GLOBAL LANDSCAPES CONFERENCE 2017
An Interdisciplinary Research Symposium

CONFERENCE THEME:

Breaking Boundaries and Creating Connections for Innovation, Sustainability and Growth

April 26-27, 2017
Global Landscapes Conference 2017

Interdisciplinary Research Symposium

Conference Theme:

*Breaking Boundaries and Creating Connections for Innovation, Sustainability and Growth*

Global Landscapes Conference 2017, 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 stakeholders to find sustainable solutions amid a changing social, cultural, political, economic, and financial environment.

This interdisciplinary conference has proven that world citizens need to look beyond firm, industry, national, and regional boundaries, create connections and build bridges for innovation, sustainability and growth. An interdisciplinary approach shows that there are many ways to analyze and research a topic. For the past 9 years, the GLC has enabled 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 the International Honor Society in Economics *Alpha-Mu*.

*Bindu Vyas*, Ph.D. Conference Chair
Associate Professor of International Business/Management, King’s College
Honor Society Members

International Business Honor Society, Epsilon Chi Omicron, King’s College Chapter

Sultan Alwadani  Margaret A. Bentkowski  Anthony Della Ragione
Joseph Cupoli  Anthony V. Della Ragione  Alexandra George
Joseph Dillon  Dana Maurizi  Anneliese Romani
Joseph Marks  Elizabeth Novak  Matthew Tavaglione
Elizabeth Novak  Alyssa Sebold  Michael Tavaglione
Alyssa Sebold  Matthew Tavaglione  Anthony Trainello
Anthony Trainello

Alpha-Mu Chapter of Omicron Delta Epsilon

Kyle Wilk  Mikaela Hank
Bridget McGowan  Michael Post
Daniel Rutecki  Gary Seman
Jian Chi  Alexandra Evangelista
Daniel Faust

2017 Conference Committee:

Bindu Vyas, Ph.D., King’s College  Margarita Rose, Ph.D. King’s College
GLC Conference Chair  GLC Program Coordinator
Tara Shawver, D.B.A., King's College  Valerie K. Kepner, Ph.D., King's College

Student Assistant

Margaret Bentkowski, President (‘17–’18)  Anthony Trainello, President (‘16–’17)
Epsilon Chi Omicron, King’s College  Epsilon Chi Omicron, King’s College

Anthony Della Region, Vice President (’17–’18)  Sultan Alwadani, Vice President(‘16–’17)
Epsilon Chi Omicron, King’s College  Epsilon Chi Omicron, King’s College
GLC Program Overview
Wednesday, April 26, 2017

Morning Program

8:15 – 9:00 am  Breakfast/ Registration

9:00 – 10:30 am  Session I       Plenary Session

Welcoming Remarks
Barry H. Williams, JD, MT, CPA
Dean, William G. McGowan School of Business, King’s College

Opening Address:
A Legacy of Leadership . . . .
Building Future Business Leaders
Bruce Boncal, Executive Director, State Chairman, PA FBLA (Future Business Leaders of America)

10:30 – 11:00 am  Poster Session       Tea/Coffee Break

Afternoon Program

12:30 – 1:15 pm  Lunch / Networking

1:15 – 2:15 pm  Session III       Plenary Session

Do Well by Doing Good: < = > Less = More (Happiness)
Rita Lacey, Founder and Owner, Close the Loop Company, A Pennsylvania Benefit Corporation

2:30 - 3:45 pm  Session IV       Concurrent Sessions

3:45 - 4:15 pm  Poster session       Tea/Coffee Break
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<tr>
<th>Time</th>
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<tr>
<td>4:15-5:45</td>
<td>Session V Concurrent Session</td>
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<tr>
<td>5:45-6:45 pm</td>
<td>Dinner</td>
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<td>7:00 pm</td>
<td>Keynote speaker</td>
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<td>Burke Auditorium--McGowan School of Business</td>
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<td><em>India as a Beacon of Hope in an Era of Anti-Globalization</em></td>
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<td>Rupa Subramanya, Economist and Independent Researcher</td>
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<td>Vivek Dehejia, Resident Senior Fellow, IDFC, Associate Professor of Economics, Carleton University, Canada</td>
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**Thursday, April 27, 2017**

