

Program Schedule by Date and Time

Wednesday, April 3, 2024

Wednesday, April 3, 2024

8:00 AM - 9:40 AM

OLS1 Supply Chain Responsiveness & Resiliency

Wednesday

8:00 AM

ALEXANDER VALLEY III

Chair: John Bell

University of Tennessee, Knoxville

A DESIGN OF EMERGENCY LOGISTICS NETWORKS USING SOCIAL VULNERABILITY INDICES AND LOGISTICS COST (PAPER ID: 24)

KIYOUNG JEONG

University of Houston Clear Lake

JaeDong Hong

South Carolina State University

RISK ASSESSMENT FOR INTEGRATED CYBER AND PHYSICAL ATTACKS ON CRITICAL INFRASTRUCTURE (PAPER ID: 29)

Alok Baveja

Rutgers

John Betak

Collaborative Solutions, LLC

Dennis Egan

Rutgers

Peter March

Rutgers

Christie Nelson

Rutgers

Fred Roberts

Rutgers

Andrew Tucci

US Coast Guard (Ret.)

Ryan Whytlaw

CCICADA Center, Rutgers University

HOW SUPPLY CHAIN TRANSPARENCY INFLUENCES THE AGILITY DIMENSIONS OF THE RESPONSIVENESS VIEW (PAPER ID: 46)

Jianliang Hao

California State University, Chico

Glenn Richey

Auburn University

Tyler Morgan

Harbert College of Business at Auburn University

HOS1 Hospitality Marketing and Management

Wednesday

8:00 AM

CHALK HILL

Chair: Natasa Christodoulidou

California State University, Dominguez Hills

HOOK, WINE, AND DRINKER – EXPLORING GENERATIONAL NEEDS AND EXPECTATIONS TO IMPROVE WINE CLUB MEMBERSHIP AND SALES (PAPER ID: 83)

Orie Berezan

California State University, Dominguez Hills

Carola Raab

University of Nevada Las Vegas

Anjala Krishen

University of Nevada Las Vegas

Natasa Christodoulidou

California State University, Dominguez Hills

EXPLORING SPA CAREERS AND EDUCATION IN LUXURY HOTEL/RESORT SPAS (PAPER ID: 123)

Ingrid Lin

University of Hawaii at Manoa

Adiyukh Berbekova

University of Hawaii at Manoa

Lenna Shulga

University of Hawaii at Manoa

THE MARKETING OF MINDFULNESS IN HOSPITALITY USING DIGITAL APPS (PAPER ID: 108)

Melissa St. James

CSU Dominguez Hills

BANNING JUNK FEES AND IMPACT TO LOCAL BUSINESSES (PAPER ID: 183)

Vafa Saboori
Chang Seob Yeo

Dominican University of California
Dominican University of California

MBA1 Innovation in Healthcare and Financial Technology

Wednesday

8:00 AM

RUSSIAN RIVER VALLEY I

Chair: Brian Bovee

California Baptist University

IDEA GENERATION:COMPARING CHATGPT VS. HUMANS FOR HEALTHCARE SERVICES (PAPER ID: 55)

Brian Bovee
James Zapata
Benjamin Sanders

California Baptist University
California Baptist University
California Baptist University

TOPIC MINING-BASED FINTECH PROGRAM ANALYSIS (PAPER ID: 142)

Junxiu Zhou
Yangyang Tao
Haoqiang Jiang

Northern Kentucky University
Northern Kentucky University
Northern Kentucky University

INVESTIGATING THE ROLE OF THE BALDRIGE FRAMEWORK IN POST-PANDEMIC HEALTHCARE: INSIGHTS FROM TEXT MINING (PAPER ID: 155)

Heng Xie
Gayle Prybutok
Victor Prybutok

California State University, Sacramento
University of North Texas
University of North Texas

MOS1 Modeling and Simulation I

Wednesday

8:00 AM

RUSSIAN RIVER VALLEY II

Chair: Wen Cheng

Cal Poly Pomona

THE IMPACT OF TOURISM DEVELOPMENT ON ECONOMIC GROWTH IN ECOWAS COUNTRIES (PAPER ID: 86)

Koffi Dumor
Komlan Gbongli
Abu Bakarr Koroma

University of Electronic Science and Technology of China
University of Miskolc, Faculty of Economics
UESTC

INVESTIGATION OF COVID-19 IMPACT ON TRAFFIC SPEED USING MULTI-LEVEL JOINT MODELS WITH ENDOGENEITY (PAPER ID: 135)

Wen Cheng
Kirill Rogovoy
Yasser Salem

Cal Poly Pomona
Cal Poly Pomona
Cal Poly Pomona

ON A SPECIAL DECISION PROBLEM (PAPER ID: 5)

Maryam Hamidi
Ferenc Szidarovszky
Akio Matsumoto

Lamar University
Corvinus University of Budapest
Chuo University

MULTI-PERIOD PRICING AND PRODUCT IMPROVEMENT: HOW INFORMATIVE ARE PRODUCT RATINGS TO NEW CUSTOMERS? (PAPER ID: 78)

Alireza Yazdani
Hossein Rikhtehgar Berenji

Cal Poly Pomona
Pacific University

ACC1 Tax Accounting

Wednesday

8:00 AM

SONOMA MOUNTAIN

Chair: Sheldon Smith

Utah Valley University

FUNDING A ROTH IRA WITH A QUALIFIED TUITION PROGRAM BALANCE (PAPER ID: 1)

Sheldon Smith

Utah Valley University

SECURE 2.0 ACT UPDATES TO PENALTY AVOIDANCE FOR EARLY RETIREMENT WITHDRAWALS (PAPER ID: 119)

Sheldon Smith
Kevin Smith

Utah Valley University
Utah Valley University

TAX-HAVENS: IMMEDIATE COSTS AND BENEFITS (PAPER ID: 147)

Jennifer Howard
Jon Durrant
Kirsten Cook
Robert Ricketts

California State University, Long Beach
California State University, Fullerton
Texas Tech University
Texas Tech University

Wednesday, April 3, 2024

10:00 AM - 11:40 AM

SUS1 Environmental Sustainability

Wednesday 10:00 AM ALEXANDER VALLEY III

Chair: Wenjing Ouyang

University of the Pacific

GLOBAL SUPPLY CHAINS AND SUSTAINABILITY SOLUTIONS (PAPER ID: 21)

