

**2018 CONFERENCE**

**Cooperation and Competition in  
the Global Marketplace**

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*Sharpen Your Edge*

**THE AMERICAN SOCIETY  
FOR COMPETITIVENESS**



**CONFERENCE PROGRAM**

**October 24-27, 2018  
Washington, DC**

**American  
Society for  
Competitiveness**

**&**

**International  
Society for  
Competitiveness**

## MESSAGE FROM THE CHAIRMAN

Dear American Society of Competitiveness Colleagues:

It gives me great pleasure to welcome each of you to the American Society of Competitiveness (ASC) 28th Annual Conference. For more than a quarter century, ASC has been brought together leaders from business, government and academia to share and discuss ideas, to reflect on experiences and approaches, and to strengthen the spirit of improved competitiveness. With different organizations and universities represented from multiple countries, ASC truly embodies a global collaboration of some of the brightest people from industry and academia.

This year's topic is **Cooperation and Competition in the Global Marketplace**. With today's global and political uncertainty, competitiveness and sustainable development have become milestones of both advanced and emerging countries. Where to open a business, tariffs, immigration issues, labor challenges, innovation are just some of the issues that will redefine the global competitive landscape. The world of competitiveness is an interesting area in which to study and work; and we'll continue to meet and bring inspired people together in forums like this, to ensure ASC remains at the cutting edge.

I'd like to give you an idea of what you can expect and what we hope to achieve over the next few days. Our featured speakers include Michael R. Czinkota, as a luncheon speaker on Thursday. He is Professor at Georgetown University and is the former Deputy Assistant Secretary of Commerce. His speech is on "**Curative International Marketing: revisiting and revising the fundamentals.**" Our luncheon speaker on Friday is Iain Murray, Vice President for Strategy and Senior Fellow at the Competitive Enterprise Institute. His speech is on "**Is Capitalism Harming Democracy?**" Likewise, Daniel J. Ikenson, Director, Herbert A. Stiefel Center for Trade Policy Studies, Cato Institute will speak on "**Trump's Attack on the Global Trading System: Reasons and Ramifications.**" There will be five All Society Sessions conducted by outstanding speakers. Furthermore, quality research papers on various aspects of competitiveness will be presented.

In closing, I thank each of you for attending our conference and bringing your expertise to Tysons Corner, VA. You, as leaders in competitiveness studies have the vision, knowledge, wherewithal and experience to continue to help ASC pave our way into the future. We could not accomplish what we do without your support.

My thanks to all of you.

**Chairman**

American Society of Competitiveness

# Publication Outlets and Sources for Quality Articles on Competitiveness and International Business

## ***1. Journals of Competitiveness Studies (2330-4103)***

The Research Journal of the American Society for Competitiveness

*The authoritative source for articles on competitiveness issues*

## ***2. Competition Forum (ISSN 1545-2581)***

The Research Publication of the American Society for Competitiveness

*Publication of refereed and invited articles on various topics on competitiveness, competition and firm performance*

For Subscription information and Submission Guidelines, please contact:

***Abbas J. Ali***

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***OR check the ASC website***

***<http://www.eberly.iup.edu/americansocietyforcompetitiveness>***

### **Conference Objectives:**

- Sharing “real world” experiences and competitive approaches
- Integrating research and practice
- Formulating competitive strategies for success

Sponsoring Organization:

**Indiana University of Pennsylvania**

### **ABOUT THE AMERICAN SOCIETY FOR COMPETITIVENESS (ASC)**

The objectives of the ASC are to foster education and knowledge in subjects related to competitiveness by: a) facilitating exchange of information and ideas among educators, policy makers, and business people; and b) encouraging and assisting research activities, which advance knowledge of competitiveness practices and increase the available body of teaching and practice materials. The Society seeks to address the needs of entrepreneurs, senior executives, administrators and scholars by advancing practical knowledge of organizational theory and the precepts of competition in markets and other institutional settings.