**Morning Program**

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<tr>
<th>Time</th>
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<tr>
<td>8:15 – 9:15 am</td>
<td>Breakfast/ Registration</td>
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<tr>
<td>9:15 -10:30 am</td>
<td>Session VI Morning Plenary</td>
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<td></td>
<td><em>Exploring Global Opportunities in Healthcare: The Start-Up World</em></td>
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<td>Smita Nikam M.D.</td>
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<td>Chief Medical Officer mundaii.com</td>
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<td>10:30 – 11:00 am</td>
<td>Poster Session Tea/Coffee Break</td>
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<tr>
<td>11:00 – 12:30 pm</td>
<td>Session VII Concurrent Sessions</td>
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**Afternoon Program**

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<th>Time</th>
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<tbody>
<tr>
<td>12:30 – 1:15 pm</td>
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<td>Time</td>
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<tr>
<td>1:15 – 2:15 pm</td>
<td>Session VIII</td>
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<td>Developing International Markets by Entrepreneurs and Small Companies</td>
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<td>Small Business and Entrepreneurs International Business Views</td>
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<td>Global Business View of a Small Business and Entrepreneur</td>
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<td>2:15 – 2:45 pm</td>
<td>Poster Session</td>
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<td>Session IX</td>
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<td>From a Practitioners’ Perspective: Breaking Boundaries and creating Connections for Innovation, Sustainability and Growth</td>
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<tr>
<td>3:45 – 4:15 pm</td>
<td>Session X</td>
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<tr>
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<td>Thank You and Hope to See You Next Year</td>
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<tr>
<td>4:15-5:00 pm</td>
<td>Reception</td>
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Global Landscapes Conference 2017
Conference Program

Wednesday, April 26, 2017

8:15 – 9:00 am  Breakfast/Registration  Snyder Lobby

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

Opening Remarks
Bindu Vyas, Ph.D. Conference Chair

Welcoming Remarks
Barry H. Williams, JD, MT, CPA
Dean, William G. McGowan School of Business, King's College

Opening Address:
A Legacy of Leadership … Building Future Business Leaders
Bruce Boncal
Executive Director, State Chairman - Pennsylvania FBLA

10:30 – 11:00 am  Poster Presentations  Snyder Lobby
Tea/Coffee Break

Women in Entrepreneurship
Faculty Advisor: Dr. Morgan R. Clevenger, Wilkes University

Estee Lauder—A Great American Entrepreneurial Leader
Michelle Rae Lehman, Wilkes University

Great American Entrepreneur: Lily Pulitzer
Alana Denauski, Wilkes University

Service-Learning and Public Economics
Faculty Advisor: Dr. Valerie K. Kepner, King’s College

Economic Theory and the Earned Income Tax Credit (EITC)
Jeremy Peters, Demetre Coles, Emily Kabalka

Economic Analysis of the Earned Income Tax Credit (EITC)
Kyler Kovaleski, Sean Padden, Kevin Mazol
Economic Analysis of Ruth’s Place and the Housing First Model
Joseph Marks, Zachary Macosky, Bridget McGowan

Ruth’s Place, the Housing First Model, and Homelessness-Related Policy Recommendations
Daniel Rutecki, Mitchell Ford, Michael Post

Earned Income Tax Credit (EITC)-Related Policy Recommendations
Tyler Dougherty, Eric Rinehimer, Tyler Robinson

International Trade
Faculty Advisor: Dr. Margarita M. Rose, King’s College

Indonesia: A Top Exporter of Clothing Goods to the U.S
Marcus Cobb, King’s College