SANTOSH VENKATRAMAN

Tennessee State University

EMISSION REDUCTION BENEFITS OF TAIWAN'S ENERGY TRANSITION POLICY FOR ROAD TRANSPORTATION (PAPER ID: 50)

Ching Chih Chang
Liang Chun Chen

National Cheng Kung University
National Cheng Kung University

THE IMPACT OF GOVERNMENT ENVIRONMENTAL ATTENTION TO GREEN TECHNOLOGY INNOVATION? (PAPER ID: 124)

Mahuaqing Zuo
Shasha Yu
Honghui Deng

China University of Petroleum (East China),
China University of Petroleum (East China)
University of Nevada, Las Vegas

THE PARIS AGREEMENT IMPACT ON THE COST OF EQUITY CAPITAL: EVIDENCE FROM HEAVY POLLUTING INDUSTRIES (PAPER ID: 153)

Chengli Zheng
Yuanyuan Zhou
Wenjing Ouyang

Central China Normal University
Central China Normal University
University of the Pacific

SUSTAINABLE TOURISM: EXPLORING THE ADOPTION OF LOCAL FOOD AND PRODUCTS IN THE CONTEXT OF PROMOTION (PAPER ID: 43)

Kelly Thompson
Seunghie Wie
Yong Choi

California State University
California State University
California State University

IEB1 Emerging Issues

Wednesday 10:00 AM CHALK HILL

Chair: Min-Jen Tsai

National Yang Ming Chiao Tung University

MUSEUMS' ROLE IN THE POST-COVID-19 ERA: AN E-BUSINESS CASE STUDY OF THE NATIONAL PALACE MUSEUM IN TAIPEI (PAPER ID: 49)

Min-Jen Tsai
Ya-Chu Lee

National Yang Ming Chiao Tung University
National Yang Ming Chiao Tung University

SOCIAL COGNITION THEORY AND ONLINE SOCIAL COMMUNITY USER'S PARTICIPATION ON GREEN ENERGY TECHNOLOGY PRODUCT STICKINESS (PAPER ID: 7)

Hsin-Hsin Chang	National Cheng Kung University Department of Business Administration
You-Hung Lin	National Cheng Kung University Department of Business Administration
Shih-Shuo Yeh	National Cheng Kung University Department of Business Administration
Yun-An Yeh	National Cheng Kung University Department of Business Administration
Chun-Po Chiu	National Cheng Kung University Department of Business Administration

COMPARATIVE STUDY OF INTERNET AND E-BUSINESS FIRMS (PAPER ID: 39)

Aman Goswami	Rutgers
Yao Zhao	Rutgers Business School

PUBLISHING IN A WORLD WITH "PLAGIARISM" (I.E., SIMILARITY) DETECTION SOFTWARE. (PAPER ID: 159)

Daniel Eveleth	University of Idaho
Lori Baker-Eveleth	University of Idaho
Robert Stone	University of Idaho

MEO1 Managing in today's workplace

Wednesday

10:00 AM

RUSSIAN RIVER VALLEY I

Chair: Debora Gilliard

Metropolitan State University - Denver

NEURODIVERSITY AND SELF-DISCLOSURE IN THE WORKPLACE (PAPER ID: 13)

Cristina Giannantonio	Chapman University
Amy Hurley-Hanson	Chapman University
Amy Jane Griffiths	Chapman University
Sharon Segrest	University of South Florida

ALIGNMENT IN THE WORKPLACE: ARE YOU ALIGNED? (PAPER ID: 60)

Randall Brown	California State University
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CULTURE WARS: SHOULD ORGANIZATIONS BE CONCERNED HOW THE WARS AFFECT THEIR EMPLOYEES? (PAPER ID: 110)

David Lynn Hoffman	Metropolitan State University of Denver
Debora Gilliard	Metropolitan State University - Denver
Cynthia Sutton	Metropolitan State University of Denver

MOS2 Modeling and Simulation II

Wednesday

10:00 AM

RUSSIAN RIVER VALLEY II

Chair: Aman Goswami

Rutgers

UNLOCKING SUPPLY CHAIN EXCELLENCE: EXPLORING THE SCOR DIGITAL STANDARD (SCOR DS) (PAPER ID: 37)

Thomas Lang	LMI
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DETECTING CRIMINAL DISRUPTIONS OF SUPPLY CHAINS (PAPER ID: 23)

Alok Baveja	Rutgers
Weiwei Chen	Rutgers
Dennis Egan	Rutgers
Aman Goswami	Rutgers
Peter March	Rutgers
Benjamin Melamed	Rutgers
Christie Nelson	Rutgers
Fred Roberts	Rutgers

USING NONCONVEX OPTIMIZATION METHOD TO MODEL COMPLEX ASSET ALLOCATION AND LOCATION PROBLEMS (PAPER ID: 15)

Mahyar Amouzegar
Khosrow Moshirvaziri

New Mexico Tech
California State University

FIN1 Financial Markets during COVID-19

Wednesday

10:00 AM

SONOMA MOUNTAIN

Chair: Jennifer Miele

California State University, Fresno

INTEGRATING CORPORATE SOCIAL RESPONSIBILITY WITH FINANCIAL OUTCOMES: STOCK PERFORMANCE OF FIRMS HIRING U.S. VETERANS DURING COVID-19 (PAPER ID: 61)

Rama Malladi
Theodore Byrne
Pallavi Malladi

CSUDH
CSUDH
USUHS

INSIDER TRADING PATTERNS DURING THE COVID PERIOD (PAPER ID: 133)

George Jiang
XIAOLI MA
Yun Ma

Washington State University
Washington State University
Truman State University

INNOVATIONS IN EXCHANGE-TRADED FUNDS: A COMPREHENSIVE ANALYTICAL OVERVIEW (PAPER ID: 41)

Vinh Huy Nguyen
Le Zhao
Suchismita Mishra

California State University, Fresno
California State University, Fresno
Florida International University

Wednesday, April 3, 2024

1:00 PM - 2:40 PM

PPA1 Evidence-Based Policy Making: Food Security, Public Education, and Fiscal Health

Wednesday

1:00 PM

ALEXANDER VALLEY III

Chair: Theodore Byrne

CSUDH

EVALUATING FOOD CONSUMPTION PATTERNS IN BRAZIL'S LOW-INCOME POPULATION (PAPER ID: 26)

