



Global Landscapes Conference 2019
An Interdisciplinary Research Symposium

Conference Abstracts

*Development, Growth, Success and Wellness in a
Turbulent Global Environment*

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ABSTRACTS

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General Mills: Competing and Prospering in the Global Market

ABSTRACT

Market seeking expansion help companies achieve growth. When companies find their market niche and able to successfully reach their target market, they prosper abroad.

According to the author of the article "General Mills' Global Sweet Spot," in 2010-2011, General Mills global growth came from Häagen-Dazs ice cream. Success in the foreign markets was a result of successful strategy of adaptation/local responsiveness. The company marketed their product to suit the countries tastes and preferences. In foreign markets the Häagen-Dazs ice-cream was put in high-end, sit down shops, that sold more than just a scoop. This helped Häagen-Dazs differentiate themselves from their competitors and prosper in the global market.

Examination of 2018-19 performance indicators of General Mills, their SBU Häagen-Dazs and their operations in the global market suggests that the brand Haagen-Dazs has half of its sales as international sales. In 2018-2019 General mills was in a slump. The company implemented a "Consumer First" strategy.

This research will examine performance indicators of the General Mills and their SBU Häagen-Dazs from 2011 to 2018, and compares them to other competing companies. The objective is to examine, how the company is doing in a global market, how they keep their competitive edge, and how they are continuously growing in the business world today.

Key Terms: Global Market, Global Growth, Competitive Edge, General Mills, Globalization Strategies

Brianna May

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Market Potential Index (MPI) and Commercial Infrastructure

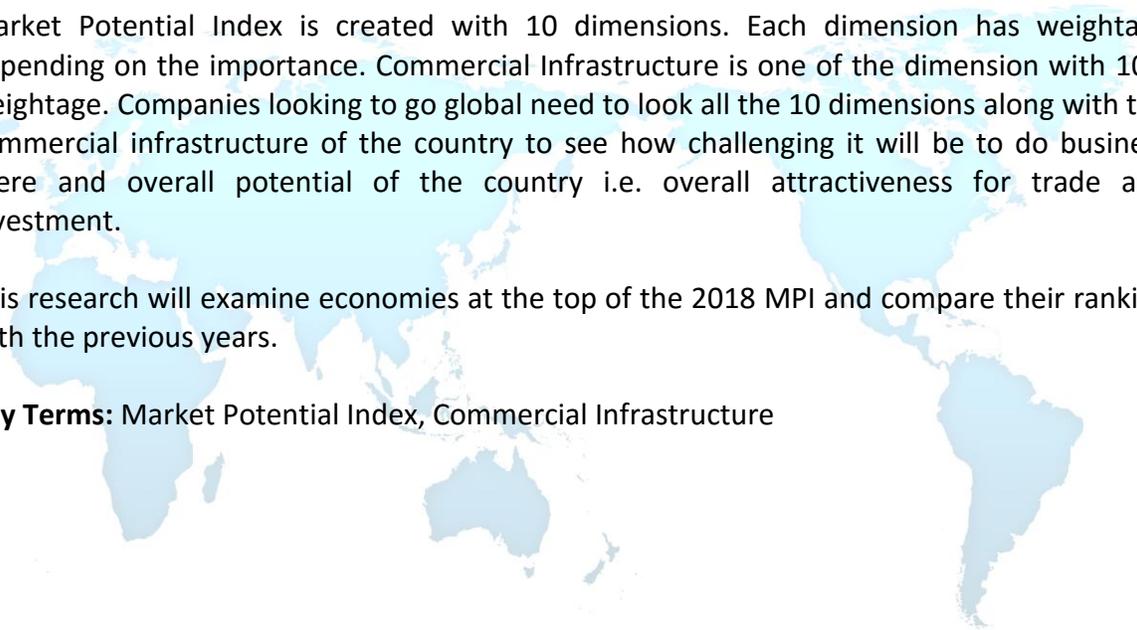
ABSTRACT

With globalization it has become important for the firms to seek international markets. Marketers have to decide which international markets to enter. Market Potential Index (MPI) is US focused study that ranks the market potential of the largest economies. This helps U.S. companies planning to expand markets internationally.

Market Potential Index is created with 10 dimensions. Each dimension has weightage depending on the importance. Commercial Infrastructure is one of the dimension with 10% weightage. Companies looking to go global need to look all the 10 dimensions along with the commercial infrastructure of the country to see how challenging it will be to do business there and overall potential of the country i.e. overall attractiveness for trade and investment.

This research will examine economies at the top of the 2018 MPI and compare their ranking with the previous years.

Key Terms: Market Potential Index, Commercial Infrastructure



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Corruption in Latin America: Characteristics, Problems, and Practices.

ABSTRACT

Corruption is a malaise that is nested, with different degrees, in the different governments and public administrations of Latin America. Every day millions of people in the countries of Latin America suffer from corruption and want their public representatives to act to stop it. However, governments are happening, and corrupt practices continue. The report presented by **Corruption Perceptions Index 2018** the states that Ibero-American countries such as Mexico and Venezuela present some of the highest corruption rates in the world. It also points out that corruption is one of the main impediments to regional development and that it has multiplied in recent years.

This research will examine score and ranking of Latin American countries on the Corruption Perception Index, identify the common **characteristics** of Latin American countries with high corruption. The paper will examine the most common **problems and practices** in the fight against corruption as well as the incorporation of public ethics as a priority proposal for the future of Latin America.

Key Terms: Latin America, Corruption, Corruption Perception Index

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Trans Pacific Partnership (TPP): Is it Dead?

ABSTRACT

The Trans Pacific Partnership (TPP) is a major trade deal meant to strengthen economic ties among 12 member nations. This would be the biggest regional trade agreement in the world. This trade agreement was signed on 4 February 2016 to unite small group of Pacific Rim counties. By 23 January 2017 USA withdrew from the TPP agreement and that raised many questions?

