Session 4 - Bain, Steve, Texas A&M University-Kingsville
Session 5 - Wilson, George: Florida State University
Session 6 - Seaton, L. Jeff, Murray State University

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

Presenters and Participants

The following table lists registered conference presenters and participants in alphabetical order.
NP=Not Presenting, (V)=virtual presentation

	Presenter/Participant	University	Session(s)
1.	Bain, Steve:	Texas A&M University-Kingsville:	3, 4
2.	Breazeale, Jonathan:	Sam Houston State University:	2
3.	Bressler, Linda:	Southeastern Oklahoma State University:	NP
4.	Bressler, Martin:	Southeastern Oklahoma State University:	5
5.	Brown, Heaven:	University of Detroit Mercy:	4
6.	Chou, Chia-Ching:	Central Michigan University:	6
7.	Clements, Nicolle:	Saint Joseph's University:	1(V)
8.	Cooper, Alicia:	Alabama A&M University:	NP
9.	Dodd-Walker, Eva	Troy University:	NP
10.	Escobedo, Ernesto:	Walden University:	3
11.	Estes, Brent:	Sam Houston State University:	2
12.	Garza, Kristopher	Texas A & M University – Kingsville	3, 4
13.	Hall, Kelly:	Texas A & M University - Kingsville:	4
14.	Handley, Robert:	Allient University:	1
15.	Howard, Terry:	University of Detroit Mercy:	1, 4
16.	Huang, Biqing:	Angelo State University:	2
17.	Jackowski, Mick:	Metropolitan State University of Denver:	6
18.	Jones, Don:	Texas A&M - Kingsville:	4
19.	Kaufinger, Gregory:	Kutztown University of Pennsylvania:	2
20.	Kenno, Staci:	University of Detroit Mercy:	2
21.	Kumar, Umesh:	Angelo State University:	2
22.	Kupczynski, Lori:	Texas A & M University - Kingsville:	4
23.	Lahm, Robert:	Western Carolina University:	6
24.	Ludlum, Marty:	University of Central Oklahoma:	3
25.	McLaughlin, Erin:	Louisiana State University Shreveport	3
26.	Mueller, Steven:	Longwood University:	NP
27.	Neuenschwander, Chris:	Anderson University:	2
28.	Norris, Braden:	Sam Houston State University:	2
29.	Ohara, Frank:	University of San Francisco:	5
30.	Panayides, Alexandros:	William Paterson University:	5
31.	Papp, Raymond:	The University of Tampa:	4
32.	Rutherford, Susan:	Santa Gertrudis ISD:	4
33.	Seaton, L. Jeff:	Murray State University:	6
34.	Seawright, Delvin:	Lamar University:	5
35.	St. John, Jeremy:	Angelo State University:	2
36.	St. John, Caroline:	Angelo State University:	2
37.	Swan, George:	North Carolina A&T:	3(V)
38.	Taillon, Brian:	East Carolina University:	NP
39.	Tefend, Nicholas:	The University of the Incarnate Word:	1(V)
40.	Tommerdahl, Jodi	The University of Texas	6
41.	Ulferts, Gregory:	University of Detroit Mercy:	1, 4
42.	Varela, Daniella	Texas A&M Kingsville	4
43.	Walton, Scott:	Wilmington University:	6
44.	Wang, Michael:	Coastal Bend College:	4
45.	Wang, Guihua:	University of Texas at Dallas:	NP
46.	Whited, Hsin-hui I. H.:	Colorado State University-Pueblo:	NP
47.	Wilson, George:	Florida State Univesity:	5
48.	Ybarra, Andres:	Angelo State University:	2

Best Paper Awards

Best Paper of Track – Accounting
Panayides, Alexandros; The University of Tampa; Missing and Murdered Native American Women: Costs, Challenges and Prospects; Track: AFE; Coauthors: George Andreopoulos; Giuliana Campanelli Andreopoulos

Best Paper of Track – EDUCATION
Wang, Michael; Coastal Bend College; The effectiveness of MyMathLab in College Algebra: A meta-analysis; Track: EIP; Coauthors: Kelly S. Hall, Texas A&M University-Kingsville; Lori Kupczynski, Texas A&M University-Kingsville; Daniella G. Varela, Texas A&M University-Kingsville

Best Paper of Track – MANAGEMENT
Handley, Robert; Allient University; Turnaround leaders' attributes and firm recovery: An exploratory discovery of Transcendent Leadership; Track: MMM; Coauthors: George Gresham

Best Paper of Conference
Papp, Raymond; The University of Tampa; Assessment of Interactive E-Learning Platforms for Business Statistics and Analytics; Track: EIP

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 *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 for specific information.

AABRI Contact Information

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

Academic and Business Research Institute Journals

The Academic and Business Research Institute supports the research and publication needs of business and education faculty. AABRI journals accept submissions in education, ethics, technology and all business fields. Click on the Journals link on the www.aabri.com website to see which of our journals serves your publication needs or click below to access the individual journals directly. Academic and Business Research Institute (AABRI) business and education journals are indexed in Cabell's and ProQuest Ulrich 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 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 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 (SA23XXX) 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.

Call for Papers – Upcoming AABRI Conferences

Please monitor the AABRI website (www.aabri.com) for future AABRI conferences and locations.

The AABRI Virtual conference is in process. The 2024-2025 virtual conference runs through June 30, 2025. The conference is asynchronous. Presentations are continually available online. See the AABRI website for details.

Thank you for participating in the 2025 AABRI spring conference. We hope to see you again at one of our future events.

