2017 CONFERENCE

Breaking Down Barriers to Competitiveness: A Path Forward

Sharpen Your Edge

THE AMERICAN SOCIETY

CONFFERENCE 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

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**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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US Tax Policy Hurts American Competitiveness
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Future Trends
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. Delfín Ortega, University Michoacana de San Nicolás de Hidalgo
Yunuen 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 Main Hall
Continental Breakfast
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-transgressional 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 Martinez-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**

**Evergreen**

**All Society Session: Poverty and Development**

*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  Main Hall
Continental Breakfast

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
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http://www.eberly.iup.edu/asc
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Conference Notes:
American Society for Competitiveness

2017 Conference Reviewers

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G. Scott Erickson                Ithaca College
Carl Malinowski                 Pace University
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 Janamananchi            Texas A&M University
Ramesh Soni                    Indiana University of Pennsylvania
Hooshang Beheshti              Radford University
Hamid Khan                     Our Lady of the Lake University
Kaveh Teymournejad              Islamic Azad University
Jayanti Bandyopadhyay           Salem State University
Michael Kosicek                 Indiana University of Pennsylvania
Douglas McCabe                  Georgetown University
William Fitzpatrick            Villanova University
Muhammad Mohiuddin            Thompson Rivers University
Ananda Mukherji                Texas A&M International University
Margaret Goralski              Quinnipiac University
Deepak Subedi                  Marshall University
Paul Swiercz                   George Washington University
Larry Bridwell                 Pace University
Leonard Hochberg              Louisiana State University