Trading Textiles: Trade Relations between El Salvador and the United States
Alexandra Evangelista, King’s College

Future of Trade between United States & India Could Be At Risk
Jerome Hope, King’s College

Repatriation Tax Will Reduce Trading Between United States and China
Kyler Kovaleski, King’s College

Swiss Watch Exports to the United States
Patrick Regan, King’s College

Penne for Your Thoughts: Barilla Pasta’s Journey from Italy
Matthew Tavaglione, King’s College

Made in Italy Makes Its Way Around the World
Anthony Della Ragione, King’s College

11:00-12:30 pm Session II - Concurrent Sessions

A - Education, Career and Entrepreneurship Walsh Room

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

The Influence of Grit on Career Decision Self-efficacy within the Context of Undergraduate Career Success Course
Christopher Sutzko, King’s College
Target Case Challenge: Partnering to Improve Learning Outcomes
Bindu Vyas, Barry Williams, Mark Leffler, Jordana Shane, Theresa Kinney, Margaret Bentkowski

If you Build it, Will it be Financially Feasible?: A Capital Investment Decision Making Simulation”
Michele McGowan, King’s College

Social Entrepreneurship
Morgan Clevenger, Wilkes University

B - Student Papers

A Macroeconomic Model for Italy
Jared Kotsko, Michael Prehotsky, Charles Refalko, King’s College
Faculty Advisor: Dr. Margarita Rose

Manufacturing and Supply Chain Network of the US Chocolate Legend: Hershey’s
James Boland, Wilkes University
Faculty Advisor: Dr. Bulent Erenay

12:30-1:15 pm Lunch Snyder Room

1:15-2:15 pm Session III - Plenary Session Snyder Room

Introduction: Joseph Cupoli, King’s College

Do Well by Doing Good: Less = More (Happiness)
Rita Lacey, Founder and Owner
Close the Loop Company, a Pennsylvania Benefit Corporation

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

A - Student Papers Walsh Room

Session Chair and Discussant:
Dr. Morgan Clevenger, Wilkes University

Education in Entrepreneurship
Alana Denauski, Wilkes University
Faculty Advisor: Dr. Morgan Clevenger
Interacting to Succeed  
Britton S. Heim, Wilkes University  
Faculty Advisor: Dr. Morgan R. Clevenger  

Learning to Break Down Barriers in the World of Business  
Joseph, Cupoli, King’s College  
Faculty Advisor: Dr. Bindu Vyas  

Ethical Crockpots and Internet of Things (IoT)  
Ahmad Arafsha, Daniel Chapin, Keaton Dolan, King’s College  
Faculty Advisor: Dr. Jayne Klenner  

B - Student Papers  

Session Chair and Discussant:  
Dr. Bulent Erenay, Wilkes University  

How Big Data Transforms Service and Manufacturing Supply Chain Management  
Cassidy Musser, Wilkes University  
Faculty Advisor: Dr. Bulent Ereney  

Supply Chain Management for the Saudi Oil Company ARAMCO  
Abdullah Alresheedi, Wilkes University  
Faculty Advisor: Dr. Bulent Ereney  

A Macroeconomic Model for the United Kingdom  
Mikaela Hank, Zachary Macosky, Max Rodriguez, King’s College  
Faculty Advisor: Dr. Margarita Rose  

3:35 - 4:15 pm  Poster Presentations  
Tea/Coffee Break  

Reconstructing Market Boundaries and Creating Blue Oceans (I)  
Faculty Advisor: Dr. Bindu J. Vyas  

Nintendo Wii: Reaching out to Non-Consumers  
Michael Post, Connor Dunn, Joseph Lanning  

World-Wide Wiki in Blue Ocean  
Philip Garubo, Elliot Phillips, King’s College  

Blue Ocean Strategy  
Mikhail Kniaziewicz, Justin Cebrick, Stephen Walsh, King’s College  

