

2019 CONFERENCE

Competitiveness and Change: Creating a Better World

Sharpen Your Edge

THE AMERICAN SOCIETY
FOR COMPETITIVENESS



CONFERENCE PROGRAM

October 24-26, 2019
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) 30th 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 **Competitiveness and Change: Creating a Better World**. 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 William Ruger, as a luncheon speaker on Thursday. He is Vice President of Research at the Charles Koch Foundation. His speech is on "**US Grand Strategy in the Age of Trump and Beyond**" Our luncheon speaker on Friday is Grover Norquist, Americans for Tax Reform. His speech is on "**Global Trade**" 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:

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OR check the ASC website

<http://iblog.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

TABLE OF CONTENTS

Conference Objectives	2
ASC Awards.....	18
ASC Publication Outlets	2
Featured Speakers.	1
ASC Conference Reviewers.....	20
Featured Presentations and Sessions	
WEDNESDAY	
Board of Directors Meeting.....	4
THURSDAY	
All Society Session.....	7
<i>The Asian Century</i>	
Luncheon & Keynote Address	7
<i>US Grand Strategy in the Age of Trump and Beyond</i>	
All Society Session:	7
<i>Nationalism: Its Economic and Social Implications</i>	
All Society Session:	7
<i>Methods of Inquiry in Management and Organizational Studies</i>	
President’s Reception.....	9
FRIDAY	
Business Meeting:	9
All Society Session:	12
<i>Critical Rethinking of Competitiveness in the Era of Ideologies</i>	
Luncheon & Keynote Address:	12
<i>Global Trade</i>	
All Society Session:	15
<i>National Security in the Age of 5G</i>	

Wednesday, October 24, 2019

Board of Directors Meeting

7:00 pm - 9:00 pm

Cypress

Thursday, October 24, 2019

Thursday 7:30 am - 8:30 am

Main Hall

Continental Breakfast

Thursday 8:40 am - 9:50 am

The Pines

Session 1: *E-payment and Market Trends*

Chairperson: Sally Sledge, Norfolk State University

Trends and Technology in E-Payment

Alexander N. Chen, University of Central Arkansas

Steven M. Zeltmann, University of Central Arkansas

Ken Griffin, University of Central Arkansas

Michael Rubach, University of Central Arkansas

Mike Ellis, University of Central Arkansas

Factors Affecting Cross-border E-shopping

Soumava Bandyopadhyay, Lamar University

Money and Morality: Robert Kraft's fall from grace

Carol Stewart, Southern Connecticut State University

Laquita Joyner-McGraw, Southern Connecticut State University

Discussant: Madan Batra, Indiana University of Pennsylvania

Thursday 8:40 am - 9:50 am

Evergreen

Session 2: *National Competitiveness in a Dynamic World*

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

Market Dynamics Effect on Sustained Customer Patronage of Bottled Water Brands in Rivers State of Nigeria

Ikechi Prince, Ignatius Ajuru University of Education

Maureen Piribnemi Tamuno, Ebonyi State University

Online Learning and Competitiveness: Incorporating Teaching Strategies and Software that Encourage Ethical Behavior

Kevin Casey, University of Central Arkansas

K. Michael Casey, University of Central Arkansas

Ken Griffin, University of Central Arkansas

Another Outlook Toward the U.S. Nonprofit Sector Segments
Omid Nodoushani, Southern Connecticut State University
Carol Stewart, Southern Connecticut State University
Emily J. Gallagher, Southern Connecticut State University

Discussant: Kamal Fatehi, Kennesaw State University

Thursday 8:40 am - 9:50 am

Magnolia

Session 3: Consumer Satisfaction and Corporate Effectiveness

Chairperson: Nikolai Wasilewski, Pepperdine University

Modelling the Factors Contributing to the Overall Satisfaction of Employees: The Case of Moroccan Banking Sector

