GLOBAL LANDSCAPES CONFERENCE 2015
An Interdisciplinary Research Symposium

CONFERENCE THEME
THE WORLD IN 3D: DEMOCRACY, DEMOGRAPHY, AND DEMAND

April 16-17, 2015
King’s College
Global Landscapes Conference 2015
*Interdisciplinary Research Symposium*

Conference Theme
The World in 3D: Democracy, Demography, and Demand

Global Landscapes Conference 2015, an interdisciplinary symposium will assemble scholars, educators, students, and community members who are interested in examining important issues facing humanity and who recognize the need for cooperation among different constituents to find sustainable solutions amid a changing social, cultural, political, economic, and financial environment.

As the countries deal with global challenges, people struggle for survival, governments search for sustainable solutions and hope for growth and development. Three Ds: Democracy, Demography and Demand determine a country’s ability to create peace, stability, development and growth.

This interdisciplinary conference has proven that world citizens need to care about various local and regional as well as global, topics. An interdisciplinary approach shows that there are many ways to analyze and research a topic. For the past 7 years the GLC created a forum for discussion triggered by participants in the forms of presentations, posters and panels. These sessions have enriched ideas formed by the interactions with the experts.

The objective of the conference is to promote interdisciplinary discussion of the research topics within a global landscape across academic curricula, business practice and policy perspective.

The undergraduate research conference presentations are sponsored by the King’s College Chapter of the International Business Honor Society, *Epsilon Chi Omicron*, and *Alpha-Mu* Chapter of the International Honor Society in Economics, *Omicron Delta Epsilon*.

Bindu Vyas, Ph.D. Conference Chair
Associate Professor of International Business/Management, King’s College
King’s College Chapter of Epsilon Chi Omicron, International Business Honor Society

Lauren Dereinzi
Laura Ortiz
Kimberly Zurinski
Danielle Avery
Drew Groblewski
Amanda E. Kotch
Rachel A. Simon

Peter Kmec
Terria Pettus
Jennifer Jean-Jacques
Nirvana Chand
Davide M. Fanelli
Brianna M. Prince

Alpha-Mu Chapter of Omicron Delta Epsilon, International Honor Society in Economics

Jessika Baranousky
Ryan Boyle
Mark Henry
Jennifer Jean-Jacques
Sean Moran
Laura Ortiz

Richard Bartumioli
Madeline Griffin
Savannah Jablon
Nicole Lawler
Pablo Nascimento
William Pokorny

2015 Conference Committee:

Conference Chair
Bindu Vyas, Ph.D., King’s College

Track Chair Accounting and Finance
Tara Shawver, D.B.A., King’s College

Track Chairs Health Care Administration
Hengameh Hosseini, Ph.D., Penn State University—Harrisburg
Fevzi Akinci, Ph.D., King’s College

Track Chairs Economics and Entrepreneurship and Management
Sanjay Paul, Ph.D., Elizabethtown College
Valerie K. Kepner, Ph.D., King's College
Jennifer Edmonds, Ph.D., Wilkes University

Track Chair Technology and Social Media
Jayne Klenner, Ph.D., King's College

Student Assistants
Kimberly Zurinski, King’s College
Terria Pettus, King’s College
## GLC Program Overview
### Thursday, April 16, 2015

### Morning Program

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
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<tbody>
<tr>
<td>8:15 – 9:00 am</td>
<td>Breakfast/ Registration</td>
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<tr>
<td>9:15 – 10:30 am</td>
<td>Session I Plenary Session</td>
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<td>Welcoming Remarks</td>
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<td>Fr. Jack Ryan, C.S.C., Ph.D.</td>
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<td>President, King's College</td>
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<td>Opening Address</td>
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<td>Importance of Board Governance and Shareholder Engagement in the 3D World</td>
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<td>Urmi Ashar, M.D., CEO, Advanced Technology Healthcare Solutions, and Glenn Tyranski, Executive Director at Ernst &amp; Young LLP</td>
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<tr>
<td>10:30 – 10:45 am</td>
<td>Tea/Coffee Break</td>
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<tr>
<td>10:45 – 12:15 pm</td>
<td>Session II Concurrent Sessions</td>
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### Afternoon Program

