

2017 CONFERENCE

**Breaking Down Barriers to Competitiveness:
A Path Forward**

Sharpen Your Edge

THE AMERICAN SOCIETY



CONFERENCE PROGRAM

October 26-28, 2017

**American
Society for
Competitiveness**

&

**International
Society for
Competitiveness**

October 16, 2017

Message from Jim Skesavage, Chairman of the Board of Directors
American Society of Competitiveness

Dear American Society of Competitiveness Colleagues:

I welcome each of you to Tysons Corner, VA and the American Society of Competitiveness (ASC) 28th Annual Conference. For over 25 years, ASC has been bringing 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. This year's topic is ***Breaking down Barriers to Competitiveness: A Path Forward***. With today's global uncertainty, nourishing competitiveness and underscoring the importance of sustainable development are keys to reviving stalled industrial economies. Improving global competitiveness is an interesting area in which to study and work; and we will 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 Grover Norquist who will address: *US Tax Policy Hurts American Competitiveness*; Gordon Chang, Columnist, the Daily Beast, who will reflect on: *U.S., China, and North Korea: War or Peace in Asia*; and Admiral Chris Parry Who will explore: ***Future Trends***, along with presentations of quality competitive research papers. Also on Friday there will be several all Society Sessions that focus on: ***Poverty and Development, and A Journey into Business History- the Role of Big Business and Small Firms in Economic Growth***.

In closing, I thank each of you for attending our conference and bringing your expertise to Tysons Corner. You, as leaders in competitiveness 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.

Jim Skesavage
Chairman of the Board of Directors

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 can be found at www.eberly.iup.edu/asc

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Kiran Sharma
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Wednesday, October 25, 2017

Board of Directors Meeting

7:00 pm - 9:00 pm

Cypress

Thursday, October 26, 2017

Thursday 7:30 am - 8:30 am

Main Hall

Continental Breakfast

Thursday 8:40 am – 9:50 am

Evergreen

Session 1: *Strategy and Competitiveness*

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

The Association between the U.S. Investment Incentives and Capital Flight from Latin America: an Historical Analysis

Kamal Fatehi, Kennesaw State University

The Relationship between Competitiveness and Digital Marketing Innovation for a Digital Campaign Design. First Insights Based on a Panel Study in Mexico

Juan Mejia-Trejo, University of Guadalajara

Misinformation Online: A Preliminary Review of a Survey Results on Americans' Perceptions by Gender, Ethnicity, and Party Affiliation

Moncef Belhadjali, Norfolk State University

Gary Whaley, Norfolk State University

Sami Abbasi, Norfolk State University

Discussant: Suhail Abboushi, Duquesne University

Thursday 8:40 am – 9:50 am

The Pines

Session 2: *Sustaining Competitive Advantages*

Chairperson: William M. Fitzpatrick, Villanova University

The Key Role of Metacognition Monitoring in the Performance of Small Firms: The Mediating Roles of Systems, Orientation, Implementation, and Strategy

Ananda Mukherji, Texas A&M International University

Jyotsna Mukherji, Texas A&M International University

Insight into the Process of Negotiating with Stakeholders: An Organizational Learning Context

Leonel J.C Andrade, Terminal Multimodal do Vale do Tejo

Carlos F Gomes, University of Coimbra

Mahmoud M. Yasin, East Tennessee State University

Cluster Analysis Model- An Analysis of Competitive Advantages of Bioethanol in Mexico
Anibal R. Lara Vazquez, Instituto de Ingenieria, University Nacional Autonoma de Mexico
Leon M. Cabello Cervantes, University Autonoma de Queretaro, Mexico
Elia Socorro Diaz Nieto, University Autonoma de Queretaro, Mexico
Josefina Morgan Beltran, University Autonoma de Queretaro, Mexico

Discussant: Margaret A Goralski, Quinnipiac University

Thursday 8:40 am – 9:50 am

Magnolia

Session 3: *Enhancing Competitiveness Position*

Chairperson: Helen Caldwell – Providence College

International Competitiveness of Blackberry Export Firms in Los Reyes, Michoacan, Mexico
Odette V. Delfin Ortega, University Michoacana de San Nicolás de Hidalgo
Yunuén Morales Arellano, University Michoacana de San Nicolás de Hidalgo