Fernanda Araujo Maciel
Ricardo Limongi

California State University
Universidade Federal de Goiás

PERFORMANCE EVALUATION OF CALIFORNIA PUBLIC UNIVERSITIES USING DATA ENVELOPMENT ANALYSIS (PAPER ID: 42)

Mansik Hur

CSUB

CITIZEN PARTICIPATION AND MUNICIPAL FISCAL HEALTH (PAPER ID: 63)

Rui Sun
Janey Wang

California State University, Dominguez Hills
San Francisco State University

EDU1 Collaboration, AI, and Study Abroad Experiences

Wednesday

1:00 PM

CHALK HILL

Chair: Thomas J. Norman

California State University, Dominguez Hills

GAMIFYING COLLABORATIVE SYSTEMS: TEAM VS TRADITIONAL LEADERBOARDS IN IMPROVING ONLINE DISCUSSIONS (PAPER ID: 44)

Brian Bovee
Tom Jernejcic

California Baptist University
California Baptist University

MAKING FRIENDS IN THE CLASSROOM. DEVELOPING ASSISTANTS WITH PERSONALITY. (PAPER ID: 154)

Jose Pineda
Abhinav Chopra

California State University, Long Beach
California State University, Long Beach

UNLOCKING GLOBAL EXPERIENCES FOR URBAN PUBLIC UNIVERSITY STUDENTS (PAPER ID: 105)

itzel Tapia

California State Dominguez Hills

Thomas J. Norman

California State University, Dominguez Hills

STUDYING ABROAD: UNLOCKING SATISFACTION, BENEFITS, AND FACULTY-LED PROGRAMS (PAPER ID: 107)

Wendyson Alves Batista

California State University, Dominguez Hills

Thomas J. Norman

California State University, Dominguez Hills

FIN2 Stock Performance Wednesday 1:00 PM RUSSIAN RIVER VALLEY I

Chair: Vinh Huy Nguyen

California State University, Fresno

DO DEEP VALUE STOCKS GENERATE EXCESS RETURNS? (PAPER ID: 94)

SUNIL MOHANTY

Brooklyn College, The City University of New York (CUNY)

Jeffrey Oxman

Canisius College

A COMPARISON OF PRE-PANDEMIC & POST-PANDEMIC STOCK MARKET INDICES IN WUHAN-ADJACENT COUNTRIES (PAPER ID: 64)

Prakash Dheeriyaa

California State University Dominguez Hills

VOLATILITY PERSISTENCE IN SELECTED EQUITY MARKETS BEFORE AND AFTER 2020 (PAPER ID: 156)

Lidija Dedi

University of Zagreb, Faculty of Economics & Business

Burhan F. Yavas

College of Business and Public Policy, California State University-Dominguez Hills

OLS2 Logistics Management Wednesday 1:00 PM RUSSIAN RIVER VALLEY II

Chair: Gary Gaukler

Drucker School of Management

HOW MANY RIVALS SHOULD PROVIDERS OF FREIGHT TRANSPORTATION SERVICES COOPERATE WITH? (PAPER ID: 67)

Michael Haughton

Wilfrid Laurier University

Alireza Amini

Wilfrid Laurier University

UTILIZING TIME AND TEMPERATURE HISTORY IN THE DISTRIBUTION OF PERISHABLE FOOD ITEMS (PAPER ID: 81)

Gary Gaukler

Drucker School of Management

Michael Ketzenberg

Texas A&M University

Rob Zuidwijk

Rotterdam School of Management

REACTIVE OR PROACTIVE? AN ONLINE RETAILER'S OMNICHANNEL STRATEGY FOR MANAGING CONSUMER RETURNS (PAPER ID: 98)

Ping Xie

Zhengzhou University

Ruixia Shi

University of San Diego

Di Xi

Xiamen University

Hongyu Chen

CSU Long Beach

Xuemei Su

CSU Long Beach

EXAMINING THE EFFECT OF CONTRACTOR LOGISTICS SUPPORT ON THE RELIABILITY OF MILITARY AIRCRAFT (PAPER ID: 138)

Rodriguez Campos de Moura

Air Force Institute of Technology

Seong-Jong Joo

Air Force Institute of Technology

Jacob Maywald

Air Force Institute of Technology

ACC2 Audit Accounting Wednesday 1:00 PM SONOMA MOUNTAIN

Chair: Mohamed Gomaa

California State Polytechnic University, Pomona

RECOMMENDATIONS TO INTERNAL AUDITORS REGARDING THE AUDITING AND ATTESTATION OF MATHEMATICAL PROGRAMMING MODELS (PAPER ID: 17)

Jose Rincon

Loyola Marymount University

Greg Akai

Loyola Marymount University

Daryl Ono

University of Southern California

ACCOUNTING SYSTEM CONCEPTUAL MODELS: THE EFFECT OF ALTERNATIVE MODELS ON AUDITORS' INTERNAL CONTROL REVIEW EFFECTIVENESS AND EFFICIENCY (PAPER ID: 58)

Mohamed Gomaa	California State Polytechnic University, Pomona
Nian Lim (Vic) Lee	California State Polytechnic University, Pomona
Rose Martin-Sheridan	California State Polytechnic University, Pomona

INTO THE UNKNOWN: A FIRM-LEVEL ANALYSIS OF THE IMPACT OF FOREIGN DIRECT INVESTMENT ON AUDITOR BEHAVIOR (PAPER ID: 62)

Nian Lim (Vic) Lee	California State Polytechnic University, Pomona
Teng Ma	Emporia State University
Danya Mi	Emporia State University
Jingbo Zhang	University of Texas, Permian Basin

STANDARDIZING CRITICAL AUDIT MATTERS' TITLES: EXPERIENCE FROM THREE YEARS OF IMPLEMENTATION (PAPER ID: 128)

Magdy Farag	California State Polytechnic University, Pomona
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Wednesday, April 3, 2024

3:00 PM - 4:40 PM

IEB2 Customer and Perception Issues

Wednesday

3:00 PM

CHALK HILL

Chair: Chin-Feng Lin

National Pingtung University

CUSTOMER REVIEW INSIGHT ON PRODUCT DEVELOPMENT (PAPER ID: 116)

Jianliang Hao	California State University, Chico
Tiemei Tang	CSU, Chico
Dalen Chiang	CSU, Chico

