



2019  
Washington Business  
Research Forum

March 22-23, 2019

*Program & Proceedings*

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EMBASSY SUITES CRYSTAL CITY

ARLINGTON, VIRGINIA



# 2019 Washington Business Research Forum



## Forum Agenda

Embassy Suites Crystal City, Arlington, VA

<b>Friday, March 22, 2019</b>		
11:00 AM – 12:00 PM	<b>REGISTRATION</b>	
12:00 PM – 1:00 PM	<b>Opening Session</b>	<b>LUNCH</b> <b>Opening Remarks:</b> Ed Davis, Ph.D. <i>President, National HBCU Business Beans Roundtable</i>
1:00 PM – 2:00 PM	<b>HIGHER EDUCATION</b> Session Chair: <b>Narendra K. Rustagi</b>	
1:00 PM – 1:20 PM	<b>Session I</b>	<b>Cheating/ Misconduct in Higher Education – Challenges and Solutions</b> <i>Narendra Rustagi, Howard University</i> <i>Daniel Owunwanne, Howard University</i>
1:20 PM – 1:40 PM		<b>Application of the Altman’s Z Model in Predicting Bankruptcy of Higher Education Institutions</b> <i>Glenda Evans, Hampton University</i> <i>Sharad K. Maheshwari, Hampton University</i>
1:40 PM – 2:00 PM		<b>Critical Analysis of financial contribution of Indian Students in Higher Education in USA</b> <i>Nisha Singh, Livingstone College</i>
2:00 PM – 3:00 PM	<b>FINANCE &amp; REAL ESTATE I</b> Session Chair: <b>Kasim Alli</b>	
2:00 PM – 2:20 PM	<b>Session II</b>	<b>The Challenge of Using Crowdfunding in Low- Internet Connectivity Countries</b> <i>Constant Beugré, Delaware State University</i>
2:20 PM – 2:40 PM		<b>Deregulation and Future Global Financial Crises</b> <i>Denise W. Streeter, Howard University</i>



2:40 PM – 3:00 PM		<p><b>The Jacksons: An Estate Planning Case of an African American Millionaire Couple</b>  <i>Kasim Alli, Clark Atlanta University</i>  <i>Crystal R. Hudson, Clark Atlanta University</i></p>
<b>BREAK: 3:00 PM – 3:15 PM</b>		
3:15 PM – 4:15 PM	<b>FINANCE &amp; REAL ESTATE II</b> <b>Session Chair: Rajni Goel</b>	
3:15 PM – 3:35 PM	<b>Session III</b>	<p><b>Business Case for Financial Institutions Investing in Cybersecurity: The New Competitive Advantage</b>  <i>Rajni Goel, Howard University</i></p>
3:35 PM – 3:55 PM		<p><b>Residential Location Dynamics in Washington D.C. from 2000 – 2010</b>  <i>L. Jide Iwarere, Howard University</i>  <i>John E. Williams, Morehouse College</i></p>
3:55 PM – 4:15 PM		<p><b>Some Spatial Effects of a Major League Baseball Stadium Development</b>  <i>L. Jide Iwarere, Howard University</i>  <i>John E. Williams, Morehouse College</i>  <i>Nedra Mahone, Morehouse College</i></p>
4:15 PM – 5:15 PM	<b>INTERNATIONAL BUSINESS</b> <b>Session Chair: JoAnn Rolle</b>	
4:15 PM – 4:35 PM	<b>Session IV</b>	<p><b>Machine Intelligence in Cross-Border Commerce Domain</b>  <i>Hanah Thu Hanh Tran, Medgar Evers College CUNY</i>  <i>William Viet Tran, Medgar Evers College CUNY</i></p>
4:35 PM – 4:55 PM		<p><b>The Future of Work and Entrepreneurship for the Underserved</b>  <i>JoAnn Rolle, Medgar Evers College CUNY</i>  <i>Jacqui Kisato, Kenyatta University</i></p>
4:55 PM – 5:15 PM		<p><b>Why Countries Are Failing and Why the World Should Listen</b>  <i>David E. Hansen, Texas Southern University</i></p>
<b>RECEPTION: 5:30 PM – 7:00 PM</b>		
<b>Saturday, March 23, 2019</b>		