Zappos  
Krystal Kimble, Luke Height, Collin Ward  

Fitzgerald Room  

Snyder Lobby
Blue Wine in a Red Bottle, Story of Yellow Tail in America  
Danielle Cunningham, Ashley Nichols

Cirque Du Soleil: Creating Blue Ocean in the Circus Industry  
Catherine Aiello, Whitney Nosenzo, King’s College

Southwest Airlines: Back to Basics  
Tyler Dougherty, Mitchell Ford, King’s College

Marvel – BOS of Bringing Comic Books to life  
Louis Rizo, Daniel Lorandini

Apple creating Blue Oceans  
Geetika Khanna, Steven Radzwilla, Matthew Kerrigan

Gillette: A Razor-Sharp Blue Ocean Strategy  
Sharon Flores, Emma Pitcairn, King’s College

The Entrepreneurial Leadership  
Faculty Advisor: Dr. Morgan Clevenger, Wilkes University

Henry Ford  
Joshua Farrell, Wilkes University

Mark Zukerberg  
Jasmine Fernandez, Wilkes University

Bill Gates  
Jon Gallego Cenoz, Wilkes University

Michael Dell  
Richard Hoggarth, Wilke University

Milton Hershey: The Entrepreneur, The Legend  
Havier Rodriguez, Wilkes University

Trade between United States and Ethiopia Has Been on a Rise  
Mohammed Albagame, King’s College

Date Fruits from Saudi Arabia  
Sultan Alwadani, King’s College

Tea Trade Ties between Kenya and the US Will Grow Stronger  
Mohammed Alzubaidi, King’s College

United States-South Korea Beauty Products Trade Has Grown Significantly  
Vanessa Castillo, King’s College
China Will Have Favorable Increase in Trade and Agreements with United States
Justin Cebrick, King’s College

Calling United States iPhone from China
Sean Floto, King’s College

Sam Pellegrino and the Future between US and Italian Trade
Joseph Marks, King’s College

Trade between China & United States Will Increase at Slow Rate
Dana Maurizi, King’s College

United States Imports Agarwood from Indonesia and Malaysia
Badra Sakhakhini, King’s College

United States relies on Colombia for Coffee
Alyssa Sebold, King’s College

China: The Great Plastic Producer
Gary Seman, King’s College

Protectionist Stance Will Weaken Trade between France and United States
Andreas Pohlmann, King’s College

4:15 - 5:45 pm Session V - Concurrent Sessions

A - Global Strategic Issues and the Environment Walsh Room

Session Chair and Discussant:
J.C. Blewitt, King’s College

Global Issues, Local Cultures: The 2016 Presidential Election in Pennsylvania
Paul J. Zbiek, King’s College

Is there a Bullet-proof Portfolio? An Empirical Test on Henry Browne’s Permanent Investment Portfolio
Dean F. Frear, Shaokang Wang, and Aaron Sadowski, Wilkes University

Environmental Institutions: A Framework for Institutional Progress
J. C. Blewitt, King’s College

Distracted Driving: The Role Impulsiveness Plays in the Use of Mobile Phones While Driving
Garold Lantz, Sandra Loeb, King’s College
B - Student Papers

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

A Macroeconomic Model for the Germany
Mohammed Alzubaidi, David Latona, Patrick Regan, King’s College
Faculty Advisor: Dr. Margarita Rose

Entrepreneurial Communities: The Relationship Between Local Leaders and Entrepreneurs
Britton Heim, Wilkes University
Faculty Advisor: Dr. Morgan Clevenger

Security in Private Community: Guards versus Cards
William Robinson, Wilkes University
Faculty Advisor: Dr. Bulent Erenay