FACTORS AFFECTING CUSTOMER REPURCHASE INTENTIONS AFTER A NOTIFICATION OF A DATA BREACH (PAPER ID: 145)

Ronald Miller Jr.	Trident University
Jose Angeles	Trident University
Indira Guzman	Cal Poly
Enrique Barreiro	Trident University
Jessica Carter	Trident University

FEMALE USER PERCEPTION TOWARD THE OVER-THE-TOP VIDEO STREAMING SERVICES (PAPER ID: 11)

Chin-Feng Lin	National Pingtung University
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AN INVESTIGATION INTO INFLUENCERS' PERSUASIVENESS BASED ON USERS' PERCEPTION OF THE VIRTUAL IDENTITY UNDER STEREOTYPE CONTENT MODEL (PAPER ID: 172)

Xi Chen	Sichuan International Sutides University
Jiwon Lee	HELP University

MIL1 Military I

Wednesday

3:00 PM

RUSSIAN RIVER VALLEY I

Chair: Carson Long

Air Force Institute of Technology

AN EXPLORATION OF PARALLELISM FOR SOLVING MULTIPLE MATH PROGRAMMING INSTANCES USING A COMMERCIAL SOLVER (PAPER ID: 19)

Carson Long	Air Force Institute of Technology
Brian Lunday	Air Force Institute of Technology

IMPACT OF TECHNOLOGY AND AUTOMATION ON OCCUPATIONS IN THE US NAVY (PAPER ID: 77)

Uday Apte	Naval Postgraduate School
Tom Ahn	Naval Postgraduate School
Hiranya Nath	Sam Houston State University

DETERMINING ELECTRIC VEHICLE CHARGING STATION REQUIREMENTS AT MILITARY INSTALLATIONS (PAPER ID: 167)

Katelyn Barton
William Cunningham
Adam Reiman
Seong-Jong Joo

Air Force Institute of Technology
Air Force Institute of Technology
Air Force Institute of Technology
Air Force Institute of Technology

MSQ1 Management Science

Wednesday

3:00 PM

RUSSIAN RIVER VALLEY II

Chair: Ken Ko

Pepperdine University

THE EFFECTS OF INFORMATION PRESENTATION AND SITUATIONAL COMPLEXITY ON EFFECTIVE DECISION-MAKING (PAPER ID: 9)

Stephen Donnel
William Caballero
Brian Lunday

Air Force Institute of Technology
United States Air Force Academy
Air Force Institute of Technology

OPTIMAL PRICING OF A SERVICE (PAPER ID: 36)

Ken Ko

Pepperdine University

QUANTITATIVE ANALYSIS OF TRADE NETWORKS: INSIGHT FROM CHINA-AFRICA (PAPER ID: 56)

Koffi Dumor
Prince Clement Addo

University of Electronic Science and Technology of China
University of Electronic Science and Technology of China

EFFECT OF DETECTION BY REGULATORS ON GREENWASHING: A DIFFERENTIAL GAME THEORETIC ANALYSIS (PAPER ID: 97)

Arka Mukherjee
SUBHADIP GHOSH

Macewan University
MacEwan University

EDU2 Student Engagement and Experiential Learning

Wednesday

3:00 PM

SONOMA MOUNTAIN

Chair: Rita Kumar

California State Polytechnic University

INCREASING STUDENTS' ENGAGEMENT IN OPERATIONS MANAGEMENT AND MANAGEMENT SCIENCE COURSES USING SPORTS (PAPER ID: 84)

Feng Zhou
Xiao Xiao

California State University Stanislaus
California State University Stanislaus

IGNITING SERVICE-LEARNING IN THE CLASSROOM FOR INSTRUCTORS AND STUDENTS (PAPER ID: 114)

Sharonda Bishop
Nastaran simarasl

California State Polytechnic University, Pomona
Cal Poly Pomona

CO-CURRICULAR EXPERIENCES TO ENHANCE BUSINESS EDUCATION (PAPER ID: 141)

Rita Kumar
Larisa Preiser-Houy

California State Polytechnic University
California State Polytechnic University

GENDER IN ACADEMIC LEADERSHIP: AN OVERVIEW OF BRAZILIAN FEDERAL UNIVERSITIES (PAPER ID: 127)

Leihge Pereira
Silvia de Lima
Indira Guzman
Cristiano Maciel

UFMT
UFMT
Cal Poly
UFMT

Wednesday, April 3, 2024

5:00 PM - 6:00 PM

SPS1 Anticipating the Future of Higher Education: Navigating Potential Challenges Wednesday 5:00 PM SONOMA MOUNTAIN

Chair: Mahyar Amouzegar New Mexico Tech

ANTICIPATING THE FUTURE OF HIGHER EDUCATION: NAVIGATING POTENTIAL CHALLENGES (PAPER ID: 122)

Mahyar Amouzegar	New Mexico Tech
Ömer Benli	CSULB
Jennifer Latino	EAB
Carolyn Rouse	Princeton University
Dhushy Sathianathan	California State University
Ray Wang	Adelphi University

Thursday, April 4, 2024

Thursday, April 4, 2024

8:00 AM - 9:40 AM

SUS2 Sustainability in Industries Thursday 8:00 AM ALEXANDER VALLEY III

Chair: Xiaotong Liu California State University

BUILD A RESILIENT AND SUSTAINABLE SUPPLY CHAIN (PAPER ID: 75)

Zhi Vicky Tao	University of Alaska Anchorage
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UNDERSTANDING THE DETERMINANTS OF A FIRM'S IT INVESTMENT AND ITS ECONOMIC SUSTAINABILITY (PAPER ID: 103)

Will (Weijun) Zheng	CSU Pomona
Shuo Zeng	CSU Pomona

ARE SUSTAINABLE PHARMACEUTICAL COMPANIES MORE RESILIENT? (PAPER ID: 129)

Yeongling Yang	San Diego State University
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EMPIRICAL STUDY OF DRONE ADOPTION FOR SUSTAINABLE AGRIBUSINESS (PAPER ID: 132)

Xiaotong Liu	California State University
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PRODUCT TRADE-IN STRATEGY (PAPER ID: 170)

Wenge Zhu	California State Polytechnic University, Pomona
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IEB3 New Technology and Applications I Thursday 8:00 AM CHALK HILL

