



Academy of Business Research Summer 2026 Conference

July 30-July 31

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## Conference Program \*

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| List of Sponsors      | 3 |
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\*The conference proceedings will be published and indexed by September 1<sup>st</sup> on our website.

### Sponsors and Supporters

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for sponsoring the Summer 2026 Conference:

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Conference Staff

Conference Chair

Randall Valentine, Ph.D.

Support Staff

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Tammy Christensen

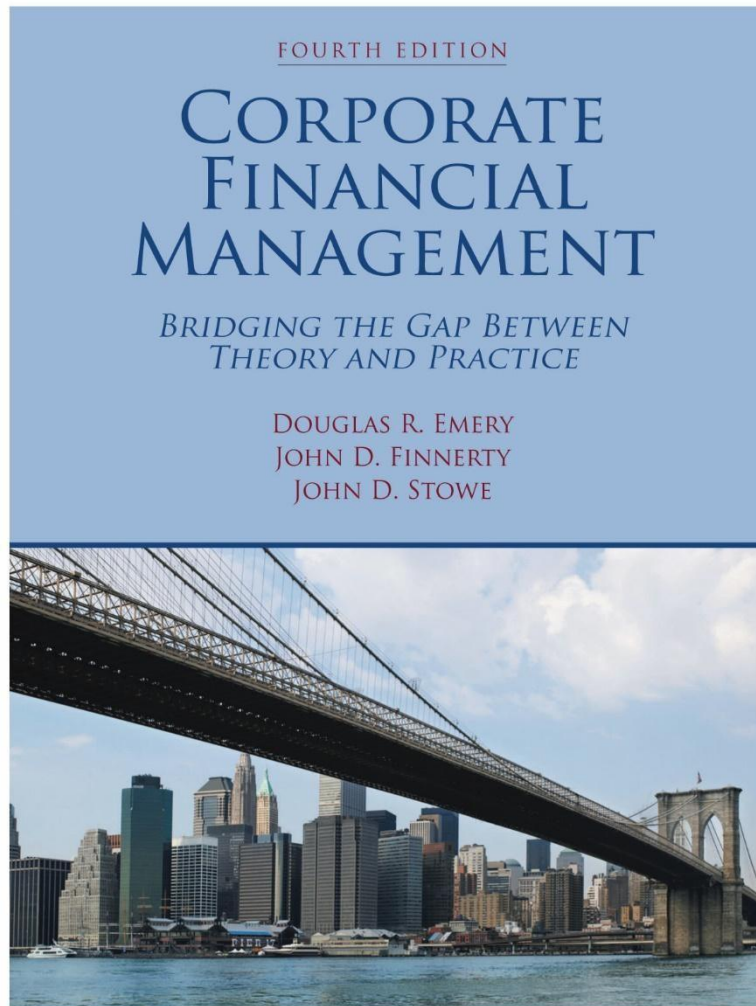
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## Conference Social Activities

For the Latest Conference Updates Please Subscribe to  
our Twitter @abr\_info

## Future Conference Dates

Academy of Business Research

2026-2027 Meetings

San Antonio TX

October 7-9

New York City

October 14-16

New Orleans, LA

March 17-19

[www.academyofbusinessresearch.com](http://www.academyofbusinessresearch.com)

**UNIVERSITY OF SOUTH ALABAMA**  
**MITCHELL COLLEGE OF BUSINESS DBA**  
**Program Summary**

The Mitchell DBA (Doctor of Business Administration) program, with both a **Management and Marketing Concentration**, is designed for business professionals and instructor-level faculty seeking a doctorate to pursue an academic career in 4-year universities. The program facilitates students' transition toward knowledge development through comprehensive understanding of the thought processes in the discipline. The curriculum encourages a balanced approach to learning both conceptual and methodological components.

Classes are led by an outstanding doctoral faculty with extensive experience in university teaching and research. Mitchell DBA faculty are widely published in Management and Marketing and work closely with the DBA students to guide their own research interests to publication.