5:45 – 6:45 pm  Dinner  Snyder Room

7:00 pm  Keynote Address
Burke Auditorium, William G. McGowan School of Business

Welcome: Dr. Bindu Vyas, King’s College

Introduction of Speakers:
Margaret Bentkowski, King’s College

India as a Beacon of Hope in an Era of Anti-Globalization
Rupa Subramanya, Economist and Independent Researcher
Vivek Dehejia, Resident Senior Fellow, IDFC; Associate Professor of Economics, Carleton University, Canada
Thursday, April 27, 2017

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

Introduction:  
King’s College

Exploring Global Opportunities in Healthcare: The Start-Up World  
Smita Nikam, M.D.  
Chief Medical Officer, mundaii.com

10:30 – 11:00 am  
Poster Presentations  
Snyder Lobby

Tea/Coffee Break

From Red Oceans to the Blue Oceans  
Faculty Advisor: Dr. Bindu J. Vyas

Dive into Blue Ocean with Nintendo Wii  
Alexandra George, Bradley George, King’s College

Less is More with Southwest airlines’ Blue Ocean Strategy  
Mineyris Novas, King’s College

Marvel: Guardians of Blue Ocean  
Morgan Coddington, Elizabeth Sitler, Gary Seman, King’s College

Take a Bite of Apple’s Blue Ocean Strategy  
Stephen Walsh, Robert Russell, King’s College

Yellow Tail (Wine) from Australia to the USA  
Alec Andes, William Carey, King’s College

Casella Creating Blue Oceans in the USA with Yellowtail  
Cody Mclean, Sara Czerniakowski, King’s College

Cirque du Soleil: Focus on Non-Consumers  
Philip Kistner, Michaela Keats

Let There Be Shoes: Zappos  
Michael Mocion, Steven Lewandowski, King’s College

Blue Ocean Strategy: Zappos  
Christian Foley, Brandon Gonzalez, King’s College

Nintendo creating Blue Ocean with Wii  
Derek McManus, Christopher Marconi, King’s College
Nintendo Reconstructs Market with Wii
Bradley George, Alexandra George

Cirque du Soleil Redefines the Circus
Connor Balloun, Peter Kelly, King’s College

Blue Ocean Strategy: Wiki
Ryan Secor, Nicholas Fine, King’s College

11:00 - 12:30 pm Session VII - Concurrent Sessions
A - Walsh Room

Session Chair and Discussant: Dr. Morgan Clevenger

Entrepreneurial Communities: The Relationship between Local Leaders and Entrepreneurs
Britton Heim, Wilkes University
Faculty Advisor: Dr. Morgan Clevenger

Sustainable Global Growth: Emerging Challenges
Christopher Young, King’s College
Faculty Advisor: Dr. Bindu Vyas

A Discussion Relating to the Self-Image of Women Entrepreneurs
Michelle Lehman, Wilkes University
Faculty Advisor: Morgan Clevenger

A Comparative Study of Takaful and Conventional Insurance
Sultan Alwadani, Patrick J. Regan, King’s College
Faculty Advisor: Dr. Bindu Vyas

B - Student Papers Fitzgerald Room

Session Chair and Discussant: Dr. Elizabeth Moorhouse

A Macroeconomic Model for Switzerland
Alexandra Evangelista, Daniel Faust, Kyler Kovalski
Faculty Advisor: Dr. Margarita Rose

Wealth and Prestige a Look into How College Ranking Affect Tuition Costs
Donald Keys, Lycoming College

The Effects of Gun Control Laws on Violent Crimes
Jessica Brown, Jason Grove, Lycoming College

Is Universal Basic Income the Solution to Automation Unemployment?
Tyler Tuck, King’s College  
Faculty Advisor: Dr. Tara Shawver