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 in black 12-point Times New Roman font and left aligned.
- List all authors with their organizational affiliations on the title page immediately following the title. Author information as follows (Centered, 12-point font, not bolded - note no email addresses or other contact information are included):
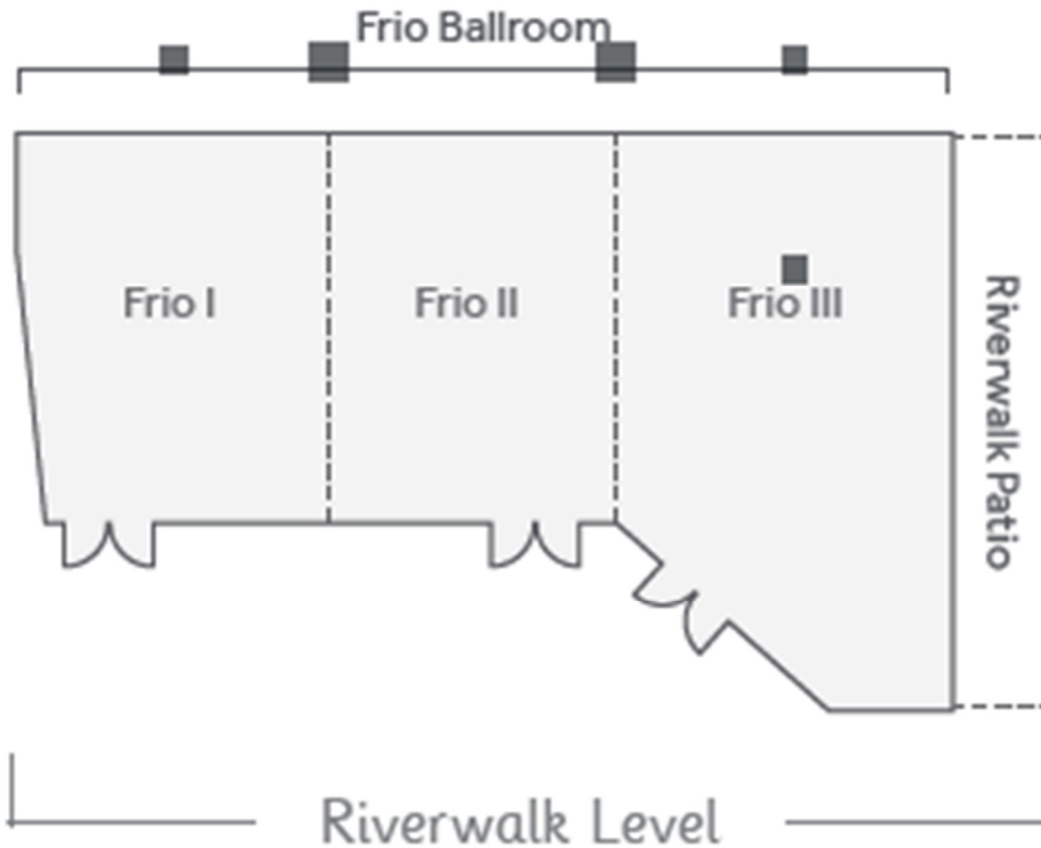
Author 1 name
Author 1 organization

Author 2 name
Author 2 organization

- DO NOT LIST AUTHORS ANYWHERE ELSE IN THE MANUSCRIPT. Manuscripts are blind-reviewed. Manuscripts are assigned a tracking number and title pages are separated from manuscripts before they are sent to the reviewers.
- All manuscripts must include a maximum 250 word abstract on the title page immediately following the author(s)' names. Do not bold or italicize abstract.
- Add a list of 5-6 keywords one line below the abstract. Skip one line after the abstract then begin with Keywords: then list the keywords on the same line, separated by commas. DO NOT BOLD.
- Start the introduction on the page following the title page.
- Margins must be 1 inch all around on all pages. THIS INCLUDES ALL TABLES, GRAPHS, and FIGURES.
- Manuscripts must be written in third person. Do not use I, we, me, our, etc.
- Include a right-aligned running footer with the first 3 or 4 words of the title starting on the title page. Footer must be in 12-point Times New Roman font. DO NOT USE ITALICS. DO NOT NUMBER PAGES.
- Left align and bold all section headers and sub headers. Leave one line before and one line after section headers and sub headers. Section headers should be all caps. Section sub headers should be mixed case.
- Do not use bold text anywhere else in the manuscript. Do not use italics anywhere in the document except in the reference list according to APA formatting requirements.
- Indent paragraphs .5 inches. Do not leave a line between paragraphs. This includes the abstract.
- APA formatting is preferred for citations and references. However, any accepted academic formatting style (MLA, Turabian, Chicago etc.) is acceptable. Regardless of the formatting style used, a bibliography/reference list must be included at the end of the manuscript. DO NOT MIX FORMATTING STYLES IN THE TEXT. DO NOT USE ENDNOTES.
- Manuscripts must be adequately cited and referenced using academically appropriate sources. Papers not copiously cited and referenced are not acceptable for publication. This includes case studies.
- All graphics, charts and tables must be in an appendix at the end of the manuscript and referenced in the text. State "as indicated in Table 1 (Appendix)". Do not state "Insert Table 1 Here".
- All pages must be in portrait orientation in the document. If graphs or pictures are too wide for portrait orientation the author must resize or rotate 90 degrees.
- Maximum standard manuscript length is 40 pages including reference list and appendices. To submit a manuscript greater than 40 pages for review, please contact the editorial.staff@aabri.com prior to submission.
- Maximum file size is 1 megabyte. Please limit the size and number of graphics imbedded in your manuscript. Files exceeding 1megabyte 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. ABRI reserves the right to remove from publication any previously accepted and published submission without cause.

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

Presentation Room Location

All presentations are in the Frio II room on the Riverwalk level of the hotel. The Riverwalk level can be accessed from the hotel elevators or from a staircase located in the hotel lobby.

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