

***BUSINESS AND APPLIED SCIENCES***

***ACADEMY OF NORTH AMERICA***



**BAASANA**

***2018 CONFERENCE  
PROGRAM***

# ***BAASANA***

***International Conference***

***July 30-Aug 1, 2018***

***Newman Conference Center, Baruch College  
City University of New York  
New York, New York USA***

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The Business and Applied Sciences Academy of North America (BAASANA) is an interdisciplinary, not for profit, professional association of business, sciences, and technology. It seeks dissemination of advanced knowledge and skills among scholars and practitioners of business and applied sciences toward resolving issues and problems of the 21st century. By sharing knowledge, expertise, and facilitating transfer of know-how across the digital divide, BAASANA programs seek to contribute toward improvement of human conditions. BAASANA was founded in 2008 by Dr. M. Ruhul Amin, Professor of Management & International Business at Bloomsburg University of Pennsylvania, USA.

The first BAASANA conference was held during the summer of 2009 in Philadelphia. The second conference was held during the summer of 2011 at Bloomsburg University of Pennsylvania, USA. The 2013 conference was held in New York City, USA, and the 2014 conference was held at Ramapo College of New Jersey, USA. In 2015 and in 2016 BAASANA Conferences were held at Newman Conference Center of City University of New York, New York, considering the convenience of the international participants, Newman Conference Center of the City University of New York was again selected as the site of 2018 international conference. BAASANA publishes peer reviewed and indexed proceedings with ISSN 2471-6847. at [www.baasana.org](http://www.baasana.org). **Proceedings of the 2018 International Conference will be published in October, 2018 and it will also be submitted to Reuter Thompson for indexing in December 2018.**

The scholarly publication of BAASANA is the International Journal of Business and Applied Sciences (IJBAS). Volume 7, No. 1 of the journal will be released in August 2018. The best (full) papers of the conference upon further review will be considered for publication in the journal. IJBAS is indexed by the U.S. Library of Congress, Cabell's Directory, and EBSCO. IJBAS invites authors of repute to submit scholarly papers (dealing with international, interdisciplinary, and or applied content) from any discipline.. For a copy of the authors' guidelines, or sample article please visit: [www.baasana.org](http://www.baasana.org) . BAASANA also

associates with two affiliated journals. For information, write to [info@baasana.org](mailto:info@baasana.org).

#### Officers of BAASANA



#### **Founder and President**

**Dr. M. Ruhul Amin**, Professor of Management, Senior Fulbright Management Specialist, Bloomsburg University, USA.



#### **Executive Vice-President**

**Dr. John Okpara**, Professor of Management and Chairman, Department of Management and International Business, Bloomsburg University, USA



#### **Senior Vice-President**

**Dr. Serajul I. Bhuiyan**, Professor and Chair Mass Comm. & Journalism, Savannah State University, GA, USA



#### **Vice-President of Students**

**Dr. Madhav Sharma**, Director of International Student Services, Bloomsburg University, USA



#### **Vice-President of Technology**

**Dr. Frank Owarish**

Executive Director at IISRT, New York, USA

**Director, Conference Logistics**

**Dr. Nick Koumbiadis**, Associate Professor at Adelphi University, NY, USA

**Members of the Board:**

*Dr. Loreen Powell, Bloomsburg University, PA, USA*

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*Dr. Christina Chung, Ramapo College of New Jersey, USA*

*Dr. Kathryn Woodbury Zeno, Ramapo College of New Jersey, USA*

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*Dr. Michel Sauvignon, University of La Rochelle, France*

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*Dr. Yam Limbu, Editor-in-Chief, IJBAJ, Montclair State University, NJ, USA*

*Dr. Farooq Sheikh, SUNY-Geneseo, New York, USA*

*Dr. Anis Rahman, CEO, Applied Research and Photonics, PA, USA*

*Dr. Alfred Ntoko, Dean, Business School, National University, CA, USA.*

*Dr. David Martin, Dean, Ansell School of Business, Western Connecticut State University, USA*

*Dr. Mary Kate Naatus, Dean, St. Peters University of New Jersey, USA*

*Dr. Nazrul Islam, University of Exeter, President, BAASANA-UK.*

*Mrs. Wang, Di, President, Bank of China-Shenyang Branch, Co-Coordinator, China*

*Ms. Camille Menendez, President, Youth Forum, NJ, USA*

*Dr. George Agbango, Professor of Political Science, Bloomsburg University PA, USA*

*Dr. Rajib Sanyal, Dean, School of Business, Adelphi University, NY, USA*

*Dr. Alan Cooper, Associate Dean, School of Business, Adelphi University, NY, USA*

*Dr. Frank Owarish, Executive Director, International Institute for Strategic Research and Training, NY, USA*