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>12:15 – 1:00 pm</td>
<td>Lunch</td>
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<tr>
<td>1:00 – 2:00 pm</td>
<td>Session III Plenary Session</td>
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<td>Challenges of Social Entrepreneurship in the 3D World: The Green Hope Orphanage</td>
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<td>Pooja Patel, Co-founder &amp; Director, and Sean McCarthy, President, The Green Hope Orphanage, Tanzania</td>
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<td>2:15 - 3:45 pm</td>
<td>Session IV Concurrent Sessions</td>
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<td>3:45 - 4:00 pm</td>
<td>Tea/Coffee Break</td>
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<tr>
<td>4:00 – 5:15 pm</td>
<td>Session V Plenary Session</td>
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<td>The Transformative Power of Story: Learning to Understand the World through Literature</td>
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<td>Suzanne Fisher Staples, Author of several Award-winning Novels - Book Signing</td>
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Thursday, April 16, 2015

Evening Program

5:15 – 5:45 pm  Student Posters
                 Lobby

5:15 - 6:45 pm  Dinner

7:00 pm         Keynote Address
                 Burke Auditorium--McGowan School of Business

Investing for the Poor vs. Investing in the Poor: A Heart or a Mind for the Poor?
Andreas Widmer, Ph.D., Director of Entrepreneurship Programs, The Catholic University of America and President, The Carpenter’s Fund

Friday, April 17, 2015

Morning Program

8:15 – 9:00 am  Breakfast/ Registration

9:15 -10:30 am  Session VI  Morning Plenary

The First Foreign Capital Investment in the Kurdistan Region in Iraq: Case Study of Sema Hospital
Ali Colak, M.D., President of Board of Trustees of Ishik University, CEO of Sema Hospital, Erbil, Iraq

10:30 – 10:45 am  Tea/Coffee Break

10:45 – 12:15 pm  Session VII  Concurrent Sessions

Afternoon Program

12:15 – 1:00 pm  Lunch
**Friday, April 17, 2015**

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<tr>
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<tr>
<td>2:00 – 3:30 pm</td>
<td>Session VIII</td>
<td>Plenary Session</td>
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<td><em>Do Healthcare Reforms Facilitate Better Performance? A Global Perspective</em></td>
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<td>Yasar A. Ozcan, Ph.D., Charles P. Cardwell, Jr. Professor, Director MSHA Program, Virginia Commonwealth University</td>
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<td><strong>Alumni Panel</strong> – Opportunities and Challenges of Working in the 3D World – A Personal Perspective</td>
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<td>Mary McEvoy-Dockeray, Sr VP, CFP at Morgan Stanley Smith Barney</td>
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<td>Marilyn Millington, VP and CCO at Berkshire Asset Management, LLC</td>
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<td>Nicole Buckman, CPA Jones Kohanski</td>
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<td>Kyle Kepfinger, Audit Associate, Cohn Reznick</td>
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<td>Lianne Cuscani, Senior Sales Service Analyst at Mondelēz International</td>
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<td>Christopher Hinderliter, Trial Attorney at Sheridan &amp; Murray, LLC</td>
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Global Landscapes Conference
2015 Conference Program

Thursday, April 16, 2015

Session I—9:15-10:30—Opening Plenary Session—Snyder Room

Opening Remarks
Bindu Vyas, Ph.D. Conference Chair

Welcoming Remarks
Fr. Jack Ryan, C.S.C.
President, King’s College

Introduction: Kimberly Zurinski, King’s College

Opening Address:
Importance of Board Governance and Shareholder Engagement in the 3D World
Urmi Ashar, CEO, Advanced Technology Healthcare Solutions, and
Glenn Tyranski, Executive Director at Ernst & Young LLP.

Session II—10:45-12:15—Concurrent Sessions

A—Global Sustainability and Security of Resources—Walsh Room

Session Chair and Discussant: Dr. Valerie Kepner, King’s College

Aquaria and Zoos: Models for Sustainability?
Kathleen A. Nolan, St. Francis College

Shared Leadership Dimensions of Manager Family Physicians at Primary Health Care Centers
Aysegül Yildirim, Trakya University, Fevzi Akinci, King’s College

If Development Demands Democracy, and Democracy Demands Education, What Do Educators in Uganda Demand?
Megan Borsuk, Dr. Margarita Rose, Brother Stephen LaMendola, Noreen O’Connor, King’s College
B—Student Papers—O’Hara Room