This research will examine the mission and objectives of the agreement. The paper will answer following questions related to TPP – What were expected benefits of the agreement to the member countries? Why did the USA pull out of the partnership? Is TPP completely dead or will get a lease on life with remaining 11 members agreeing to move the agreement forward under the banner of Comprehensive and Progressive Trans Pacific Partnership (CPTPP).

Key Terms: Trans Pacific Partnership, Comprehensive and Progressive Trans Pacific Partnership, mission, objectives, agreements, trade

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Financial Regulation in the USA and Europe after the Crisis

ABSTRACT

Following one of the worst financial crises (2008-2009) in history, the US government and European nations have been moving striving to adjust their financial regulations, but very little has been done, considering the magnitude of the crisis. These regulations still fall short of what is required to prevent the likelihood of experiencing a crisis in future, possibly even more severe.

This paper examines the events following the financial crisis discussing the various regulations that were put in place. Part of the reforms included introduction of a micro prudential focus by the Basel Committee on Bank Supervision (BCBS). Despite these regulations there are still weaknesses in the regulatory system. Weaknesses include, serious accountability gap and weak links between macroeconomic policymakers, central banks and regulators.

Solution is to create a centralized regulatory system to increase accountability by regulators and supervisors, increased transparency of the banking system, increased coordination between markets and regulators.

This research will examine why the financial regulations following the crisis are still not sufficient to prevent another crisis and give recommendations on what needs to be done.

Key Terms: Financial Regulation, Crisis, Accountability

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Ease of Doing Business Index 2018 & 2019: Economies with the Most Positive and Negative Change in Doing Business Index

ABSTRACT

Ease of Doing Business Index measures how the regulatory environment is conducive to business operation. The index is created by the World Bank based on 10 factors.

The paper will further evaluate the reasons for the positive or negative shift in the ranking and score. Government plays a major role in creating regulatory environment for doing business.

This paper will examine the Ease of Doing Business Index for the year 2018 and 2019 and identify the countries that have most improved and the countries that have most worsened from the previous year.

Key Word: Ranking, Ease of Doing Business Index



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Finding Jobs in the 21st Century

ABSTRACT

There are many obstacles that Americans need to take into consideration when planning their future career. The American workforce is now against the internet, technology and global competition offering low-wage, low-skilled jobs. The nations workforce in the 21st century will need to be better educated and flexible to keep up with the with the knowledge and skills of demanding jobs. Lifelong learning will be an essential pillar for the 21st century.

This research will examine the US Labor Department data and identify the industries/sectors that are expected to grow in the future. The objective this research is to answer following questions: with technology rapidly changing how demand will shift? Times are changing, corporations are becoming less ladder-like, a steady career is becoming a thing of the past. This research will examine the skill set and education that are needed to find a job in the economy of the 21st century.

Key Terms: USA, Jobs, Economy, Workforce

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ABSTRACT

A Comparative Analysis of Strategies, Operations and Performance of the Top Cruise Lines

Corporations follow different strategic paths for success. Companies operating in global markets face two dilemmas – Adaptation vs Standardization. Adaptation helps companies meet tastes and preference of customers and be effective. Standardization helps companies keep costs in check and be efficient.

This research paper will examine the international strategies, operations and performance of three major cruise lines in travel and tourism industry. These cruise lines are Carnival, Norwegian and the Royal Caribbean International.

Key Terms: Travel and Tourism Industry, Cruise lines, Strategies, Operations, Performance



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Analysis of the BRICS: Sustainable Development, Growth, and Wellness

ABSTRACT

Former Goldman Sachs chief economist Jim O'Neill, coined the term "BRIC" back in 2001 to refer to the emerging economies of Brazil, Russia, India, and China. In 2015 he said that, "the group could soon break up as Brazil and Russia could get kicked out of the club." But then in 2017 he suggests that, "the group's performance exceeds expectations." From the beginning in 2001 till now, the story of BRICS is of ups and downs.

In search of profit growth, business corporations look for emerging markets and specially the Big Emerging Markets, BRICS.

This paper will examine if the BRICS countries have met the expectations of the MNCs looking to expand in foreign markets. Comparative analysis of market development, growth and wellness indicators of these four countries will be undertaken along with the evaluation of their ranking and position on the Market Potential Index, FDI confidence Index and Corruption Perception Index.

Key Terms: GDP Growth, Human Development Index, FDI Confidence Index, Market Potential Index, Corruption Perception Index

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Efficiency and Effectiveness of America's War on Terror

ABSTRACT

9/11 changed the USA. From that day, the country is at war. Unlike any other wars in past, this war is the "War on Terror".

Wars are expensive, America's defense budget is larger than most of the world's top countries. How do you measure if this money has achieved the objective/s it was supposed to achieve?

At the start of 2001 there were about 10,000 U.S. troops stationed abroad. By 2018, in less than a decade there were more than 180,000. The Department of Defense budget has increased collectively around \$295.1 billion while the US has spent about 2.4 trillion dollars on this war. This is a massive amount of money that could be used for other programs or issues of importance to the nation.

The purpose of this research is to examine the cost of the war since 2001 and answer the questions: if the US war on terror has achieved the objectives? And if the US has been effective and efficient in its war on terror?

Key Terms: War on Terror, Efficiency, Effectiveness

Sean Price

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Corruptions Perception Index (CPI) and Comparative Analysis of BRICS Countries (2001-2018)

ABSTRACT

Globalization has created opportunities and challenges for doing business in foreign markets of the world. Firms need to examine benefits, costs and risks of doing business in a country.

Corruption is a cost of doing business. Businesses need to evaluate countries for the level of corruption. The Corruption Perception Index (CPI) is a useful tool many organizations utilize when deciding on an ideal country to do business in. Transparency International ranks 180 different countries and territories worldwide and ranks them on a scale of zero to ten. Zero being the most corrupt, ten being the least corrupt.