*Dr. Lam Nguyen, Bloomsburg University, PA, USA*

*Dr. Donald Crooks, Wagner College, NY, USA*

*Dr. Hiroki Hanada, University of Technology, Japan*

*Dr. Bui Anh Tuan, President, Foreign Trade University, Vietnam*

*Dr. Githa Heggde, Director, and Dean of Research, IFIM, Bangalore, India*

*Dr. Elaine Lau, Track Chair, Management Discipline, Bloomsburg University, USA*

*Dr. Steve Welch, Executive Secretary to the Board, Bloomsburg University, USA*

*Dr. Steve Walsh, University of New Mexico, USA*

**A Warm Welcome Note From President and Chairman of the Board of Directors of BAASANA**

**Dear Friends,**

**Welcome to 2018 International Conference of Business and Applied Sciences Academy of North America!**

*Based on increasing demands from our international participants, we are hosting this year's conference again at the "big apple"—the financial capital of the world and the home of the United Nations. New York also is regarded as the second capital of the entertainment world. We decided to end the academic part of our conference at 5:30p.m. on July 31<sup>st</sup> leaving August 1, 2018 for optional city tour of this great city. I hope you will avail and enjoy the vast entertainment and sight-seeing opportunities on the last day of the conference. One of the key feature of this year's program is the transfer of leadership. After first ten years of BAASANA's leadership, I transfer the executive role of BAASANA Presidency to my colleague Dr. John Okpara. Dr. Okpara has been with me since the founding of BAASANA as a charter member. He will begin his 5 year term of Presidency on July 31, 2018. With the current three overseas BAASANA chapters in the UK, Vietnam and India respectively, Dr.Okpara is expected to lead the organization to open more chapters in the continents of Asia, Europe and Africa and strengthen the global movement for problem solving via interdisciplinary and applied research. I will remain strongly associated with BAASANA as Chairman of the Board at least for next 5 years.*

*The program schedule this year represents an international and inter-disciplinary mix of presentations on applied research—the main theme of 2018 Conference. Please make an effort to attend sessions outside your discipline. By participating in these diverse sessions, you and I will experience professional growth and interdisciplinary understanding of issues and solutions for which BAASANA has been founded.*

*Finally, I would like to acknowledge the dedicated contributions of Dr. John Okpara, President-Elect & Program Chair of 2018 Conference; Dr. Serajul I. Bhuiyan, the senior VP for Mid-East and South Asia for popularizing BAASANA in that region; Dr. Nazrul Islam of University of Exeter for successfully organizing BAASANA\_UK chapter and hosting 2017 BAASANA conference there. I also congratulate one of our newest Board members, Dr. Bui Anh Tuan, President of Foreign Trade University (and who is also the first President of BAASANA-Vietnam Chapter) for hosting a very successful conference in Hanoi last May. Finally, I would like to congratulate Dr. Githa Heggde, Dean of Research and External Relations at IFIM for organizing BAASANA-India Chapter at IFIM-Bangalore. Her preparation for an international conference at IFIM is already underway. I would like to request the participants of this conference to review the Call For Papers posted at [www.baasana.org](http://www.baasana.org) and urge all of you to consider attending BAASANA-India Conference in December 2018. It would be only fair if I do gratefully mention our benefactor, VP of Technology, Dr. Frank Owarish for his generous financial contributions to BAASANA. He made the organization solvent this year and with a small reserve. Please also let me recognize and note the contribution of Dr. David Martin, Dean of the Ansell Business School of Business at Western Connecticut State University for financial support to IJBAS. Such a donation allows us to publish the journal without an author fee.*

*The honorable members of the Board of Directors of BAASANA! You indeed are the heart and soul of BAASANA! Please assist Dr. John Okpara and the Executive Board to lead BAASANA toward a Global Interdisciplinary movement. Thank You.*

With warm regards,



July 30, 2018

*Dr. M. Ruhul Amin, President, and Chairman of the Board*



*Warm Greetings from Program Chair and President Elect,*

*Dr. John Okpara*

*Dear Conference Attendees,*

*On behalf of the Organizing Committee and the Board of Directors of BAASANA, I am honored and delighted to welcome you to the 2018 BAASANA International Conference in New York City. It has been an honor and privilege for me to serve again as the Program Chair for this year's conference.*

*The organizing committee has again brought together a diversity of authors and speakers from universities, governments, and private sectors around the world to share ideas and new perspectives on a wide range of topics. Please take advantage of this opportunity and contribute, through presentations, discussion, and interaction to the development of new ideas and new directions in Business and Applied Sciences research.*

*I hope you find this year's conference, including the keynote speakers, the sessions, and other program events educational, productive, and interesting. Paper reviewers, session chairs, presenters and the panelists, "thank you". You have helped to make this year's conference a success.*

*I wish you a pleasant stay in New York City, and look forward to receiving your constructive comments.*

*Best wishes,*



*July 30., 2018*

*John O. Okpara, Ph.D.  
Professor of Management and Chair,  
Department of Management and International Business  
Bloomsburg University of Pennsylvania  
President-Elect &  
BAASANA International Conference Program Chair*

***A Note to Session Chairs:*** *Awards for Best Papers in a session is limited to those authors who have submitted and presented complete papers. Presentations based on abstracts will not be considered for best paper awards. No award will be made if only one full paper has been submitted and presented.... Executive Board of BAASANA.*



## DAY 1: Monday, July 30, 2019

**Registration: 8:30 AM - 5:00 PM**

**Coffee/Tea  
8:30 AM – 9:00 AM**

**Room 750  
9:00a.m. --- 9:10 a.m.  
Inauguration: Session No 1**

Dr. John Okpara, President Elect, & Program Chair, 2018 BAASANA International Conference—Greets participants and introduces the President and Chairman of the Board of BAASANA

Dr. M. Ruhul Amin, President and Chairman of the Board of Directors of BAASANA Welcomes the participants and introduces the Board of Directors of BAASANA and the International Guests

Dr. Nick Koumbiadis, Director-BAASANA Logistics presents 2018 program logistics and describes the tourist attractions in New York City.