Session Chair: Danielle Avery, King’s College
Discussant: Dr. Elizabeth Moorhouse, Lycoming College

_African American Influences on the Game of Basketball_
Bill Ardoline, King’s College
Faculty Advisor: Paul J. Zbiek

_Determinants of Housing Prices in Selected Developed and Developing Countries_
Hoang Huy Nguyen, Lycoming College
Faculty Advisor: Dr. Elizabeth A. Moorhouse

_A Comparative Analysis of How Corruption Affects Development and FDI in the Caribbean Community_
Kimberly Zurinski, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

_Mobile Internet Access in Developing Countries_
William Dietz, Lycoming College
Faculty Advisor: Dr. Elizabeth A. Moorhouse

C—Veteran’s Health and Life Care—Lipo Room

Session Chair and Discussant: Dr. Michele McGowan, King’s College

_Comparison of Long Term Care Insurance of Turkey and Other OECD Countries_
Idil Yildirim, Trakya University

_Educational Attainment: A Pathway to Better Veteran’s Health Outcomes_
Wendy Kramer, King’s College
Faculty Advisor: Dr. Michele McGowan

_The Efficiency of Norway’s Healthcare System: A Critical Analysis_
Laura Barna, Veronica Giamusso, King’s College
Lauralei Carden, University of Scranton
Faculty Advisor: Dr. Fevzi Akinci

_The Dorothy Day Catholic Worker Farm and Dashboard Technology: The Technology of Food and Security_
William Christian, Jayne Klenner, King’s College

Lunch—12:15-1:00—Snyder Room
Session III—1:00-2:00—Plenary Session—Snyder Room

**Introduction:** Laura Ortiz, King’s College

*Challenges of Social Entrepreneurship in the 3D World: The Green Hope Orphanage*
Pooja Patel, Co-founder & Director, Sean McCarthy, President, The Green Hope Orphanage, Tanzania

Session IV—2:15-3:45—Concurrent Sessions

**A—Social, Economic, and Technological Issues—Walsh Room**

Session Chair and Discussant: Dr. Kathleen Nolan, St. Francis College

*Evangelii Gaudium, Capitalism, and Social Provisioning*
Valerie K. Kepner, King’s College

*Who is Winning the Cola Wars: Hedge Funds or Fairlife?*
Bernard C. Rudegeair, King’s College

*Texting While Driving: The Effects of Impulsiveness and Safety Campaigns on College Students’ Propensity to Text While Driving*
Sandra Loeb, Garold Lantz, King’s College

*Decision Making with GIS*
Jayne Klenner, King’s College

**B—Student Papers—Fitzgerald Room**

Session Chair: Shareese Wagner, King’s College
Discussant: Dr. Marlene Troy, Wilkes University

*Influence of the Economic Structure on the Poverty Rates Across the World*
Patrick Schmitt, Jesse Treur, Lycoming College
Faculty Advisor: Dr. Elizabeth A. Moorhouse

*Education and Unemployment: An Econometric Study of Correlations between Educational Attainment and Employment by State*
Devon Dietrich, Matthew DaVolio, Lycoming College
Faculty Advisor: Dr. Elizabeth A. Moorhouse

*Inward Foreign Direct Investment in Pennsylvania*
Samuel Levandoski, King’s College
Faculty Advisor: Dr. Bindu J. Vyas
Environmental Sustainability as a Global Initiative: How the Wilkes-Barre Downtown Small Business Community can Participate
Brendon Blachowski, Jonathon Daniels, Stephen Turner, Wilkes University
Faculty Advisors: Dr. Marleen Troy, Atty. Ruth Hughes

C—Student Panel—Lipo Room

Session Chair and Discussant: Amanda Kotch, King’s College

Humility, Overconfidence, and Leadership: A Cross Cultural Exploration
Emily Kneeram, Evan Miller, Guiliana Ayers, Megan Roseli, Adam Wychowanec, Catherine Hughes (Graduate Assistant), Wilkes University
Faculty Advisor: Dr. Matthew Sowcik

Session V—4:00-5:15—Plenary Session—Snyder Room

Introduction: Rachel Simon, King’s College

The Transformative Power of Story: Learning to Understand the World through Literature . . . A presentation with images from Pakistan, Afghanistan, and India
Suzanne Staples, Author of several Award-winning novels

Book Signing:

Shabanu Daughter of the Wind, Haveli, and The House of Djinn – a trilogy set in Pakistan,
Under the Persimmon Tree – a novel set in Pakistan and Afghanistan,
Shiva’s Fire – a novel set in India, (for Kindle and iPad),
Dangerous Skies – a novel set on the Chesapeake Bay.

