

NBEA 2020 | VIRTUAL
47th Annual Conference
Northeast Business and Economics Association
November 12-13

Hosted by Peter T Paul College of Business and Economics
University of New Hampshire



PROGRAM OF EVENTS
NORTHEAST BUSINESS & ECONOMICS ASSOCIATION
47th Annual Conference November 12-13, 2020
A Virtual Conference

Hosted by



Peter T. Paul College
University of New Hampshire

Conference Chair
Ahmad Etebari, Ph.D.

Proceedings Editor
Stephen Ciccone, Ph.D.

THURSDAY, NOVEMBER 12, 2020 – DAY ONE

3:30 pm **ATTENDEES START TO LOG ONTO ZOOM FOR NBEA 2020 VIRTUAL!**

3:35 pm **NBEA 2020 BEGINS – CONFERENCE DAY ONE KICK-OFF!**

WELCOMING REMARKS:

Dr. Deborah Merrill-Sands, Dean
Peter T. Paul College, University of New Hampshire

3:45 pm – 5:20 pm

Session 1A: Accounting, Auditing and Taxation

Session Chair: Emily Xu, University of New Hampshire

A Summary of CAM (Critical Audit Matter) Disclosed by Large Accelerated Filers for The New Expanded Auditor's Report

Nathan Slavin, Hofstra University
Mingzhu Liu, Hofstra University
Jianing Fang, Kean University

Taking the Plunge: A Case Study of Private Investments and Decision-Making

Yassir M. Samra, Manhattan College

The Impact of Internal Cooperation on Earning's Management within Venture Capital Syndication

Yi Tan, Shanghai Jiaotong University
Xiaoli Wang, Marist College

Real Estate and Tax Credits: How Can the Tax Credits be used to Make Affordable Housing More Feasible?

Valeriya Avdeev, William Paterson University
Sia Nassiripour, William Paterson University

The Application of Going Concern Prediction Model in Creditor Oriented Regime

Muhammad I. Javaid, COMSATS University Islamabad

Disclosure Committees: Implications for Financial Reporting Quality, Readability and Timeliness

Cristina Bailey, University of New Mexico
Jonathan Nash, University of New Hampshire
Le Xu, University of New Hampshire

3:45 pm – 5:20 pm

Session 1B: Business Education

Session Chair: Naz Onel, Stockton University

Machine Learning: Teaching Computers to Learn without Programming

Robert Kissell, Molloy College

Graduate Business Education in a Virtual World

Thomas Fitzmaurice, Mount Saint Mary College

Liberal Learning in an Undergraduate Business Program: Curriculum Review and Revision

Regina Riccioni, Saint Elizabeth University

Wendy Hahn, Saint Elizabeth University

Grade Inflation at the University Level; the New Reality

Thomas J. Virgona, Adelphi University

Agents of Change - Continuing a Legacy

Kristen Callahan, Molloy College

Jacob Plaut, Molloy College

Jessica Strauber, Molloy College

Dawn L. DiStefano, Molloy College

The Strength of Partnerships

Maria Bivona, Molloy College

Matt Carcione, Molloy College

Greg Goeller, Molloy College

Ed Ryan, Molloy College

Dawn L. DiStefano, Molloy College

5:25 pm – 7:00 pm

Session 2: Economic, Social and Tax Policies

Session Chair: William F. O'Brien, Worcester State University

The Effect of Labor Mobility on Firm Innovative Activities

Stephen Ciccone, University of New Hampshire

Huimin Li, University of New Hampshire

Yixin Liu, University of New Hampshire

The Power of Marriage: The Causal Effect of Parental Marital Status on Child's Earnings

Bob Wen, Clemson University

The Impact of COVID-19 on Different Categories of Age, Race and Gender in the US

Ram Kiran Godavarthi

Komali Reddy Konda

Apurva Ingole

Gulhan Bizel, Saint Peter's University

Joseph W. Gilkey Jr., Saint Peter's University

Identifying Correlation of Multiple Factors with Mortality Rate of COVID19 Using Regression models

Chaitanya Deepika Kudupudi

Sreelekha Budigi

Trineth Reddy Chamakura

Gulhan Bizel, Saint Peter's University

Joseph Gilkey, Saint Peters University

Taming Globalization: The Case of France's Digital Tax on 'Big Tech'

Lawrence W. Nowicki, University of Paris

Media Coverage of Ethical Issues Affecting the Pharmaceutical Industry - Opioids Dominate Coverage for a Second Consecutive Year

George P. Sillup, Saint Joseph's University

Stephen J. Porth, Saint Joseph's University

7:05 pm – 8:00 pm

NBEA BEST PAPER ANNOUNCEMENT

NBEA TRIVIA SHOWDOWN (WITH PRIZE \$\$\$)

Feel free to get help from your family members, but not from Google or Alexa!