Chair: Dong-Her Shih National Yunlin University of Science and Technol

INFORMATION TECHNOLOGY INTEGRATION USING MOBILE DEVICES WITH MEDICAL PLATFORMS (PAPER ID: 53)

Min-Jen Tsai	National Yang Ming Chiao Tung University
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DEMENTIA SEVERITY CLASSIFICATION USING MACHINE LEARNING AND DEEP LEARNING (PAPER ID: 143)

Dong-Her Shih	National Yunlin University of Science and Technology
Yi-Kai Wang	National Yunlin University of Science and Technology
Tin-Wei Wu	National Yunlin University of Science and Technology

University of San Francisco

Thursday, April 4, 2024

10:00 AM - 11:40 AM

OLS3 Product Design and Sourcing Thursday 10:00 AM ALEXANDER VALLEY III

Chair: Michael Pangburn University of Oregon

PRODUCT DIFFERENTIATION AND COMPETITIVENESS. EVIDENCE FROM THE AUTOMOTIVE INDUSTRY (PAPER ID: 45)

Willis Mwangola	N/A
Sammy Muriithi	UCO

STRATEGIC SOURCING AND PRICING PECULIARITIES IN THE US AIRLINE INDUSTRY (PAPER ID: 130)

Soheil Sibdari	University of Massachusetts
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FREE PRODUCT UPDATES AS A MECHANISM FOR ENHANCING PROFITS (PAPER ID: 137)

Michael Pangburn	University of Oregon
Euthemia Stavroulaki	Bentley University
Monire Jalili	Bentley University

THE IMPACT OF SUPPLY BASE DISTANCES ON SC RESILIENCE RECOVERY (PAPER ID: 173)

Jaeyoung Oh	Central Washington University
Hyojin Kin	Keimyung University
Yuntaek Pae	University of Illinois at Urbana-Champaign

FIN3 Margin Trading, Manipulation, and More Thursday 10:00 AM CHALK HILL

Chair: Vinh Huy Nguyen California State University, Fresno

MARKET FRAGMENTATION AND MANIPULATION (PAPER ID: 47)

Douglas Cumming	Florida Atlantic University
Shan Ji	Zhejiang Gongshang University
Suchismita Mishra	Florida International University
Le Zhao	California State University, Fresno

MARGIN TRADING AND STOCK INDEX FUTURES REGULATIONS AND THE VARIATION OF STOCK RETURN: EVIDENCE FROM CHINA (PAPER ID: 111)

Mohan Fonseka	Xi'an Jiaotong University
Yulong Ma	California State University, Long Beach
Chengcheng Bei	Xi'an Jiaotong University
Lalith Samarakoon	University of St. Thomas

RISK, UNCERTAINTY, AND FINANCIAL MARKETS (PAPER ID: 176)

Cathy Goldberg	University of San Francisco
Robert Mefford	University of San Francisco
Antonia Sottile	University of San Francisco

PREDICTING STOCK PRICES USING GOOGLE TRENDS AND S&P 500 BASED ON TIME SERIES MODELS (PAPER ID: 160)

Zhenning Xu	CSU Bakersfield
Yong Choi	California State University
Di Wu	California State University, Bakersfield

MKT2 Digital Marketing Innovation Thursday 10:00 AM RUSSIAN RIVER VALLEY I

Chair: Laurel Lane Metropolitan State University of Denver

TIKTOK: TAKING OVER THE WORLD (PAPER ID: 96)

Sally Baalbaki-Yassine	Metropolitan State University - Denver
Debora Gilliard	Metropolitan State University - Denver
David Lynn Hoffman	Metropolitan State University of Denver

EXPLORING SUCCESS WITH OPEN INNOVATION: WHERE ARE WE NOW WITH MEASURES OF NEW PRODUCT DEVELOPMENT PERFORMANCE (PAPER ID: 104)

Sanjay Sisodiya	University of Idaho
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UNDERSTANDING RANKING FACTORS THAT AFFECT RESTAURANTS' RELATIVE POSITIONS ON THE YELP SEARCH RESULT PAGE (PAPER ID: 161)

Zhenning Xu	CSU Bakersfield
Di Wu	California State University, Bakersfield
Yong Choi	California State University

HOW MICROTARGETING AND CAMPUS PARTNERSHIPS IMPACT STUDENT RETENTION: AN EXPERIMENTAL MARKETING CAMPAIGN (PAPER ID: 121)

Laurel Lane	Metropolitan State University of Denver
Emalie Whan-Traylor	Metropolitan State University of Denver
Michelle Britt	Metropolitan State University of Denver

MOS3 Modeling and Simulation III Thursday 10:00 AM RUSSIAN RIVER VALLEY II

Chair: Khosrow Moshirvaziri California State University

HOW AI WILL AFFECT COVERAGE OF BUSINESS STATISTICS (PAPER ID: 90)

Ömer Benli	CSULB
Nupur Shah	CSULB

A GEOMETRIC MEDIAN DECOMPOSITION METHOD TO MINIMIZE AGGREGATE FIT LOSS (PAPER ID: 8)

Ariya Xuxu Amoozegar-Montero	Victoria University
Aïda Amoozegar-Montero	You Know. Clothing
Mahyar Amouzegar	New Mexico Tech
Khosrow Moshirvaziri	California State University
Edgar Rodríguez Ramírez	Victoria University

BES1 Strategy, Policy, Law, Ethics Thursday 10:00 AM SONOMA MOUNTAIN

Chair: HoWook Shin California State University, Long Beach

PEDAGOGICAL TENSIONS? EXPLORING THE INTEGRATION OF CATHOLIC PRINCIPLES AND BUSINESS EDUCATION (PAPER ID: 20)

Kathy Dhanda	Sacred Heart University
Felipe Cortes	Sacred Heart University
Chelsea King	Sacred Heart University

EFFECTIVENESS OF SOCIAL ENGINEERING DRILL ON EMPLOYEES' E-MAIL SECURITY IN ENTERPRISE (PAPER ID: 51)

Min-Jen Tsai	National Yang Ming Chiao Tung University
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FOREIGN DIRECT INVESTMENTS AND LABOR RIGHTS IN THE ASIAN-PACIFIC REGION: A PANEL DATA ANALYSIS (PAPER ID: 148)