Younes Lachheb, Al Akhawayn University
Sallem Koubida, Al Akhawayn University
Mahmoud Yasin, East Tennessee State University
Jafar Alavi, East Tennessee State University

Appraisal of Consumer Satisfaction of Service Delivery by Real Estate Firms

David Ayock Ishaya, College of Environment. Hussaini Adamu Federal Polytechnic. Kazaure. Jigawa State. Nigeria
Daniel I. Dabo, College of Environmental Studies. Kaduna Polytechnic Kaduna. Nigeria

Luxurious Lifestyles: Marketing to Chinese Millennials

Nadia Abgrab Noormohamed, Salve Regina University

Discussant: Saeb Farhan Al Ganideh, Al Zaytoonah University of Jordan

Thursday 10:00 am - 11:05 am

Evergreen

Session 4: Managing in a Diverse Economy

Chairperson: Kauther S. Badr, Southern Connecticut State University

Financial Constraints, Credit Bureaus and Corruption

Mohamed Sami Ben Ali, University of Qatar
Boubacar Sidy Diallo, University of Qatar

A Proposed Conceptual Model Relating Knowledge Management and Management of Innovation in a Public Research Organization as Boosters of Competitiveness, in Mexico

Juan Mejia-Trejo, University of Guadalajara, Mexico
Carlos Aguilar-Navarro, National Council on Science and Technology, Mexico

The Corporate Brand: Empirical Findings
Christian Koch, University of South Florida
Brad Puckey, University of South Florida
Vernetta Williams, University of South Florida

Discussant: Mousumi Roy, University of Connecticut

Thursday 10:00 am - 11:05 am

The Pines

Session 5: Sustainability and Firms' Democratic Transformation

Chairperson: Jyotsna Mukherji, Texas A&M International University

Rethinking Global Business Risk in an Age of Populism and Economic Nationalism
Francis Schortgen, University of Mount Union
Stefano Deleidi, Asia Pacific Total Management

The Impact of Computerized Maintenance Management System (CMMS) on the Efficiency of Steel Manufacturing: Case Study
Sayed ElSayed ElKhouly, Ain Shams University
Hamdy Abdel Fadil, Ezz Steel Group

Oversight of Telemedicine Technological Innovation
John Cameron, The Pennsylvania State University

Discussant: Sally Sledge, Norfolk State University

Thursday 10:00 am - 11:05 am

Magnolia

Session 6: Trends in the Energy Sector

Chairperson: Sami M. Abbasi, Norfolk State University

Strategic Rethinking of the Energy Industry
Omid Nodoushani, Southern Connecticut State University

Exploiting Underutilized Solar Panel Niche Markets
Joseph R. Amarante, Southern Connecticut State University
Robert A. Page, Jr., Southern Connecticut State University

Does Peace Favor Consumption in a Globalized World?
Abu N. M. Waheeduzzaman, Texas A&M University-Corpus Christi

Discussant: Ramesh G. Soni, Indiana University of Pennsylvania

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

All Society Session: *The Asian Century*

Chairperson: Ananda Mukherji, Texas A&M International University

Critical Perspectives on the Rise of Nationalism: The Challenge to Capitalism
Robert C. Camp, Indiana University of Pennsylvania

Rethinking Asian Competitiveness
Abbas J. Ali, Indiana University of Pennsylvania

Commentator: Shahid Siddiqi, Long Island University

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

Luncheon & Keynote Address:

US Grand Strategy in the Age of Trump and Beyond
William Ruger, Vice President of Research, Charles Koch Foundation

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

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

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

Speakers:
Ananda Mukherji, Texas A&M International University
Larry Bridwell, Pace University
Abu N. M. Waheeduzzaman, Texas A&M University-Corpus Christi

Commentator: Shahid Siddiqi, Long Island University

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

All Society Session: *Methods of Inquiry in Management and Organizational Studies*