**BREAKFAST 8:00 AM - 9:00AM**

9:00 AM – 10:00 AM	<b>MARKETING</b> Session Chair: Philemon Oyewole	
9:00 AM – 9:20 AM	<b>Session V</b>	<b>New Marketing and Business Collaboration: The Viability of Streaming Technology to Ubiquitous Social Media Audiences</b> <i>Ephraim Okoro, Howard University</i> <i>Otis Thomas, Bowie State University</i>
9:20 AM – 9:40 AM		<b>Marketing Implications of Dietary Attitude and Food Selection Criteria Among African-American College Students</b> <i>Philemon Oyewole, Howard University</i> <i>Maryam Khan, Howard University</i>
9:40 AM – 10:00 AM		<b>Recall Type: Analyzing Twitter for Informing Crisis Communication Strategy</b> <i>Anupam Kumar, Howard University</i>
10:00 AM – 11:30 AM	<b>MANAGEMENT TOPICS</b> Session Chair: Fatemeh Zakery	
10:00 AM – 10:20 AM	<b>Session VI</b>	<b>A Multi-Level Review of Workplace Spirituality Research and its Implications for Management Practice</b> <i>Amanda Hinojosa, Howard University</i> <i>Michael Ogbolu, Howard University</i> <i>Chloée J. Puckett, Washington University</i>
10:20 AM – 10:40 AM		<b>A Nonprofit Case Study Regarding Communication in a Multi-Generational Workplace</b> <i>Angela Bennett, Marymount University</i> <i>Linda Christie, Marymount University</i>
10:40 AM – 10:55 AM		<b>Diversity and Inclusion: Barriers In Getting More African-Americans to Become Accountants/Auditors</b> <i>Jay Ross, an undergraduate student of Harris- Stowe State University</i>
10:55 AM – 11:10 AM		<b>Understanding the Effects of Autism in Workforce Development as it Relates to Today’s Society</b> <i>Rhonda Lingard, undergraduate student of Harris-Stowe U</i>

11:10 AM – 11:25 AM		<b>How Innovative Trade Strategies Can Transform Latin American Countries and U.S. Commerce Capacities to Compete Against the Asian and European Block</b> <i>Camilla Chavez, an undergraduate student of Harris-Stowe State University</i>
11:30 AM – 11:35 AM	<b>CLOSING REMARKS</b> Barron H. Harvey	
11:35 AM	<b>LUNCH ON YOUR OWN</b>	



# 2019 Washington Business Research Forum



March 22, 2019

Dear Forum Attendees,

I want to personally welcome each of you to the Annual Washington Business Research Forum (WBRF). The WBRF is now celebrating its 35<sup>th</sup> year in providing a platform for business researchers of the Washington Consortium of Universities, Historically Black Colleges and Universities, and Universities throughout the U.S. and beyond to share their research, provide important feedback, elicit discussions, network, and collaborate.

The Washington Business Research Forum (WBRF) seeks to do the following:

- encourage research among Business Faculty
- encourage joint research and sharing
- provide a platform for networking

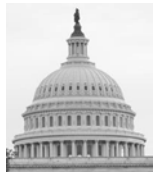
This year the Conference will have more than 20 abstracts/papers and over 30 attendees/participants. As Chair of the Forum, I would like to thank WBRF Committee Members Dr. Narendra Rustagi (Howard University) and Dr. Behnaz Quigley (Marymount University) for their hard work and dedication. I would also like to express my sincerest appreciation to Conference Coordinator, Ms. Tamika Law and Conference Committee Members, Ms. Artilie Wright and Ms. Aquila Morris-Alleyne, for their much needed assistance in ensuring the success of this year's Conference.

Finally, I would like to thank each of you for attending and supporting the Forum/Conference and sharing your considerable expertise. Please share your ideas and expertise with one another, network and engage each other to ensure another successful conference. My personal thanks to all of you for attending.

Sincerely,

A handwritten signature in black ink, appearing to read "Barron H. Harvey", is enclosed in a white rectangular box with a thin black border.

Barron H. Harvey, Ph.D.  
Dean  
Howard University  
School of Business



**WBRF**

# Washington Business Research Forum



**WBRF**

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## History

In the spring of 1984, Barron H. Harvey of Howard University convened a meeting with a group of representatives nominated by their colleges and universities, and a research forum was proposed for the 1985-86 academic year. The representatives were from the Consortium of Universities which included the following: American University, Catholic University of America, Gallaudet College, Georgetown University, Howard University, University of Maryland – College Park, and University of the District of Columbia.

These schools and their respective representatives from the Research Committee, focus and aim to:

- Encourage research within and among Consortium business faculty;
- Encourage joint research (institutional and faculty) and promote the sharing of pertinent information on research in the area of business;
- Host a research forum once a year at a Consortium university or college where papers and research ideas will be presented and discussed; and
- Publish the proceedings of the research forum, including abstracts of papers presented.

Since 1985 there have been annual forums hosted by a variety of member universities and colleges. The current representatives from the Consortium of universities include the following:

**Howard University**

Dr. Barron Harvey (Chairman)

**Howard University**

Dr. Narendra Rustagi

**Marymount University**

Dr. Behnaz Quigley

In 2007, the Washington Consortium School of Business Research Committee sought to expand participation in its annual research forum to other universities and colleges beyond Washington, D.C. The new organization is now titled The Annual Washington Business Research Forum (WBRF) and hosted its first annual forum on January 4-5, 2008, at the Embassy Suites, Crystal City in Arlington, Virginia.