**Plenary Session: (9:10a.m. to 10:10a.m.)**

**World Issues Today**

**Session No. 2**

**Chair: Dr. M. Ruhul Amin**

**Presenters:**

**Dr. Frank Owarish and Dr. Donald Hsu:** *New Dynamics in International Relations: Best of Times; the Worst of Times*

### Concurrent Sessions

**10:15a.m. to 11:30 a.m.**

**Room 750: Session: Applied Sciences**

**Session No. 3**

**Session Chair: Dr. John Okpara, President Elect of BAASANA,**

Presenters:

Walter Szykitka, Author & Activist in the UN, New York, *The Whole Earth Design Project “Making the world work for all humanity.”*

Kala Meah, Brandon Van Gennip, Eric Goodwill, York College , PA: *Solar Panel Systems and Technologies*

Kala Meah, York College, PA and Md. Hasan Ali, Engineer, Government of Bangladesh: *Socio-Economic Impacts of Small - Scale Photovoltaic Systems in Rural Areas of Bangladesh-an Empirical Study*

Socrates Boussios, United States Merchant Marine Academy, New York, *Ranking Algorithms in Search Engines: Emphasis on Markov Chains and the Weighted link Matrix*

Camille Menendez, Celgene Corporation, New Jersey: *Getting Everyone on the Same Kilobyte: Innovation in the Pharmaceutical Laboratory*

**Room 760: Session on Management**

**Session No. 4**

**Chair: Dr. Kathy Woodbury Zeno,** Ramapo College of New Jersey, USA, Member of BAASANA Board.

Dr. Donald Crooks, Cathy Tully, and Grant Ludgar, Wagner College, New York, USA, *Social Maturity: Intersection of Millennials and Baby boomers*

Dr. Chanaz Gargouri, Dr. Nadira Fardos, St Peters University, New Jersey, USA: *Discriminating Against Undocumented Students*



Dr. Paul D. Nugent, Western Connecticut State University, USA: *Creation and Maintenance of Social Capital Through Interaction and Exchange*

Joy Ohayia, Entrepreneur, New York, USA: *Are we functioning under Conflicting Knowledge Every Day?*

Dr. Chanaz Gargouri and Caterina Powell, St. Peters University, New Jersey, USA, *A Necessary Act of Paternity Paid Leave*

**Tea/Coffee Break 11:30-11:40 (Hall way) Room 760**

**11:45 a.m.-12:20 p.m.**

**Room 750: Session on Finance,**

**Session No. 5**

**Session Chair: Dr. Seraul I. Bhuiyan,** Savanna State University, Savannah, GA, USA

**Panel -1 11:45-12:20:**

*Panel on 'Fiat Accompli': Financial Introspection of Management Missteps and Strategic Misalignment.*

**Dr. Donald Crooks** (Moderator and Presenter), Wagner College, New York, USA

Panelist: Professor Ian Wise, Wagner College, New York

Panelist: Dr. Cathyan Tully, Wagner College

Patrick Ford---Student, Wagner College

Siddharth Anand—Student, Wagner College

**12:25-12:55**

Room 750: **Session on Finance**

**Session No. 6**

**Session Chair: Dr. Donald Crooks,** Wagner College, New York, USA

Dr. Alberto LaCava, Dr. Mary Kate Naatus, St. Peter's University, New Jersey and, Ali Hassan, CEO Crescent Crypto Asset Management, New Jersey: *Disruption in the Remittance Market: Crypto Currency, Bitcoin, and Blockchain*

Prof. Achraf Seyam and Prof. Shuvro Banerjee, BMCC, City University of New York, USA, *An Examination of Issues Surrounding Non-Profit Executive Salaries: 2010-2017*

**Lunch Buffet 1:00p.m. to 2:05p.m.**

**Room 760 & 750**

**Session No. 7**

**Room 750 Luncheon Speaker (1:30p.m.) Dr. David Martin,** Western Connecticut State University, Danbury, CT, USA

*Title: Engagement, Innovation and Impact-Three Pillars of Quality of Academic Programs in General and Business Education in Particular.*

**Concurrent Session**

**Monday July 30: 2:10 p.m. - 3:25p.m.**

**Session No. 9**

**Room 750 Session on Management/HRM**

**Session Chair: Dr. Elaine Lau,** Bloomsburg University, Pennsylvania, USA

Dr. John Okpara and Dr. Ruhul Amin, Bloomsburg University, Pennsylvania, *Barriers to Corporate Governance Reforms in an Emerging Economy.*

Facilicia Firmin, Ahyannah Mincy and Dr. Chanaz Gargouri, Saint Peters University, *Is indeed.com Good for Millenials?*

Dr. Nik Hasnaa Nik Mahmood, Dr. Nosheen Anwar, University of Technology, Malaysia, *The Influence of Green HRM Practices on Academic Staff's Organizational Citizenship Behavior towards Environment (OCBE).*

Dr. John Okpara and Dr. Ruhul Amin, Bloomsburg University, Pennsylvania, *Effects of Cross-Cultural Pre-departure training and Post arrival training on Expatriate Managers' Adjustment*



Monday July 30: 2:10- 3:25p.m.