5:15-5:45 —Poster Presentations—Lobby, Lipo

Doing Business in 33 Nations
J.C. Blewitt, (With Student Contributions from the Introduction to International Business classes), King’s College

Iraqi Dental Students’ Knowledge of and Attitudes Towards HIV/AIDS Patients
Onur Nacakgedigi, Hakan Colak, Yusuf Poyraz, Ishik University

Service-Learning in Public Economics
Richard Bartumioli, Ryan Boyle, Alexandra Evangelista, Jessica Lange, Nicole Lawler, Sean Moran, Pablo Nascimento, William Pokorny, Seda Taskaya, King’s College
Faculty Advisor: Dr. Valerie K. Kepner

Dinner—5:15-6:45—Snyder Room
Keynote Address—7:00 PM—Burke Auditorium
William G. McGowan School of Business

Welcome: Dr. Bernard Prusak, King’s College

Introduction of Speaker: Jennifer Jean-Jacques, King’s College

Investing for the Poor vs. Investing in the Poor: A Heart or a Mind for the Poor?
Andreas Widmer, Director of Entrepreneurship Programs, The Catholic University of America and President, The Carpenter’s Fund

Friday, April 17, 2015

Session VI—9:15-10:30—Plenary Session—Snyder Room

Introduction: Peter Kmec, King’s College

The First Foreign Capital Investment in the Kurdistan Region in Iraq:
Case Study of Sema Hospital
Ali Çolak, President of Board of Trustees of Ishik University, CEO of Sema Hospital, Erbil, Iraq

Session VII—10:45-12:15—Concurrent Sessions

A—Issues in Healthcare—Walsh Room

Session Chair and Discussant: Dr. Fevzi Akinci, King’s College

Managerial Approach to Overcome Barriers to Quality in Healthcare Providers
Julia Caldwell, Hengameh Hosseini, Penn State University

An Overview of Refugee Healthcare Promotion Program in Iraq Kustepe Refugee Camp
Onur Nacakgedigi, Esma Nacakgedigi, Hakan Colak, Yusuf Poyraz, Ishik University

Cardiovascular Disease Among Women
Hengameh Hosseini, Penn State University
B—Student Papers—Fitzgerald Room

Session Chair and Discussant: Paul J. Zbiek, King’s College

*A Comparative Analysis of Minimum Wage and Growth*
Christopher Young, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

*A Comparative Analysis of Economic Theories on Poverty Alleviation: Jagdish Bhagwati vs. Amartya Sen*
Jennifer Jean-Jacques, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

*The Effects of Brain Drain on African Countries*
Laura Ortiz, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

*Hair and Makeup Kerfuffles: A Textual Analysis of the Media Portrayals of Female Politicians in the 2008 Elections*
Vittoria DeGiosio, King’s College
Faculty Advisor: Karen Mercincavage

C—Student Papers—Lipo Room

Session Chair: Nicole Lawler, King’s College
Discussant: Dr. Margarita Rose, King’s College

*A Macroeconomic Model for Greece*
Richard Bartumioli, Pablo Nascimento, King’s College
Faculty Advisor: Dr. Margarita Rose

*A Macroeconomic Model for Ireland*
Madeline Griffin, Mark Henry, K.C. Wanamaker, King’s College
Faculty Advisor: Dr. Margarita Rose

*Are Sweatshops a Logical Consequence of Manufacturing in the Developing World?*
Terria Pettus, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

*Foreign Aid: Does Foreign Aid Help or Hinder Economic Development? An In-Depth Study of Objectives and Outcomes of U.S. Aid to Pakistan*
Shareese Wagner, King’s College
Faculty Advisor: Dr. Bindu J. Vyas
D—Student Papers—O’Hara Room

Session Chair and Discussant: Joseph Asklar, King’s College

*A Health Care System Comparative Analysis*
Natalie Richard RN, BSN, David Simmons, Penn State University- Harrisburg
Faculty Advisor: Dr. Hengameh Hosseini

*Canada vs. U.S. Health Care: A Comparative Analysis*
Suril Amin, Penn State University-Harrisburg
Faculty Advisor: Dr. Hengameh Hosseini