Chengwei Xu	International University of Japan
Eric Gong	Northwood High School

Thursday, April 4, 2024

1:00 PM - 2:40 PM

OLS4 Operations and Information Management Thursday 1:00 PM ALEXANDER VALLEY III

Chair: Yuhong He California State University, Fullerton

A DATA-DRIVEN INDICATOR FOR IDENTIFYING CROSS-DOCK ITEMS (PAPER ID: 73)

Payam Parsa	California State Polytechnic University Pomona
Manuel Rossetti	University of Arkansas
Shengfan Zhang	University of Arkansas

DESIGN OF BLOCKCHAIN AND STRATEGIC FINANCING SERVICE UNDER THE PLATFORM ECONOMY (PAPER ID: 79)

Yuhong He	California State University, Fullerton
Jianghua Wu	Renmin University of China
Xin Wang	Renmin University of China

DIGITAL TWIN FOR REAL TIME SCHEDULING AT SMART FACTORY IN KOREA (PAPER ID: 87)

sangoh shim	Hanbat National University
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AN INVESTIGATION OF THE HEALTHCARE QUALITY COMPETENCY FRAMEWORK (PAPER ID: 158)

Xinyu Wei	California State University, Chico
Heng Xie	California State University, Sacramento
Xianghui Peng	Penn State Erie
Victor Prybutok	University of North Texas

IEB4 New Technology Aand Applications 2 Thursday 1:00 PM CHALK HILL

Chair: Cooper Cheng-Yuan Ku National Yang Ming Chiao Tung University

NETWORK INTRUSION DETECTION USING TWO-TIER DISCRIMINATION OF GENERATIVE ADVERSARIAL NETWORK (PAPER ID: 89)

Chih-Wei Lin	National Yang Ming Chiao Tung University
Cooper Cheng-Yuan Ku	National Yang Ming Chiao Tung University
Ting-Yu Chang	National Yang Ming Chiao Tung University

EVOLUTION OF THE WORLD WIDE WEB TO WEB3 (PAPER ID: 3)

SANTOSH VENKATRAMAN	Tennessee State University
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MBA2 Data Analytics, Efficiency, and Problem-Solving Thursday 1:00 PM RUSSIAN RIVER VALLEY I

Chair: JaeDong Hong South Carolina State University

EFFICIENCY-DRIVEN EVALUATION APPROACHES FOR RANKING DECISION-MAKING UNITS IN THE DEA AND BIG DATA CONTEXT (PAPER ID: 28)

JaeDong Hong	South Carolina State University
KIYOUNG JEONG	University of Houston Clear Lake
Judith Mwakalonge	South Carolina State University

EXPLORING BASEBALL ANALYTICS THROUGH DATA VISUALIZATION (PAPER ID: 157)

Bryan Dorr	Cal Poly Pomona
Sonya Zhang	Cal Poly Pomona

DIAMOND PRICE STATISTICS AND MODELING (PAPER ID: 117)

Chong Huang	University of the pacific
Albert Huang	University of the pacific

MIL2 Military II Thursday 1:00 PM RUSSIAN RIVER VALLEY II

Chair: Paul Hartman RGBSI Aerospace & Defense

DEFENSE AND UNIVERSITY CAPSTONE PARTNERSHIPS: SOME LESSONS LEARNED (PAPER ID: 27)

Benjamin Hazen	University of Dayton
John Dickens	The Citadel
James Gherdovich	United States Air Force
Emily Nutwell	Ohio State University
Amanda Bresler	PW Communications

A FRAMEWORK FOR GLOBAL NATURAL DISASTERS RESPONSE ILLUSTRATED WITH EXAMPLE OF UNITED STATES NAVY (PAPER ID: 34)

Aruna Apte	Naval Postgraduate School
Keenan Yoho	Rollins College

THE U.S. DEFENSE INDUSTRIAL BASE AND THE ROLE OF SMALL TO MEDIUM MANUFACTURERS (PAPER ID: 179)

Shweta Kumar	RGBSI Aerospace & Defense
Jeffery Weir	RGBSI Aerospace & Defense
Paul Hartman	RGBSI Aerospace & Defense

ACC4 Accounting Education Thursday 1:00 PM SONOMA MOUNTAIN

Chair: Judith Sage Sage & Sage

ROLE OF INTRODUCTORY ACCOUNTING CLASS IN GRADUATION RATES (PAPER ID: 106)

Ping Lin	California State University, Long Beach
Sabrina Landa	California State University, Long Beach
Sudha Krishnan	California State University, Long Beach
Jasmine Yur-Austin	California State University, Long Beach
Rachel Rivas	California State University, Long Beach

EMPLOYING PROBLEM-BASED LEARNING (PBL) AND TEAM-BASED LEARNING (TBL) TO INCORPORATE PROFESSIONAL SKILLS INTO THE INTERMEDIATE ACCOUNT II(III) COURSE AT TWO UNIVERSITIES (PAPER ID: 118)

Judith Sage	Sage & Sage
Lloyd Sage	Sage & Sage

CHATGPT AND ACCOUNTING ETHICS EDUCATION (PAPER ID: 152)

Di Wu	California State University, Bakersfield
Ji Li	California State University, Bakersfield

Thursday, April 4, 2024

3:00 PM - 4:40 PM

PPA2 Organizational Innovation and Capacity in the Public and Nonprofit Sectors Thursday 3:00 PM ALEXANDER VALLEY III

Chair: Rui Sun California State University, Dominguez Hills

USING CHATGPT FOR NONPROFIT FUNDRAISING AND MARKETING (PAPER ID: 80)

Karina Martinez	California State University, Dominguez Hills
Rui Sun	California State University, Dominguez Hills
Meng Zhao	California State University, Dominguez Hills

DOES MUNICIPAL MANAGEMENT CAPACITY MATTER? COMPETITIVE VERSUS NEGOTIATED PROCUREMENT IN CHINA'S PUBLIC-PRIVATE PARTNERSHIPS (PAPER ID: 149)

Hui Li	California State University Dominguez Hills
Zhirong Jerry Zhao	Zhejiang University

THE IMPACT OF INCREASING ENTRY FEE ON EMERGENCY DEPARTMENT DEMAND: A TERRITORY-WIDE STUDY (PAPER ID: 168)

Hyun Seok (Huck) Lee	Korea University Business School
Eric Park	Wafe Forest University
TimothyH Rainer	University of Hong Kong Faculty of Medicine