Room 760: Session on Accounting

Session No. 10

Chair: Dr. Nick Koumbiadis, Adelphi University, New York, USA

Dr. Seth Hammer, Towson State University, Maryland, USA, *Capping of State and Local Tax Deduction*

Dr. Sun Hui, Liaoning Vocational Technical College, Shenyang and Dr. Guo Si Yang, Aichi Sangyo University, Japan, *Changes in the Chinese Accounting in the Age of Big Data.*

Prof. Omar Seyam, Prof. Yousef Seyam, Dr. Nora Salama, Baruch College, CUNY, and Prof Achraf Seyam, BMCC, CUNY, New York, USA, *An overview of Fraud in Nonprofit Organizations and the appropriate approach to prevent it.*

Prof. Suvro K. Banerjee, and Dr. Achraf Seyam, BMCC, CUNY, New York, USA, *A Non-Profit Entity's Board of Directors Bears Ultimate Responsibility For Its Governance*

Dr. Sydney Askew and Prof. Achraf Seyam, BMCC, CUNY, New York, USA, *Know Before You Donate Where Your Contributions Go.*

Tea/Coffee Break 3:25-3:35

Room 760

### CONCURRENT SESSIONS

Room 750 3:35- 4:20p: Two Panels:

Sessions No. 11 &12

**Panel 1: Chair: Dr. Frank Owarish, Vice President for BAASANA for Technology  
*Management and Assessment of Emerging Innovation***

Panelists: Dr. Nazrul Islam, University of Exeter, England; and Dr. Steve Walsh, University of New Mexico, NM, USA

**Panel-2: The Impact of One Belt One Road Policy of China**

**Moderator:** Dr. Serajul I. Bhuiyan, Senior Vice-President, BAASANA, USA

Panelist: Dr. M. Delwar Hossain, University of South Alabama, AL, USA

**Title: *The Framing of One Belt and One Road Initiative of China in the American and the Chinese Media***

Dr. Serajul I. Bhuiyan, Savannah State University, Georgia, USA, **Title: *Geopolitical Issues from the perspective of Development Communication of the project.***

Dr. Bernard Bongang, Savannah State University, Georgia, USA, **Title: *With President Trump scaling down on US commitments to international affairs, to what extent will China's Belt and Road Initiative catapult President Xi Jinping and China to global leadership?***

Dr. Edoh Agbehonou, Savannah State University, Georgia, USA, **Title: *How Does the Chinese Current Foreign Policy of One Belt and One Road affect Africa?***

3:35p- 4:50p

Room 760:

Session No. 13

**Session on Marketing and Small Business**

**Session Chair:** Dr. Steve Welch, Bloomsburg University, Pennsylvania, USA

Dr. Kathryn Woodbury Zeno, Ramapo College of New Jersey, NJ, USA *"You Get Me": Capitalizing on Big Data, Behavioral Targeting, and Relationship Building*

Dr. Yam B. Limbu, Dr. Christopher McKinley, Dr. C. Jayachandran, Montclair State University, NJ, USA, *Persuasion Strategies in Disease Prevention and Early Detection Behaviors: Examining the Interactive Effects of Message Framing and Evidence Type*

Dr. Christina Chung, Ramapo College of New Jersey, NJ. *Student Motivations in Online Learning*





Dr. Stephanie Wandell, Southern Connecticut State University; *Small Wand: Small Business in a Box*  
Sonia Ammar, Bloomsburg University, *Internationalization and Success Factors in Family-Owned Enterprise: The Case of Sinokrot in Palestine*

## 4:55p-5:30p

**Room 760: Meet the Editors of BAASANA affiliated Journals**

**Session No. 14**

Dr. John Okpara (Editor-in-Chief, International Journal of Social Entrepreneurship and Innovation)

Dr. Yam Limbu (Chief Editor, IJBAS, International Journal of Business and Applied Sciences)

Dr. Nazrul Islam (Chief Editor, IJTIP, International Journal of Technology Intelligence & Planning)

## Day 2: July 31, 2018 Tuesday

**Registration 8:30 a.m. to 5:00p.m.**

**Morning Tea/Coffee/Snack 8:30p.m. to 9:00p.m.**

**Room 750: Plenary Session 9:00 am- 10:00 am.**

**Session No. 15**

**Session Chair: Dr. John Okpara, President Elect, BAASANA, USA**

Dr. Nazrul Islam, University of Exeter, England, UK, Opening Remarks and introduction of Dr. Steve Walsh