Membership information: [www.eberly.iup.edu/americansocietyforcompetitiveness](http://www.eberly.iup.edu/americansocietyforcompetitiveness)

## ASC GOVERNANCE

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**Wednesday, October 24, 2018**

**Board of Directors Meeting**

**7:00 pm - 9:00 pm**

**Cypress**

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**Thursday, October 25, 2018**

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**Thursday**

**7:30 am - 8:30 am**

**Main Hall**

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**Continental Breakfast**

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**Thursday**

**8:40 am - 9:50 am**

**The Pines**

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**Session 1: *Strategy and Competitiveness***

*Chairperson:* Jyotsna Mukherji, Texas A&M International University

*Managerial Competency: Putting the Missing Link to Employee Loyalty*

Sami M. Abbasi, Norfolk State University

Moncef Belhadjali, Norfolk State University

*The Management of Organizational Change Through the Capitalization of Knowledge*

Josefina Morgan Beltran, Universidad Autònoma de Querètaro

Elia Socorro Diaz Nieto, Universidad Autònoma de Querètaro

Cesar Alfredo Herrera Almanza, Universidad Autònoma de Querètaro

*Strategic Implications of Intellectual Capital's Increased Contribution to Market Value*

James W. Busbin, Western Carolina University

James DeConinck, Western Carolina University

Julie T. Johnson-Busbin, Western Carolina University

*Discussant:* Abu N. M. Waheeduzzaman, Texas A&M University-Corpus Christi

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**Thursday**

**8:40 am - 9:50 am**

**Evergreen**

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**Session 2: *Social Changes and Global Business***

*Chairperson:* Jose Sanchez-Gutierrez, University of Guadalajara

*The Challenge of Renegotiating NAFTA*

Suhail Abboushi, Duquesne University

*Investigating the Non-Linearity in the Corruption – Social Spending Nexus An Economic Development Perspective*

Mohamed Sami Ben Ali, Qatar University

*Evolutionism, Innovation and Local Development: Local Companies in the Current Economic Dynamics*

Erick Cantillo Sanchez, Universidad Michoacana de San Nicolás de Hidalgo  
Rene Colin Martinez, Universidad Michoacana de San Nicolás de Hidalgo  
Yunuen Morales Arellano, Universidad Michoacana de San Nicolás de Hidalgo

*Discussant:* Phil Kelly, Emporia State University

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**Thursday 8:40 am - 9:50 am** **Magnolia**

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**Session 3: *Enhancing Competitiveness Position***

*Chairperson:* Jonna Contacus-Sawyer, President: HR Consultants, Inc.

*The European General Data Protection Regulation and Competitiveness of Firms*  
Soumava Bandyopadhyay, Lamar University

*International Competitiveness of Agricultural Export Firms: A Study of Export Companies of Blackberry in Los Reyes, Michoacan, Mexico and Huelva, Spain*  
Odette Delfin Ortega, Universidad Michoacana de San Nicolás de Hidalgo  
Yunuen Morales Arellano, Universidad Michoacana de San Nicolás de Hidalgo

*Economic Development for South Africa – Competing in the Global Market*  
Kimberly A Green, Salve Regina University  
Anna Godshalk, Salve Regina University  
Nadia Abgrab Noormohamed, Salve Regina University

*Discussant:* Kamal Fatehi, Kennesaw State University

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**Thursday 10:00 am - 11:05 am** **Evergreen**

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**Session 4: *Mackinder Forum: Geopolitical Theory***

*Chairperson and Commentator,* Geoff Sloan, University of Reading, UK

*Thinking Geopolitically with Mackinder*  
Leonard Hochberg, Coordinator, Mackinder Forum-US & Senior Fellow, FPRI

*Rescuing Classical Geopolitics: Separating Geopolitics from Realism*  
Phil Kelly, Emporia State University

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**Thursday 10:00 am - 11:05 am** **The Pines**

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**Session 5: *Marketing in a Globalized World***