In 2010, the Annual Washington Research Forum entered into a partnership with the National HBCU Business Deans' Roundtable to receive financial support and encourage the faculty of member schools to attend the forum and present their research.

In 2010, the Annual Washington Business forum inaugurated the Washington Business Research Journal.



**WBRF**

**2019  
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**WBRF**

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**Participating Schools**

Bowie State University Clark

Delaware State University

Hampton University

Harris-Stowe State University

Howard University

Kenyatta University

Livingstone College

Marymount University

Medgar Evers College CUNY

Morehouse College

Texas Southern

Texas Southern University



# Session I

## Higher Education

Session Chair: Narendra Rustagi

### **Cheating/ Misconduct in Higher Education – Challenges and Solutions**

*Narendra Rustagi, Howard University*

*Daniel Owunwanne, Howard University*

### **Application of the Altman's Z Model in Predicting Bankruptcy of Higher Education Institutions**

*Glenda Evans, Hampton University*

*Sharad K. Maheshwari, Hampton University*

### **Critical Analysis of Financial Contribution of Indian Students in Higher Education in USA**

*Nisha Singh, Livingstone College*

## **Cheating/ Misconduct in Higher Education – Challenges and Solutions**

Narendra K. Rustagi, Howard University  
Daniel Owunwanne, Howard University

### **Abstract**

Quantitative courses at business schools have transformed significantly from essentially theoretical courses with embedding of business problems to solving of business problems using software, generally a spreadsheet software, with very little discussion of theoretical concepts. For example, instead of talking about Simplex method in linear programming, students are exposed to model building using practical problems, demonstrated the use of Excel Solver function, and then asked to solve problems and interpret results. Introduction of technology made cheating on the examinations easier as access to internet is needed for the examination and can also be used for sharing information. At a broader level, as policies of measuring performance by student performance lead to incentives for teachers and administrators to take actions that were detrimental to students. The objective of this paper is to look at incentives created by policy changes and their outcome as well as what policies could be introduced to reverse the impact of policies that are negatively impacting student learning. The issue is global. Results of a survey on cheating conducted at a US institution and an institution in Oman are also discussed.

# **Application of the Altman's Z Model in Predicting Bankruptcy of Higher Education Institutions**

Glenda Evans, Hampton University  
Sharad K. Maheshwari, Hampton University

## **Abstract**

Institutions of higher education are businesses subjected to normal vagaries of economic cycles as other businesses. The higher education institutions during hard economic times face similar financial pressures can lead to failure of institutions. Thus, it is important to know if certain financial indicators can be delineated that can help forewarn administrators of impending failure due to financial stress. There are multiple models for predicting failure of several types of business including manufacturing, financial and non-for profit. Literature lacks similar predictive model for education institutions. In this study, a model for predicting failure of higher education institution is developed based on failure data of such organizations from 1987-2012. The model is based on Altman's Z model which was created for publicly traded manufacturing businesses. Like Altman's model, five financial ratios for higher education institutions are utilized in the proposed model. A stratified sample of 113 institutions was drawn from the Integrated Postsecondary Education Data System (IPEDS) data. This sample included 70 sustaining and 33 failed institutions. Logistics regression was used to create the model. Financial ratios created for the model are highly significant. Model was tested on a different sample from IPEDS data and was able to predict more than 70% failures correctly.

## **Critical Analysis of financial contribution of Indian Students in Higher Education in USA**

Nisha Singh, Livingstone College

### **Abstract**

International students in higher education sector in USA have carved a niche in financial contribution of the country. The number of Indian students studying in USA is only second to that of China and this trend is on the upward side year by year. In the present Global scenario attracting international students in higher education sector, through policy and promotion is prompting major players like USA, Britain, Australia and other European States to seek international students. According to the 2017 Open Doors Report on International Educational Exchange data released today by IIE and the U.S. Department of State Bureau of Educational and Cultural Affairs, “the number of Indian students in the United States has, once again, risen to a record level, to over 186,000 – the fourth year in a row to see double-digit growth.” When further analyzed we find that with a number increasing 21,000 constitute a growth of 12% and which is 17.3 % of the international students. Majority of Indian students are at the graduate level and on further exploration it is found that the major chunk of fees are paid by the students themselves as scholarship, aid or donations contribute not much in USA. Therefore Indian students as financial contributors, in USA educational sector, is an important aspect which is difficult to ignore. This paper analyzes the impact of Indian students from economic angle, its future prospect, its impact beyond economics, its constraints and scope and further positive steps to be taken to accelerate the numbers and contribution.