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<td>12:30 – 1:15 pm</td>
<td>Lunch / Networking</td>
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<tr>
<td>1:15 – 2:15 pm</td>
<td>Session VIII - Plenary Session</td>
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<tr>
<td>Introduction:</td>
<td>King’s College</td>
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<tr>
<td>Developing International Markets by Entrepreneurs and Small Companies</td>
<td>Michael Horvath, International Trade Program Manager, NEPA Alliance</td>
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<tr>
<td>Small Business and Entrepreneurs International Business Views</td>
<td>Mr. Robert Scocozzo and Mr. Charles Umphred, Partners, Scent-Sations, Inc. of Wilkes-Barre, PA</td>
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<td>Global Business View of a Small Business and Entrepreneur</td>
<td>Mr. James Abrams, President, of Ethosgen, LLC</td>
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<tr>
<td>2:15 - 2:45 pm</td>
<td>Student Posters</td>
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<tr>
<td>Management of Multinational Corporations: Leadership and International Expansion</td>
<td>Faculty Advisor: Dr. Bindu J. Vyas</td>
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<tr>
<td>Globalization of Sacona Entertainment Inc., India</td>
<td>Naif Alblawi, Lindsey Clarke, King’s College</td>
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<td>Forcier Consulting, “Africa’s Consulting Firm”</td>
<td>William G. Carey, Alyssa L. Conner, Kyra A. Maldonado, King’s College</td>
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<td>Globalization of Plastic Revolution Inc., USA</td>
<td>Sabrina Bella, Joseph Dillon, Hassan Maxwell, Christopher Young, King’s College</td>
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<td>X-Culture Challenge: Participating Companies and The Leaders</td>
<td>Alexandra M. George</td>
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<td>Expanding Voyager Study Abroad</td>
<td>Brandon Gonzalez, Ryan Secor, King’s College</td>
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<td>Global CEOs with a Global Mindset</td>
<td>Sean Floto, Joseph Marks, Anthony Trainello, Naif Alblawi, King’s College</td>
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Developing Web Interfaces for Appropriate User Experience
Faculty Advisor: Dr. Jayne Klenner

Zachary Bird
Daniel Chapin
Marcus Marchetti
Daniel Schmitt
Christopher Soutter
Mitchell Tomaszewski

Entrepreneurship
Faculty Advisor: Dr. Morgan Clevenger

Does Birth Order or Sibling Rivalry Affect Propensity for Entrepreneurship?
Dravann B. Lok, Wilkes University

Philip Knight: Entrepreneurial Leader
Emily Sutton, Wilkes University

John Rockefeller and the Introduction of American Entrepreneurship
Vincent Werner, Wilkes University

Future of GMO Product on Entrepreneurship
Abalkhali Mohammad, Wilkes University

Lee Iaccoca: The Entrepreneur
C. J. Alevras, Wilkes University

William Boeing – An Aerospace Pioneer
James Boland, Wilkes University

Sam Walton: An American Entrepreneur
Jacob Chiasson, Wilkes University

Ray Kroc: Proof of Timing and Entrepreneurial Leadership
Zack Collins, Wilkes University

Buying Local
Troy Everetts, Wilkes University
2:45 - 3:45 pm  **Session X - Plenary Session**  
**Snyder Room**

**Alumni Panel**  
*From a Practitioners’ Perspective: Breaking Boundaries and creating Connections for Innovation, Sustainability and Growth*

Peter Kmec, Assurance Associate, PwC  
Ruthly Cadestin, M.A. Candidate, Seton Hall University School of Diplomacy and International Relations  
Kamila Hacia, Marketing Media Specialist, Mohegan Sun Pocono  
Kyle Garon, Marketing Manager, OAA Orthopaedic Specialists  
Kim Zurinski, Procurement Manager, Bridges System Integration  
Nicole Buckman, CPA, Jones Kohanski & Co., PC  
Alexander Kline, SHRM-CP, Human Resource Manager, GE

3:45 – 4:15 pm  **Session XI**  
**Snyder Room**

*Closing Remarks*
Glenn Tyranski, Managing Director, Forensic Accounting & Advisory Services

*Thank You and Hope to See You Next Year*
Bindu Vyas, Global Landscapes Conference, Program Chair  
Associate Professor of Management and International Business  
King’s College