*An Ethical Framework Supporting the Use of Advance Directives During End of Life Care*
Brandon W. Danz, Penn State University-Harrisburg
Faculty Advisor: Dr. Hengameh Hosseini

Lunch—12:15-1:00—Snyder Room

Session VIII—1:00-2:00—Plenary Session—Snyder Room

*Introduction:* Terria Pettus, King’s College

*Do Healthcare Reforms Facilitate Better Performance? A Global Perspective*
Yasar A. Ozcan, Charles P. Cardwell, Jr. Professor, Director MSHA Program, Virginia Commonwealth University

Session IX—2:00-3:30—Concurrent Sessions

A—Education, Demographics, and Governance—O’Hara Room

Session Chair and Discussant: Dr. Noreen O’Connor, King’s College

*Water Crisis and Global Security: Is Privatization a Solution?*
Prahlad Murthy, Wilkes University

*Microloans—a Tool in the Struggle*
Sandra Loeb, Margarita Rose, King’s College

*Purple Pennsylvania: Geography, Demography, and Political Diversity in the Keystone State*
Paul J. Zbier, King’s College
B—Student Papers—Fitzgerald Room

Session Chair: Nirvana Chand, King’s College
Discussant: Dr. Margarita Rose, King’s College

*Life After the Dreaded G-Word ... Graduation*
Sean Moran, King’s College
Faculty Advisor: Dr. Margarita Rose

*A Macroeconomic Model for Germany*
Savannah Jablon, Conor Lydon, Christopher Theodorou, King’s College
Faculty Advisor: Dr. Margarita Rose

*The Race for Global Advantage: A Comparative Study for Missions to Mars*
Drew Groblewski, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

*Sustainability in Motion: The Global Efforts of Leading Automobile Manufacturers in Building a Cleaner Automobile*
Davide Fanelli, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

C—Student Papers—Lipo Room

Session Chair and Discussant: Dr. Sanjay Paul, Elizabethtown College

*A Comparative Study of Human Resource Management in Italy vs. the United States of America*
Christina Varvaglione, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

*Assessing the Role of Commodities in a Balanced Portfolio for the Individual Investor*
Corey Eshelman, Elizabethtown College
Faculty Advisor: Dr. Sanjay Paul

*Effects of the FASB Convergence on GAAP*
Peter Kmec, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

*Impact of Personality on Ethical Decision Making*
Jessica Hildebrand, King’s College
Faculty Advisor: Dr. Tara Shawver
D—Student Papers—Walsh Room

Session Chair and Discussant: Dr. Jennifer Edmonds, Wilkes University

*Family Business in the 21st Century: A Grounded Theory, Ethnographic Case Study in NEPA*
David Graff, Britton Heim, Nicole Santorelli, Jamie Seyler, Kate Thomas, Wilkes University
Faculty Advisors: Dr. Morgan Clevenger, Dr. Jeffrey Alves, Ms. Lamie Jordan, Dr. Ellen Newell

*Healthier Days*
Suril Amin, Theodora Avramidis, Junaid Baloch, Juan Molina, Pennsylvania State University
Faculty Advisor: Dr. Hengameh Hosseini

*Storm Drain Management in Urban Areas—Using GIS to Model Remediation*
Kathleen Searfoss, Tobyhanna Army Depot

3:30-4:00—Student Posters—Lobby

**X-Culture Project**
International Expansion and Management of Operations Abroad
Faculty Advisor: Dr. Bindu J. Vyas, King’s College

*Market Expansion into Peru: BFSI Software Consulting (India)*
Michael Smart, King’s College

*Expansion into Nigeria: Daffodils Gaming & Publishing*
Terria Pettus, Dominic Malacari, Michael Sweeney, Dylan Kelly, King’s College

*Gramedia: Becoming a Multinational Media Conglomerate*
Anthony Bevevino, Robyn Klingerman, Alex Vitale, King’s College

*Innovating Education: Innospark Ltd., Lithuania*
Nicole Aiello, Mitch Bialy, Christina Varvaglione, Samantha Raffaele, Moria Swartz, Conor Lydon, Christopher Young, King’s College

*Mobius SLIP, USA: Expanding into a New Market*
Kevin Mulvihill, Liam Kelly, Rachel Simon, Robert Kuzynski, Sean Gabel, Theressa Eckhart, Matthew Gorski, Chris Theodorou, Alexander Kline, King’s College

