Global Landscapes Conference 2019
An Interdisciplinary Research Symposium

Conference Theme:

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

April 16-17, 2019
King’s College
Sheehy-Farmer Campus Center
Wilkes-Barre, PA 18711
Global Landscapes Conference 2018
*Interdisciplinary Research Symposium*

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

Global Landscapes Conference 2019, 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 development, growth, success and wellness. An interdisciplinary approach shows that there are many ways to analyze and research a topic. For the past 11 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*.

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

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*King’s College*
Honor Society Members

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

- August Axtman
- Turki Basunbul
- Hayley Forgatch
- Joshua Frankevich
- Annalisa Jolley
- Sam Pipicelli
- Kathleen Mc Intosh

Alpha-Mu Chapter of Omicron Delta Epsilon

- Meshari Albakhat
- Assas Aldawsari
- Allison Andrew
- August Axtman
- Matthew Basile
- Eugene Gibbons
- Mikaela Hank
- Nicholas Kubishin
- Alison Moyer.

2019 Conference Committee:

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

Student Assistant

- Kathleen Mcintosh, President (18-19)
  Epsilon Chi Omicron, King’s College
- Joshua Frankevich, President (19-20)
  Epsilon Chi Omicron, King’s College
- Hayley Forgatch, Vice President (18-19)
  Epsilon Chi Omicron, King’s College
- Sam Pipicelli, Vice President (19-20)
  Epsilon Chi Omicron, King’s College
## GLC Program Overview
### Tuesday, April 16, 2019

### Morning Program

<table>
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<tr>
<th>Time</th>
<th>Session/Event</th>
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<tr>
<td>8:15 – 9:15 am</td>
<td>Breakfast/ Registration</td>
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| 9:15 – 10:15 am | **Session I** Plenary SessionCHEMICAL  
Welcoming Remarks
Rev. Jack Ryan C.S.C., Ph.D.  
President, King’s College  
**Opening Address:**  
*Global Community, Technology and Law: Business Conduct and Communication for Development Growth and Success*  
Michael O’Donnell, Attorney, O’Donnell Law Offices |
| 10:15 – 11:00 am | Poster Session Tea/Coffee Break Presentations  
10:15 – 11:00 am | Concurrent Sessions  
**Session II** Afternoon Program  
11:00 – 12:15 pm | Lunch / Networking  
12:15 – 1:00 pm | **Session III** Plenary Session  
*Advancing Sustainable Trade - The Port of Philadelphia*  
Dominic O’Brien, Senior Marketing Manager, Philadelphia Port |
| 2:00 - 3:15 pm | **Session IV** Concurrent Sessions  
3:15 - 4:00 pm | Poster session Tea/Coffee Break  
4:00- 5:15 | **Session V** Concurrent Session  
5:15 - 6:00 pm | Reception  
6:00 - **Session VI** - Talk – Dinner  
*Keynote Address - The Impact of AI on Productivity, Personal Health & Wellness*  
Smita Nikam, M.D., Chief Medical Officer, Mundaii.com |
Wednesday, April 17, 2019

Morning Program

8:15 – 9:00 am  Breakfast/ Registration

9:00 -10:00 am  Session VII  Morning Plenary

*Human Resources in a Global Environment*
Darrin Woodruff, VP Human Resources
Inter-Metro Industries

10:00 – 10:45 am  Poster Session  Tea/Coffee Break

10:45 – 12:00 pm  Session VIII  Concurrent Sessions

Afternoon Program

12:00 – 12:45 pm  Lunch / Networking

12:45 – 1:45 pm  Session IX  Plenary Session

*Foreign Direct Investment in Pennsylvania*
David Briel, Executive Director, International Investment, Office of International Business Development

1:45 – 2:00 pm  Closing Remarks
Barry H. Williams, JD, MT, CPA
Dean, William G. McGowan School of Business, King’s College

Vote of Thanks
Bindu J. Vyas, Global Landscapes Conference Chair,
Associate Professor of Management & IB, King's College

Participating Faculty Advisors

Bulent Erenay, Wilkes University  Valerie Kepner, King's College
Michele McGowan, King's College  Elizabeth Moorhouse, Lycoming College
Sanjay Paul, Elizabethtown College  Bindu Vyas, King's College
Margarita Rose, King’s College  Jordan Rodgers, King’s College
J. C. Blewitt, King’s College
Global Landscapes Conference Program  
Tuesday, April 16, 2019

9:15 - 10:15 AM  **Session I** - Opening Plenary Session  
**Snyder Room**

**Opening Remarks**
Bindu Vyas, Ph.D., Global Landscapes Conference Chair

**Welcoming Remarks**
Rev. Jack Ryan, C.S.C., Ph.D.  
President, King’s College

**Introduction:** Annalisa Jolly, King’s College

**Opening Address:**  
*Global Community, Technology and Law: Business Conduct and Communication for Development, Growth and Success*  
Michael O’Donnell, Attorney, O’Donnell Law Offices