Chairperson: Omid Nodoushani, Southern Connecticut State University

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

Commentator: Sami A. Swaid, University of Houston-Victoria

Thursday 3:30 pm - 4:30 pm

Magnolia

Session 7: *Confronting Emerging Challenging Issues*

Chairperson: Carl Malinowski, Pace University

Strengthening Customer Experience through Artificial Intelligence: An upcoming Trend
Madan Batra, Indiana University of Pennsylvania

The Impact of Enterprise Resource Planning Systems (ERP) Effectiveness on the Supply Chain Competitiveness in the Courier Services Sector (An Empirical Case Study)
Sayed M. ElSayed ElKhouly, Ain Shams University
Yasmin Ahmed Mostafa Elkomy, Ain Shams University

The Use of Emoticons: In Business, Work and Play
Nikkie Saldivar Hodgson, University of Texas Rio Grande Valley
Sharaf Rehman, University of Texas Rio Grande Valley

Discussant: Mohamed Abd ElDayem, Ain Shams University

Thursday 3:30 pm - 4:40 pm

The Pines

Session 8: *Human Resources and Changing National Economic Priorities*

Chairperson: Kauther S. Badr, Southern Connecticut State University

Contemporary Trends in Employee Relations and the Employment Relationship-A Competitiveness Perspective
Douglas McCabe, Georgetown University

Industrial Democracy in The Knowledge Society
Omid Nodoushani, Southern Connecticut State University
Gregory (Gadiel) Robbins, Southern Connecticut State University
Carol Stewart, Southern Connecticut State University

Does Age Matter? A Study of Employee Perceptions About Competitiveness
Sally Sledge, Norfolk State University

Discussant: Osman Suliman, Millersville University of Pennsylvania

Thursday 4:50 pm - 5:40 pm

The Pines

Session 9: *Emerging Interests of Asian States in the Arctic: Examining the Implications of China's Arctic Policy (sponsored by Strategic Forecasting, Inc.)*

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

Speaker: Nong Hong, Institute for China-American Studies

Thursday	5:40 pm - 6:20 pm	Evergreen
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Session 10: Mackinder Forum

Chairperson: Geoff Sloan, University of Reading, UK & Coordinator, Mackinder Forum-UK

Speaker: Bert Chapman, Perdue University

How US Government Policy Documents are Addressing the Increasing Security Implications of Artificial Intelligence

Thursday	6:20 pm - 7:15 pm	Main Hall
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President's Reception

Friday October 25, 2019

7:30 am - 8:30 am

Continental Breakfast **Main Hall**

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

Concurrent Sessions

Friday	8:30 am - 9:40 am	Evergreen
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Session 11: Innovation and Productivity

Chairperson: Ananda Mukherji, Indiana University of Pennsylvania

Innovation in Citrus Value Chain Competitiveness

Joel Bonales-Valencia, Michoacan University of Saint Nicholas of Hidalgo

Carlos F. Ortiz-Paniagua, Michoacan University of Saint Nicholas of Hidalgo

Juan Gaytán-Cortes, University of Guadalajara

Strategic Management Focus on Shareholders and Stakeholders: A Comparative Analysis of Portfolio Financial Performance

Nikolai Wasilewski, Pepperdine University

Darrol J. Stanley, Pepperdine University

Employee Assistance Programs: Balancing Increased Productivity and Engagement Among Employees with Equal Employment and Legal Compliance

Robert A. Smith, Southern Connecticut State University

Kauther S. Badr, Southern Connecticut State University

Alison E. Wall, Southern Connecticut State University

Discussant: Shahid Siddiqi, Long Island University

Friday **8:30 am - 9:40 am** **The Pines**

Session 12: *Success in the Global Marketplace*

Chairperson: Omid Nodoushani, Southern Connecticut State University

Relationship Between Students' Attitudes Toward General Ethical Dilemmas and Their Attitudes Toward Hypothetical Marketing Moral Dilemmas