4:15 - 5:00 pm  **Reception**  
**Snyder Lobby, Walsh or Fitzgerald**
Welcome
Barry H. Williams, JD, MT, CPA
Dean, William G. McGowan School of Business, King's College

A Legacy of Leadership . . . . Building Future Business Leaders
Bruce Boncal, Executive Director, State Chairman, PA FBLA

For 75 years, the Future Business Leaders of America (FBLA) has developed today’s students into tomorrow’s finance professionals, entrepreneurs, managers, IT specialists, community leaders, and so much more. Business professionals are integral to the success of Pennsylvania’s 295 FBLA chapters and its 13,600+ members.

Bruce Boncal is the Pennsylvania FBLA Executive Director, and FBLA is been his passion for nearly 40 years. He has served as a local chapter adviser; regional adviser; state adviser; conference coordinator; as PA FBLA Executive Director; and twice as a member of the National Board of Directors. He is a 37-year full-time employee of the Jersey Shore Area School District in Lycoming County from which he will be retiring as Director of Operations in June. He firmly believes that FBLA offers students positive opportunities to develop and grow in a world of choices that pull students in many different directions.
Global Landscapes Conference, 2017

Wednesday, April 26

Session III 1:15-2:15 p.m. Snyder Room

*Do Well by Doing Good:  &gt; Less = More (Happiness)*

Rita Lacey, Close the Loop Company, A Pennsylvania Benefit Corporation

Tips on how to find purpose in your career and happiness in your life by wanting only what you need. Create a positive impact on society and the environment in the process.

*Rita Lacey* is Founder and President of Close the Loop Company, Pennsylvania’s first Benefit Corporation. In 2015, she was awarded the Rose Schoch Award for environmental education. She was also awarded the U.S. Dept. of Interior’s “Take Pride in America” award for outstanding business at the White House in 2011. She has shipped over 7 million pounds of rubber mulch and hundreds of thousands of pounds of plastic posts and glass mulch, all made from recycled materials.
周三，4月26日

Keynote Joint Seminar
7:00 p.m., Burke Auditorium

印度在反全球化时代的希望灯塔

Rupa Subramanya，经济学家和独立研究员
Vivek Dehejia，IDFC研究所的高级研究员，卡尔顿大学，渥太华，加拿大

在反全球化时代，印度作为一个民主国家脱颖而出，远非让自己转向内部。在总理纳伦德拉·莫迪的领导下，印度正着眼于向外发展，无论是经济联系的建立，还是与美国、俄罗斯等多国的双边关系的改善。演讲将探讨为什么印度能成为这个反全球化的时代的榜样，以及它会向何处发展。

Rupa Subramanya是一名经济学家和独立研究员，拥有经济学和国际事务的研究生学位，居于印度孟买和加拿大渥太华。她是印度尼西：现代印度的解读，由 Random House出版于2012年并再版于2015年。她在《华尔街日报》、《外交政策》、《环球邮报》等众多出版物上撰写文章，包括她定期为《华尔街日报》撰写的博客。
Keynote Joint Seminar
7:00 p.m., Burke Auditorium

India as a Beacon of Hope in an Era of Anti-Globalization

Dr. Vivek Dehejia is Resident Senior Fellow in Political Economy at IDFC (Infrastructure Development Finance Company) Institute.

Dr. Dehejia is also Associate Professor of Economics at Carleton University in Ottawa, Canada and Columnist, Mint.

He holds a PhD in Economics (1995) from Columbia University in New York, where his thesis supervisors included the Nobel laureate Robert Mundell and the noted international trade economist Jagdish Bhagwati. Dr. Dehejia is also co-author of "Indianomix: Making Sense of Modern India" (Random House India, 2012, republished in paperback 2015).
Global Landscapes Conference, 2017

Thursday, April 27

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

Exploring Global Opportunities in Healthcare: The Start-Up World
Smita Nikam MD., Chief Medical Officer Mundaii.com

Healthcare industry is facing several complex questions. How to make healthcare something that everyone has an access to, anytime, increase value but lower the cost? Technology can solve many aspects of this puzzle thus creating global opportunities for Healthcare Start-Ups.