Leadership: A Gateway to Organizational Innovation
Omid Nodoushani, Southern Connecticut State University
Carol Stewart, Southern Connecticut State University
Alison E Wall, Southern Connecticut State University

Is There Competitive Advantage to Tax Jurisdiction Selection? Some New Empirical Evidence
A.J. Stagliano, Saint Josephs' University

Discussant: Jyotsna Mukherji, Texas A&M International University

Thursday 10:00 am - 11:05 am

Evergreen

Session 4: *International Trade in a Turbulent World*

Chairperson: Moncef Belhadjali, Norfolk State University

Brexit – A Year Later
Suhail Abboushi, Duquesne University

Supply Chain Social Sustainability: From the Perspective of a Supplier Operating Under a Restricted Operating Environment
Mohammad Najjar, An-Najah University
Rani M. M. Shahwan, An-Najah University
Mahmoud M. Yasin, East Tennessee State University

Protecting Trade Secrets: Legal Barriers and Liabilities for Organizations
William M. Fitzpatrick, Villanova University
Samuel A. Dilullo, Villanova University

Discussant: Ken Griffin, University of Central Arkansas

Thursday 10:00 am - 11:05 am

Session 5: *Ethics and Democracy in a Globalized World*

The Pines

Chairperson: Louis K. Falk, University of Texas Rio Grande Valley

The Future of Financial Inclusion and Its Impact on Poverty Reduction in India

Anurag Maripally, Pace University

Larry Bridwell, Pace University

Effect of Good Governance and Democracy on National Income: Does Trade or Investment Offer Any Mediating Influence?

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

Elwin Myers, Texas A&M University Corpus Christi

Hispanic Consumers Culture and Ethics

Ziad Swaidan, University of Houston-Victoria

Discussant: Madan Batra, Indiana University of Pennsylvania

Thursday 10:00 am - 11:05 am

Magnolia

Session 6: *Multinational Corporations and Changing Strategic Priorities*

Chairperson: Ata Nahouraii, Indiana University of Pennsylvania

Strategic Revenue Management: Revenue Stability and Maximizing Shareholder Value

Darrol Stanley, Pepperdine University

Nikolai Wasilewski, Pepperdine University

The Mexican Multinational Business Groups, Global Expansion Strategy and its Impact on Performance

Jorge Pelayo-Maciel, University of Guadalajara

Aimee Perez-Esparza, University of Guadalajara

Jose Sanchez-Gutierrez, University of Guadalajara

Social Mobility, Brain Gain, and Brain Drain

Sayed ElKhouly, American College of Dubai

Mohamed Gamal Amer, Oil & Gas Skills

Discussant: Ibrahim Affaneh, Indiana University of Pennsylvania

Thursday 11:10 pm – 12:00 pm

The Pines

All Society Session: *Orientalism and Business: Part Two*

Chairperson: Perry Johnson - *Executive Director, USA for Equip India*

Panel:

Omid Nodoushani, Southern Connecticut State University
Ananda Mukherji, Texas A&M International University
Larry Bridwell, Pace University

Commentator/Discussant: Mahmoud M. Yasin, East Tennessee State University

Thursday 12:10 pm - 1:20 pm

The Birches

Luncheon & Keynote Address:

Dear Congress: What the Hell's wrong with you people?!

Robert C. Camp, Indiana University of Pennsylvania
President, International Society for Competitiveness

Thursday 1:30 pm - 2:40 pm

Magnolia

All Society Session - *Mackinder Forum*

Chairperson: Geoff Sloan, University of Reading

The Value of Geopolitics to Business

Speaker: Rodger Baker, Stratfor

Thursday 2:50 pm - 4:10 pm

The Pines

All Society Session - *Mackinder Forum*

Chairperson: Leonard Hochberg, *Mackinder Forum*

U.S., China, and North Korea: War or Peace in Asia

Speaker: Gordon Chang, Columnist, the Daily Beast

Thursday 4:20-5:40 pm

The Pines

All Society Session: *Economic Nationalism and International Trade*

Moderator: Helen Caldwell, Providence College

Panel:

Ananda Mukherji, Texas A&M International University
Abbas J. Ali, Indiana University of Pennsylvania
Omid Nodoushani, Southern Connecticut State University