*Pantofola d’ Oro: Venturing Abroad*
Jonathan Alfieri, John Clawson, Angelina Collotty, Michael Foster, Louis Oley, Scott Picketts, Rachel Stanitis, King’s College
**Sacona Entertainment, India: Expanding into a New Market**
Nirvana Chand, Troy Davis, Michael Krieger, Connor Lyons, King’s College

**International Business Country Report: Brazil**
Angela Cazonie, Bridget McGowan, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

**Tourism, Property Rights, and Women’s Empowerment in Ecuador and Nepal**
Nicole Lawler, King’s College
Faculty Advisor: Dr. Margarita Rose

**Session X—4:00—6:30—Plenary Session—Snyder Room**

**Introduction:** Lauren Dereinzi, King’s College

*A Strategy for Succeeding Locally, Globally and Professionally – The Story of One Small Business*
Andrew Cornell, CEO Cornell Iron Works, Inc.

**Alumni Panel – Opportunities and Challenges of Working in the 3D World – A Personal Perspective**

**Moderator:** Davide Fanelli, Drew Groblewski, King’s College
Marilyn Millington, VP and CCO at Berkshire Asset Management, LLC
Mary McEvoy-Dockeray, Sr VP, CFP at Morgan Stanley Smith Barney
Nicole Buckman, CPA Jones Kohanski
Kyle Kepfinger, Audit Associate, Cohn Reznick
Lianne Cuscani, Senior Sales Service Analyst at Mondelēz International
Christopher Hinderliter, Trial Attorney at Sheridan & Murray, LLC

**Closing Remarks**
Barry Williams, J.D.
Dean, William G. McGowan School of Business, King’s College

**6:30-7:00  Reception —Lobby**
Thursday, April 16, 2015

Session I: 9:15 - 10:30 a.m., Snyder Room

Opening Address:

*Importance of Board Governance and Shareholder Engagement in the 3D World*

Dr. Urmi Ashar, CEO, Advanced Technology Healthcare Solutions

Urmi Ashar, MD, MBA, CEO of Advanced Technology Healthcare Solutions, possesses insights derived from medicine, gifted education and business. She serves as a director at Excela Health System and at the Community Design Center of Pittsburgh. Her unique experiences of bridging American and Indian cultures have been instrumental in helping organizations navigate complex challenges. Her primary interests lie in helping boards foster a creative dynamic culture within the boardroom to facilitate enterprise wide innovation.

Glenn Tyranski, Executive Director, IPO Readiness/Financial Advisory Services, Ernst & Young

Mr. Tyranski is an Executive Director in Ernst & Young’s Financial Accounting and Advisory Services. He has a focus on a number of industries, including media entertainment and industrial products’ companies.

Mr. Tyranski is a graduate of King’s College (BS Accounting and BS Computer Science and Information Systems, summa cum laude) and a certified public accountant in New York. He is a member of the New York State Society of Public Accountants, the American Institute of Certified Public Accountants, Financial Executives International and the National Association of Corporate Directors.
Thursday, April 16, 2015

Session III: 1:00 - 2:00 p.m., Snyder Room

Challenges of Sustainable Social Entrepreneurship in the 3D World: The Green Hope Orphanage

Co-Founder and Director, The Green Hope Orphanage
Tanzania; Research Assistant at Tip Tap Lab

Pooja Patel is a 2014 graduate of the University of Pittsburgh. Currently, she works as a research assistant at Tip Tap Lab. Tip Tap Lab uses a unique psychological approach, the latest research, and patented technology to capture consumer motivations, enabling businesses to enhance their marketing techniques. Her research involves measuring the personality traits and values that drive behavior and capturing the ‘trait data’ produced. Recently, she has also completed a certification as an Emergency Medical Technician.

Pooja spent four weeks teaching English to orphans in Arusha, Tanzania in Summer 2011, where she and her friend, Robert Snyder met Harriet Jacobs and helped start the Green Hope Orphanage. Since then, Pooja has spent three summers in Arusha. Pooja currently serves on the board of directors and helps with organizational development and fund raising.

Sean McCarthy, President, Green Hope Orphanage, Inc.