Term BRICS was created in 2001. Brazil, Russia, India, and China are Big Emerging Markets. The growth story of these economies are adversely affected by the perception of corruption in these countries.

The research will examine the Corruption Perception Index for BRICS from 2001-2018 and see the upward or downward movement and report reasons for shifts along the Corruption Perception Index such as reforms, crackdowns, scandals, and government rhetoric.

Key Terms: Corruptions Perception Index, BRICS, Transparency International,

Stephano Massa

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Development, Growth and Wellness: Comparative Analysis of Brazil and Argentina.**ABSTRACT**

Argentina and Brazil are two large economies in the Latin America. This paper will examine the development, growth and wellness indicators for both the counties.

Using the data from the GlobalEdge, this paper will evaluate development and economic growth numbers: GDP growth (annual %), Inflation, consumer prices (annual %), Current account balance (BoP, current US\$), GDP, PPP (current international \$), GDP per capita, PPP (current international \$). For wellness latest data of Human Development Index will be compared to understand quality of life.

Comparative analysis of these neighboring economies Argentina and Brazil will help understand the development, growth and wellness of these two countries.

Key Terms: Development, Growth, Wellness, Comparative Analysis, Brazil, Argentina



Turki Basunbul

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US-China Trade Relations – War and Peace

ABSTRACT

According to IMF's World Economic Outlook Database, USA and China are the top two economies in the world. These two nations are top trading partners but currently at war with each other. When two largest economies of the world are at war, the impact would be felt around the world.

Trade wars normally emerge when nations impose tariffs and quotas on each other's trading activities. A trade war is sometimes described as the side effect of protectionism. The economic war is usually characterized by countries imposing a high tax duty on imported goods and making them expensive in the process. In consequence, the products become expensive and only a few people are likely to buy them. The country in war with a particular nation imposes high tariffs on imported goods to make people buy more local goods which boost the local economy. Trade wars can negatively impact the involved countries and lead to high political tensions between the states.

It all started in September 2011, before running for president, Trump tweets "China is neither an ally or a friend — they want to beat us and own our country." In March 2018, US President Donald Trump followed through on months of threats to impose sweeping tariffs on China for its alleged unfair trade practices. Tariffs were imposed on steel and aluminum imports from China. He plans to enact sanctions against the Republic of China for violation of intellectual property rights. According to the Trump administration, US-China trade negative affect on the USA. In response China raised tariffs on American products such as pork.

It is important to note that Chinese goods cover strategic areas such as high technology, healthcare and medicine, information technology, new energy vehicles, and shipping among others. The current administration of the USA is planning to impose a tax of 50 million dollars on Chinese imports which has been met by the same threat from China which said it will also impose the same amount on American imports.

This paper will examine US-China trade relationship in historical context, the reasons of trade war between the U.S. and China and the global impact.

Key terms: United States of America, China, Trade war, Trade Sanctions, Protectionism

Bryan Manoo

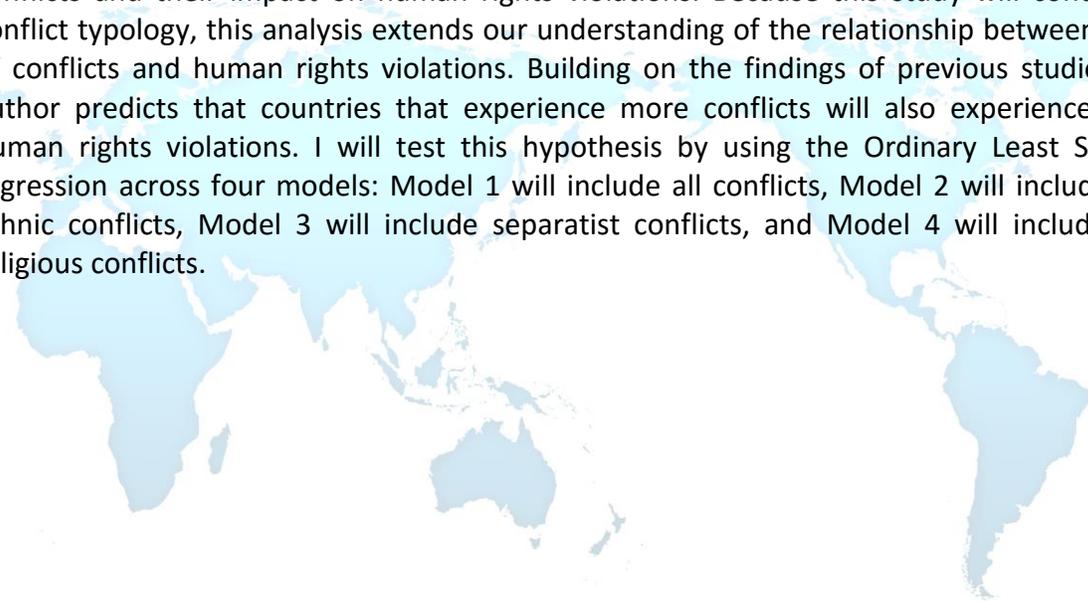
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How do conflicts affect human rights violations? An Empirical Approach

ABSTRACT

The goal of this study is to understand how conflicts affect of human rights violations across countries. The survey of previous literature on the topic has shown that regime type, economic development and growth, the occurrence of international and civil war, British cultural influence, and population size affect the level of human rights repression in a country. The literature, however, do not differentiate between the different types of conflicts and their impact on human rights violations. Because this study will control for conflict typology, this analysis extends our understanding of the relationship between types of conflicts and human rights violations. Building on the findings of previous studies, the author predicts that countries that experience more conflicts will also experience more human rights violations. I will test this hypothesis by using the Ordinary Least Squares regression across four models: Model 1 will include all conflicts, Model 2 will include only ethnic conflicts, Model 3 will include separatist conflicts, and Model 4 will include only religious conflicts.