**Keywords:** Indian students, financial contribution, US Higher Education, Growth rate

# Session II

## Finance & Real Estate I

Session Chair: Kasim Alli

### **The Challenge of Using Crowdfunding in Low-Internet Connectivity Countries**

*Constant D. Beugré, Delaware State University*

### **Deregulation and Future Global Financial Crises**

*Denise W. Streeter, Howard University*

### **The Jacksons: An Estate Planning Case of an African American Millionaire Couple**

*Kasim Alli, Clark Atlanta University*

*Crystal R. Hudson, Clark Atlanta University*



# **The Challenge of Using Crowdfunding in Low-Internet Connectivity Countries**

Constant D. Beugré, Delaware State University

## **Abstract**

Crowdfunding refers to efforts by entrepreneurial individuals and groups, cultural, social, and for-profit organizations to fund their ventures by drawing on relatively small contributions from a relatively large number of individuals using the Internet, without standard financial intermediaries (Mollick, 2014). Since the last decade, crowdfunding has been used in the United States and other developed countries as a means of funding new ventures or projects. The use of Internet platforms is a critical element in crowdfunding (Ahlers et al., 2015). Collecting small amounts of money from many people has a history in the sphere of charity and social cooperation, but crowdfunding extends this model, because the money is invested by consumers to obtain a return, mostly financial, but sometimes intangible, such as status, social esteem, or identification (Ordanini et al., 2011). Although crowdfunding may have been around for a long time, the advent of the Internet is now facilitating its usage and making it more visible and accessible to millions of individuals.

## **Deregulation and Future Global Financial Crises**

Denise W. Streeter, Howard University

### **Abstract**

The U.S. Financial Crisis Inquiry Commission report concludes that one of the causes of the 2008 financial crisis was that “widespread failures in financial regulation and supervision proved devastating to the stability of the nation’s financial markets.” (Yeebo, 2011). Prior to the 2011 release of the Commission’s report, the U.S. Congress, in July 2010, enacted new regulations titled, “Dodd-Frank Wall Street Reform and Consumer Financial Protection (i.e. Dodd-Frank) Act that created or tightened regulations on bank capitalization, compliance and reporting standards for banks, mortgage requirements, and excessive risk-taking, among other areas, with the goal of preventing future financial crises. However, in May 2018, the U.S. President signed a bill that rolled back many of the regulations brought about by the Dodd-Frank Act. (Pramuk, 2018) To address the problem of the continuing deregulation of financial institutions, this research aims to provide empirical evidence on the results to date under the Dodd-Frank Act with regard to stabilization of financial institutions. The empirical evidence to be provided will answer the research question of: “Have the regulations of the Dodd-Frank Act achieved the goal of financial stability in relation to bank capitalization, mortgage requirements, and risk-taking? If no, then some form of adjustment or even deregulation might be in order. If yes, then the regulations on financial institutions should remain in place. The major objectives of this research project are to provide empirical evidence on the impact of the Dodd-Frank Act to date in providing financial stability and to inform policy makers as to the level of regulation needed in the United States to avoid future global financial crises.

### **References:**

- Pramuk, J. 2018, May 24. Trump signs the biggest rollback of bank rules since the financial crisis. Retrieved from: <https://www.cnbc.com/2018/05/24/trump-signs-bank-bill-rolling-back-some-dodd-frank-regulations.html>
- Yeebo, Y. 2011, May 25. Financial Crisis Inquiry Commission’s 10 Major Findings. Retrieved from: [http://www.huffingtonpost.com/2011/01/27/financial-crisis-inquiry-commission-findings\\_n\\_814935.html](http://www.huffingtonpost.com/2011/01/27/financial-crisis-inquiry-commission-findings_n_814935.html)

## **The Jacksons: An Estate Planning Case of an African American Millionaire Couple**

Kasim Alli, Clark Atlanta University  
Crystal R. Hudson, Clark Atlanta University\*

*The case is designed for use for instructional purposes only. It can be used in Financial Planning and Estate Planning courses.*

### **Abstract**

Jarrold and Jakira Jackson is an African American power couple who have amassed a net worth of more than \$6 million dollars primarily through a small real estate business. Both were first in their families to go to college and by far the wealthiest. Now they need help passing on their wealth and their legacy to their twin teenagers. The Jackson family needs an estate planning assessment to ensure that their twins and family members are cared for and to ensure that as much of their estate gets passed onto their heirs as possible.