Sean McCarthy is a junior studying computer science and economics at the University of Pittsburgh. As President of the Green Hope Orphanage, Inc., Sean manages the daily operations of the corporation and communication with the school. In the future, Sean hopes to work on economic policy and financial software engineering.
Session V: 4:00 - 5:15 p.m., Snyder Room

*The Transformative Power of Story: Learning to Understand the World through Literature.*

A presentation with images from Pakistan, Afghanistan, and India

Suzan Staples, Author of several award-winning novels, Program planner for The Gathering at Keystone College

Suzanne Fisher Staples is the author of several award-winning novels. Under the Persimmon Tree, set in Afghanistan, is listed by the International Reading Association as a Notable Book for a Global Society. The Newbery Honor Book Shabanu Daughter of the Wind is a story about nomadic camel herders in Pakistan. It also is a Notable Book for a Global Society.

Born in Philadelphia, she worked as a news reporter and editor for United Press International in Hong Kong, India, Pakistan, Afghanistan, Bangladesh, Nepal, Sri Lanka, New York, and Washington, DC. She later worked as a foreign news editor for *The Washington Post*. She returned to Pakistan to help design a literacy project for poor rural women with the United States Agency for International Development.

Currently, she is at work on two new novels, one of which is set in Pakistan. She also plans the program for The Gathering at Keystone College, a unique symposium on the power of imagination.

She grew up on Chapman Lake in rural Pennsylvania, graduated from Lakeland High School, and received an Associate of Arts from Keystone College, and a Bachelor of Arts from Cedar Crest College in Allentown. She lives on a farm in Nicholson, PA, with her husband Wayne Harley.

Books:

*Shabanu Daughter of the Wind, Haveli,* and *The House of Djinn* – a trilogy set in Pakistan, published by Random House

*Under the Persimmon Tree* – a novel set in Pakistan and Afghanistan, published by Farrar, Straus & Giroux

*Shiva’s Fire* – a novel set in India, (for Kindle and iPad)

*Dangerous Skies* – a novel set on the Chesapeake Bay, published by Farrar, Strauss & Giroux

*The Green Dog* and *Callie’s Paradox*, young adult novels available on Amazon Kindle.
Keynote Address—7:00 pm Burke Auditorium

Investing for the Poor vs. Investing in the Poor: A Heart or a Mind for the Poor?,

Andreas Widmer, Director of entrepreneurship programs at Catholic University of America’s School of Business & Economics, author of The Pope & The CEO: Pope John Paul II’s Lessons to a Young Swiss Guard

Andreas Widmer is the Director of Entrepreneurship Programs at Catholic University of America’s School of Business & Economics. He is the author of The Pope & The CEO: Pope John Paul II’s Lessons to a Young Swiss Guard, a new book exploring leadership lessons that Widmer learned serving as a Swiss Guard protecting Pope John Paul II and refined during his career as a successful business executive.

Andreas is an advisor to the Zermatt Summit, an annual business leadership event that strives to humanize globalization. He also serves as an advisor to Transforming Business, a research and development project at the University of Cambridge in the UK. He is on the board of directors at the New Paradigm Research Fund, Virtual Research Associates and The World Youth Alliance and The Carpenter’s Fund, a senior collateral lender to small and medium size businesses and projects in emerging markets.

He was previously the co-founder of SEVEN Fund, a philanthropic organization promoting enterprise solutions to poverty. Andreas and his business partner Michael Fairbanks initiated the Pioneers of Prosperity Awards, a first-of-its-kind industry program that finds and promotes the best entrepreneurs in emerging markets. Andreas works closely with top entrepreneurs, investors, and faith leaders around the world to foster enterprise solutions to poverty and promote virtuous business practices. He has developed entrepreneurial initiatives at the intersection of business and faith such as the Catholic Mental Models Project, a research effort through his social science research firm GSPEL LLC.
Andreas is a seasoned business executive with experience in high-tech and international business strategy consulting and economic development. He was an executive in residence at Highland Capital Partners, a venture capital firm. He served as CEO of OTF Group (formerly part of the Monitor Group) and helped lead Eprise Corporation, Dragon Systems and FTP Software. He has worked extensively in the United States, Europe, Asia, Africa and Latin America, and has brought more than 100 leading-edge technology products to market.