Evan Armstrong

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Infrastructure's Impacts on the Economies of Developing Countries

ABSTRACT

This paper examines the link between infrastructure and a country's economic growth. The theoretical implications of the production possibilities frontier model suggest that an increase in infrastructure, a form of capital, would increase economic output. This paper will examine the relationship between infrastructure and economic growth for a range of countries including the least developed countries and the comparatively wealthier, developed countries. The OLS regression model will control for skill level in the labor force, population size, and sizes of the economies, among other variables. Holding these other variables constant the author predicts a positive relationship between infrastructure and economic growth. Such an empirical finding could highlight a potential pathway to alleviating the extreme poverty that exists in many of these countries and assist in further developing their economies.



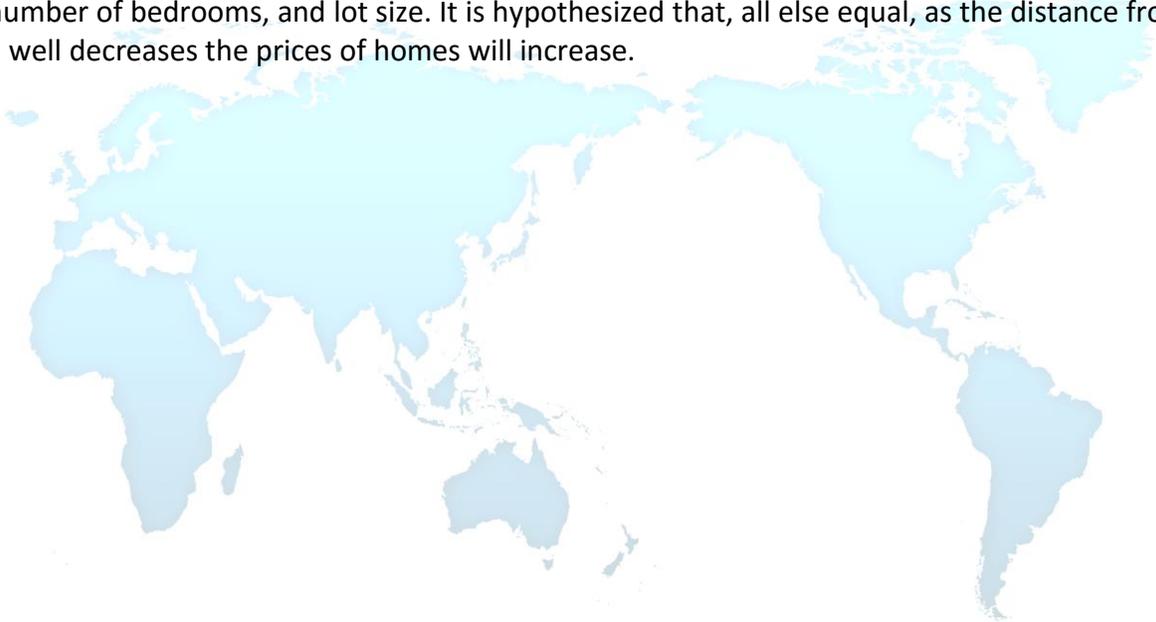
Charles Overmoyer

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The Effects of Natural Gas Drilling on the Pennsylvania Housing Market

ABSTRACT

This paper studies how natural gas drilling affects local housing values in Pennsylvania. Using data from U.S. Energy Information Administration, the Federal Reserve Economic Data, and Zillow, an OLS regression model will estimate the expected value of a home given the home's distance from a natural gas well. To isolate the relationship between housing prices and distance to a natural gas well, the model will control for population growth, the state of the local housing market, and characteristics of the homes such as number of bathrooms, number of bedrooms, and lot size. It is hypothesized that, all else equal, as the distance from a well decreases the prices of homes will increase.



Elena Pikounis

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Who Really Won WWII? How War Affects Economic Growth

ABSTRACT

This study seeks to better understand which alliance of the Second World War had the best economic outcome in terms of economic growth. Economic growth will be measured with the change in GDP from 1939 to 1945. An OLS regression model will determine which alliance had the most growth during WWII, assessing if being a member of one alliance would make a country more likely to prosper after the war. Data from the Maddison Project Database, WorldData, and other economic indicator resources will be used to determine how WWII affected the economies of the nations involved. It is hypothesized that, after controlling for other factors that influence a country's economic growth, countries belonging to the Allied Powers will experience economic growth, while countries on the Axis Powers will experience economic decline.



Sharvina Ramphul and Rebecca Forbes

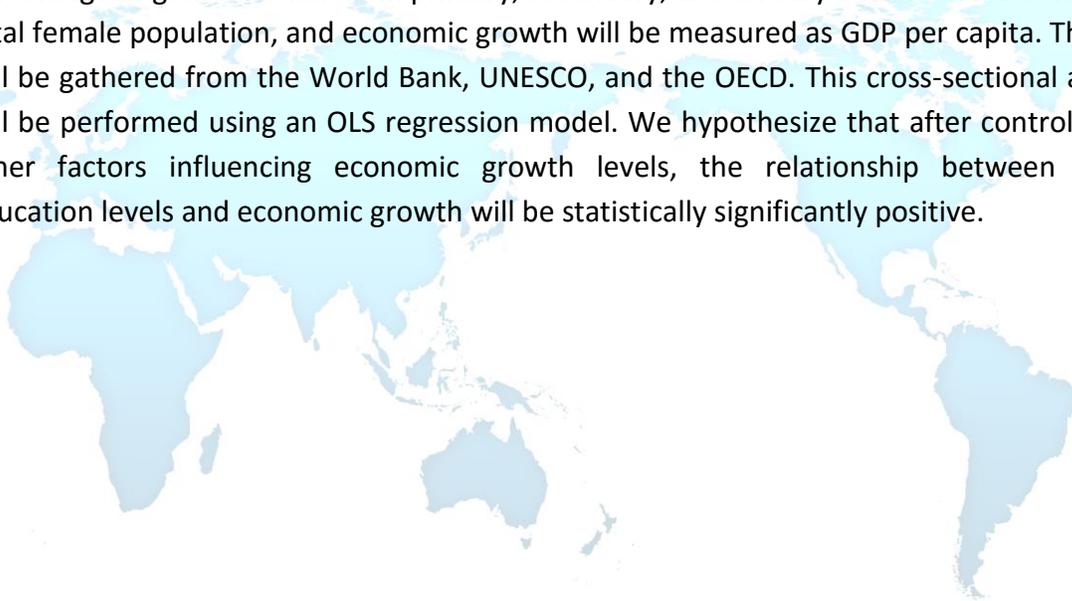
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Determining the Effect of Female Education Levels on Economic Growth: A Cross-Country Analysis