*Chairperson:* Nadia Abgrab Noormohamed- Salve Regina University

*Developments in Swedish Rental Housing: Unanticipated Consequences of Public Municipal Housing Companies Act 2011*  
Lars Lindbergh, Umea School of Business, Economics and Statistics  
Timothy L. Wilson, Umea School of Business, Economics and Statistics

*A Study on Brand Contribution to Earnings or Revenues*  
D. D. Chaturvedi, Sri Guru Gobird Singh College of Commerce  
Upasana Diwan, Birla Institute of Technology

*Brand Image as Competitive Advantage*  
Gerardo Islas Reyes, Universidad Autónoma de Querétaro  
Elia Socorro Diaz Nieto, Universidad Autónoma de Querétaro

*Discussant:* Ken Griffin, University of Central Arkansas

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**Thursday 10:00 am - 11:05 am** **Magnolia**

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**Session 6: *Multinational Corporations and Changing Strategic Priorities***

*Chairperson:* Ata Nahouraii, Indiana University of Pennsylvania

*A Proposed Model for Enhancing CRM Operations for a Shipping Line Company*  
Sayed Elkhoully, Ain Shams University  
Nada Ahmed Mohsen Elbarkouky, Ain Shams University

*Requisites for Success in Just-in-time Production Application*  
Kamal Fatehi, Kennesaw State University  
Richard M. Franza, Augusta University  
Jim Herbert, Kennesaw State University

*Exporting Companies' Quality Structural Model*  
Joel Bonales-Valencia, Universidad Michoacana de San Nicolás de Hidalgo  
Carlos F. Ortiz-Paniagua, Universidad Michoacana de San Nicolás de Hidalgo  
Juan Gaytan-Cortes, University of Guadalajara

*Discussant:* Soumava Bandyopadhyay, Lamar University

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**Thursday 11:10 am - 12:00 pm** **The Pines**

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**All Society Session: *The Legal Limits of Free Trade***

*Chairperson and Commentator:* Phil Kelly, Emporia State University

*Speaker:* John Baker, ESQ; Emeritus Professor, LSU Law Center

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**Thursday 12:05 pm - 1:15 pm** **The Birches**

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**Luncheon & Keynote Address:**

*Curative International Marketing: Revisiting and Revising the Fundamentals*  
Michael Czinkota, Georgetown University



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**Thursday 1:25 pm - 2:20 pm**

**The Pines**

**All Society Session: *Trump's Attack on the Global Trading System: Reasons and Ramifications***

*Speaker:* Daniel J. Ikenson, Director, Herbert A. Stiefel Center for Trade Policy Studies, Cato Institute

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**Thursday 2:30 pm - 3:20 pm**

**The Pines**

**All Society Session: *Nationalism: Its Economic and Social Implications***

*Chairperson:* Abu N. M. Waheeduzzaman, Texas A&M University-Corpus Christi

*Speakers:* Paul Swiercz, George Washington University

Kamal Fatehi, Kennesaw State University

Abu N. M. Waheeduzzaman, Texas A&M University-Corpus Christi

*Commentator:* Shahid Siddiqi, Long Island University

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**Thursday 3:30 pm - 4:30 pm**

**Magnolia**

**Session 7: *Financial Institutions***

*Chairperson:* Ibrahim Affaneh, Indiana University of Pennsylvania

*Subjective Norms and Demographic Background on E-payment Behavior in Cote d'Ivoire*

Alexander N. Chen, University of Central Arkansas

Scott Nadler, University of Central Arkansas

Ken Griffin, University of Central Arkansas

Jordan Derbe, University of Central Arkansas

*Major Trends in Vietnamese Financial Market*

Nga Nam Nguyen, Vietcombank Securities Ltd.

