Welcome to the 2015 JIIBR Symposium!

The Symposium on International & Interdisciplinary Business Research brings together scholars across business disciplines to present their papers and works-in-progress in beautiful Southern California. Participants will have the opportunity to receive feedback on their work and to network with colleagues from across the country and throughout the world. The symposium is part of a collaboration between the Colleges of Business at Cal State LA and Fort Hays State University to publish a journal and conduct a symposium related to international business issues that cross many business disciplines. This year participants will be traveling from Zurich, Nagoya, Guangdong and many parts of the U.S. including New York, Georgia, Missouri, Washington and others.

Our keynote speaker Michael Sarian, President of Operations, Prime Healthcare, will join us Thursday, October 8 for our luncheon and speak on new developments in effectively operating healthcare organizations. Participants of the symposium will have ample time to network and build collaborative relationships during the many sessions, networking receptions and informal time throughout the conference.

Welcome to Southern California and the JIIBR Symposium 2015
Enjoy the Program!
**JIIBR Symposium 2015 Oct. 7-9**

All events listed below are held in the **Student Union** at the California State University, Los Angeles campus, 5154 State University Drive, Los Angeles CA 90032, (323) 343-2450

**Wednesday, October 7, 2015**

9:00 - 2:00 Check-in at Cal State LA, Student Union

2:15 - 3:00 Welcome Reception, San Gabriel Room

3:15 - 4:30 Where Marketing Meets Consumers, Montebello Room
   *How Do American and Lebanese Consumers Compare on Mindful Consumer Behavior?*
   Nada Betchwati, Bentley University

   *Segmenting Consumers based on Mobile Social Networking: A Cross-Cultural Study*
   Ying Kong, Shantou University (Guangdong, PRC)

   *An Examination of Perceptions, Uses and Usage of Social Media in Relation to User Personality Categories*
   Brad Sago, Wheaton College

3:15 - 4:30 Investigating Entrepreneurial Endeavors, Pasadena Room
   *The Impact of Leadership, Team Cohesion on Family Firms Performance: Case of Lebanon*
   Charbell Salloum, The George Washington University

   *Business Incubators as Driver’s of “Pivotal Talent” Development in China*
   Sean Chen, Mercer University

   *Inner-group Networking by Latin American Business Owners*
   Ingrid Fray, St. John’s University

4:45 - 6:00 Networking Reception, San Gabriel Room
Thursday, October 8, 2015

8:00 - 9:15 Continental Breakfast, San Gabriel Room

9:30 - 10:45 Strategic Market Perspectives, Montebello Room
ICT (Information, Communication & Tech) Firm’s Global Strategic Expansion Strategy
   Jay Lee, California State University, Sacramento

   Strategizing within Intermediated Markets
   Daniel Degravel, California State University, Northridge

   Critical Factors of Competitiveness for the British Columbia Secondary Wood Products Industry
   Wellington Spetic, University of New Mexico

9:30 - 10:45 Influences on Work and Groups: New Meanings, New Ideas, Pasadena Room

   Cultural Trend Diffusion; A Post-positivist Approach
   Haley Omasta, Southern Vermont College

   The Digital Revolution and the Organization of Work: Contemporary Management Methods
   Michael Kendzia, Zurich University of Applied Sciences

   Strategic Innovation and Entrepreneurship
   Charles Wolfe, Fort Hays State University

11:00 - 1:00 Keynote Reception, Address and Luncheon, LA Rooms B & C

   Welcoming Remarks from Provost Lynn Mahoney, Cal State LA
   and Dean James Goodrich, College of Business, Cal State LA

   Keynote Speaker: Michael Sarian, President of Operations, Prime Healthcare

1:15 - 2:30 The Interdisciplinary and International Nature of Healthcare, Montebello Room

   A Study of Healthcare Opinion Leadership in Ghana
   Carole South-Winter, University of South Dakota

   Spread of Middle East Respiratory Syndrome from Saudi Arabia to South Korea: Rising Issues in International Health Security and Economic Policy
   Barbara Son, Cal State LA

   Understanding Healthcare Technology Adoption Behavior: An Interdisciplinary Perspective
   Mohammad Rahman, Emporia State University
Thursday, October 8, 2015, continued...