8:05 pm – 9:15 pm

NBEA BOARD MEETING (Private)

FRIDAY, NOVEMBER 13, 2020 – DAY TWO

9:00 am

ATTENDEES START TO LOG ONTO ZOOM FOR NBEA 2020 VIRTUAL!

9:15 am – 10:50 am

Session 3A: Corporate Finance and Investments

Session Chair: Daniel Ball, Molloy College

Mutual Fund Alpha: Is It Managerial or Emotional?

Qiang Bu, Penn State Harrisburg

Can Earnings Call Sentiment Predict Stock Price Movement?

J.D. Jayaraman, New Jersey City University

Andrew Dennis, Bloomberg L.P.

Trading Ahead of the Disclosure: Cybersecurity Breaches and Insider Trading

Svetlana Petrova, University of New Hampshire

Andy Naranjo, University of Florida

Transparency versus Performance in Financial Markets: The Role of CSR Communications

Rajiv Kashyap, William Paterson University
Mohamed Menisy, William Paterson University
Peter Caiazzo, William Paterson University
Jim Samuel, University of Charleston

How Does Central Clearing of Derivatives affect Bond Spreads and the CDS-Bond Basis?

Eric A. McAlley, Quinnipiac University

Healthcare Stocks in Presidential Election Year

Jacob Yannaco, Silicon Valley Bank

Ahmad Etebari, University of New Hampshire

9:15 am – 10:50 am

Session 3B: Business Education - Student Engagement and Teaching Enrichment

Session Chair: Stuart Rosenberg, Monmouth University

A Classroom Project for Teaching Large-Scale Decision Optimization

Donald R. Smith, Monmouth University

Mikhail M. Sher, Monmouth University

How the Cannabis Industry Offers Opportunities for Effective Student Engagement in Business Law

Mary Catherine Clifford, Farmingdale State College, State University of New York

Teaching the Basics of Clinical Research and Development in an MBA Program: Core Concepts, Strategies, and Course Content

Anthony DelConte, Saint Joseph's University

Michael Gast, Saint Joseph's University

Teaching Statistics - A Dynamic Excel Approach

George A. Mangiero, Iona College

Charles Cante, Iona College

Arif Qayyum, Iona College

Investing in Socially-Minded Young Adults 'Because Nice Matters'

Patrick Kennedy, Molloy College

Dawn L. DiStefano, Molloy College

Young Adults Achieving for Local Non-Profit 'Ambassadors of Social Change'

Meghan Brown, Molloy College

Adam Mahadeo, Molloy College

Steven Rizzo, Molloy College

Dawn L. DiStefano, Molloy College

10:55 am – 12:30 pm

Session 4A: Issues in Healthcare

Session Chair: George P. Sillup, Saint Joseph's University

Development and Implementation of a Ballet Learning Seminar at a Senior Living Facility

Robin Connelly, Shannondell at Valley Forge

Susan Cade, Pages to Pirouettes

Tatyana Shargorodsky, Pennsylvania Academy of Ballet

Ronald K. Klimberg, Saint Joseph's University

George P. Sillup, Saint Joseph's University

Improving Care for Neurocognitively Impaired Nursing Home Residents with the Non-Pharmacologic Intervention, Chair Ballet

George P. Sillup, Saint Joseph's University

Susan Cade, Pages to Pirouettes

Tatyana Shargorodsky, Pennsylvania Academy of Ballet

Ronald K. Klimberg, Saint Joseph's University

Eileen L. Sullivan, Saint Joseph's University

Michelle Garrison, St. Ignatius Nursing Home & Rehab Center

Global health governance, trade governance and the regime of the Framework Convention on Tobacco Control