*Growth and Financial Performance in the Communications Sector and the Service Sector of Mexico*

Juan Gaytan-Cortes, University of Guadalajara

Joel Bonales-Valencia, Universidad Michoacana de San Nicolás de Hidalgo

Antonio de Jesus Vizcaino, University of Guadalajara

*Discussant:* Aysar P. Sussan, Arab American University - West Bank

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**Thursday 3:30 pm - 4:30 pm The Pines**

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**Session 8: *Globalization and Contemporary Challenges***

*Chairperson:* Timothy L. Wilson, Umea School of Business, Economics and Statistics

*The Dynamics of Globalization and the Challenge of Mental Health: An Initial Inquiry*  
Shahid Siddiqi, Long Island University

*Role of Stakeholders in Corporate Sustainability: Comparing Firm Environmental Strategies in Extractive and Non-extractive Industries*  
Shobha S. Das, Qatar University

*Do Global Peace and Higher Education Contribute to the Competitiveness of a Nation?*  
Abu N. M. Waheeduzzaman, Texas A&M University Corpus Christi

*Discussant:* Helen Caldwell, Providence College

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**Thursday 4:40 pm - 5:40 pm The Pines**

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**Session 9: *Mackinder Forum: China's Nuclear Arms Doctrine: Capacity and Intent***

*Moderator:* Rodger Baker, Senior VP of Strategic Analysis, STRATFOR

*Speaker:* Tong Zhao, Carnegie–Tsinghua Center for Global Policy

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**Thursday 6:20 pm - 7:15 pm Main Hall**

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**President's Reception**

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**Friday October 26, 2018**

**7:30 am - 8:30 am**

**Continental Breakfast Main Hall**

**Business Meeting (Open to all Conference Delegates) The Pines**

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## Concurrent Sessions

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<b>Friday</b>	<b>8:30 am - 9:40 am</b>	<b>Evergreen</b>
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### **Session 10: *Higher Education and Competitiveness***

*Chairperson:* Carl Malinowski, Pace University

*A Comparison of College Faculty and Students Perceptions about Business Education Across Several Nations*

Sally Sledge, Norfolk State University

*Graduate Study as Predictor of Leadership Development Mediated by Psychological Capital and Psychological Ownership*

Ziad Swaidan, University of Houston-Victoria

*Manufacturing Operations: Sexual Harassment and Morality*

Ramesh Soni, Indiana University of Pennsylvania

Bina Soni, Indiana University of Pennsylvania

*Discussant:* Suhail Abboushi, Duquesne University

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<b>Friday</b>	<b>8:30 am - 9:40 am</b>	<b>The Pines</b>
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### **Session 11: *Marketing and Competitiveness Trends***

*Chairperson:* Jonna Contacus-Sawyer, President: HR Consultants, Inc.

*A Proposed Brand Portfolio Strategy for Nivea to Gain Competitive Advantage*

Brianna Alberti, Providence College

Christopher Asgain, Providence College

Helen Caldwell, Providence College

Mark DeFanti, Providence College

*Maternal Advertising Attitudes and Communication Patterns: A Cross-cultural Examination*

Jyotsna Mukherji, Texas A&M International University

Ananda Mukherji, Texas A&M International University

*The Relationship of Entrepreneurship and Market Orientation in the Business Performance of Companies that Export Clothing in the State of Jalisco*

Francisco Jose Velazquez-Aguilar, University of Guadalajara

Jorge Pelayo-Maciel, University of Guadalajara

Manuel Alfredo Ortiz-Barrera, University of Guadalajara

*Discussant:* Ramesh Soni, Indiana University of Pennsylvania

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<b>Friday</b>	<b>8:30 am - 9:40 am</b>	<b>Magnolia</b>
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**Session 12: *Competitiveness and Change***

*Chairperson:* Nikolai Wasilewski, Pepperdine University

*Patent Infringement: Defensive Strategies for IP Violators*  
William M. Fitzpatrick, Villanova University  
Samuel A. Dilullo, Villanova University

*China Leads the Global Energy Revolution*  
Galdino Arias Falcao, Villanova University  
Larry Bridwell, Villanova University

*Enough? When is a Corporation at Risk of Outstripping Their Core Competencies?*  
John Lipinski, Indiana University of Pennsylvania  
P. Michael Kosicek, Indiana University of Pennsylvania