10:15 – 11:00 am  **Poster Session** - Lobby

**Management of Multinational Corporation**

**Experiential Learning: Global Virtual Team Project**  
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 Alsaiaari, 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 De Ibemsi, Jocelyn Vergara, Tiffany Jagoda

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

Will Japanese Trade be Whisk(ey)ed Away?
Tracey Ermer

11:00 – 12:15 pm  Session II - Concurrent Sessions

A - Walsh Room

Session Chair: Joshua Frankevich
Discussant: Dr. Valerie Kepner

The Effects of Natural Gas Drilling on the Pennsylvania Housing Market
Charles Overmoyer, Lycoming College
Faculty Advisor: Dr. Elizabeth Moorhouse

General Mills: Competing and Prospering in the Global Market
Annalisa Jolley, King’s College
Faculty Advisor: Dr. Bindu Vyas

Market Potential Index (MPI) and Commercial Infrastructure
Brianna May, King’s College
Faculty advisor: Dr. Bindu Vyas

Corruption in Latin America: Characteristics, Problems, and Practices
Carlos D. Hernandez, King’s College, Wilkes-Barre, PA
Faculty Advisor: Dr. Bindu Vyas

Patagonia Social Responsibility
Jordon Hicks, John Walter, Bradley Welsh, Wilkes University
Faculty Advisor: Dr. Bulent Erenay

B - Fitzgerald Room

Session Chair: Hayley Forgatch
Discussant: Dr. Elizabeth Moorhouse

Development, Growth and Wellness: Comparative Analysis of Brazil and Argentina
Stephano Massa, King’s College
Faculty advisor: Dr. Bindu Vyas

Corruptions Perception Index (CPI) and Comparative Analysis of BRICS Countries
Sean Price, King’s College
Faculty Advisor: Dr. Bindu Vyas
Labor Exploitation: Getting to the Top by Stepping on Others  
Matthew Basile, King’s College  
Faculty Advisor: Dr. Jordan Rodgers

Who Really Won WWII? How War Affects Economic Growth  
Elena Pikounis, Lycoming College  
Faculty Advisor: Dr. Elizabeth Moorhouse

Continuous Improvements and Operations in the Hotel Industry  
Shyann Barrett, Caitlin Brossman, Mingzhu Yue, Wilkes University  
Faculty Advisor: Dr. Bulent Erenay

12:15 – 1:00 pm  Lunch / Networking

1:00 – 2:00 pm  Session III – Plenary Session – Snyder Room

Introduction: Joshua Frankevich

Advancing Sustainable Trade - The Port of Philadelphia  
Dominic O’Brien, Senior Marketing Manager, Philadelphia Port

2:00 – 3:15 pm - Session IV - Concurrent Sessions

A - Walsh Room

Session Chair: August Axtman  
Discussant: Dr. Valerie Kepner

US-China Trade Relations – War and Peace  
Turki Basunbul, King’s College  
Faculty advisor: Dr. Bindu Vyas

Efficiency and Effectiveness of America’s War on Terror  
Randill DeAsis, King’s College, Wilkes-Barre, PA  
Faculty advisor: Dr. Bindu Vyas

Determining the Effect of Female Education Levels on Economic Growth: A Cross-Country Analysis  
Sharvina Ramphul and Rebecca Forbes, Lycoming College  
Faculty Advisor: Dr. Elizabeth Moorhouse

Infrastructure’s Impacts on the Economies of Developing Countries  
Evan Armstrong, Lycoming College  
Faculty Advisor: Dr. Elizabeth Moorhouse
3:15 – 4:00 pm  Poster Session – Fitzgerald Room

**Strategic Management**

*Value Innovation through Blue Ocean Strategy*
Faculty Advisor: Dr. Bindu Vyas

*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*
Marcal Beaudry, James Gildea

*Apple Takeover*
Vanessa Castillo, Tiffany Jagoda, Ramsha Naem

**International Economics**
Faculty Advisor: Dr. Margarita Rose
King’s College, Wilkes-Barre, Pa

*Smelling French is Easier than Ever*
Faisal Alkhirbit

*China & United States Trade Relations: YETI Rambler 20 oz. Tumbler*
August Axtman
4:00 – 5:15 pm  
**Session V - Concurrent Sessions**

**A - Walsh Room**

Session Chair: Eugene Gibbons  
Discussant: Dr. Elizabeth Moorhouse

*Analysis of the BRICS: Sustainable Development, Growth, and Wellness*  
Luciano Bucci, King’s College  
Faculty advisor: Dr. Bindu Vyas

*Financial Regulation in the USA and Europe after the Crisis*  
Faisal Alqahtani, King’s College  
Faculty Advisor: Dr. Bindu Vyas