# Session III

## Finance & Real Estate II

Session Chair: Rajni Goel

**Business Case for Financial Institutions Investing in Cybersecurity:  
The New Competitive Advantage**

*Rajni Goel, Howard University*

**Residential Location Dynamics in Washington D.C. from 2000 – 2010**

*L. Jide Iwarere, Howard University*

*John E. Williams, Morehouse College*

**Some Spatial Effects of a Major League Baseball Stadium  
Development**

*L. Jide Iwarere, Howard University*

*John E. Williams, Morehouse College*

*Nedra Mahone, Morehouse College*

# **Business Case for Financial Institutions Investing in Cybersecurity: The New Competitive Advantage**

Rajni Goel, Howard University

## **Abstract**

Banks and financial institutions have transformed into sophisticated technology companies that provide financial services as their core business. This digital transformation has added cybersecurity as an increasingly critical management concern in the financial sector for cyber-attacks and fraudulent transactions have become more frequent and widespread. Though traditionally the investments in security have been thought of as a defensive investment, we introduce a new perspective of the value of Cybersecurity investment. We propose that security investments must be leveraged as a competitive advantage and cyber security must be viewed as a strategic asset. If cybersecurity is embedded into the firm as an integral element of the firm's strategy, it can be used to differentiate the firm from its competitors. We present a concept of how financial “technology” institutions can realign their cyber security activities with the firm's strategic objectives and to a competitive advantage.



## **Residential Location Dynamics in Washington, DC from 2000 To 2010**

L. Jide Iwarere, Howard University  
John E. Williams, Morehouse College

### **Abstract**

Demographic Inversion: The Case of Washington, DC.

Demographic Inversion involves a socioeconomic reordering of the uses and occupants of properties inside the boundaries of major US cities. The concept is akin to gentrification, which has generally been defined by the outplacement of less affluent minority groups by more affluent residents, but has a broader impact on both the people and types of property affected by the process. Employing 2000 and 2010 census data, we examined the demographic changes of residential patterns of Washington, DC. Analysis of these data revealed that the demographics of the residents of the city changed significantly between 2000 and 2010, including, household income, number of households with children, selling prices of homes, foreclosure rates and ethnic composition. The change in ethnic composition also had an impact on a diversity index that was devised for the study.

## **Some Spatial Effects of a Major League Baseball Stadium Development**

L. Jide Iwarere, Howard University  
John E. Williams, Morehouse College  
Nedra Mahone, Morehouse College

### **Abstract**

#### **I INTRODUCTION**

The literature on Major League Stadium Development overwhelmingly depicts the activity as constituting a drag on the local economy. This negative economic impact is generally observed to arise from the dominance of public funding of such private developments that generate benefits typically skewed towards owners and players. The large-scale subsidy of the stadium development costs, then imposes a high cash flow requirements for economic justification typically measured in tax dollars and local employment.

The proponents of limited benefits argue that sports stadium development deflect household entertainment expenditure disproportionately towards sports considered to be a commodity whose consumption has a diminished ripple effect on the economy than on alternative commodities and services. The other side of this position considers that non-pecuniary benefits such as psychic satisfaction from sports entertainment is capable of commanding patronage from sports fans and generate consumption dollars for retail trade.

We will attempt to narrow the gap between these positions by giving some attention to a better understanding of nature of “Sports Entertainment” commodity in the context Private-Public Partnership among public officials and major-league ballclub owners. Of critical importance in this inquiry, is the notion of “Spatial Impact”, the influence of a site on the others in its immediate land use environment that could reorder the flow of goods, services and people with the attendant ramifications for both short-term and long-term demand for space and other commodities?

Closely aligned to this is the possible effect of mixed use development on stadium success. The notion here is that a stand-alone facility, perhaps in a low-density suburban setting, may be a different product from that built in a high-density urban setting or other land uses with which it is mutually reinforcing in attributes. Hence, our working hypothesis is: “A major-league stadium positioned strategically in a downtown, high-density location will have little or no impact on other sites in its landuse environment.” We will harness this investigation with application to The Washington National Stadium in its interface with its immediate land use environment.

The rest of the paper is organized as follows. We undertake a literature review in section II to cast the issues of benefits measurement into context. In section III, we consider the elements of a rational approach to public investments in a stadium and discuss the Nationals experience in section IV. In section V we measure the spatial effects of the Nationals Stadium and provide some concluding remarks in section VI.

# Session IV

## International Business

Session Chair: JoAnn Rolle

### **Machine Intelligence in Cross-border Commerce Domain**

*Hanah Thu Hanh Tran, Medgar Evers College CUNY*

*William Viet Tran, Medgar Evers College CUNY*

### **The Future of Work and Entrepreneurship for the Underserved**

*JoAnn Rolle, Medgar Evers College CUNY*

*Jacqui Kisato, Kenyatta University*

### **Why Countries Are Failing and Why the World Should Listen**

*David E. Hansen, Texas Southern University*

## Machine Intelligence in Cross-border Commerce Domain

Hanah Thu Hanh Tran, Medgar Evers College CUNY  
William Viet Tran, Medgar Evers College CUNY

### Institutional affiliation

Medgar Evers College CUNY - IN2NYC Industry Partner Affiliate.