1:15 - 2:30 Economic Issues Crossing the Globe, Pasadena Room
Exploring Who Supports Tax Increases: An Example of San Juan County, New Mexico
Chieng-Chung Chen, New Mexico Highlands University

The Sources of Economic Growth in Sub-Sahara African Countries
Afsaneh Nouri Houshyar, Cal State LA

Earthquakes and Price Discovery in the Housing Market: Evidence from New Zealand
Michael LaCour-Little, California State University, Fullerton

2:45 – 4:00 Measures of Profit and Performance, Montebello Room
Longevity or Cross-selling: A Study of Financial Institution Customer Profitability
William Carner, Westminster College

An Electrical Engineering Control System Approach to Understanding Consumer Choice
Beheruz Sethna, The University of West Georgia

Does Good Service Quality Reduce Risk Or Guarantee Idiosyncratic Returns?
Chien-Chung Chen, New Mexico Highlands University

2:45 – 4:00 Essential Questions and and Issues in Financial Management, Pasadena Room
Audit Engagement Risk and the Propensity of Going-Concern Opinion – Does Audit Firm Tenure Matter?
Lily Brooks, Washington State University

Should the United States Adopt which IFRS?
George Schmidt, University of Arkansas, Fort Smith
Kaitlyn Schoeppey (Student) University of Arkansas Fort Smith

Institutional Ownership and R&D Investment: A Meta-Analysis
Sergio A. Canavati De La Torre, Cal State LA

4:15 – 5:30 Exploring World Changing Organizational Issues, Montebello Room
Maximizing the Potential for Creativity through Diversity
Rhonda Albey, Cal State LA

Gender in the C-Suite: Evidence from the CFO Hiring Decision
Trang Doan, Wayne State University

Live With Purpose: How Successful Visionaries Use Purpose to Create Positive Lasting Change In The World
Nathalie Virem, Cal State LA
Thursday, October 8, 2015, continued...

4:15 – 5:30 Teaching Matters: Finding Best Practices, Pasadena Room
   Silo Busters: Interdisciplinary Research & Teaching that Impacts
   Andrew Morris, Irina Costache, Mike Seay, Cal State, Channel Islands
   Peter Tokofsky, UCLA

   East Meets West: A Multi-Country Study on the Pedagogical Issues in Entrepreneurship
   with Evidence from China, Philippines and the United States
   Veena Prabhu, Stephen McGuire, Kern Kwong, Cal State LA

   Rethinking Leadership Education: Student-Teacher Partnerships and Dialogue
   Jonathan Damiani, Nagoya University of Commerce & Business

Friday, October 9, 2015

8:00 - 9:00 Continental Breakfast

9:15 - 10:45 Analyzing Data, Improving Practice, Montebello Room
   How Can Accrual Earnings Management be Restrained? An Analysis of Three Solutions
   V. Brooks Poole, Mississippi College

   Big Data Analysis of Airline Data Set on Cloud Computing
   Nillohit Bhattacharya and Jongwook Woo, Cal State LA

   Accounting Analytics: Interdisciplinary Curriculum Design
   Joseph Woodside, Stetson University

9:15 - 10:45 Corporate Governance and Best Practice in Management, Pasadena Room
   The Origin and Incongruity of Corporate Personhood
   Pamela Evers, University of North Carolina Wilmington

   With Great Power Comes Great Irresponsibility: The Quandary of Regulatory Institutions
   Barry Hunt, Cal State LA

   Omani and American Ethical Decision Making Impacts Internationally Accepted Best Business Practices
   Candace Mehaffey-Kultgen, Fort Hays State University
Friday, October 9, 2015, cont’d…

11:00 - 12:15 Teaching and Learning Technologies, Montebello Room
Using Cloud Resources for e-Learning in Business Courses
Nanda Ganesan, Cal State LA

Building a Student-Pulled Online Learning Undergraduate Business Computer Literacy Curriculum via the Systems Development Life Cycle: A Case Study
Nancy Tsai, California State University, Sacramento

Transformational leadership and athlete satisfaction: The mediating role of coaching Competency
Chou-Yu Tsai, Cal State LA

11:00 - 12:15 Successful Transitions from Classroom to Business, Pasadena Room
Become a Healthcare Manager, Enjoy Life and Improve the World
Barry Hunt, Cal State LA

What do Employers Really Want?:Developing Professionalism in Undergraduate Business Students
Timothy Clarke, Northern Arizona State University

Financial Training for Nurse Managers at Huntington Hospital: Meeting Leadership Needs
Barry Hunt, Cal State LA

12:30 - 1:45 Break

2:00 - 3:15 Governmental Issues in Business, Pasadena Room
A Conceptual Requirements Model for the Domain of Electronic Service Delivery: Success Factors in E-Government Implementation
Mehdi Tehrani, Columbus State University

Iran Redux, an Energy Player with Political Agenda
John Ballantine, Brandeis University

The Relationship Between Strategic Type and Absorptive Capacity in Quasi-governmental Organizations: The Case of American Film Offices
Nina O’Brien, Cal State LA
Friday, October 9, 2015, cont’d…

2:00 - 3:15 Innovative Perspectives to Change the World, Montebello Room
   Innovative Solutions to Health Care Delivery among the incarcerated; How to improve care, decrease costs and decrease deaths
   Barry Hunt, Cal State LA

Transformative Learning and Worldview Assumptions
   Helen Eckmann, Brandman University

Examining the Current Legal Environment Facing the Public Accounting Profession: Lessons to be learned from UK and EU
   Alan Reinstein, Wayne State University

3:30 - 4:30 Closing Reception, San Gabriel Room