*Discussant:* Mahmoud M. Yasin, East Tennessee State University

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<b>Friday</b>	<b>9:50 am - 11:00 am</b>	<b>Evergreen</b>
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**Session 13: *Industrial Change and Sustainability***

*Chairperson:* Carol Stewart, Southern Connecticut State University

*Vulnerability to Climate Change: Are Innovative Countries in a Better Position*  
Dina M. Abdelzaher, University of Houston Clear Lake  
Aleksey Martynov, University of Houston Clear Lake  
Angie M. Abdelzaher, American University in Cairo

*Relationship between Students' Attitudes toward Hypothetical Marketing Moral Dilemmas and Locus of Control*  
Carl Malinowski, Pace University

*Transformation of Education and Teaching in Higher Degree with the Trilogy: ICTs, Face to Face Modality and Professional Practices in the UdG, Mexico*  
Araceil Duran-Hernandez, University of Guadalajara  
Juan Antonio Flores-Mora, University of Guadalajara  
Judith Mireya Cornejo-Macias, University of Guadalajara

*Discussant:* Ziad Swaidan, University of Houston-Victoria

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<b>Friday</b>	<b>9:50 am - 11:00 am</b>	<b>The Pines</b>
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**Session 14: *Developing Countries and the Global Market***

*Chairperson:* Ibrahim Affaneh, Indiana University of Pennsylvania

*Measures of a Firm's Financial Performance and Long-term Shareholder Value*  
Nikolai Wasilewski, Pepperdine University

*The Service Quality in Pharmaceutical business between Perceived and Expected: “An Applied Study on Governmental Hospitals in Egypt”*

Sayed Elkhoully, Sin Shams University

Mohamed Abd ElDayem, Ain Shams University

*Leadership and Management Theories, and Bridging the Gap Between These Theories – A Literature Review*

Citlalli Rocio Flores-Rodriguez, University of Guadalajara

Jose Sanchez-Gutierrez, University of Guadalajara

Jorge Pelayo-Maciel, University of Guadalajara

*Discussant:* Phil Kelly, Emporia State University

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**Friday 9:50 am - 11:00 am**

**Magnolia**

**Session 15: *Technology and Social Change***

*Chairperson:* Ata Nahouraii, Indiana University of Pennsylvania

*The Elements of Reputation of Small and Entrepreneurial Firms: Reexamining the Role of Performance*

Ananda Mukherji, Texas A&M University

Jyotsna Mukherji, Texas A&M University

*Level of Education and Family Dynamics Among Immigrant and Nonimmigrant Business Owners: the Case of Arlington County, VA*

Behnaz Z. Quigley, Marymount University

Narendra K. Rustagi, Howard University

*Social Trends and Multiple Generations Under One Roof*

Aysar P. Sussan, Arab American University - West Bank

Reem D. Kassira, City College - Florida

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**Friday 11:00 am - 11:55 am**

**The Pines**

**All Society Session: *Democracy at Risk***

*Chairperson:* Paul Swiercz, George Washington University

*Democracy and Change*

Robert C. Camp, Indiana University of Pennsylvania

*Threats to Democracy*

Abbas J. Ali, Indiana University of Pennsylvania

*Commentator:* Shahid Siddiqi, Long Island University

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**Friday**      **12:00 pm - 1:20 pm**      **Ballroom**

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**Luncheon & Keynote Address:**

*Is Capitalism Harming Democracy?*

Iain Murray, Vice President for Strategy and Senior Fellow at the Competitive Enterprise Institute

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**Friday**      **1:30 pm - 2:40 pm**      **The Pines**

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**Session 16: Social Responsibility and Changing Market Conditions**

*Chairperson:* James W. Busbin, Western Carolina University

*The Right of Might in a Competitive Aviation World*

Najmun Noor, Deputy General Manager Bangladesh Birman

*Innovation Operations to Promote Competitiveness in Manufacturing SMEs in Guadalajara, Mexico*

Guillermo Vasquez-Avila, University of Guadalajara

*Acculturation Strategies of Asian-Americans*

Ziad Swaidan, University of Houston-Victoria

*Discussant:* Madan Batra, Indiana University of Pennsylvania

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**Friday**      **1:30 pm - 2:40 pm**      **Magnolia**