Dr. Steve Walsh, University of New Mexico, NM, USA, Title: *The state of road mapping of Industry 4.0, IoT and Photonics*

Dr. Zang, Yin-Biao, President, University of Science and Technology, Beijing, China,, *University for Peace Studies in China (?)*

10:10 a.m.-- 11:30

Concurrent Sessions

**Room 750: Session: IT**

**Session No. 16**

**Dr. Christina Chung, Ramapo College of New Jersey, USA Session Chair**

Dr. Jude Lamour and Dr. Boris Kravchenko Keller Graduate School Of Management, New York USA: *Importance of Network Admission Control (NAC) and Intrusion Detection in Wired and Wireless Enterprise Networks*

Dr. Anthony Richardson, Southern Connecticut State University, CT, USA *A Motif Discovery Model for Driver Identification from Real-life Time Series Data Streams*

Anup Sharma, President, Training and Application Solution, New York, USA *Business, Web Technology and Revenue*

Dr. Pedro R Vasseur, Pace University, New York, USA, *A Machine Learning Approach to Reduce False Positive Alarms Generated by Data Breach Detection Processes.*

**Room 760: Management**

**Session No. 17**

**Session Chair: Dr. Socrates Bousios, United States Merchant Marine Academy, New York, USA**

Dr. Abdus Sattar Chaudhury, University of Kuwait, Kuwait, *Information Management in Business for Organizational Effectiveness*



Dr. Steven Welch, Bloomsburg University, Dr. Jong Gyu Park The Pennsylvania State University, PA, USA , and Christina M.P. Welch, CEO, Welch Performance Consulting, Bloomsburg, PA , USA, *Tips and Techniques to Recruiting and Engaging Millennials in the workforce*

Krista Troiani, Bronwyn Laughner, Bloomsburg University, and Christina M. P. Welch, CEO, Welch Performance Consulting, Bloomsburg, PA USA,, *Low Birth Rate Hitting a New Record lows & What Does It Mean for the Global Workforce of the Future?*

Dr. Elaine Lau, Bloomsburg University, PA, USA, *The Role of Organizational Support and Supervisor's Support in the Turnover Process.*

**11:30-11:40 Tea/Coffee Break**

**11:40 am. --12:55p.m.**

**Session no. 18**

**Room 750: All Conference Panel on the Issues of Higher Education in the United States**

**Moderator: Dr. Serajul I. Bhuiyan, Senior VP, BAASANA, Savannah State University, GA, USA**

Panelist: Dr. Amir Mirmiran, Provost and Vice-President of Academic Affairs, University of Texas-Tyler, TX, USA

*Title: Student Success Redefined*

Dr. Alfred Ntoko, Dean School of Business and Management, National University, California, USA,

*Title: Scaling Up for the Adult and Non-Traditional Students*

Dr. David Martin, Dean, Ansell School of Business, Western Connecticut State University, CT, USA

*Title: Issues of Engagement, Innovation and Impact in Determining Quality of Higher Education in General and Business School Accreditation in Particular*

Dr. Geoffrey T. Mills, Interim Dean, Wagner College, New York, USA *Title: Issues of Private Higher Education*

**1:00 p.m. ---2:00 p.m.**

**Luncheon**

**Room No. 760 & 750**

**Room 750**

**Session No. 19**

**Luncheon Speaker: (1:25p.m. to 2:00p.m.) Dr. Amir Amirian, Provost and Vice President of Academic Affairs, University of Texas-Tyler, Texas, USA. Title of Presentation: Engineering Education: A Departure from Assembly Line Strategy.**

## Concurrent Sessions

**2: 05p.m.-330p.m. Room 750: Session on Ethics in Business**

**Session No. 20**

**Session Chair:** Dr. Elaine Lau, Bloomsburg University, Pennsylvania, USA

Bronwyn Laughner, Bloomsburg University of Pennsylvania, *Americanization of Japanese Ethics in Manufacturing*

Dr. Marilu Marcillo, St. Peter's University, New Jersey, *Student-Directed Reflective Case Studies in Business Ethics*

Dr. Nicholas Kombiadis, Adelphi University, Paul Cohen & Vera K. Koumbiadis, New York, NY, *Ethical Perception and Color Psychology*

Dr. Erica Lynch, Walden University, Minnesota, *The Quest of Women to Occupy Positions in Upper Management in Corporate America*



**Room 760: Session on Small Business**

**Session No. 21**

**Session Chair: Dr. Yam Limbu, Montclair State University, New Jersey, USA**

Dr. Daniela Romagnoli, Entrepreneur, Hacienda Mil Bellezas, Costa Rica, Dr. Steve Welch, Bloomsburg University, Pennsylvania, USA, *A Jack of all Traits: The Needed Skills to Successfully Approach International Entrepreneurship*  
Dr. Steve Welch, Dr. Christina Force, Dr. Carolyn LaMacchia, Bloomsburg University, Pennsylvania, PA, USA *How to grow entrepreneurial spirit and intent in a secondary & postsecondary setting*  
Dr. Jet Mboga and Krista Troiani, Bloomsburg University, Pennsylvania, PA, USA, *An Empirical Study: Employee Engagement and Its Link to Organization Performance and Sustainability*  
Dr. Chanaz Gargouri and Dr. Mary Kate Naatus, St. Peter's University, NJ, USA, *Building Entrepreneurial Mindsets in the Classroom*