Carl Malinowski, Pace University

Developing a Competitive Marketing Strategy: The Case of Complete Fitness Gym

Sami A. Swaid, University of Houston-Victoria

Nile M. Khanfar, Nova Southeastern University

David Loudon, Samford University

Investigating Key Success Factor of Incheon and Shenzhen Special Economic Zone

Sari Wahyuni, Universitas Indonesia

Elmyra Noor Khalida, Universitas Indonesia

Discussant: William M. Fitzpatrick, Villanova University

Friday **8:30 am - 9:40 am** **Magnolia**

Session 13: *Higher Education and Globalization*

Chairperson: Mohamed Sami Ben Ali, Qatar University, Doha

Repositioning Globalization Under Nationalism

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

Can University Faculty Practice What They Preach?

Joette Wisniewski, Indiana University of Pennsylvania

Using Brand Storytelling to Gain Competitive Advantage in Higher Education Marketing

Leah Koch, Providence College

Helen Caldwell, Providence College

Mark DeFanti, Providence College

Discussant: Sami M. Abbasi, Norfolk State University

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

Session 14: *Strategy and Competitiveness*

Chairperson: Omid Nodoushani, Southern Connecticut State University

The Impact of Information on Innovativeness of Small Firms: Developing and Testing a Competing Model

Ananda Mukherji, Texas A&M International University

Jyotsna Mukherji, Texas A&M International University

Diversity Management in Multinational Organizations: "A Case Study on Pharmaceutical Field in Egypt"

Mohamed Abd ElDayem, Ain Shams University

Proposal for a Strategic Corporate Social Responsibility Model as a Competitive Factor for the Tequila Manufacturing Industry, formerly Proposal of a Corporate Social Responsibility Strategic Model as a Competitive Factor for the Tequila Manufacturing Industry

Jose Sanchez-Gutierrez, Universidad de Guadalajara

Elsa Georgina Gonzalez-Urbe, Universidad de Guadalajara

Miguel Angel López-Lomelí, Tecnológico de Monterrey, Campus Guadalajara

Discussant: Alexander N. Chen, University of Central Arkansas

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

Session 15: Corporate Innovation in a Dynamic World

Chairperson: Carol Stewart, Southern Connecticut State University

Emergence of Innovation-as-a-service in Modern Value Chains

Satinder Bhatia, Indian Institute of Foreign Trade

The Offshoot of Contingency Theory

Kamal Fatehi, Kennesaw State University

Is hiring university graduates rocket science? Let's learn from the rocket scientists.

P. Michael Kosicek, Indiana University of Pennsylvania

John Lipinski, Indiana University of Pennsylvania

Discussant: Mahmoud M. Yasin, East Tennessee State University

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

Session 16: Ethics and Business in a Complex World

Chairperson: Sharaf Rehman, University of Texas Rio Grande Valley

Unethical Behavior at Work: Issues and Observations

Sami M. Abbasi, Norfolk State University

Moncef Belhadjali, Norfolk State University

Evolution of Supply Chain Management - Ethical Issues for Leadership

Ramesh G. Soni, Indiana University of Pennsylvania

Bina Soni, Indiana University of Pennsylvania

The Future of Healthcare in Africa

Karina Novak, Pace University

Larry Bridwell, Pace University

The Ethico Social Limits of Contemporary Marketing: an exploratory framework in the context of capitalism, economic structure & corporate system

Shahid Siddiqi, Long Island University

Discussant: Christian Koch, University of South Florida

Friday 11:00 am - 11:55 am The Pines

All Society Session: *Critical Rethinking of Competitiveness in the Era of Ideologies*