*How Government Expenditures on Education Influence Student Performance: A Cross Country Examination*  
Victoria Ricedorf, Lycoming College  
Faculty Advisor: Dr. Elizabeth Moorhouse

*How do conflicts affect human rights violations? An Empirical Approach*  
Bryan Manoo, Lycoming College  
Faculty Advisor: Dr. Elizabeth Moorhouse

*Humanitarian Logistics within the Red Cross*  
Zachary Boyer, Bryce Harrison, Wilkes University  
Faculty Advisor: Dr. Bulent Erenay

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5:15 – 7:30 pm  
**Session VI - Reception-Talk-Dinner**

**Introduction:** Kathleen McIntosh

**Keynote Address**

*The Impact of AI on Productivity, Personal Health & Wellness*  
Smita Nikam, M.D., Chief Medical Officer, Mundaii.com
GLOBAL LANDSCAPES CONFERENCE 2019
Conference Program

Wednesday, April 17, 2019

8:00 – 9:00 am  Breakfast/Registration

9:00 - 10:00 am  Session VII - Morning Plenary

Introduction: August Axtman

Human Resources in a Global Environment
Darrin Woodruff, VP Human Resources, Inter-Metro Industries

10:00 – 10:45 am  Poster Session

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

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

International Economics
Faculty Advisor: Dr. Margarita Rose
King’s College, Wilkes-Barre, PA

Honduras Baseball Jerseys
Jack O’Neil
10:45 – 12:00 pm  

**Session VIII - Concurrent Sessions**

**A - Walsh Room**

Session Chair: Annalisa Jolly  
Discussant: Dr. Sanjay Paul

*Finding Jobs in the 21st Century*  
Jocelyn Vergara, King’s College  
Faculty advisor: Dr. Bindu Vyas

*Does the minimum wage increase the income of lower earning bracket Americans?*  
Nick Lecatsas, Elizabethtown College, Elizabethtown, PA  
Faculty Advisor: Dr. Sanjay Paul

*A Comparative Analysis of Strategies, Operations and Performance of the Top Cruise Lines*  
Katie McIntosh, King’s College  
Faculty advisor: Dr. Bindu Vyas

*Microfinance and its Impact on Women: A Case Study of India, Bangladesh, and Malaysia*  
Dannielle Kerstetter, Elizabethtown College  
Faculty Advisor: Dr. Sanjay Paul

*Data Analytics within the Logistics Industry*  
Sam Eyler, Joshua King, and Abdullah Alhayek, Wilkes University  
Faculty Advisor: Dr. Bulent Erenay

**B - Fitzgerald Room**

Session Chair: Sam Pipicelli  
Discussant: Dr. Michele McGowan

*Did the Affordable Care Act Reduce Racial/Ethnic and Gender Disparities in Healthcare? A Literature Review*  
Hui Li, King’s College, Wilkes-Barre, PA  
Healthcare Administration Graduate Student  
Faculty Advisor: Dr. Michele M. McGowan

*A Global Perspective on Vaccine Hesitancy*  
Sara Eckman (Skammer), King’s College  
Healthcare Administration Graduate Student  
Faculty Advisor: Dr. Michele M. McGowan

*Political and Economic Developments in Zimbabwe Affecting Women Farmers*  
Afsara Binte Mirza, Elizabethtown College  
Faculty Advisor: Dr. Sanjay Paul
Microfinance Case Studies: Honduras, Uganda, Serbia, Indonesia
Tommy Gerow, Elizabethtown College
Faculty Advisor: Dr. Sanjay Paul

Ikea's Customer Benefits Package and their Social, Economic, and Environmental Sustainability Efforts
Mariah Curtis, Samantha Lisk, Aneal Knowles-Massiah, Wilkes University
Faculty Advisor: Dr. Bulent Erenay

C - Lipo Room
Session Chair: Eugene Gibbons
Discussant: Dr. Jordan Rogers

Ease of Doing Business Index 2018 & 2019: Economies with the Most Positive Change
Hayley Forgatch, King’s College
Faculty Advisor: Dr. Bindu Vyas

The Khashoggi Crisis and the Collapse of Saudi Arabia Vision 2030
Ken Wallace, Elizabethtown College
Faculty Advisor: Dr. Sanjay Paul

Trans Pacific Partnership (TPP): Is it Dead?
David Emmett, King’s College
Faculty Advisor: Dr. Bindu Vyas

Two Different Countries, Two Different Accounting Methods
Hayley Forgatch, King’s College
Faculty advisor: JC Blewitt

12:00 – 12:45 pm       Lunch / Networking
12:45 – 1:45 pm         Session IX – Plenary Session

Introduction: Hayley Forgatch

Foreign Direct Investment in Pennsylvania
David Briel, Executive Director, International Investment, Office of International Business Development

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

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Associate Professor of Management & IB, King's College