Abstract

This study serves as an analysis of the influence of female education levels on economic growth across a diverse sample of nations. Female education levels will be measured as a percentage of gross enrollment in primary, secondary, and tertiary education levels from the total female population, and economic growth will be measured as GDP per capita. This data will be gathered from the World Bank, UNESCO, and the OECD. This cross-sectional analysis will be performed using an OLS regression model. We hypothesize that after controlling for other factors influencing economic growth levels, the relationship between female education levels and economic growth will be statistically significantly positive.



Victoria Ricedorf

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How Government Expenditures on Education Influence Student Performance: A Cross Country Examination

ABSTRACT

How Government Expenditures on Education Influence Student Performance. A Cross Country Examination

The purpose of this study is to better understand how government expenditures on education influences student performance. Student performance will be measured using data from 15 year-old student scores on the Program for International Student Assessment (PISA) exam. Data for government funding on education expenditures will be gathered for 34 OECD countries from World Bank. An OLS regression model will be used to estimate the strength of this relationship. The author hypothesizes that, all else equal, countries with larger governmental expenditures on education will yield higher average student PISA scores.



Patrice Lonardi, Jivan Sidhu, Amy Smith

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STARBUCKS COFFEE COMPANY: A LOOK AT SUSTAINABILITY

Abstract

Starbucks coffee company's dedication to maintaining eco-friendly operations are analyzed in a variety of areas, including waste management, energy optimization, transportation optimization, technology upgrades, air quality, and sustainable product design. Starbucks is also committed to being socially responsible. The company is fully committed to creating a positive impact on the communities Starbucks operates in, their customers, and employees. The sustainability section examines product safety, workforce health and safety, and governance and ethics. Likewise, Starbucks strives to maintain a responsible level of economic sustainability. Economic sustainability for a wide range of activities including performance excellence, financial management, resource management, and emergency preparedness.



Sam Eyer, Joshua King, and Abdullah Alhayek

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Data Analytics within the Logistics Industry

Abstract

Businesses in the logistics industry have adopted data analytics into their toolbelt of successful business practices. Large corporations are using predictive analytics to further their efficiency through data mining, predictive modelling, and machine learning.



Jordon Hicks, John Walter, and Bradley Welsh

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Patagonia Social Responsibility

Abstract

The purpose of this study is to outline the sustainability initiatives that Patagonia takes as a company. This paper also delves deeper into the culture of the company, its hiring processes, its governmental influence, leadership and code of conduct. All of these issues play a role into how Patagonia operates. From what we have found, Patagonia is an efficient company with large plans that influence the sustainability of not only their own company, but also the environment as a whole. The result of this outlines what they have done, what they are doing and what they will do to ensure the growth and sustainability of their company.



Zachary Boyer and Bryce Harrison

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Humanitarian Logistics within the Red Cross

Abstract

This case study will cover the humanitarian logistics involved with the Red Cross and, more specifically, how it operates its supply chain during natural disaster relief. The study begins with an overview and brief history of the Red Cross and the objectives of the study. This study will focus mainly on how the Red Cross operates, detailing their suppliers, how they manage their supply chain, and what issues occur within said supply chain. This study may also help in resolving some common issues the Red Cross runs into during natural disaster relief.



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Ikea's Customer Benefits Package and their Social, Economic, and Environmental Sustainability Efforts

ABSTRACT

In 2019, IKEA's consumer benefits package and their social, economic, and environmental sustainability efforts are changing the status quo of the industry by presenting themselves as an enthusiastic role-model for a more innovative and intelligent society. By choice and design, IKEA consciously considers the magnitude of their company, and their effects on the world around them (and, subsequently, how that affects their business). Along with selling intricate furniture and savvy home decor items, IKEA has found the formula for selling customers a great experience. The research ahead focuses on the many ways that IKEA has achieved this, and how effective their consumer benefits package and plans for people, planet, and profit really are.

Key words: Sustainability, Consumer Benefits Package, Social Sustainability, Economic Sustainability, Environmental Sustainability, IKEA



Shyann Barrett, Caitlin Brossman, Mingzhu Yue

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Continuous Improvements and Operations in the Hotel Industry

Abstract

Continuous improvements and operations within a hotel industry is a key factor to being successful. There are many areas that coincide with producing and maintaining a growing industry. The hotel industry can be seen as one of the most innovative and revolving industries in terms of trends, promotions and target markets. Allowing an industry to constantly grow within multiple areas will allow for an overall profitable takeaway.



Matthew Basile

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Labor Exploitation: Getting to the Top by Stepping on Others**ABSTRACT**

Labor exploitation is taking place in many stages of the supply chain and in a number of different businesses. At the heart of this issue is the continuation and growth of sweatshop labor in developing countries; the products that typical Americans cannot live without are being produced in these facilities at the expense of worker's well-being, both physically and psychologically. Many sweatshop workers face tremendous harm and risk during their employment in these factories, but this form of employment is sometimes the best option for many of these workers, and so they willingly embark into this life in order to provide the necessities they and their family needs to survive.