Chairperson: Larry Bridwell, Pace University

Globalization in the Face of Rising Nationalism

Ananda Mukherji, Texas A&M International University

Evolution of the Competitiveness Concept in the Context of Nation and Firm

Abbas J. Ali, Indiana University of Pennsylvania

Competitiveness and the Neuroscience of Bias

Paul Swiercz, George Washington University

Commentator: Shahid Siddiqi, Long Island University

Friday 11:00 am - 12:00 am Evergreen

Session 17: *Mackinder Forum: Grand Strategy in Sparta's First Two Attic Wars*

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

Speaker: Paul Rahe, Hillsdale College

Strategic Forecasting, Inc. Book Award for Geopolitical Analysis

Friday 12:00 pm - 1:20 pm Ballroom

Luncheon & Keynote Address:

Global Trade

Grover Norquist, Americans for Tax Reform

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

Session 18: *Workforce and Competitive Involvement*

Chairperson: Phil Kelly, Emporia State University

Role of Family and New Environmental Paradigm on Ecologically Conscious Consumption Attitudes

Jyotsna Mukherji, Texas A&M International University

Ananda Mukherji, Texas A&M International University

Exploring the Gender Gap in Tech Companies: Why Aren't There More Women?

Haroon Chaudhry, Southern Connecticut State University

Alison Wall, Southern Connecticut State University

Jerry L. Wall, JKW Associates

Comparison of Indonesian and Vietnam Workers on Life Satisfaction and Turnover Intention

Sari Wahyuni, University of Indonesia

Muthia Parmesti, University of Indonesia

Aulia Safira, University of Indonesia

Discussant: P Michael Kosicek, Indiana University of Pennsylvania

Friday

1:30 pm - 2:40 pm

Magnolia

Session 19: Industry Competitiveness and Perpetual Technological Changes

Chairperson: Kevin Casey, University of Central Arkansas

An Exploratory Case Study of New Product Success - The Role of Serial Innovators for Time-to-Market

Eunsang Yoon, University of Massachusetts Lowell

Adopting and Extending Social Sustainability Practices across the Supply Chain

Mohammad Najjar, An-Najah National University

Michael H. Small, East Tennessee State University

Mahmoud M. Yasin, East Tennessee State University

Impact of Trade Wars on Supply Chain Reorganization

Ramdas Chandra, Nova Southeastern University

Patricia Nicelli, State University of New York

Discussant: Kamal Fatehi, Kennesaw State University

Friday

1:30 pm - 2:40 pm

Evergreen

Session 20: Performance and Change

Chairperson: Sami A. Swaid, University of Houston-Victoria

Does Organizational Context Among Garment Factories Influence Work Indonesia Program?

Permata Wulandari, Universitas Indonesia

Fahrina Yuliani, Universitas Indonesia

Uliyatun Nikmah, Universitas Indonesia

Performance of Islamic Indices and Allocation of Funds: Pre- Post and During Financial Crisis

Mukesh Chaudhry, Indiana University of Pennsylvania

Sekhar Anantharaman, Indiana University of Pennsylvania

Ibrahim Affaneh, Indiana University of Pennsylvania

The Mediation Effect of Leadership Tenure on Collective Efficacy and Group Performance in Nigerian Commercial Banks

Shehu Inuwa Galoji, Bauchi State University, Gadau-Nigeria

A Comparative Assessment of Financial Characteristics of Islamic and Conventional Banks in MENA Countries

Osman Suliman, Millersville University of Pennsylvania

Discussant: Mahmoud Yasin, East Tennessee State University

Friday 2:50 pm - 4:00 pm The Pines

Session 21: *Human Capital Formation and Competitiveness*

Chairperson: Paul Swiercz, George Washington University

The Impact of Quality of Human Capital on Development in Small Emerging Markets

Ramdas Chandra, Nova Southeastern University

Stella Ikpat, Northeastern University

How Can Garment Competitiveness Improve? A Critical Outlook on Employee Welfare

Dian Ramasari, University of Indonesia

Sari Wahyuni, University of Indonesia

Rebranding the Systemic Neglect and Stigmatization of Technical Vocational Education and Training for Better Performance and Higher Productivity