**3:30 p.m.-- 4:30 p.m.**

**Room 750: Panel on Assessment**

**Session No. 22**

Dr. Lisa Yount, Savannah State University, GA, USA: **Panel Moderator**

**Panelists:**

Dr. Lisa Yount, Savannah State University, GA, USA, *The impact of systematic assessment on organizational learning and development, especially as it relates to the role of formative assessment in qualitative university-wide initiatives.*  
Dr. Nicolas Silberg, Savannah State University, GA, USA, *Learning and change in use of evidence, in decision-making practices, in self-study, and in evaluation of effectiveness*  
Dr. Serajul I. Bhuiyan, Savannah State University, GA, USA: *The effectiveness of specific assessment models and practices in impacting learning outcome*

**3:30 p.m.--4:30 p.m: Session on Higher Education**

**Session No. 23**

**Room 760**

**Chair: Dr. Steve Welch, Bloomsburg University, Pennsylvania, USA**

Dr. Madhav Sharma, Bloomsburg University, PA, USA and Dr. Elsa Mireya Rosales Estrada, Universidad Autonoma Del Estado De Mexico, Mexico, *International Education: Analysis of Impacts*  
Dr. Tun, Cu and Dr. Ruhul. Amin, Bloomsburg University, PA, USA, *Disruptive innovation of Online Learning*  
Dr. Stephanie Shaw, St. John's University, New York, USA, *Resilience as a Predictor of Variations in Freshman Retention.*  
Dr. Delwar Hossain and Ms. Lipika Arif, University of South Alabama, AL, USA *The Uses of News and Social Media for Effective Instructional Design*

**Award Banquet: 4:30 p.m. --5:30p.m.**

**Room No 760 & 750**

**Academic Conference Concludes at 5:30p.m.**

**August 1, 2018: New York City Tour (Optional)**

**Please visit: <https://www.newyorkstour.com/nyc-attractions.html> and [https://www.newyorkstour.com/free-nyc-attractions-for-families/?gclid=CjwKCAjwkMbaBRBAEiwAIH5v\\_jOYjL17e0gzHNbAcOxJzqWK8YdT41hHCfhLgeIBhLzWHTQGUTGkTxoCieUQA\\_vD\\_BwE](https://www.newyorkstour.com/free-nyc-attractions-for-families/?gclid=CjwKCAjwkMbaBRBAEiwAIH5v_jOYjL17e0gzHNbAcOxJzqWK8YdT41hHCfhLgeIBhLzWHTQGUTGkTxoCieUQA_vD_BwE)**

## Business Meeting Notice

**Attendees: Members of BAASANA Board of Directors and the Invited Guests**

**Date: July 31<sup>st</sup>, 2018 Time: 2:00p.m. to 3:30 p.m. Venue: Room No. 765**

### *Agenda*

Call to Order: M. Ruhul Amin, Ph.D. Chairman of the Board

Roll Call: Dr. Steve Welch, Acting Executive Secretary to the Board.

Introduction of Guests

Annual Report: BAASANA: R Amin

- Financial Report
- BAASANA-Vietnam Conference. Slide Show
- BAASANA-India Conference Dec 21-12, 2018
- BAASANA-UK Report: Dr. Nazrul Islam, Chapter President
- Dr. Yam Limbu, Editor-in-Chief, IJBAS—Future Direction
- Next Year's BAASANA Conference, Dr. Nick Koumbiadis, Director, Logistics
- Report of the Committee on External Relations and Sponsorship-Dr. K. W. Zeno

Installation of President Elect, Dr. John Okpara as President of BAASANA

Vision and Strategic Direction 2018-2023: President of BAASANA, Dr. John Okpara

Report from Senior Vice President Dr. S.I. Bhuiyan- on BAASANA Chapter at Savannah State University, GA?

Appointment of Officers of BAASANA

Nomination for VP position: Dr. Nguyen Lam, Bloomsburg University (VP for ASEAN Countries)

Appointment of Dr. Serajul I. Bhuiyan as Program Co-Chair for 2019 BAASANA Conference

Other Nominations:

Dr. Nik Hasnaa Nik Mahmood, (nomination by Dr. Serajul I. Bhuiyan, Senior VP of BAASANA

(Nomination to a BAASANA position requires prior submission of curriculum vita)

Voting on Nominations

Meeting Continues with Dr. Okpara as Chair

Organization Structure and Division of work

Assignment of Responsibilities for 2019 BAASANA Conference

Decide on the Venue for (US) 2019 BAASANA Conference Suggested Dates: Any Wed, Thu, Fri of June, 2019 to avoid conflict with BAASANA- UK dates in August, 2019.