In this paper I argue that, in order to solve the problems that sweatshops are causing, Multinational Enterprises (MNE's) and consumers need to lead the charge. MNE's and those in charge need to push towards a living wage for workers in a gradual, voluntary manner that will allow the workers to improve their quality of life and give them time to devote to important life activities outside of work including but not limited to family, education, and hobbies.

In order to help the situation and improve the issue, consumers need to become educated about where their products come from and make it a goal to use products that are produced fairly, and allow sweatshop workers the ability to live the life many of those consumers take for granted. Paying all workers a living wage raises problems. How should we determine what a living wage for a worker really is? Will companies be able to find ways to offset the higher production costs? But if we want a world market based on fair labor and healthy work environments, these problems must be faced, and must involve the working together of consumers and MNE's.

Did the Affordable Care Act Reduce Racial/Ethnic and Gender Disparities in Healthcare? A Literature Review

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Healthcare Administration Graduate Student

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Associate Professor and Program Director, Healthcare Administration

ABSTRACT

This paper presents the results of a systematic literature review of research findings examining the impact of the Affordable Care Act (ACA) on reducing racial/ethnic and gender disparities in access to care and utilization of health services. These disparities are a long-standing feature of the US health care system and new health insurance options available to uninsured individuals in low- and middle-income households under the ACA and expanded Medicaid coverage in many States provide a valuable first step in reducing this disparity gap. However, nearly nine years after the ACA was signed into law, research still finds populations at risk for limited access to medical care and under-utilization of health services. This review identifies relevant articles from peer-reviewed scholarly journals by performing a comprehensive search of major electronic databases and completing a systematic search of the gray literature to synthesize the results related to the impact of the ACA specifically related to physician access, emergency room visits, prescription drug access, and out of pocket medical expenses. The findings indicate that the ACA has narrowed the disparity gap, but racial/ethnic and gender differences remain post-healthcare reforms suggesting that insurance expansion alone will not be enough to achieve health care equity. The barriers associated with cost and coverage that remain are discussed in the hopes of furthering the policy debate on the future of health equity in the United States.

A Global Perspective on Vaccine Hesitancy

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ABSTRACT

The purpose of this paper is to provide a global perspective on vaccine hesitancy and its related public health consequences. Through a systematic review of the literature, the positive and negative outcomes of vaccinations are discussed and the future implication for healthcare stakeholders evaluated. Vaccinations are one of the first forms of preventative medicine and with the advancement of education and technology, the number of vaccines available have increased dramatically. However, nearly eradicated diseases are making a resurgence as caregivers are choosing not to vaccinate themselves or their children. Because of this under immunization, herd immunity thresholds are not being reached, allowing epidemics to reoccur and increasing the associated morbidity and mortality rates. The results support an urgent need to address vaccine hesitancy in global policy dialogues.

Nick Lecatsas

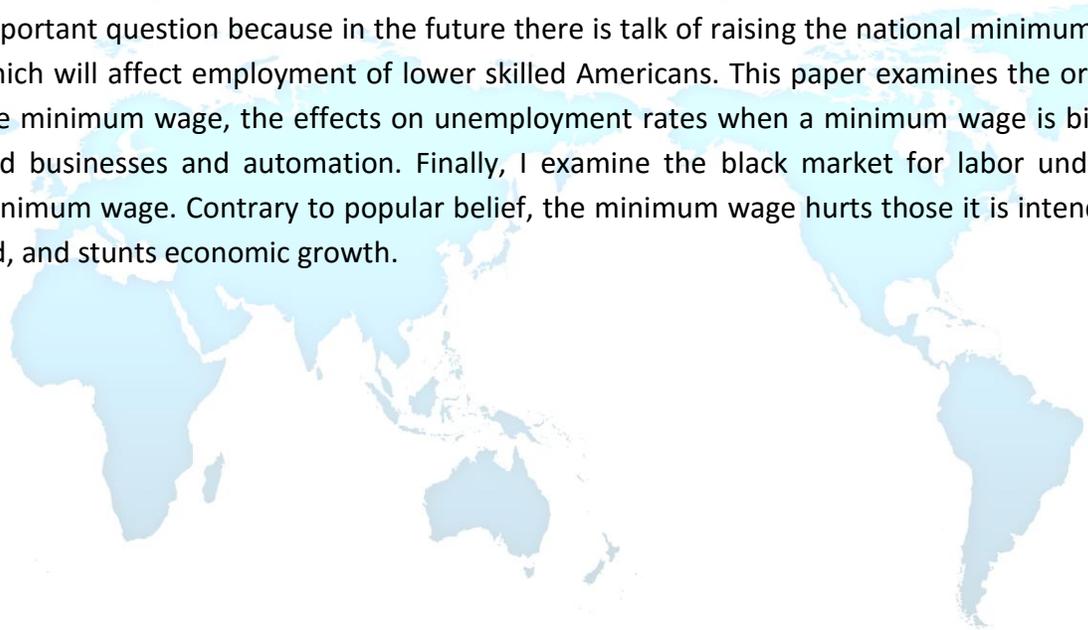
Faculty Advisor: Dr. Sanjay Paul

Elizabethtown College, Elizabethtown, PA

Does the minimum wage increase the income of lower earning bracket Americans?

ABSTRACT

How did government guide us out the Great Depression? Popular history tells us that the minimum wage played a key role in leading us out of the Great Depression. (Danzer, 2007). Ever since then, the national minimum wage has been in effect (Sheposh, 2018). Does the minimum wage increase the income of lower earning bracket Americans? This is an important question because in the future there is talk of raising the national minimum wage which will affect employment of lower skilled Americans. This paper examines the origin of the minimum wage, the effects on unemployment rates when a minimum wage is binding, and businesses and automation. Finally, I examine the black market for labor under the minimum wage. Contrary to popular belief, the minimum wage hurts those it is intended to aid, and stunts economic growth.