Andreas served as a Pontifical Swiss Guard from 1986-1988, protecting Pope John Paul II. He holds two business degrees from Switzerland, plus a B.S. in International Business from Merrimack College and an M.A. in Ministry from St. John’s Seminary in Boston. A citizen of Switzerland and the United States, he speaks English, German, Italian and French. Andreas loves to spend time with his wife and son. He is an eternal student of fly-fishing, enjoys skiing, and is an avid reader.

**Friday, April 17, 2015**

**Session VI: 9:15 - 10:30 a.m., Snyder Room**

*The First Foreign Capital Investment in the Kurdistan Region in Iraq: Case Study of Sema Hospital*

**Ali Çolak, President of Board of Trustees of Ishik University, CEO of Sema Hospital, Erbil, Iraq**

Ali Colak graduated from Medical School in 1988 and completed his speciality training at Ataturk University in 1995. Dr. Çolak's areas of expertise include cataract, refractive surgery, cornea, and strabismus. He has over 20 years clinical experience and performed more than 27,000 eye laser operations and treatments. Dr. Çolak has an established record of public scholarship including several international publications. After managing 4 hospitals in Turkey, he has been serving in Sema Hospital in Iraq for the last 9 years. Dr. Çolak is native speaker of Turkish language and he also speaks Arabic, Kurdish, and English.
Session VIII—1:00-2:00pm, Snyder Room

Do Healthcare Reforms Facilitate Better Performance? A Global Perspective

Yasar A Ozcan, Charles P. Cardwell, Jr. Professor, Director MSHA Program, Virginia Commonwealth University

After earning a BS in Business from Istanbul University, Yasar A. Ozcan was awarded with a competitive full scholarship to pursue master and doctoral degrees in the U.S. He earned a MBA degree from Southeastern Louisiana University, and Ph.D. in health services research and organization from Virginia Commonwealth University.

Dr. Ozcan has been with Virginia Commonwealth University over 35 years. He is the founding Editor-in-Chief of the Journal of Health Care Management Science, a globally distributed and recognized research journal, currently on its 18th volume. Dr. Ozcan is active member of Health Care Applications Society of Institute for Operations Research and Management Science (INFORMS), and he served twice as their president. Dr. Ozcan is participant of various National Science Foundation panels, and has published over 80 refereed manuscripts in his core area of research—health care provider performance.

Session X—4:00-5:00 pm—Snyder Room

A Strategy for Succeeding Locally, Globally, and Professionally – The Story of One Small Business

Andrew Cornell, CEO, Cornell Iron Works, Inc.

Joined Cornell Iron Works, Inc. in 1992 and became its eighth family CEO in 1997. The firm was founded in 1828 and has locations in Mountaintop, Pennsylvania; Gastonia, North Carolina and Phoenix, Arizona. We employ six hundred forty people and produce security doors. In 1997, CIW was named Family Business of the Year in Pennsylvania, and in 2000 the company was listed as one of Pennsylvania’s Top 100 Best Places to Work.

Andrew has a BA in Psychology from the University of Rochester. He is a Graduate of Owner/President Management (Class #31), a nine-week executive development program, at Harvard Business School.
Andrew has been affiliated with Follett Corporation, a leading producer of ice production and transportation equipment, I2M Manufacturing, a leading producer of calendared sheet plastic, McCue Corporation, leaders in damage protection products and JA Berkheimer, a municipal tax collection, data management and record storage business. He is also a member of the Young Presidents Organization and the Board of Door and Access Systems Manufacturer’s Association.

He has served as a Chairman of the YPO International Education Program on building boards of directors for two terms, Trustee and Vice-Chairman of the Board at Misericordia University, Board member of the Greater Wilkes-Barre Chamber of Business and Industry, Director of VIG Holdings (HPG International Corporation), President of the American Rolling Door Institute, Advisory Board Member, Ruckno Construction Company, and Factory Mutual Approvals.

Other Achievements:


2003: “Young Entrepreneur of the Year” by Junior Achievement of Northeastern Pennsylvania.


Author of the self-published book, Connection, about the management approach and culture of Cornell.

Andrew is married to Molly Cornell, owner of Melt Hot Yoga studio. He has two sons Jack and Henry and a daughter, Louise. The Cornell family resides in Mountaintop, Pennsylvania. He enjoys fly-fishing, knife making, golfing and working!

We gratefully acknowledge support from:

Mary McEvoy-Dockeray, Sr. VP, CFP at Morgan Stanley

McGowan Center for Ethics and Social Responsibility