FIN4 Capital Structure Thursday 3:00 PM CHALK HILL

Chair: Vinh Huy Nguyen California State University, Fresno

DEBT REFINANCING AND CORPORATE BOND RETURNS (PAPER ID: 109)

Yifei Li	University of Nevada Reno
Anni Wang	University of Nevada Reno
Qun Wu	University of Nevada Reno
Ting Zhang	University of Dayton

CUSTOMERS' DEBT FINANCING AND SUPPLIERS' INNOVATIONS (PAPER ID: 136)

Yong Kyu Gam	University College Dublin
Pla Gupta	California State University Long Beach
Kyoung-min Kwon	Hongik University
Hojong Shin	California State University Long Beach

WHEN DO DIVIDEND CHANGES SIGNAL CHANGES IN FUTURE PROFITABILITY? (PAPER ID: 31)

ZHONG-GUO ZHOU	California State University,
JANET ZHOU	Alphabet

MEO2 Learning from organizations' actions Thursday 3:00 PM RUSSIAN RIVER VALLEY I

Chair: Johannes Snyman MSUDenver

EXTREME LEADERSHIP AND POLAR EXPLORERS (PAPER ID: 14)

Amy Hurley-Hanson	Chapman University
Cristina Giannantonio	Chapman University

THE TELECOMMUNICATIONS INDUSTRY AND CORD CUTTING (PAPER ID: 33)

Johannes Snyman	MSUDenver
Debora Gilliard	Metropolitan State University - Denver

THE TELECOMMUNICATIONS INDUSTRY AND CORD CUTTING (PAPER ID: 174)

Johannes Snyman	MSUDenver
Debora Gilliard	Metropolitan State University - Denver

HEURISTICS IN THE PATENTING SYSTEM: HOW TECHNOLOGY BREADTH AND APPLICANT PRIOR INVENTIVE ACHIEVEMENT RELATE TO INTELLECTUAL PROPERTY RIGHTS (PAPER ID: 72)

Daniel Chaffin	University of Nebraska Kearney
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VICTORIA'S SECRET: CAN IT CHANGE ITS MARKETING MODEL? (PAPER ID: 115)

Debora Gilliard	Metropolitan State University - Denver
Sally Baalbaki-Yassine	Metropolitan State University - Denver
David Lynn Hoffman	Metropolitan State University - Denver

SUMMARY OF VICTORIA'S SECRET: CAN IT REBRAND ITS MARKETING MODEL? (PAPER ID: 175)

Debora Gilliard	Metropolitan State University - Denver
Sally Baalbaki-Yassine	Metropolitan State University - Denver
David Lynn Hoffman	Metropolitan State University of Denver

OLS5 Publishing Supply Chain Management and Logistics Research Thursday 3:00 PM RUSSIAN RIVER VALLEY II

Chair: John Bell University of Tennessee, Knoxville

PUBLISHING SUPPLY CHAIN MANAGEMENT AND LOGISTICS RESEARCH (PAPER ID: 181)

Glenn Richey	Auburn University
Beth Davis-Sramek	Auburn University
Steven Carnovale	Florida Atlantic University

EDU3 Creativity, Collaboration, and Learning Opportunities Thursday 3:00 PM SONOMA MOUNTAIN

Chair: Sharonda Bishop California State Polytechnic University, Pomona

UNLOCKING CREATIVITY: THE ART OF ENRICHING STEM EDUCATION WITH VAPA (PAPER ID: 68)

Abigail Norman	California Academy of Mathematics and Sciences
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EXPLORATION OF THE DIFFERENCE BETWEEN TRANSFER AND NON-TRANSFER STUDENTS IN PRINCIPAL STUDENT OUTCOMES AND EXTRACURRICULAR ACTIVITIES (PAPER ID: 134)

Wen Cheng	Cal Poly Pomona
Kirill Rogovoy	Cal Poly Pomona
Yasser Salem	Cal Poly Pomona

MENTORSHIP IS A CONTACT SPORT – SERVING MENTORS AND STUDENTS (PAPER ID: 146)

Sharonda Bishop	California State Polytechnic University, Pomona
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Friday, April 5, 2024

Friday, April 5, 2024

8:00 AM – 9:40 AM

FIN5 Institutional Investors Friday 8:00 AM CHALK HILL

Chair: Vinh Huy Nguyen California State University, Fresno

DOES INSTITUTIONAL HERDING TENDENCY AND DIRECTION DESTABILIZE STOCK PRICES? (PAPER ID: 76)

M. Sabeeh Iqbal	Hailey College of Commerce, University of the Punjab
Aslihan Salih	California State University Long Beach

THE IMPACTS OF INSTITUTIONAL STOCK OWNERSHIP ON FIRM VALUATION: A STATISTICAL ANALYSIS (PAPER ID: 151)

Steven Le	California State University, Long Beach
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DO GENERAL PARTNER INCENTIVES IMPACT THE DURATION OF PRIVATE EQUITY FUNDS? (PAPER ID: 6)

Karan Bhanot	University of Texas at San Antonio
Mohammadali Fallah	California State University, Fresno
Jingjing Guo	University of Texas at San Antonio

MBA3 Social Media Influence and Business Dynamics Friday 8:00 AM RUSSIAN RIVER VALLEY I

Chair: Mohammad Salehan Cal Poly Pomona

THE COMPLEX INTERACTION BETWEEN VALENCE AND AROUSAL AND ITS EFFECT ON INFORMATION DIFFUSION (PAPER ID: 40)

Mohammad Salehan	Cal Poly Pomona
Giang Nguyen	Cal

SLOTING FEE MODELING FOR SOCIAL MEDIA BUSINESS (PAPER ID: 71)

Robert Chi	CSULB
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A COMPARATIVE ANALYSIS OF CHATGPT COURSES IN INDUSTRIAL AND ACADEMIC DOMAINS (PAPER ID: 95)

Alyssa Kerr	Indian Hill High School
Haoqiang Jiang	Northern Kentucky University
Yixiu Yu	Ball State University

MKT3 All Around Marketing Friday 8:00 AM RUSSIAN RIVER VALLEY II

Chair: Sally Baalbaki-Yassine Metropolitan State University - Denver

MENTAL BUDGETING: MODERATING FACTORS OF CONSUMER BUDGET COMPLIANCE (PAPER ID: 18)