Ken Wallace

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The Khashoggi Crisis and the Collapse of Saudi Arabia Vision 2030

Abstract

The rise of Saudi Crown Prince Mohammed bin Salman has been quite the spectacle to witness. Hailed as a progressive at home and a reformer abroad, the 33-year-old unveiled a blueprint filled with long-term expectation goals and expectations in April 2016. Referred to collectively as Saudi Arabia Vision 2030, MbS' strategy involves three themes: A vibrant society, a thriving economy, and an ambitious nation. For the most part, MbS has managed to receive praise for his work towards the first theme, through actions such as the successful repeal of the ban on women driving and the steady promotion of a more moderate form of Islam.

The second theme is where true strategy is involved, as Saudi Arabia has unleashed massive efforts to privatize government services, improve the business environment, attract the finest talent and the best investments globally, and leverage their unique geographic position. Ambition, however, is the quality that will hold back MbS from leading his Kingdom to prosperity, and this was revealed in a most drastic manner, through the murder of Washington Post journalist Jamal Khashoggi.

Utilizing an interdisciplinary approach rooted in economics and international studies, this paper will provide an analysis of Saudi Arabia's political and social environment, the performance of the macro-economy throughout the implementation of Vision 2030, and a pessimistic outlook for the future of the Kingdom and MbS' rule, following Khashoggi's untimely death. Contrary to the claims of MbS, Vision 2030 is not a "reality that will come true"; it is only a dream.

Tommy Gerow

Faculty Advisor: Dr. Sanjay Paul

Elizabethtown College, Elizabethtown, PA

Microfinance Case Studies: Honduras, Uganda, Serbia, Indonesia**Abstract**

Microfinance has taken the world by storm over the past few decades, aiding millions in poverty. Additionally, microfinance has helped grow small businesses, and start new ones, in developing nations. This economic idea was brought to the mainstream by Muhammad Yunus, who is the father of modern microfinance. The idea is to give people that are on and below the poverty line basic financial services. Microfinance institutions (MFIs) also seek to teach finance and money management to impoverished people. Most notably, these services are targeted at rural areas with an agricultural community; this is to help the community buy new equipment, seeds, or livestock to further increase their productivity and help them make more money. Earning more money with a new set of money management skills generally leads to a higher standard of living for people.

Microfinance impacts a wide range of countries, regions, communities and people. According to data from the World Bank, over 205 million people are microfinance customers, most of these customers come from developing nations around the world with corrupt and unstable governments that do not provide adequate social services. This paper will be looking at four nations in particular, each in a different region of the world. These four countries are: Serbia (Eastern Europe), Honduras (Latin America), Uganda (Sub-Saharan Africa), and Indonesia (Southeastern Asia).

This paper will discuss briefly the histories of microfinance in the countries, laws and regulations, and the current political climate towards development. Furthermore, the paper will compare and contrast similarities and differences between the microfinance institutions of said countries. The paper will conclude with a discussion of the effectiveness of microfinance institutions.

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Political and Economic Developments in Zimbabwe Affecting Women Farmers

ABSTRACT

This paper delves into the contemporary political and economic situation which is reshaping Zimbabwe's agricultural environment. Hyperinflation, corruption, and delinquency were trademarks of President Robert Mugabe's (93 years old dictator) rule, which concluded with his abrupt abolishment. Mugabe ruled the country for 37 years and impoverished Zimbabwe's 14 million people with a sequence of troublesome economic experiments (adopted the US dollar after hyperinflation undermined Zimbabwe's dollar value).

On this note, some valiant Zimbabweans are hoping their extremely dysfunctional country will repair itself. Thereby, the paper underscores how uncertain it will be for the current leader -Emmerson Mnangagwa, to invert the economic destructions and implement the reconstructed macroeconomic policies. The paper mainly highlights the pressing economic and political issues affecting women farmers in Mwenzi District, which is situated in Masvingo Province, located in southeastern Zimbabwe. Masvingo province has a better picture for the indicators on women employment in agriculture sector and their education achievements (after Manicaland, Masvingo has the 2nd highest number of female learners who sat and passed Ordinary Level Board exams) than other provinces.

The paper outlines the current tense macroeconomic situation of Zimbabwe (rising oil prices, introduction of Real Time Gross Settlement Dollar, amended tax policies) and its power to affect the standard of living of the women farmers.

Additionally, the paper delves into the country's key economic indicators (life expectancy at birth, expected years of schooling, mean year of schooling, GNI per capita and HDI value) of Zimbabwe.

There is a school of thought which focuses on women having an instrumental role with respect to the protection of the natural environment. The paper discusses the progress made by women in agricultural sector affecting their livelihoods and elevating Zimbabwe's GDP growth. Furthermore, the paper highlights the consistent cultural and patriarchal norms which restrict women's participation in the agricultural environment and hinders their economic empowerment, such as land ownership. We will use data from relevant websites (Zimstat, World Bank, IMF, BBC, etc.) to highlight the agricultural situation. The paper concludes with recommendations for suitable government policies (local and national level) especially for women in the agricultural sector.

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Microfinance and its Impact on Women: A Case Study of India, Bangladesh, and Malaysia

ABSTRACT

For several years, microfinance institutions (MFI) have been providing the financially disadvantaged with small loans to allow them to escape poverty. These institutions specifically target women as recipients of the loans (usually less than \$100 USD) because women in developing countries traditionally do not have access to start their own business, create their own income, and advance themselves in society.

However, there are arguments that this approach does not increase a woman's income or create a better living situation for the woman or her family. As every country has different microfinance policies and cultures, microfinance impacts every country differently. This paper is divided into two parts. The first part discusses several approaches and policies regarding microfinance in developing countries in south and southeast Asia.