For more information contact [mcobgraduate@southalabama.edu](mailto:mcobgraduate@southalabama.edu)  
or Dr. Joe Hair DBA Director [jhair@southalabama.edu](mailto:jhair@southalabama.edu)

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9:00 AM Thursday July 30th

[Zoom Link](#) Passcode 046888

Sponsor: Journal of Applied  
Financial Research  
Education/Healthcare

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Session Chair:

**Bridging Social Capital Gaps for First-Generation Students: A Framework for Shifting Faculty  
Mentors to Faculty Sponsors**

Sheryne Southard, Clayton State University  
Mario V. Norman, Clayton State University

**Pause, Breathe, Think: Using Brief Wellness Practices to Support Critical Thinking in the  
Business Classroom**

Patricia Graybeal, University of Michigan - Dearborn

**From Presence to Power: Cultivating Culturally Responsive Leadership at Hispanic Serving  
Institutions**

Clarissa Barboza-Cantu, University of the Incarnate Word

**Perceptions of Nurse's Personal Smartphone Use at Work**

Esperanza Criscuolo, Walden University  
Kenneth Levitt, Walden University  
Teresa Lao, Walden, University

**The Mentor Nobody Assigned: How Marginalized Students Use AI to Decode Corporate Culture**

Carrie J. Awadzi, Delaware State University

**Expressions of Art: Becoming an Entrepreneur**

Tim Scales, Indiana University East

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11:00 AM Thursday July 30th

[Zoom Link](#) Passcode 046888

Sponsor: Journal of Applied

Financial Research

Accounting/Economics/Finance

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Session Chair:

**The Evolution of Analytical Procedures in Audit**

Samantha Falgout, Nicholls State University

Douglas Boyle, University of Scranton

**What Are You Hiding? Pay Secrecy and Its Effect on Employees' Reporting Honesty**

Conor V. C. Brown, Grand Valley State University

**CEO Gender and Firm Risk: Evidence from S&P 100 Firms**

Joanne Guo, St. Joseph's University

**Performance Evaluation in MMA Revisited: Have Judges Evolved?**

Paul Gift, Pepperdine University

**From Accreditation Commitment to Curriculum Action: A Design Science Protocol for**

**Sustainability Integration in Professional Business Programs**

David Z. Jacome, State University of New York College at Brockport

James Cordeiro, State University of New York College at Brockport

**Remote Work and the Changing Geography of Technology-Based Economic**

**Development in the United States**

Onyinye Okoye, University of Southern Mississippi

Benjamin Damoah, University of Southern Mississippi

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1:00 PM Thursday July 30th

[Zoom Link](#) Passcode 046888

Sponsor: Journal of Fraud Research  
Finance/Education

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Session Chair: Tammy Lee Christensen, Lehman College, City University of New York

**Mapping the Field of Sustainable Coffee Research**

Benjamin Marcus, Stonehill College  
Joel Marcus, York University

**From Corporate Strategy to Corporate Ethics for Sustainable Coffee**

Benjamin Marcus, Stonehill College  
Megan Mitchell, Stonehill College

**The Role of Mindfulness in Enhancing Meaningful Engagement and Satisfaction: Evidence from a  
Secondary Data Analysis**

Zhuofan Zhang, Texas A&M University - Kingsville  
Wissam Atwah, Del Mar College  
Jose Luis Daniel, Texas A&M University - Kingsville  
Ruth Chatelain-Jardon, Texas A&M University - Kingsville

**The Cognitive Costs of Complexity: Examining the Impact of Ad Design and Viewing Intent on  
Consumer Search Efficiency**

Brandon Meas, Quinnipiac University  
Charles M. Brooks, Quinnipiac University

**Digital Technology Skills (DTS): A Targeted Assessment in Higher Education**

Juan Carlos Barrera, Elmhurst University

**The Triad of Trust: Data Governance, Information Security, and Digital Technology Skills in  
Higher Education**

Juan Carlos Barrera, Elmhurst University

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3:15 PM Thursday July 30th

[Zoom Link](#) Passcode 046888

Sponsor: Journal of Fraud Research  
AI/Technology

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Session Chair:

**Neuro-Cybersecurity Trends (2020–2026): Bridging Biological and Digital Frontiers**  
Juan Carlos Barrera, Elmhurst University

**Workforce Transition and Upskilling: Social Impacts of AI Adoption in Construction**  
Paul Hernandez, University of the Incarnate Word

**AI-Augmented Business Decision-Making Framework: Integrating Artificial and Human Intelligence for Superior Organizational Outcomes**  
Weixing Ford, Texas A & M University -San Antonio  
Leonard Love, Texas A & M University -San Antonio

**Rethinking Cybersecurity Assurance: An AI-Driven Model for Control Evaluation and Auditability**  
Md Yeasin Khan, East Texas A&M University  
Thuan Nguyen, East Texas A&M University  
Md. Hasan Or Rashid, East Texas A&M University  
Farzana Sultana, East Texas A&M University  
Eunice Offei, East Texas A&M University  
Hannatu Danjumaa, East Texas A&M University  
Ishmael Ayettey, Illinois State University