Open Forum

**Adjournment: 3:30p.m.**

## Participant Index

<i>Author (s)</i>	<i>Affiliation</i>	<i>Country</i>	<i>Session</i>
<b>A</b>			
<i>Dr. Agbehonou, Edoh</i>	<i>Savannah State University, Georgia</i>	<i>USA</i>	<i>11&amp;12</i>
<i>Md. Ali, Hasan</i>	<i>Engineering: Department of Bangladesh Government</i>	<i>Bangladesh</i>	<i>3</i>
<i>Prof. Ammar, Sonia</i>	<i>Bloomsburg University, PA</i>	<i>USA</i>	<i>13</i>
<i>Dr. Amirian, Amir</i>	<i>Provost and Vice President of Academic Affairs, University of Texas-Tyler, Texas</i>	<i>USA</i>	<i>18, 19</i>
<i>Dr. Amin, M. Ruhul</i>	<i>Bloomsburg University, PA</i>	<i>USA</i>	<i>1, 2, 9,</i>
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<i>Dr. Anthony, Richardson</i>	<i>Southern Connecticut State University</i>	<i>USA</i>	<i>16</i>
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<i>Ms. Arif, Lipika</i>	<i>University of South Alabama</i>	<i>USA</i>	<i>23</i>
<i>Prof. Askew , Sidney</i>	<i>BMCC, CUNY, New York</i>	<i>USA</i>	<i>10</i>
<b>B</b>			
<i>Prof. Banerjee, Suvro K.</i>	<i>BMCC, CUNY, New York</i>	<i>USA</i>	<i>10</i>
<i>Prof. Bellazasm Mil, Hacienda</i>	<i>Costa Rica</i>	<i>Costa Rica</i>	<i>21</i>
<i>Dr. Bhuiyan, Serajul I.</i>	<i>Savannah State University, Georgia</i>	<i>USA</i>	<i>5, 11 &amp; 12, 18, 22</i>
<i>Dr. Bongang, Bernard</i>	<i>Savannah State University, Georgia</i>	<i>USA</i>	<i>11 &amp; 12</i>
<i>Dr. Boussios, Socrates</i>	<i>United States Merchant Marine Academy, New York,</i>	<i>USA</i>	<i>17</i>
<b>C</b>			
<i>Dr. Chaudhury, Abdus Sattar</i>	<i>University of Kuwait</i>	<i>Kuwait</i>	<i>17</i>
<i>Dr. Chung, Christina</i>	<i>Ramapo College of New Jersey, NJ</i>	<i>USA</i>	<i>13, 16</i>
<i>Dr. Cohen, Paul C.</i>	<i>Adelphi University</i>	<i>USA</i>	<i>20</i>
<i>Dr. Crooks, Donald</i>	<i>Wagner College, New York,</i>	<i>USA</i>	
<b>E</b>			
<i>Dr. Estrada Rosales Mireya, Elsa</i>	<i>Universidad Autonoma Del Estado De Mexico</i>	<i>Mexico</i>	<i>23</i>
<b>F</b>			
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<i>Dr. Firmin, Facilicia</i>	<i>Saint Peters University</i>	<i>USA</i>	<i>9</i>
<i>Dr. Force, Christina</i>	<i>Bloomsburg University, PA</i>	<i>USA</i>	<i>21</i>

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<b>G</b>			
<i>Dr. Gargouri, Chanaz</i>	<i>St. Peters University, New Jersey</i>	<i>USA</i>	<i>4, 9, 21</i>
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<b>H</b>			
<i>Professor Hammer, Seth</i>	<i>Towson State University, Maryland</i>	<i>USA</i>	<i>10</i>
<i>Dr. Nik Hasnaa, Nik Mahmood</i>	<i>University of Technology Malaysia</i>	<i>Malaysia</i>	<i>9</i>
<i>Dr. Hossain, Delwar</i>	<i>University of South Alabama</i>	<i>USA</i>	<i>11&amp;12, 23</i>
<i>Dr. Hsu, Donald</i>	<i>Doctoral Faculty: University of Phoenix; CEO, CASA</i>	<i>USA</i>	<i>2, 4, 5, 6</i>
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<b>I</b>			
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<b>J</b>			
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<b>K</b>			
<i>Dr. Kombiadis, Nicholas</i>	<i>Adelphi University</i>	<i>USA</i>	<i>20</i>
<i>Prof. Koumbiadis, Vera K.</i>	<i>New York</i>	<i>USA</i>	<i>20</i>
<i>Mr. Kravchenko, Boris _ Grad. Student:</i>	<i>Keller Graduate School Of Management, New York</i>	<i>USA</i>	<i>16</i>
<i>Prof. Troiani, Krista</i>	<i>Bloomsburg University, PA</i>	<i>USA</i>	<i>17, 21</i>
<b>L</b>			
<i>Dr. LaCava, Alberto</i>	<i>St. Peter's University, New Jersey</i>	<i>USA</i>	<i>6</i>
<i>Dr. LaMacchia, Carolyn</i>	<i>Bloomsburg University, PA</i>	<i>USA</i>	<i>21</i>
<i>Dr. Lamour, Jude</i>	<i>Keller Graduate School Of Management, New York</i>	<i>USA</i>	<i>16</i>
<i>Dr. Lau, Elaine</i>	<i>Bloomsburg University, PA</i>	<i>USA</i>	<i>9, 17, 20</i>
<i>Prof. Laughner, Bronwyn</i>	<i>Bloomsburg University, PA</i>	<i>USA</i>	<i>17, 20</i>
<i>Dr. Limbu, Yam B.</i>	<i>Montclair State University, New Jersey</i>	<i>USA</i>	<i>13, 14, 21</i>
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<i>Dr. Lynch, Erica</i>	<i>Walden University</i>	<i>USA</i>	<i>20</i>
<b>M</b>			
<i>Dr. McKinley, Christopher</i>	<i>Montclair State University</i>	<i>USA</i>	<i>13</i>
<i>Dr. Nik Mahmood, Nik Hasan</i>	<i>University of Technology Malaysia</i>	<i>Malaysia</i>	<i>9</i>
<i>Dr. Marcillo, Marilu</i>	<i>St. Peter's University, New Jersey</i>		<i>20</i>
<i>Dr. Martin, David</i>	<i>Dean, Ancell School of Business, Western Connecticut State University</i>	<i>USA</i>	<i>7, 18</i>