The second part of this paper consists of an analysis of the effectiveness of these policies. The indicators that signify the success of microfinance are an increase in the woman's income and independence, and indications of a higher standard of living for families, such as higher levels of children's education and health. I believe that the data will indicate that certain countries have better microfinance systems and policies than others.

Additionally, I believe that the cultures of certain countries have a significant impact on the level of success of microfinance in that countries regarding increasing the social and financial standing of women. I conclude with a discussion of how microfinance institutions and government policy can help women create better lives for themselves and their families.

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Two Different Countries, Two Different Accounting Methods

ABSTRACT

Accounting methods have become increasingly standardized over the years internationally with the use of IFRS, but there are still some nuances in dealing with accounting abroad. How can international companies account for items in two different countries with different perspectives and ways of conducting business? In particular, this paper is going to look at two countries, France and the United States, to help understand the challenges with accounting methods in different parts of the world. Two international companies will be compared. One will have origins in the United States conducting business in France, and the other will have origins in France conducting business in the United States.

The first company that will be examined is a luxury line that was established in New York with American roots. This company is known as COACH. It is one of the leaders of New York fashion that decided to locate some of its buildings to France as part of its international segment. When dealing with accounting, it has to take into effect the differences in culture, ethical perspectives, and history. When working with French clients it has to account for property taxes and employee taxes different than it would in the United States. The French established firm that will be examined, which also conducts business in the United States is Louis Vuitton. It is a luxury brand that has had to overcome challenges using French GAAP in France and creating other financial statements that conform to IFRS international standards. What this paper will accomplish is twofold. Not only will it look into accounting problems that arise while conducting business abroad, but it will seek to advise corporations about better business practices and forward-looking strategies to help them in the future. It will also touch on the challenges that countries face trying to adopt to standardized practices.

Key Words: Accounting, Luxury Brand, Better Business Practices

Experiential Learning: Global Virtual Team Project: Poster Presentation

Faculty Advisor: Dr. Bindu Vyas, King's College

X-Culture Project: Working in Global Virtual Team

John King, August Axtman, Steven Salazar, Katie McIntosh

Cross Cultural Learning from X-Culture Project

Michael Duncklee, Turki Basunbul, Rabeai Alsaiari, and James Gildea

Participating in a Global Virtual Team: Foundations of Success in Business in the 21st Century

Joshua Frankevich, Stephanie Jallen, Charlotte Yelnosky, Edmund Poggi, Fabio Massa

The X-Culture Experience

Vanessa Castillo, Carlos Hernandez, Hayley Forgatch, Andres Garzon

X-Culture Project: Working in a Global Virtual Team

Madison May, Kyle Friebolin, Sean Price, Brandon Lukachko

X-Culture: Participating in a Virtual Team

Kayla Dillinger, Amanda Goss, Rachel Healey, Annalisa Jolley

X-Culture: Global Virtual Team Project

Myai Brown, Irene Ibemsi, Jocelyn Vergara, Tiffany Jagoda



Special Topics in International Economics – Posters

Faculty Advisor: Dr. Margarita Rose
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Tracey Ermer

Will Japanese Trade be Whisk(ey)ed Away?

Faisal Alkhirbit

Smelling French is Easier than Ever

Jack O'Neil

Honduras Baseball Jerseys

August Axtman

China & United States Trade Relations: YETI Rambler 20 oz. Tumbler



Value Innovation through Blue Ocean Strategy: Poster Presentation

Netflix: Overhauling a Market by Transforming the Way People Rent Movies

Aaron Kratz, Lyle Luckenbill, Max Rodriguez, Stefano Pernisco

Let Us Play-Nintendo Wii

Sean Price, Shawn Stone, Dan Hartson

Gillette: Creating Blue Ocean

Jamie Lukas, Cassidy Tripolitis, Owen Geedey

Marvel's Blue Ocean Strategy

Jason Portuhondo, Holden Schooley, Carlos Hernandez, Marcus Cobb

Apple's Mac: Blue Ocean Strategy

Andres Garzon, Caycee Karpinski, Danielle Janssen

Nintendo Wii: Making Competition Irrelevant

Samantha Mitchell, Leonard Radziak, Brandon Shamnoski

Southwest Airlines: Creating Blue Ocean by Competing with Car Transport

Robyn Seidel, Justin Januszko, Devrin Baynard

Netflix: Blue Ocean Strategy

Marcial Beaudry, James Gildea

Apple Takeover

Vanessa Castillo, Tiffany Jagoda, Ramsha Naeem

Service-Learning and Public Economics - Posters

Faculty Advisor: Dr. Valerie K. Kepner
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Using posters, four groups of four students will summarize as well as analyze their service-learning experiences completed as part of the requirements for successful completion of their course in public economics. In the classroom, students will engage in discussion in order to understand the economic activities of government including taxation and government safety net **programs**. **However, because these conversations are generally theoretical in nature, students** will also be required to complete service-learning hours in order to better understand the complex day-to-day application of tax policy and safety net programs. Students will volunteer with CEO's (Commission on Economic Opportunity) VITA (Volunteer Income Tax Assistance) program. The income tax assistance program is relevant to the class because of its emphasis on assisting eligible families with receiving their Earned Income Tax Credit (EITC).

Economic Theory and the Earned Income Tax Credit (EITC)

Alyssa Christian, Mackenzie McGeehan, Jason Portuhondo, and Jaleel Lowe

Economic Analysis of the Earned Income Tax Credit (EITC)

Jacob Barber, Marcus Cobb, Nicholas Kubishin, and Christopher Neuhaus

Earned Income Tax Credit (EITC)-Related Policy Recommendations

Faisal Alkhirbit, Erik Kemmerer, Max Rodriguez, and Eugene Gibbons

The Volunteer Income Tax Assistance (VITA) and Tax Counseling for the Elderly (TCE) Programs

Mikaela Hank, Nicholas Pelosi, John Camp, and Rebecca Prociak