Chang Seob Yeo	Dominican University of California
Sarah Lee	Dominican University of California

THE ULTIMATE CHALLENGE: MARKETING THE SMALL WINERY (PAPER ID: 38)

Don Sciglimpaglia	CSU San Marcos
Feraidoon Raafat	San Diego State University
Nathan Oestreich	San Diego State University

THE ATTENTION THEORY OF VALUE: A CRITICAL APPLICATION TO CONTEMPORARY KLARNA'S BUY NOW PAY LATER ADVERTISING (PAPER ID: 93)

Noel Murray	Chapman University
Jack Broughton	Chapman University

UNDERSTANDING PATIENT'S DRUG DECISION: INTEGRATED ASPECTS OF INSTITUTION, PHYSICIAN AND HEALTH CONSULTANT (PAPER ID: 166)

George Shen	National Chiayi University
Neil Tsai	TSH Biopharm

FASHION SUPPLY CHAIN WORKER EXPLOITATION: A STRUCTURAL CULTURAL KNOWLEDGE THEORY PERSPECTIVE (PAPER ID: 182)

Jon Shapiro	Northeastern State University
Angelina Shapiro	Garfield HS

ACC5 Sustainability, Regulations & New Technologies in Accounting Friday 8:00 AM SONOMA MOUNTAIN

Chair: Nathan Oestreich San Diego State University

HOW WILL THE CRISIS IN SURPLUS OFFICE SPACE BE RESOLVED AND WHAT IS THE GOVERNMENT'S ROLE NOW AND LATER? (PAPER ID: 100)

Nathan Oestreich	San Diego State University
Julie Hansen	San Diego State University
Richard Sapp	Portland State University
Feraidoon Raafat	San Diego State University

BIG DATA-BASED ACCOUNTING INFORMATION: BENEFITS, CHALLENGES, AND FUTURE PROSPECTS (PAPER ID: 131)

Salem Boumediene	University of Illinois Springfield
Salma Boumediene	Naval Postgraduate School

VISUALIZING THE AFTER-TAX VALUE OF REQUIRED MINIMUM DISTRIBUTIONS WHEN STILL WORKING VERSUS NOT WORKING (PAPER ID: 102)

Nathan Oestreich
Julie Hansen
Hung (Leon) Chan

San Diego State University
San Diego State University
San Diego State University

Friday, April 5, 2024

10:00 AM - 11:40 AM

MIL3 Military III

Friday

10:00 AM CHALK HILL

Chair: Robert Hanks

USAF

EXPANSIONS TO THE PICK CHART METHODOLOGY (PAPER ID: 164)

Robert Hanks

USAF

QUALITY SYSTEMS AND THE MULTI-INDENTURED DIGITAL THREAD (PAPER ID: 177)

Anthony Loar

RGBSI Aerospace & Defense

Jeffery Weir

RGBSI Aerospace & Defense

TRANSPORTABILITY OF DIGITAL ARTIFACTS ACROSS THE DOD SERVICES AND VENDOR ENTERPRISE (PAPER ID: 178)

Nicholas Hatton

RGBSI Aerospace & Defense

Melanie Highberg

RGBSI Aerospace & Defense

ADDITIVE MANUFACTURING IN THE DEFENSE INDUSTRIAL BASE (PAPER ID: 180)

Tyler Rigsby

RGBSI Aerospace & Defense

MSQ3 Defense Modeling

Friday

10:00 AM RUSSIAN RIVER VALLEY I

Chair: Carlina Smith

Air Force Institute of Technology

PREDICTING COST GROWTH ON MAJOR DEFENSE ACQUISITION PROGRAMS THROUGH FORECAST MODELING (PAPER ID: 25)

Charles Moore

RTX

THE IMPACT OF SOLAR ANGLE AND CLOUD SHADOWS ON 3D RECONSTRUCTION OF ROLLING STOCK CARGO (PAPER ID: 59)

Carlina Smith

Air Force Institute of Technology

Adam Reiman

Air Force Institute of Technology

MEASURING THE EFFICIENCY OF MILITARY BEHAVIORAL HEALTH SERVICES (PAPER ID: 139)

Daniel Straw

Air Force Institute of Technology

William Cunningham

Air Force Institute of Technology

Seong-Jong Joo

Air Force Institute of Technology

OLS6 Supply Chain and Transportation Risk

Friday

10:00 AM RUSSIAN RIVER VALLEY II

Chair: Sumadhur Shakya

California State University Monterey Bay

IDENTIFYING AND RANKING SUPPLY CHAIN RISKS (PAPER ID: 22)

Zach Zacharia

Lehigh University

RISK SHARING IN A TWO-LEVEL SUPPLY CHAIN WITH VARIABLE CAPACITY AND RANDOM YIELD (PAPER ID: 85)

Xiao Xiao

California State University Stanislaus

Xiang Fang

University of Colorado Denver

Feng Zhou

California State University Stanislaus

DEVELOPING MARITIME SHIPPING RESILIENCE: SUPPLY CHAIN FLOWS PERSPECTIVE (PAPER ID: 169)

Muhammad Hasan Ashraf

California State University, Long Beach

IMPORT WHEAT TENDERS AND IMPACTS OF THE RUSSIAN INVASION (PAPER ID: 101)

William Wilson
Sumadhur Shakya
Isaac Dubovoy

North Dakota State University
California State University Monterey Bay
North Dakota State University

EDU4 Belonging, Diversity, and Representation

Friday

10:00 AM SONOMA MOUNTAIN

Chair: Bill D. Herman

Metropolitan State University of Denver

THE CBAPP BELONG SERIES: CULTIVATING ACADEMIC IDENTITY & STUDENT ENGAGEMENT TO PROMOTE RETENTION (PAPER ID: 70)

Sarah Britto
Prakash Dheeriyia
Stephanie Gonsalves
Rui Sun
Zheng Yang

California State University Dominguez Hills
California State University Dominguez Hills
California State University Dominguez Hills
California State University, Dominguez Hills
California State University Dominguez Hills

PROMISING PRACTICES FOR DIVERSITY, EQUITY, AND INCLUSION IN FACULTY HIRING: IMPLEMENTING STRATEGIES FROM THE LITERATURE (PAPER ID: 125)

Bill D. Herman

Metropolitan State University of Denver