<i>Dr. Mboga, Jet</i>	<i>Bloomsburg University, PA</i>	<i>USA</i>	<i>21</i>
<i>Dr. Meah, Kala</i>	<i>York College , PA</i>		<i>3</i>
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<i>Mincy, Ahyannah</i>	<i>Saint Peters University</i>	<i>USA</i>	<i>9</i>
<i>Dr. Mills, Geoffrey T.</i>	<i>Interim Dean, Wagner College New York</i>	<i>USA</i>	<i>18</i>

**N**

<i>Dr. Naatus, Mary Kate</i>	<i>Saint Peter's University, New Jersey</i>	<i>USA</i>	<i>6, 21</i>
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**O**

<i>Dr. Ohayia, Joy</i>	<i>Entrepreneur, New York</i>	<i>USA</i>	<i>4</i>
<i>Dr. Okpara, John</i>	<i>Bloomsburg University, PA</i>	<i>USA</i>	<i>1, 3, 9, 14, 15</i>
<i>Dr. Owarish , Frank</i>	<i>CEO, IISRT</i>	<i>USA</i>	<i>2, 11&amp;12</i>

**P**

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**R**

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**S**

<i>Prof. Salama, Nora</i>	<i>Baruch College, CUNY</i>	<i>USA</i>	<i>10</i>
<i>Prof. Seyam, Yousef</i>	<i>New York</i>	<i>USA</i>	<i>10</i>
<i>Prof. Seyam, Achraf</i>	<i>BMCC, CUNY</i>	<i>USA</i>	<i>10</i>
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<i>Mr. Szykitka, Walter</i>	<i>The Whole Earth Design Project</i>	<i>USA</i>	<i>3</i>

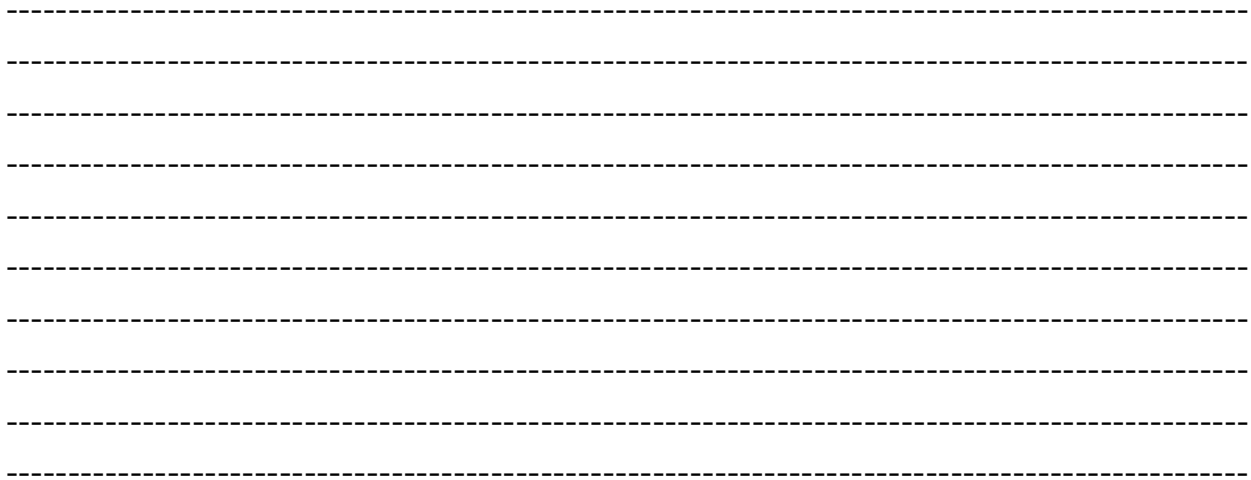
**T**

<i>Dr. Tully, Cathyann</i>	<i>Wagner College, New York,</i>	<i>USA</i>	<i>4, 5</i>
<i>Dr. Tung, Cu</i>	<i>Bloomsburg University, PA</i>	<i>USA</i>	<i>23</i>

**V**







### Some of the Speakers and Panelists



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