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### Authors note

FHH group is next-generation platform which utilize Machine Learning and human expertise to innovate cross-border commerce domain. There is no financial assistance in this project. Mailing address for correspondence is Tokyo, Chuo-ku, Yaesu 2-11-7-9F, 104-0028, Japan. Email addresses for all authors are: [hanah.tran@fhhjapan.com](mailto:hanah.tran@fhhjapan.com) , [william@fyber.ai](mailto:william@fyber.ai)

### Abstract

In cross-border commerce, the biggest challenge for SMEs manufacturers and distributors is how to accurately identify the right product for market penetration.

At FHH, we combine AI technologies together with human expertise to automate and streamline our products and services. AI technologies plays an integral part by capturing consumer behavior and supply trends. It assists our trading house in choosing product and setting prices for optimal market penetration.

In this paper, we will present a case study with actual outcomes from using our technology in a tested cross-border market (Japan – Vietnam). Specifically, we were able to identify grass barley as an up and coming ingredient for the F&B industry in Vietnam and our trading house was able to launch it from Japan to Vietnam one year ahead of big corporations such as Nestle.

While cross-border commerce has always been a challenging domain, it presents opportunities for pioneers like FHH to disrupt the industry. We help our SMEs manufacturers and distributors to better manage costs, increase sales and ultimately, chart the future of business management.

**Keywords:** Support for SMEs, International Trade, Technology, Artificial Intelligence, Consumer behaviors, Innovation.

## **The Future of Work and Entrepreneurship for the Underserved**

JoAnn Rolle, Medgar Evers College, CUNY  
Jacqui Kisato, Kenyatta University

### **Abstract**

Scholars and technocrats globally continue to be concerned about the widening income gap in the micro, meso and macro levels. As global wealth creation continues to grow exponentially at the apex, there is stagnation and poverty increase at the bottom levels. Racism and poverty plague economies globally resulting in underutilization of diverse talent especially for the underserved. Additionally, global underemployment is on the increase and skilled labor demands decreases with the advent of technology and automation. As these changes take place, there will be a decrease of income streams and lower yield of economic opportunity. This paper discusses how we can prepare diverse talent for a dynamic world with continuous automation by addressing the global wealth and income disparities. We also explore options for increasing and utilizing global diverse talent especially among the underserved. Further, we discuss the future of technology and entrepreneurial innovations for the underserved and how to enhance unity in community and capacity building. This study used exploratory design to collect data from a sample of students, faculty and entrepreneurs from the both developed and emerging markets; USA, Kenya, Uganda and Djibouti. An interview guide was used to collect data from entrepreneurs and faculty while focus group discussions and interviews were held with students from Medgar Evers and Kenyatta universities. The sample was purposively selected from these countries and institutions that were convenient and reachable to the researchers. The findings revealed that economic disparities accentuated the blurred lines of poverty and had great ramifications on individuals, communities and the environment. To increase the use of global talent, institutions of higher learning need to strengthen the weak partnerships with industry players and entrepreneurs globally. It is imperative for these institutions to synergize across countries and communities so that innovations lead to market-based solutions that become new revenue streams for wealth creation. Additionally, experiential learning is essential for entrepreneur students to ensure they get the “hard knocks” of business whilst leveraging technology such as blockchain, AI, virtual reality and 3D printing. We conclude by reiterating that collaborative ventures internationally, with entrepreneurs, academics and industry players will equip nascent entrepreneurs from underserved communities will gradually slow the rise of inequalities globally.

**Keywords:** automation, experiential entrepreneurship, innovation, technology, underserved.



# **Why Countries Are Failing and Why the World Should Listen**

David E. Hansen, Texas Southern University

## **Abstract**

Using African Countries as the model for the role of democracy in economic success, we conduct an exploratory review of their political situation and its relation to their economic strength, media independence, and external actions. Definitions for failing states will be reviewed, along with the theory from Acemoglu and Robinson's "Why Nations Fail" which indicates that political institutions drive economic success. We present data that support their theory and look at how this relates to media freedom and resource extraction economies in developing countries. Implications for trade organizations are discussed.

# Session V

## Marketing

Session Chair: Philemon Oyewole

**New Marketing and Business Collaboration:  
The Viability of Streaming Technology to Ubiquitous Social Media  
Audiences**

*Ephraim Okoro, Howard University  
Otis Thomas, Bowie State University*

**Marketing Implications of Dietary Attitude and Food Selection Criteria  
Among African-American College Students**

*Philemon Oyewole, Howard University  
Maryam Khan, Howard University*

**Recall Type: Analyzing Twitter for Informing Crisis Communication  
Strategy**

*Anupam Kumar, Howard University*

# **New Marketing and Business Collaboration: The Viability of Streaming Technology to Ubiquitous Social Media Audiences**