**Advancing Audit Quality Through Intelligent Systems – An Analytical Model for PCAOB-Aligned Automation**  
Thuan Nguyen, East Texas A&M University  
Tunde Nihi, East Texas A&M University  
Hannatu Danjumaa, East Texas A&M University  
Farzana Sultana, East Texas A&M University  
Eunice Offei, East Texas A&M University  
Enoch Alongea, East Texas A&M University  
Ishmael Ayettey, Illinois State University  
Valeria Mamah Nnedinkpa, Lamar University

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10:00 AM Friday July 31th

[Zoom Link](#) Passcode 641651

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AI

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Session Chair: Tammy Lee Christensen, Lehman College, City University of New York

**Can AI Adoption Make Human Resource Management Sustainable?**

Bing Bai, University of Redlands

**Integrating AI into Sustainable Human Resource Management to Enhance Employee Wellbeing**

Bing Bai, University of Redlands

**Can Artificial Intelligence Enhance Practical Wisdom? Implications for Leadership in Modern Organizations**

Barbara Alston, American Public University

Charles Oden, Saint Leo University

Sheri Bias, Saint Leo University

**An AI Readiness Assessment Canvas for Resource-Constrained Small and Medium Enterprises**

William D. Barnett, University of Louisiana at Monroe

**Improving Budgeting with Agentic AI**

John Leavins, University of St. Thomas Houston

Ozer Erdem, University of St. Thomas Houston

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1:00 PM Friday July 31th

[Zoom Link](#) Passcode 641651

Sponsor: Academy of Business Journal  
Economics/Management/Marketing

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Session Chair: Richard N. LaRocca, Wagner College

**Beyond the Box Score: What Basketball Teaches Us about Modern Management**  
Zachary Brunner, Marywood University

**Trauma, Not Hostility. Reframing Consumer Conflict to Enhance Employee Resilience**  
Emily Alaniz Guzman, University of the Incarnate Word

**Zombie Malls: When Malls Die, Small Towns Pay the Price**  
Kathleen Rankin, St. Bonaventure University  
Matrecia James, St. Bonaventure University  
Samantha Schachner-Hannahs, St. Bonaventure University

**The Mayo Leadership Impact Index Adapted for Matrix Leadership Structures:  
Initial Validity Evidence**  
Stacey Coombes, OrganizationRx Consulting  
Jamile Ashmore, Baylor Scott & White Health  
Anthony Waddimba, Texas A&M University  
Megan Douglas, Baylor Scott & White Health  
Tait Shanafelt, Stanford Medicine  
J. Michael DiMaio, Baylor Scott & White Health

**The Double-Edged Sword: A Study in Remote Work from the Perspectives of Leadership and  
Followership on the Topics of Communication, Team Design, and Productivity**  
Stephanie Eubank, California State University Stanislaus

3:15 PM Friday July 31th

[Zoom Link](#) Passcode 641651

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Economics/Management/Marketing

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Session Chair:

**Enhancing Multilingual Policy Document Classification for Low-Resource Languages Using Transformer-Based Models**

Admas Kero, Jimma University, Ethiopia  
Kula Tune, Addis Ababa Science and Technology University, Ethiopia  
Dawit Demisse, Fordham University

**Overcoming Barriers to Healthcare Interoperability: The Role of AI in Data Governance and Integration**

Vicentia Eshun, Northeastern University  
Thuan Nguyen, East Texas A&M University  
Md. Hasan Or Rashid, East Texas A&M University  
Mohammad Nazmul Islam, Softel Techsource LLC  
Anns Altaf, East Texas A&M University  
Ali Hussain Maredia, East Texas A&M University  
Adeel Shahzad, East Texas A&M University  
Saad Khan, Depaul University  
Muhammad Sarim Hussain, East Texas A&M University  
Prakash Yogi, East Texas A&M University

**Information Morphing in Sustainable Supply Chains: An AI-Enabled Approach to Reducing Dyadic Information Asymmetry**

Vicentia Eshun, Northeastern University  
Thuan Nguyen, East Texas A&M University  
Valeria Mamah Nnedinkpa, Lamar University  
Muhammad Sarim Hussain, East Texas A&M University  
Prakash Yogi, East Texas A&M University  
Ali Hussain Maredia, East Texas A&M University  
Adeel Shahzad, East Texas A&M University  
Saad Khan, Depaul University  
Mohammad Nazmul Islam, Softel Techsource LLC

