



**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*



King's College  
Wilkes-Barre, PA

## Global Landscapes Conference 2018 *Interdisciplinary Research Symposium*

### Conference Theme:

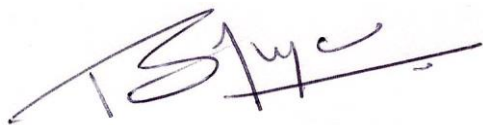
### *Development, Growth, Success and Wellness in a Turbulent Global Environment*

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



## Honor Society Members

### *International Business Honor Society, Epsilon Chi Omicron, King's College Chapter*

August Axtman  
Hayley Forgatch  
Annalisa Jolley  
Kathleen Mc Intosh

Turki Basunbul  
Joshua Frankevich  
Sam Pipicelli



### *Alpha-Mu Chapter of Omicron Delta Epsilon*

Meshari Albakhat  
Allison Andrew  
Matthew Basile  
Mikaela Hank  
Alison Moyer.

Assas Aldawsari  
August Axtman  
Eugene Gibbons  
Nicholas Kubishin



## 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

<b>8:15 – 9:15 am</b>	<b>Breakfast/ Registration</b>	
<b>9:15 – 10:15 am</b>	<b><u>Session I</u></b>	<b>Plenary Session</b>
	<b>Welcoming Remarks</b> Rev. Jack Ryan C.S.C., Ph.D. President, King’s College  <b>Opening Address:</b> <i>Global Community, Technology and Law: Business Conduct and Communication for Development Growth and Success</i> Michael O’Donnell, Attorney, O’Donnell Law Offices	
<b>10:15 – 11:00 am</b>	<b>Poster Session</b>	<b>Tea/Coffee Break</b>
<b>11:00 – 12:15 pm</b>	<b><u>Session II</u></b>	<b>Concurrent Sessions</b>
<b>Afternoon Program</b>		
<b>12:15 – 1:00 pm</b>	<b>Lunch / Networking</b>	
<b>1:00 – 2:00 pm</b>	<b><u>Session III</u></b>	<b>Plenary Session</b>
	<i>Advancing Sustainable Trade - The Port of Philadelphia</i> Dominic O’Brien, Senior Marketing Manager, Philadelphia Port	
<b>2:00 - 3:15 pm</b>	<b><u>Session IV</u></b>	<b>Concurrent Sessions</b>
<b>3:15 - 4:00 pm</b>	<b>Poster session</b>	<b>Tea/Coffee Break</b>
<b>4:00- 5:15</b>	<b><u>Session V</u></b>	<b>Concurrent Session</b>
<b>5:15 - 6:00 pm</b>	<b>Reception</b>	
<b>6:00 -</b>	<b>**<u>Session VI</u> - - Talk – Dinner</b>  <b>Keynote Address - The Impact of AI on Productivity, Personal Health &amp; Wellness</b> 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  
Michele McGowan, King's College  
Sanjay Paul, Elizabethtown College  
Margarita Rose, King's College  
J. C. Blewitt, King's College

Valerie Kepner, King's College  
Elizabeth Moorhouse, Lycoming College  
Bindu Vyas, King's College  
Jordan Rodgers, 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

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**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 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

**International Economics**

Faculty Advisor: Dr. Margarita Rose, King's College

*Will Japanese Trade be Whisk(ey)ed Away?*

Tracey Ermer

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**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

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**12:15 – 1:00 pm                      Lunch / Networking**

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**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

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**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



*Starbucks Coffee Company: A Look at Sustainability*  
Patrice Lonardi, Jivan Sidhu, Amy Smith, Wilkes University  
Faculty Advisor: Dr. Bulent Erenay

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**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*

Marcial Beaudry, James Gildea

*Apple Takeover*

Vanessa Castillo, Tiffany Jagoda, Ramsha Naeem

***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

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**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

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**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

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**10:45 – 12:00 pm**

**Session VIII - Concurrent Sessions**

**A - Walsh Room**

Session Chair: Annalisa Jolly

Discussant: Dr. Sanjay Paul

*Finding Jobs in the 21<sup>st</sup> 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 Mc Intosh, 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

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**12:00 – 12:45 pm                      Lunch / Networking**

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**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

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

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