Otis Thomas, Bowie State University  
Ephraim Okoro, Howard University

## **Abstract**

This study examines innovative concepts that produced advanced technological mechanisms for marketing, promoting, buying, and selling to local and international markets and ubiquitous social media audiences to broaden international presence, increase profits and productivity, reduce costs, increase customer loyalty and experiences, and generate a strong return on investment. The study draws on Grounded Theory data to describe and analyze several key components utilized in establishing social media technological networking systems to broaden international presence, and reach diverse, global, millennial audiences. First, we assessed information in relation to the processes and technologies necessary for organizations to drive business value and accelerate the right products and services to social media consumers across geographical boundaries. Second, we employed Grounded Theory methodology to define the key technological characteristics essential for designing and building individualized streaming networks. Furthermore, a constructionist process is outlined to illustrate the implementation of building virtual reality and robotic platforms and synchronized technological systems critical to driving revenue, improving customer interactions, and exceeding customer expectations. Third, we discussed the challenges, opportunities, benefits, and relevance of streaming technological content to diverse global audiences throughout the enterprise world to drive streams of revenue and deliver a first-class customer experience. Finally, we discussed and evaluated how organizations transformed customer engagement and profit from streaming technologies to global audiences across geographical boundaries. Preliminary findings suggest that organizations engaged in the social media streaming revolution to obtain universal opportunities and exposure, gained a competitive edge over competition, increased profits and productivity, generated greater returns on investments, reduced costs, enhanced market share, and improved customer loyalty and experience.

**Keywords:** Constructionist Process, First-Class Customer Service and Engagement, Grounded Theory, Millennial Audiences, New Marketing and Business Collaboration, Increase Profits and Productivity, Return on Investment, Streaming Technologies Across Geographical Boundaries, Ubiquitous Social Media Audiences, Virtual Reality

## **Marketing Implications of Dietary Attitude and Food Selection Criteria Among African-American College Students**

Philemon Oyewole; Howard University  
Maryam Khan, Howard University

### **Abstract**

Obesity has become a major health problem throughout American society, with 35% of U.S. adults considered obese. College-students, particularly ethnic minorities are at a higher risk for obesity and health complications. Published research relating to African-American college-aged students' food habit is very limited. The findings of this study provide valuable insight into the dietary and weight management attitudes and behaviors of a growing minority college-aged group. The objective of the study is to determine the major criteria used by African-American college students in choosing food, and what factors influence those criteria. The paper is an empirical research that used a 6-part survey instrument administered to a sample of adult African-American college students in the United States. Findings show that Quality/taste, Hunger level, and Convenience topped the list of criteria used. Gender, weight management practice, and knowledge of nutrition labels are among the influencing factors. Managerial implications for college dining facilities, and other food marketing organizations, to promote healthy eating habits are discussed.

## **Recall Type: Analyzing Twitter for Informing Crisis Communication Strategy**

Anupam Kumar, Howard University

### **Abstract**

It is proposed that recall type as categorized into safety versus environmental recall will draw attention to firms in their own unique manner and will exist in the public perception on different timescales exhibiting their own unique characteristics of decay. It is conceived that safety recalls primarily impact owners of the specific make and model affected. In contrast, environmental recalls, though less urgent, have a bearing on the general society and therefore attracts a larger audience. Furthermore, there is a greater propensity for firms to attribute responsibility for safety recalls to third parties like suppliers thereby influencing consumer perceptions. It is therefore proposed that compared to environmental recalls, safety recalls will dissipate faster in the news cycle due to a smaller audience coupled with the likelihood of reduced attribution as compared to prolonged consumer attention due to a larger audience for environmental recalls. Therefore, any post-recall marketing and recovery strategy should account for recall type as well. The relevance of recall type in terms of their existence in the news cycle is explored by scraping Twitter data on large firms post recall announcements to explore decay trends. Indeed, the exploratory analysis is indicative of distinct decay patterns between tweets on safety versus environmental recalls highlighting the comparatively prolonged attention after an environmental recall.



# Session VI

## Management Topics

Session Chair: Fatemeh Zakery

### **A Multi-Level Review of Workplace Spirituality Research and its Implications for Management Practice**

*Chloeé J. Puckett, Washington University*

*Amanda Hinojosa, Howard University*

*Michael Ogbolu, Howard University*

### **A Nonprofit Case Study Regarding Communication in a Multi-Generational Workplace**

*Angela Bennett, Marymount University*

*Linda Christie, Marymount University*

### **Diversity and Inclusion: Barriers in Getting More African-Americans to Become Accountants/Auditors**

*Jay Ross, undergraduate student of Harris-Stowe State University*

### **Understanding the Effects of Autism in Workforce Development as it Relates to Today's Society**

*Rhonda Lingard, undergraduate student of Harris-Stowe State University*

### **How Innovative Trade Strategies Can Transform Latin American Countries and U.S. Commerce Capacities to Compete Against the Asian and European Block?**

