

The 2023 MBAA International Conference
March 22rd - 24th – “The Changing Nature of Globalization”
Association of International Business, Research, and Practice (AIBRP)

AIBRP ZOOM ROOM:

Passcode:

(Thursday, March 23th, 2023)

Association of International Business, Research, and Practice (AIBRP)

8:00–9:00 a.m. Crystal Room, 3rd Floor

Theme: Global Strategy, Internationalization, Emerging and Developing Markets

Co - Chairs: Etienne Musonera, Mercer University
Kingshuk Mukherjee, College of Saint Benedict and Saint John’s University
Robert Gazich, College of Saint Benedict and Saint John’s University

Anti-Trust Chinese Style

Lucy Pfaff, College of Mount Saint Vincent
Peter Geib, Minnesota State University Moorhead

[Zoom: Challenges facing Internationalization of SMEs in Emerging Economies – A Study on OECD Model](#)

[Shouvik Sanyal, Dhofar University](#)

[Zoom: Do Mexican Manufacturing Firms Play a Leading Role in Central America?](#)

[Victor Bahhouth, University of North Carolina At Pembroke](#)
[Rebecca Gonzalez-Ehnes, University of North Carolina At Pembroke](#)
[Dena D. Breece, University of North Carolina At Pembroke](#)
[Scott R. Cohen, University of North Carolina At Pembroke](#)

[Zoom: Innovative Leadership Strategies in Promoting Innovation in Global Public-Sector Service Organizations](#)

[M. Anaam Hashmi, Minnesota State University, Mankato](#)

9:15-10:30 a.m.

Crystal Room, 3rd Floor

Theme: Culture, Diversity, and International Human Resources Management

Chair: Man Zhang, Bowling Green State University

Effects of Popular Cultures on National Branding and the On-line Consumer Behavior from the Global Business Perspective: Theory of Planned Behavior

Hokey Min, Bowling Green State University

Hye-Young Joo, Chung-Ang University

Exploring the effect and the internal mechanism of leader humility on employee creativity in Japan

Soyeon Kim, Gakushuin University

Barriers and Avenues to Leadership for Women in Slovakia: The Role of Culturally-Based Desired Leadership Qualities

Nicole Gullekson, University of Wisconsin La Crosse

An Assessment of Kazakhstan's Cultural Dimensions: An Exploratory Study of the Young, Educated, Elite Population and Possible Implications for International Business

Casimir Barczyk, Purdue University Northwest

Charles Rarick, Purdue University Northwest

Gregory Winter, American University of Iraq – Baghdad

10:45 a.m.–12:00 p.m.

Crystal Room, 3rd Floor

Theme: Global and Green Supply Chains: Disruptions and Solutions

Co - Chairs: Peter Geib, Minnesota State University

Alex Polacco, Professor of Management and Entrepreneurship (Retd)

Impact of the Russia-Ukraine War on the Global Supply Chains and Logistics

Etienne Musonera, Mercer University

Kingshuk Mukherjee, College of Saint Benedict and Saint John's University

Policy Changes and Entrepreneurial Internalization; Evidence from Renewable Energy Industry

Meysam Manesh, Fayetteville State University
Jiyeon An, Fayetteville State University
Assad Tavakoli, Fayetteville State University

12:15 p.m. - 1:30 p.m. **Crystal Room, 3rd Floor**

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– Keynote Speaker - Open Forum/Everyone is welcome

Zoom: Global Supply Chain Resilience in the Post-Pandemic Era.

Hokey Min, Bowling Green State University

1:30–2:45 p.m. Crystal Room, 3rd Floor

Theme: Pedagogy, Study Abroad and Teaching International Business

Co - Chairs: David J. Boggs, Eastern Illinois University
Joseph Trendowski, DePaul University

Teaching Global Value Chains in International Business Courses

Igor M. Paramonov, Southern Alberta Institute of Technology

Zoom: An Empirical Analysis of the Determinants of Study Abroad Post Pandemic

Man Zhang, Bowling Green State University
Jay Prenger, Bowling Green State University

The effect of the HCN's parent language proficiency on performance evaluation: The role of the quality of the expatriate-HCN exchange relationship

Yung-Hwal Park, Truman State University
Scott Templeton, Truman State University
Jim Bergman, Truman State University

3:00–4:15 p.m. Crystal Room, 3rd Floor

Panel Theme: Teaching International Marketing Management Using the GMMSO Platform

Moderator: Fred Hoyt, Illinois Wesleyan University

Panel Members:

Todd Friends, Whitworth University

Suresh George, Coventry University

Basil Janavaras, Minnesota State University, Mankato

6:00–7:30 p.m.

Association of International Business, Research, and Practice (AIBRP)

- All Members Dinner

(Friday, March 24th, 2023)

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8:00–9:15 a.m. **Crystal Room, 3rd Floor**

Theme: Global Supply Chain, Innovation, and Technology

Chair: Man Zhang, Bowling Green State University

India-US International Education collaboration and opportunities

Kingshuk Mukherjee, College of Saint Benedict and Saint John's University

Pankaj Natu, Director, Thakur Institute of Management Studies and Research, Mumbai, India

Sucharita Mukherjee, College of Saint Benedict and Saint John's University

Robert Gazich, College of Saint Benedict and Saint John's University

Etienne Musonera, Mercer University

Will Metaverse prove to be a boon or bane for startups? An empirical analysis

Jayanta Chakraborti, Symbiosis Skills and Professional University

Bhaswati Jana, GD Goenka University

Kingshuk Mukherjee, College of Saint Benedict and Saint John's University

Robert Gazich, College of Saint Benedict and Saint John's University

Etienne Musonera, Mercer University

Analytical Study on Factors Affecting Adoption of Blockchain Technology in supply chain management in India

Shailesh O. Kediya, Symbiosis Skills and Professional University

Kingshuk Mukherjee, College of Saint Benedict and Saint John's University

Etienne Musonera, Mercer University

Study on Impact of Globalization on International Trade and Employment

Tarishi Sanjaysingh Bais, Symbiosis Skills and Professional University

Etienne Musonera, Mercer University

9:30–10:30 a.m.

Crystal Room, 3rd Floor

Theme: International Business Cases and New International Business Issues

Chair: Etienne Musonera, Mercer University

Robert Gazich, College of Saint Benedict and Saint John's University

Circular economy and international business nexus: what do we know and where are we heading?

Jonathan M. P. Kansheba, University of Agder, Kristiansand, Norway

Gaye Acikidili, University of North Carolina at Pembroke

Exploring Gaps and Opportunities in the US Labor Market: An Intersectional Analysis focusing on Midwestern States

Sucharita Sinha Mukherjee, College of Saint Benedict and Saint John's University

Attracting Businesses to Historic Glasgow City Centre Amid Recession

Stephanie Trendowski, DePaul University

Joseph Trendowski, DePaul University

International Experience and Professional Development

David J. Boggs, Eastern Illinois University