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**Session 17: Confronting Challenging Issues at the Workplace**

*Chairperson:* Dina M. Abdelzaher, University of Houston Clear Lake

*Personality Testing by Employers: Balancing the Need for Qualified Workers with Individual Rights*

Robert A Smith, Southern Connecticut State University

Kauther S. Badr, Southern Connecticut State University

Alison E. Wall, Southern Connecticut State University

*Cultivating Employees Using Maslow's Hierarchy of Needs*

Carol Stewart, Southern Connecticut State University

Omid Nodoushani, Southern Connecticut State University

Jason Stumpf, Southern Connecticut State University

*Organizational Security: A Conceptual Framework and Implementation Issues*

Mahmoud M. Yasin, East Tennessee State University

Andrew J. Czuchry, East Tennessee State University

Michael H. Small, East Tennessee State University

*Discussant:* Carl Malinowski, Pace University

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<b>Friday</b>	<b>1:30 pm - 2:40 pm</b>	<b>Evergreen</b>
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**Session 18: *Mackinder Forum: Geopolitical Flashpoints***

*Moderator:* Leonard Hochberg, Coordinator, Mackinder Forum, US & Senior Fellow, FPRI

*Geopolitics of the Greater Black Sea Basin: Where Great Power Interests Converge and Small Countries Master how to Navigate the Rough Seas*

Maia Otarashvili, Foreign Policy Research Institute

*Window into the Heart(land): The Geopolitics of the Eastern Baltic Littoral*

Lukas Milevski, Leiden University

*Energy Security in the Western Balkans: Impact on Regional Geopolitics*

Amend Reka and Remi Piet, Senior Director America's Market Intelligence

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<b>Friday</b>	<b>2:50 pm - 4:00 pm</b>	<b>The Pines</b>
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**Session 19: *Business Trends and Competitiveness***

*Chairperson:* Helen Caldwell, Providence College

*Employee Rights and Justice in the Employment Relationship – A Competitiveness Perspective*

Douglas McCabe, Georgetown University

*Corporate Slavery: Does it Still Exist?*

Alison E. Wall, Southern Connecticut State University

Robert A. Smith, Southern Connecticut State University

Omid Nodoushani, Southern Connecticut State University

*Predicting Professional Competencies Using Measures of Psychological Capital and Psychological Ownership*

Hamid Khan, Our Lady of the Lake University

*Discussant:* Carl Malinowski, Pace University

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<b>Friday</b>	<b>2:50 pm - 4:00 pm</b>	<b>Magnolia</b>
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**Session 20: *Human Capital Development and the Future of Business***

*Chairperson:* Paul Swiercz, George Washington University

*Can a Nobel Prize Save Marketing?*

Abu N. M. Waheeduzzaman, Texas A&M University Corpus Christi

*Nike's Utilization of Brand Strategy to Increase Contribution to Market Value*  
Helen Caldwell, Providence College  
Dan Araujo, Providence College  
Mark DeFanti, Providence College

*Designing a Holistic Customer Experience Program*  
Madan Batra, Indiana University of Pennsylvania

*Discussant:* Shahid Siddiqi, Long Island University

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**Friday                      2:50 pm - 4:00 pm                                              Evergreen**

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**Session 21: Mackinder Forum**

*Moderator:* Rodger Baker, Senior VP of Strategic Analysis, STRATFOR

*History, Technology, and Commerce*  
William Thompson, Indiana University

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**Friday                      4:10 pm - 5:15 pm                                              The Pines**

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**All Society Session: Management Methods of Inquiry and Logical Positivism**

*Chairperson:* Omid Nodoushani, Southern Connecticut State University  
*Panel:* Paul Swiercz, George Washington University  
Ananda Mukherji, Texas A&M University  
Larry Bridwell, Pace University  
Omid Nodoushani, Southern Connecticut State University