Monday Nwabudike, Federal College of Education (Technical), Asaba Delta State

Discussant: Kevin Casey, University of Central Arkansas

Friday 2:50 pm - 4:00 pm Magnolia

Session 22: *Sustaining Competitive Advantage*

Chairperson: Kauther S. Badr, Southern Connecticut State University

Impact of Data integration by Geographical Information Systems on quality of service provided by telecommunication companies

Sayed El Khouly, Ain Shams University

Gergis Thabet hanna Ibrahim, EVAPHARMA

Michael Magdy Mikhael Barsoom, Telecom Egypt (WE)

Sayed Saber Abdelaziz Ahmed, Telecom Egypt (WE)

Ahmed Hassan Ibrahim Maali, Telecom Egypt (WE)

Hibernation - A Strategy for Building Competitiveness During a Recession

Gert-Olof Boström, Umeå University

Katarzyna Wolanik Boström, Umeå University

The Patent Paradox: Governmental Restrictions on the Competitive Use of Patented Intellectual Properties
William M. Fitzpatrick, Villanova University
Samuel A. Dilullo, Villanova University

Discussant: Larry Bridwell, Pace University

Friday	2:50 pm - 4:00 pm	Evergreen
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Session 23: *Global Challenges and National Competitiveness*

Chairperson: Shahid Siddiqi, Long Island University

Global Manufacturing Competitiveness and Environmental Performance Indices as Drivers of Competitiveness Rankings of Nations

Mousumi Roy, University of Connecticut

Is it a new “Facebook revolution” in the Arab World? Exploring young Jordanians’ e-purchasing behavior

Saeb Farhan Al Ganideh, Al Zaytoonah University of Jordan

Mohammad Zuhdi Hamam, Al Zaytoonah University of Jordan

Veritable Measure of Leadership Effectiveness: New Perspectives

Hamid Khan, Our Lady of the Lake University

Discussant: Omid Nodoushani, Southern Connecticut State University

Friday	4:10 pm - 5:15 pm	The Pines
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All Society Session: *National Security in the Age of 5G*

Moderator: Roger Baker, Senior Vice President, Strategic Analysis, Strategic Forecasting Inc.

Speaker: Brigadier General Robert Spalding (USAF, ret.), Senior Fellow, Hudson Institute

Friday	5:20 pm - 6:20 pm	Evergreen
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Session 24: *Mackinder Forum (sponsored by Strategic Forecasting, Inc.)*

Chairperson: Geoff Sloan, University of Reading, UK & Coordinator, Mackinder Forum-UK

Speaker: Yun Sun, The Stimson Center

China’s Strategic Approach to the Arctic

Saturday October 26, 2019

Saturday 7: 00 am - 8:20 am

Main Hall

Continental Breakfast

Saturday 9:00 am - 9:50 am

The Pines

Session 25: *Theoretical Perspectives on Competitiveness*

Chairperson: Larry Bridwell, Pace University

Financial Statement Disclosure Failures in the Electronic Era
A.J. Stagliano, Saint Joseph's University

The Problematic Future of the World Trade Organization
Tyler Frazier, Pace University
Larry Bridwell, Pace University

The Journey of Warren Buffet from the Dean of Value Investing to Growth Investor
Christian Koch, University of South Florida

Pausing Sustainability Thinking
Leonel Prieto, Texas A&M International University

Discussant: Ibrahim Affaneh, Indiana University of Pennsylvania

Saturday 10:00 am - 10:50 am

The Pines

Session 26: *Mackinder Forum*

Chairperson and Reader: Brian Blouet, William and Mary College

Author: Pascal Venier, Conseil Quebecois d'Etudes Geopolitiques, Universite Laval
"Who Rules East Europe... Commands the World": Halford J. Mackinder's saying of 1919 Revisited

Saturday 11:00 am - 11:50 am

The Pines

Session 27: *Mackinder Forum*

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

Speaker: Shaul Shay, International Policy Institute for Counter Terrorism (ICT), Interdisciplinary Center Herzliya
The Red Sea Region at the Cross Roads