*Camilla Chavez, undergraduate student of Harris-Stowe State University*

# **A Multi-Level Review of Workplace Spirituality Research and its Implications for Management Practice**

Chloée J. Puckett, Washington University School of Law  
Amanda Hinojosa, Howard University  
Michael Ogbolu, Howard University

## **Abstract**

A growing body of research has begun to examine the role *workplace spirituality* plays in individual well-being and performance. This research has also explored the impact of workplace spirituality on important work outcomes at individual, group and organizational levels. Workplace spirituality is defined as “the recognition that employees have an inner life that nourishes and is nourished by meaningful work that takes place in the context of community” (Ashmos & Duchon, 2000, p. 137). At the individual level, it is measured by capturing one’s sense of meaningful purpose through their work. At the group level, spirituality is measured by capturing the sense of community, while at the organizational level it is captured by the sense of alignment with the organization’s values and mission (Milliman, Czaplewski, & Ferguson, 2003). In this paper, we review the extant research on workplace spirituality. Building from this review, we explore the implications of workplace spirituality research for management practice.

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- Milliman, J., Czaplewski, A. J., & Ferguson, J. (2003). Workplace spirituality and employee work attitudes. *Journal of Organizational Change Management*, 16(4), 426-447.  
doi:10.1108/09534810310484172

## **A Nonprofit Case Study Regarding Communication in a Multi-Generational Workplace**

Angela Bennett, Marymount University  
Linda Christie, Marymount University

### **Abstract**

This case study examines communication and multi-generational issues within a nonprofit organization. Field research included a quantitative electronic survey and a qualitative follow-up focus group. Survey results revealed that employees observed a lack of free-flowing communication which is a significant issue within the organization. Recommendations for improving communication include discussing the decision-making process to reduce employee feelings of isolation, starting cross-departmental meetings to break down silos, and utilizing more face-to-face interaction on important issues.

**Keywords:** nonprofit; communication; multi-generational workplace

## **Diversity and Inclusion: Barriers in Getting More African-Americans to Become Accountants/Auditors**

Jay Ross, an undergraduate student of Harris-Stowe State University

### **Abstract**

The persistent efforts made by many accounting profession's stakeholders, to increase the percentage of CPAs that are African-Americans from 1969 to date, has not yielded the desired result. Although, the numbers of African-American CPAs has increased, yet African-American CPAs currently represents about 1% of all CPAs; which indicates a gross under-representation of African-Americans who constitute about 15% of USA population.

Therefore, we conducted a survey at NABA's Central Region Student Conference at Saint Louis, Missouri; on October 11-13, 2018, using the African-American accounting professionals and students in attendance at the conference as respondents. We received 38 completed questionnaires from African-American accounting professionals; each questionnaire has 24 characteristics and some open ended questions. We also received 35 completed questionnaires from African-American students, each questionnaire with 18 characteristics and some open ended questions.

The research findings indicated that the major barriers causing African-Americans to be grossly underrepresented within CPA ranks are mainly financial and cultural related. We also noted that many African-Americans have the academic ability to become CPAs but many African-American high school counselors, many African-American parents, and many African-American high school students, are not sharing information about the vast opportunities presented by accounting profession.

# **Understanding the Effects of Autism in Workforce Development as it Relates to Today's Society**

Rhonda Lingard, an undergraduate student of Harris-Stowe State University

## **Abstract**

In today's society, it's vital to understand how Autism fundamentally affect workplace development. This research investigation will explore in detail how employers can benefit from considering individuals with Autism Spectrum Disorder (ASD) and by implementing policies and practices that will potentially help them be successful within their workplace environment. As a result of the Equality Act 2010, employers have a responsibility to make workplace adaptations or reasonable adjustments for autistic individuals who face disadvantages due to their disability.

# **How Innovative Trade Strategies Can Transform Latin American Countries and U.S. Commerce Capacities to Compete Against the Asian and European Block?**

Camila Chaves, an undergraduate student of Harris-Stowe State University

## **Abstract**

This research calls the United States, Mexico, Chile, and Colombia to create an economic alliance with multinational strategies that would enrich the capacities and enrollment of each country in the continent and worldwide economy. The research highlights the effects that public and private policies can have in development of the American block as a continental group. The idea is to create an economic union such as the European Union or the Asian block, which uses research, technology, and different innovation methods to produce high quality products. Create opportunities for products that will be able to compete against quantity-low-quality products and cheap Asian service that are taking up the market. American nations need to work together to create an environment where each economy is benefitted and creates better labor conditions provided to our people. We will be able to differentiate the types of economies existing in Latin America, their differences, and their role in global exchange. It must be understood that most economies in Latin America are developing, yet currently have great growing potential. It will be concluded with the possible strategies that will take an economic alliance to magnify commerce relationship and individual economies. An alliance that brings Latin America's natural resources and workforce together with the technology, education, and innovation of the United States.