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**Friday                      5:20 pm - 6:20 pm                                              Evergreen**

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**All Society Session: Democracy, Geography, and Strategy: Is a Grand Strategy of the United States Possible**

*Moderator:* Geoff Sloan, University of Reading, UK

*Speaker:* Rodger Baker, Senior VP of Strategic Analysis, STRATFOR

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**Saturday October 27, 2018**

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**Saturday                      7: 00 am - 8:20 am                                              Main Hall**

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Continental Breakfast

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**Saturday                      9:00 am - 9:50 am                                              Evergreen**

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**Session 22: Mackinder Forum: Geopolitical Flashpoints**

*Moderator:* Francis Sempa, Wilkes University

*Mackinder and World War I*

Brian Blouet, William & Mary University

*Transition Theory, State Type, and Hegemony: Their Origins in the Works of Halford Mackinder*

Peter Hugill, Texas A&M University

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**Saturday 10:00 am - 10:50 am**

**Evergreen**

**Session 23: Mackinder Forum: Special Seminar**

*Moderator:* Leonard Hochberg, Coordinator, Mackinder Forum-US & Senior Fellow, FPRI

*Norms and Rules in Flux?*

William Thompson, Emeritus Professor, Indiana University

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**Saturday 11:00 am - 11:50 am**

**Evergreen**

**Session 24: Mackinder Forum: Geopolitical Flashpoints**

*Moderator:* Phil Kelly, Emporia State University

*The Arctic's Emerging Geopolitics: Recommendations for the United States and its NATO Allies*

Albert Chapman, Perdue University

*Kennan and the Geopolitics of Containment*

Francis Sempa, Wilkes University

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**Saturday 1:00 pm - 2:00 pm**

**Evergreen**

**Session 25: Mackinder Forum: Geopolitical Flashpoints**

*Moderator:* Albert Chapman, Perdue University

*The Geopolitics of India and the Indian Ocean*

Adityanjee, A., Council for Strategic Affairs

*American Sea Power: The Unescapable but Imperative Global Stabilizer*

Phil Kelly, Emporia State University

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**Saturday 2:10 pm - 3:20 pm**

**Evergreen**

***Session 26: Mackinder Forum: STRATFOR Book Award for Transition in Power: Technological 'Warfare' and the Shift from British to American Hegemony since 1919***

*Moderator:* Geoff Sloan, University of Reading, UK & 2017 STRATFOR Book Award Recipient

*The Techno-geopolitics of the British/American Transition with Lessons for the American/Chinese Struggle*

Peter J. Hugill, Texas A&M University

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**Saturday 3:30 pm - 4:20 pm**

**Evergreen**

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***Session 27: Mackinder Forum: Geopolitical Flashpoints***

*Moderator:* Brian Blouet, College of William and Mary

*The Geopolitical implications for the US of China's 'One Road One Belt Initiative'*  
Geoff Sloan, University of Reading, UK

*China as a 'Going Concern': The South China Sea and Beyond*  
Francis P. Sempa, Wilkes University

## **ASC Outstanding Paper Awards**

**Thursday 4:00 pm - 4:55 pm**  
**Session 11: Marketing and Innovation**

*Climate Change Adaptive Capacity: Are Innovative Countries in a Better Position?*  
Dina M. Abdelzaher, University of Houston Clear Lake  
Aleksy Martynov, University of Houston Clear Lake  
Angie M. Abdelzaher, American University in Cairo

**Thursday 4:00 pm - 4:55 pm**  
**Session 12: Corporate Governance and Performance**

*Developments in Swedish Rental Housing*  
Lars Lindbergh, Umea School of Business, Economics and Statistics  
Timothy Wilson, Umea School of Business, Economics and Statistics

**Thursday 4:00 pm - 4:55 pm**  
**Session 14: Social Responsibility and Changing Market Conditions**

*Innovation, Operations to Promote Competitiveness in Manufacturing SMEs Guadalajara, Mexico*

Guillermo Vazquez-Avila, University of Guadalajara

**American Society for Competitiveness**

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