Amit Mukherjee, Stockton University

Naz Onel, Stockton University

Machine Learning Modeling Predicting Coronavirus Case Count Using Health Literacy

Akhilesh Akula

Nachammai Palaniappan

Nithin Reddy Malyala

Gulhan Bizel, Saint Peter's University

Joseph Gilkey, Saint Peter's University

The Opioid Crisis Isn't Trumped by the COVID-19 Pandemic

George P. Sillup, Saint Joseph's University

Albert Giovenella, University of Pennsylvania

Daniel N. DeLucca, Saint Joseph's University

Annelise Slater, University of North Carolina

Running Colleges as Businesses

Maira Tolan, Mount Saint Mary College

Tracey Niemotko, Mount Saint Mary College

10:55 am – 12:30 noon

Session 4B: Management and Higher Education

Session Chair: Maureen L. Mackenzie-Ruppel, Molloy College

Leadership in the COVID-Bind: A Phenomenological Study of Experiences of Female Higher Education Administrators

Noel M. Criscione-Naylor, Stockton University

Joy A. Jones-Carmack, Stockton University

Esther Lawrence, Stockton University

An MBA Capstone Consulting Experience in the Midst of COVID-19

Jacqueline Bassey, Molloy College

Carolyn Hartmann

Richard Nyhus, Molloy College

Phil Quinones, Molloy College

Brian O'Neill, Molloy College

Making Sustainability the Business of Business Education: Best Practices and Future Direction

Naz Onel, Stockton University

Amit Mukherjee, Stockton University

Hospitality Education: Historical Issues, Current Challenges and Potential Path Forward

Steven E. Kent, Molloy College

He, She, We: Gender Impacts in Teamwork

Arlene J. Nicholas, Salve Regina University

Higher Education Underperformance, PreCovid19

Maureen L. Mackenzie-Ruppel, Molloy College

12:30 pm – 12:55 pm Lunch Break

1:00 pm – 2:35 pm

Session 5A: Issues in Finance

Session Chair: Della Lee Sue, Marist College

A Machine Learning Based Measurement of Executives' Personality Traits

Huan Kuang, UMass Amherst

Tianyi Qu, UMass Amherst

Cash Distributions to Shareholders, Corporate Governance and the ROIC-WACC Spread

Robert Goch, Molloy College

Exploring the Similarities of Failed M&A Transactions

Marc B. Lewis, Central Connecticut State University

The Effects of Mergers on Airline Financial Performance: A Network DEA Approach

Carol Huang, Western Connecticut State University

Chris Hsu, CUNY Aviation Institute, York College, The City University of New York

HP'S Restructuring Charges of the Past Two Decades

Lianzan Xu, William Paterson University of NJ

Francis Cai, William Paterson University of NJ

Investigating the Relationship between Background and Risk: Immigrant vs. Native-born CEOs

Anupreet Saini, University of New Hampshire

1:00 pm – 2:35 pm

Session 5B: Marketing, Consumer Choice and Ethics

Session Chair: Amit Mukherjee, Stockton University

Supply Chain, Ethics, and Sustainability in Three Industries

George A. Mangiero, Iona College

Charles Cante, Iona College

Vincent Calluzzo, Iona College

The More, the Better? – The Many Effects of Product Variety on Consumers' Buying Behavior

Christina Schabasser, University of Applied Sciences Burgenland, Austria

Rebounding the Event Industry: Moving past Covid-19

Noel M. Criscione-Naylor, Stockton University

Jane Bokunewicz, Stockton University

Rivalry in the Nonprofit Sector: Promotional and Regulatory Competition by Charitable Organizations

Mark S. LeClair, Fairfield University

Bridging the Gap in the Technology Commercialization Process

Meryl B. Rosenblatt, Molloy College

Chris Rontanini

Adam Mahadeo

Pandemic Pricing: Professional Prerogative or Political Plaything

Bruce L. Haller, Molloy College

Steven Kent, Molloy College

The Sustainable Closet

Meryl B Rosenblatt, Molloy College

Ryann Mott

Jessica Strauber

2:40 pm – 3:00 pm NBEA GENERAL MEMBERSHIP MEETING