Dr. Smita Nikam is the Chief Medical Officer at mundaii.com, a web based resource for patients to look for medical and surgical opinions and services worldwide. In her current role, she works closely with the teams developing of technological solutions to improve patient experience and business relations of mundaii.com with group practices and hospital systems worldwide.

Leveraging her practical experience of 13 years as a physician she has developed training modules for technology team at mundaii.

Prior to joining mundaii.com, Dr. Nikam served as Associate Physician in Internal Medicine at Geisinger Health Systems, Pennsylvania and as a donor advocate at the Kidney Transplant Program at Geisinger.

Dr. Nikam holds Bachelors in Medicine from Pune University, India. She completed residency training at Geisinger Medical Center followed by board certification in Internal Medicine.
Global Landscapes Conference, 2017

Thursday, April 27
Session VIII 1:15-2:15 a.m., Snyder Room

Panel

*Developing International Markets by Entrepreneurs and Small Companies*
Michael Horvath, International Trade Program Manager, NEPA Alliance

*Small Business and Entrepreneurs International Business Views*
Mr. Robert Scocozzo, Partner, Scent-Sations Inc. Wilkes-Barre, PA
Mr. Charles Umphred, Partner, Scent-Sations, Inc. Wilkes-Barre, PA

*Global Business View of a Small Business and Entrepreneur*
Mr. James Abrams, President, Ethosgen, LLC

Session IX 2:45-3:45 p.m., Snyder Room

Alumni Panel

*From a Practitioners’ Perspective: Breaking Boundaries and creating Connections for Innovation, Sustainability and Growth*

Kim Zurinski, Procurement Manager, Bridges System Integration
Peter Kmec, Assurance Associate, PwC
Kamila Hacia, Marketing Media Specialist, Mohegan Sun Pocono
Kyle Garon, Marketing Manager, OAA Orthopedic Specialists
Conference Speakers

Alexander Kline, SHRM-CP, Human Resources Leader at GE
Ruthly Cadestin, M.A. Candidate, Seton Hall University School of Diplomacy and International Relations
Nicole Buckman, CPA, Jones Kohanski & Co., PC

Thursday, April 27

Session X 3:45-4:15 p.m., Snyder Room

Closing Remarks:

Global Landscapes Conference: How it has helped Break the Boundaries and Create Connections

Glenn Tyranski, Managing Director, Forensic Accounting & Advisory Services

Thank You and Hope to See You Next Year

Bindu Vyas, Global Landscapes Conference, Program Chair
Associate Professor of Management and International Business, King’s College
1. The William G. McGowan School of Business
2. Theater
3. Administration Building
4. Mulligan Physical Science Center
5. Charles E. & Mary Parente Life Sciences Center
6. Marie Luksic Hall
7. John J. Lane House
8. Kilburn House
9. Graduate Division/
   Center For Lifelong Learning &
   Office of International Recruitment
10. Environmental Studies
11. Intern Housing
12. Moreau House/Student Housing
13. Sherrer House
14. J. Carroll McCormick
    Campus Ministry Center (Chapel)
15. Hafey-Marian Hall
16. Holy Cross Hall
17. Hessel Hall
18. Athletic Recruitment Center
19. Study Abroad and Honors Program
20. ROTC
21. College Property
22. Esseff Hall
23. D. Leonard Corgan Library
24. Scandlon Physical Education Center
25. Leo Flood Hall
26. Human Resources
27. Alumni Hall
28. Monarch Court
29. Moreau Court
30. Sheehy-Farmer Campus Center
31. Thomas J. O'Hara Hall
32. André Hall (Student Health Center)
33. Office of Campus Safety and Security
34. O’Connor Park

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