Saturday 12:00 pm - 1:00 pm Ballroom

Lunch & Mackinder Forum Business Meeting

Saturday 1:00 pm -1:50 pm The Pines

Session 28: Mackinder Forum

Chairperson: Geoff Sloan, University of Reading, UK & Coordinator, Mackinder Forum-UK

Speaker: Rodger Baker, Senior Vice President, Strategic Analysis, Strategic Forecasting, Inc.
A Warmer Arctic makes for Hotter Geopolitics

Saturday 2:00 pm - 2:50 pm The Pines

Session 29: Mackinder Forum

Chairperson: Francis Sempa, Wilkes University

Speaker: Phil Kelly, Emporia State University
The Geopolitics of Scarcity

Saturday 3:00 pm - 3:50 pm The Pines

Session 30: Mackinder Forum

Chairperson: Phil Kelly, Emporia State University

Speaker: Fran Sempa, Wilkes University
Nixonian Geopolitics and the US-China Rivalry

Saturday 4:00 pm – 4:50 pm The Pines

Session 31: Mackinder Forum

Chairperson: Phil Kelly, Emporia State University

Speaker: Geoff Sloan, University of Reading, UK & Coordinator, Mackinder Forum-UK
The Geopolitics of the British Isles, the Irish Border and Brexit

ASC Outstanding Paper Awards

Thursday 8:40am - 9:00 am

Session 1: E-Payment and Market Trends

Factors Affecting Cross-border E-shopping

Soumava Bandyopadhyay, Lamar University

Thursday 10:00am – 11:05 am

Session 4: Managing in a Diverse Economy

The Corporate Brand: Empirical Findings

Christian Koch, University of South Florida

Brad Puckey, University of South Florida

Vernetta Williams, University of South Florida

ASC Best Reviewer Awards

Paul Swiercz, George Washington University
Madan Batra, Indiana University of Pennsylvania

American Society for Competitiveness

2019 Conference Reviewers

Suhail Abboushi	Duquesne University
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William Fitzpatrick	Villanova University
Ken Griffin	University of Central Arkansas
Balaji Janamanchi	Texas A&M University
Hamid Khan	Our Lady of the Lake University
John Lipinski	Indiana University of Pennsylvania
Carl Malinowski	Pace University
Douglas McCabe	Georgetown University
Ananda Mukherji	Texas A&M International University
Jyotsna Mukherji	Texas A&M International University
Ata Nahouraii	Indiana University of Pennsylvania
Narendra Rustagi	Howard University
Ramesh Soni	Indiana University of Pennsylvania
Edgar Soto-Rodriguez	Pontifical Catholic University of Puerto Rico
Carol Stewart	University of Southern Connecticut
Deepak Subedi	Marshall University
Sami A Swaid	University of Houston – Victoria
Paul Swiercz	George Washington University
Abu N.M. Waheeduzzaman	Texas A&M University, Corpus Christi
Alison Wall	Southern Connecticut State University
Nikolai Wasliewski	Pepperdine University
Joette Wisniewski	Indiana University of Pennsylvania

The Mackinder Forum-US is holding its annual meeting under the auspices of the ASC. As part of the Mackinder Forum's proceedings, Strategic Forecasting is sponsoring three panels: two on the Chinese strategic maneuvering in the Arctic Ocean and a third devoted to a revisionist analysis of Thucydides and the Peloponnesian War. The Coordinators of the Mackinder Forum-US and UK, Leonard Hochberg and Geoff Sloan, wish to thank Rodger Baker, Vice President Research, STRATFOR, for his continued support.

ASC GOVERNANCE

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Executive Director Abbas J. Ali

Conference Chairpersons

Abbas J. Ali
Robert C. Camp

Conference Coordinator

Cynthia Strittmatter

Academic Program Coordinator

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