Thursday 6:15 pm - 7:15 pm

Main Hall

President's Reception

Friday October 27, 2017

7: 30 am - 8:30am

Continental Breakfast

Main Hall

Business Meeting (All are invited)

The Pines

Concurrent Sessions

Friday 8:30 am - 9:40 am

Evergreen

Session 7: *Higher Education and Competitiveness*

Chairperson: Ibrahim Affaneh, Indiana University of Pennsylvania

Relationship between Students' Attitudes toward Hypothetical Marketing Moral Dilemmas and Three Moral Emotions: Total Guilt, Post-transgression Guilt and Anticipatory Guilt
Carl Malinowski, Pace University

Graduate Study as Predictor of Leadership Development Mediated by Psychological Capital and Psychological Ownership
Hamid Khan, Lady of the Lake University

Using a Modified Grameen Model to Counter the Financial Hardships Faced by African Students Studying in the U.S.
Mariam Karamoko, University of Central Arkansas
K. Michael Casey, University of Central Arkansas
Ken Griffin, University of Central Arkansas

Discussant: William M. Fitzpatrick - Villanova University

Friday 8:30 am - 9:40 am

The Pines

Session 8: Mackinder Forum

The Geopolitics of Rare Earth Elements
Bert Chapman, Purdue University

Geopolitics, Political Risk Monitoring, and Extractive Industries: Keys to a Successful Proactive Strategy
Remi Piet, Americas Market Intelligence

Friday 8:30 am - 9:40 am

Magnolia

Session 9: Knowledge Creation in a Changing World

Chairperson: Ata Nahouraii, Indiana University of Pennsylvania

Are Environmental Concerns an Outcome of Post-Materialist Values? An Exploration and Alternate Perspectives
Jyotsna Mukherji, Texas A&M International University

Online vs. Brick & Mortar Learning: Competition or Complementary
Margaret A Goralski, Quinnipiac University
Louis K. Falk, University of Texas Rio Grande Valley

The Impact of Knowledge Management on Developing Career Path Planning and Development: An Empirical Study on Echo-cardiologists in Egypt
Sayed Elsayed ElKhouly, American College of Dubai
Hala El Sedafy, Ain Shams University
Ingy Ahmed Yehia, Ain Shams University

Discussant: Mahmoud M. Yasin, East Tennessee State University

Friday 9:50 am - 11:00 am

Evergreen

Session 10: Industrial Change and Sustainability

Chairperson: Jyotsna Mukherji, Texas A&M International University

Digital Knowledge Development: A Competitive Advantage
Elia Socorro Díaz Nieto, University of Querétaro, Mexico
Elia Socorro Pérez Díaz, University of Querétaro, Mexico
Adelina Silva Muslera, University of Querétaro, Mexico
Luis Albert Morales Hernández, University of Querétaro, Mexico

Kering Group: On the Forefront of Sustainability in the Global Luxury Brands Market
Helen Caldwell, Providence College
Nikki Gyftopoulos, Providence College

Comparative Analysis of Interstate Health Care Insurance Legislation
John Cameron- Pennsylvania State University, Harrisburg

Discussant: Tony Mutsone, Luther College

Friday 9:50 am - 11:00 am

The Pines

Session 11: *Developing Countries and the Global Market*

Chairperson: Nikolai Wasilewski, Pepperdine University

Online Privacy and Indian Consumers

Soumava Bandyopadhyay, Lamar University

Kakoli Bandyopadhyay, Lamar University

Customer Experience: An Emerging Frontier in Customer Service Excellence

Madan Batra, Indiana University of Pennsylvania

Whovians, Unconditional Consumers of Dr. Who Merchandise

Juan Antonio Vargas-Barraza, University of Guadalajara

Laura Adriana Martínez-Venegas, University of Guadalajara

Antonio De Jesús Vizcaino, University of Guadalajara

Discussant: Suhail Abboushi, Duquesne University

Friday 9:50 am - 11:00 am

Magnolia

Session 12: Mackinder Forum

Chairperson: Francis Sempa, Wilkes University

China's Read of Classical Geopolitics and Implications for Strategy

Zhixing Zhang, Stratfor

Rodger Baker, Stratfor

The Geopolitics of China and the Pacific Pivot

Geoff Sloan, University of Reading

Friday 11:00 am - 11:55 am

All Society Session: *Poverty and Development*

Evergreen

Income Inequality and the Political State of the U.S. Economy: A Competitiveness Manifesto