| <b>Name</b>             | <b>Affiliation</b>                                | <b>Page</b> |
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| Alston, Barbara         | American Public University                        | 12          |
| Altaf, Anns             | East Texas A&M University                         | 14          |
| Ashmore, Jamile         | Baylor Scott & White Health                       | 13          |
| Atwah, Wissam           | Del Mar College                                   | 10          |
| Awadzi, Carrie J.       | Delaware State University                         | 8           |
| Ayetey, Ishmael         | East Illinois State University                    | 11          |
| Bai, Bing               | University of Redlands                            | 12          |
| Barboza-Cantu, Clarissa | University of the Incarnate Word                  | 8           |
| Barnett, William D.     | University of Louisiana at Monroe                 | 12          |
| Barrera, Juan Carlos    | Elmhurst University                               | 10, 11      |
| Bias, Sheri             | Saint Leo University                              | 12          |
| Boyle, Douglas          | University of Scranton                            | 9           |
| Brooks, Charles         | Quinnipiac University                             | 10          |
| Brown, Conor            | Grand Valley State University                     | 9           |
| Brunner, Zachary        | Marywood University                               | 13          |
| Chatelain-Jardon, Ruth  | Texas A&M University - Kingsville                 | 10          |
| Coombes, Stacey         | OrganizationRx Consulting                         | 13          |
| Cordeiro, James         | State University of New York College at Brockport | 9           |
| Criscuolo, Esperanza    | Walden University                                 | 8           |
| Damoah, Benjamin        | University of Southern Mississippi                | 9           |
| Daniel, Jose Luis       | Texas A&M University - Kingsville                 | 10          |
| Danjumaa, Hannatu       | East Texas A&M University                         | 11          |
| Demisse, Dawit          | Fordham University                                | 14          |
| DiMaio, J. Michael      | Baylor Scott & White Health                       | 13          |
| Douglas, Megan          | Baylor Scott & White Health                       | 13          |
| Erdem, Ozer             | University of St. Thomas Houston                  | 12          |
| Eshun, Vicentia         | Northeastern University                           | 14          |
| Eubank, Stephanie       | California State University Stanislaus            | 13          |
| Falgout, Samantha       | Nicholls State University                         | 9           |
| Ford, Weixing           | Texas A & M University -San Antonio               | 11          |

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| Gift, Paul                  | Pepperdine University                             | 9      |
| Graybeal, Patricia          | University of Michigan - Dearborn                 | 8      |
| Guo, Joanne                 | St. Joseph's University                           | 9      |
| Guzman, Emily Alaniz        | University of the Incarnate Word                  | 13     |
| Hernandez, Paul             | University of the Incarnate Word                  | 11     |
| Hussain, Muhammad Sarim     | East Texas A&M University                         | 14     |
| Islam, Mohammad Nazmul      | Softel Techsource LLC                             | 14     |
| Jacome, David Z.            | State University of New York College at Brockport | 9      |
| James, Matrecia             | St. Bonaventure University                        | 13     |
| Kero, Admas                 | Jimma University, Ethiopia                        | 14     |
| Khan, Md Yeasin             | East Texas A&M University                         | 11     |
| Khan, Saad                  | Depaul University                                 | 14     |
| Lao, Teresa                 | Walden University                                 | 8      |
| Leavins, John               | University of St. Thomas Houston                  | 12     |
| Levitt, Kenneth             | Walden University                                 | 8      |
| Love, Leonard               | Texas A & M University -San Antonio               | 11     |
| Marcus, Benjamin            | Stonehill College                                 | 10     |
| Marcus, Joel                | York University                                   | 10     |
| Maredia, Ali Hussain        | East Texas A&M University                         | 14     |
| Meas, Brandon               | Quinnipiac University                             | 10     |
| Mitchell, Megan             | Stonehill College                                 | 10     |
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| Nihi, Tunde                 | East Texas A&M University                         | 11     |
| Nnedinkpa, Valeria Mamah    | Lamar University                                  | 11     |
| Norman, Mario V.            | Clayton State University                          | 8      |
| Oden, Charles               | Saint Leo University                              | 12     |
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| Schachner-Hannahs, Samantha | St. Bonaventure University                        | 13     |

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| Shahzad, Adeel    | East Texas A&M University                                  | 14 |
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| Southard, Sheryne | Clayton State University                                   | 8  |
| Sultana, Farzana  | East Texas A&M University                                  | 11 |
| Tune, Kula        | Addis Ababa Science and Technology University,<br>Ethiopia | 14 |
| Waddimba, Anthony | Texas A&M University                                       | 13 |
| Yogi, Prakash     | East Texas A&M University                                  | 14 |
| Zhang, Zhang      | Texas A&M University - Kingsville                          | 10 |

## Countries Represented at 2024-26 Academy of Business Research Conferences

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Thailand  
Taiwan  
Turkey  
United Kingdom  
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Vietnam