Robert C. Camp, Indiana University of Pennsylvania

Poverty and the Challenge to Development

Kamal Fatehi, Kennesaw State University

Friday 12:00 pm - 1:20 pm

The Birches

Luncheon & Keynote Address:

US Tax Policy Hurts American Competitiveness
Grover Norquist, Americans for Tax Reform

Friday 1:30 pm - 2:40 pm

The Pines

Session 13: *Social Responsibility and Changing Market Conditions*

Chairperson: Ibrahim Affaneh, Indiana University of Pennsylvania

Pluralism, Globalization and Growth
Narendra Rustagi, Howard University

2016 Demonetization in India: Missed Operational and Leadership Opportunities
Bina Soni, Indiana University of Pennsylvania
Ramesh Soni, Indiana University of Pennsylvania

Coffee Shops and Cash Crops: Gritty Origins of the World's Favorite Beverage
Jessica Wright, University of Central Arkansas
Steven Zeltmann, University of Central Arkansas
Ken Griffin, University of Central Arkansas

Discussant: Kamal Fatehi, Kennesaw State University

Friday 1:30 pm - 2:40 pm

Magnolia

Session 14: *Confronting Challenging Issues at the Workplace*

Chairperson: Ata Nahouraii, Indiana University of Pennsylvania

Workplace Bullying: A Growing Epidemic
Alison E. Wall, Southern Connecticut State University
Robert A Smith, Southern Connecticut State University
Omid Nodoushani, Southern Connecticut State University

Conflict Resolution and Organizational Justice in the Workplace -- The Evidence-Based Research
Douglas McCabe, Georgetown University

What Skills Do Students Think Are Important For Jobs
Ken Griffin, University of Central Arkansas
Joe Cangelosi, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas
Laci Lyons, University of Central Arkansas

Discussant: Carl Malinowski, Pace University

Friday 1:30 pm - 2:40 pm

Evergreen

Session 15: *Mackinder Forum*

Chairperson: Geoff Sloan, University of Reading

The United States and the Geopolitics of Water: Human Need, Mississippi River Barges, and Offshore Eurasian Balancing

Phil Kelly, Emporia State University

Eurasianism and Middle East Geopolitics in the Post-Arab Spring Era

Ioannis Loukas, Senior Strategic Advisor, Fincantieri

Friday 2:50 pm - 4:10 pm

The Pines

Session 16: *Business Trends and Competitiveness*

Chairperson: Tony Mutsone, Luther College

The Twilight of Globalization? Reflection and Soul Searching

Shahid Siddiqi, Long Island University

Performance of State-Owned Enterprises: A Comparative Analysis of Ethiopian Airlines, Ghana Airways and Malév Hungarian Airlines

Samuel K. Andoh, Southern Connecticut State University

Peter Bodo, Southern Connecticut State University

Yilma Gebremariam, Southern Connecticut State University

Benjamin A. Abugri, Southern Connecticut State University

James Thorson, Southern Connecticut State University

Competitive Advantages with the Use of ICT (Moodle) in the New Curriculum at the University of Guadalajara, Mexico

Araceli Duran-Hernandez, University of Guadalajara

Judith Mireya-Cornejo-Macias, University of Guadalajara

Juan Antonio Flores-Mora, University of Guadalajara

Discussant: William M. Fitzpatrick - Villanova University

Friday 2:50 pm-4:10 pm

Magnolia

Session 17: *Human Capital Development and the Future of Business*

Chairperson: Roger Kashlak - Loyola University, Maryland

Required Leadership Skills for the Next Leader: An Empirical Study of the Egyptian Pharmaceutical Industry

Sayed El Khouly, Ain Shams University
Mohamed Abd El Dayem, Ain Shams University

Getting Recent Graduates to the Point Where They Know what They Don't Know

John Lipinski, Indiana University of Pennsylvania
P. Michael Kosicek, Indiana University of Pennsylvania
Jeremy St. Pierre, Kennametal

Intellectual Capital and Competitiveness Strategy: The Aeronautical Sector of Queretaro and Practices

Elia Socorro Díaz Nieto, University Autónoma De Queretaro, Mexico
Julio Guillermo Velázquez Galindo, University Autónoma De Queretaro, Mexico
Josefina Morgan Beltrán, University Autónoma De Queretaro, Mexico
León Martín Cabello Cervantes, University Autónoma De Queretaro, Mexico

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

Friday **2:50 pm-3:50 pm** **Evergreen**

Special Session: *Mackinder Forum*

The 'Three Geos' and the Evolving Environmental Security Scenario in the Indian Ocean Region

Dhanasree Jayaram, Manipal University

Friday **4:00 pm-5:10 pm** **The Pines**

All Society Session: *A Journey into Business History- the Role of Big Business and Small Firms in Economic Growth*

Chairperson: Nikolai Wasilewski, Pepperdine University

Panel:

Omid Nodoushani, Southern Connecticut State University
Larry Bridwell, Pace University
Abbas J. Ali, Indiana University of Pennsylvania

Friday **5:20 am - 6:20 pm** **The Pines**

All Society Session: *Future Trends*

Admiral Chris Parry

Saturday October 28, 2017

Saturday 7: 00 am - 8:20 am
Continental Breakfast

Main Hall

Saturday 9:00 am – 9:50 am

Evergreen

Session: Mackinder Forum
Rethinking the Geopolitics of Nuclear Arms
Admiral Chris Parry

Saturday 10:00 am - 11:20 am

Evergreen

Session: Mackinder Forum
A Discussion of Geopolitics, Geography and Strategic History (Routledge, 2017)
Geoff Sloan, University of Reading – Seminar leader and author

Saturday 1:20 pm - 2:20 pm

Evergreen

Session: Mackinder Forum
Chairperson: Leonard Hochberg, Mackinder Forum
From Aksai Chin to Doklam Crisis: Communist China's Incessant Invasion of India's Geo-Strategic Space
A Adityanjee, The Council for Strategic Affairs, New Delhi, India

Saturday 2:30 pm - 3:30 pm

Evergreen

Session: Mackinder Forum
Chairperson: Phil Kelly, Emporia State University
The Enduring Utility of Classical Geopolitics: The Case of Halford J. Mackinder's Democratic Ideals and Reality
Leonard Hochberg, Mackinder Forum
Geoff Sloan, University of Reading

Churchillian Geopolitics: Mackinder, Mahan and the Preservation of the British Empire
Francis Sempa, Wilkes University

Saturday 3:30 pm – 4:20 pm

Evergreen

Special Session: *Mackinder Forum*

Geopolitics of India's Territorial Integration after Independence

His Excellency B.K. Agnihotri, (formerly) India Ambassador-at-Large

ASC Outstanding Paper Awards

Workplace Bullying: A Growing Epidemic

Alison E. Wall, Southern Connecticut State University
Robert A Smith, Southern Connecticut State University
Omid Nodoushani, Southern Connecticut State University

Are Environmental Concerns an Outcome of Post-Materialist Values? An Exploration and Alternate Perspectives

Jyotsna Mukherji, Texas A&M International University

Conflict Resolution and Organizational Justice in the Workplace -- The Evidence-Based Research

Douglas McCabe, Georgetown University

ASC AWARDS

Lifetime Service Award in Recognition for his Significant Contributions to the American Society for Competitiveness

Robert C. Camp

Lifetime Service Award for his Unyielding Efforts to Improve the U.S. Economic Environment and National Competitiveness

Grover Norquist

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

304 Eberly, 664 Pratt Drive, Indiana University of Pennsylvania

Indiana, PA 15705

aaali@iup.edu

OR

Check the ASC web site at

<http://www.eberly.iup.edu/asc>

Conference Notes:

Conference Notes:

American Society for Competitiveness

2017 Conference Reviewers

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Ziad Swaidan	University of Houston – Victoria
A.N.M. Waheeduzzaman	Texas A&M University – Corpus Christi
Nikolai Wasilewski	Pepperdine University
Madan Batra	Indiana University of Pennsylvania
Raymond Cox	Thompson Rivers University
Balaji Janamanchi	Texas A&M University
Ramesh Soni	Indiana University of Pennsylvania
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