

GLOBAL CONFERENCE ON  
BUSINESS AND FINANCE

# CONFERENCE PROGRAM

*Hawaii, USA  
January 3-5, 2022*

*The Institute for Business and Finance Research*

GLOBAL

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**Welcome to Hawaii**  
**Have a productive and fun Conference!**

**Bienvenidos a Hawaii**  
**Deseamos que el Congreso sea Productivo!**

## Letter from the Conference Chair

On behalf of the Staff and the IBFR, I welcome you to 32nd Hawaii Global Conference on Business and Finance. In the last few months, we have all had to navigate unprecedented challenges that we never envisioned. The IBFR expresses our deepest gratitude to you for your understanding as we asked you to adapt to changes necessary to keep you, our colleagues, and our communities safe. We hope you enjoy our modified format with internet and virtual sessions.

We all know that college professors must balance their teaching, research, and service obligations. Finding the right forum to share and obtain feedback on our research, new teaching techniques, and innovative administrative processes can be challenging. The Institute for Business and Finance Research was created to facilitate your work by providing an environment conducive to knowledge and experience sharing. We encourage the academic community to share their work at our conferences and in our journals. We welcome articles which are of interest to scholars and practitioners in all fields of business, economics, and related fields.

The 2022 Hawaii GCBF represents a long-term commitment to bring individuals from around the world together to share their ideas and promote research on business and finance. The response to the conference has been good. We wish to thank you for selecting the GCBF as your research outlet. We also wish to thank the many people that have contributed to making the conference a participants come from a variety of high-quality institutions and will present work on a mix of academic issues.

We are proud to announce our upcoming conference. We have scheduled a return to our onsite format for our 33rd event. The 33rd summer conference will be held May 24-27, 2022, at the Wyndham Herradura Hotel, San Jose Costa Rica. In the event that travel limitations are imposed, the event will be held using a virtual format.

We hope you have a productive conference. If we can be of any assistance to you, please do not hesitate to contact us.

Warmest Regards,

Mercedes Jalbert  
Conference Chair

## Carta del Editor

El IBFR y su personal les da la bienvenida a la 32nd Global Hawaii Conference on Business and Finance Research. En los últimos meses, todos hemos tenido que superar desafíos sin precedente. El IBFR desea expresar nuestra más profunda gratitud por su comprensión, y por adaptarse a los cambios necesarios para mantenerlo a ustedes, nuestros colegas y nuestras comunidades a salvo.

Esperamos que disfrute de nuestro formato modificado con sesiones virtuales y sesión internet. Todo profesor de educación superior debe encontrar un balance entre su rol como educador, investigador, servicio a la comunidad y servicio a su universidad. Encontrar un foro donde podamos compartir y obtener retroalimentación sobre nuestra investigación, nuevas técnicas de educación, procesos administrativos innovadores es retador. El Institute for Business and Finance Research (IBFR) fue creado para facilitar el trabajo del profesional en educación superior, profesional del sector públicos y profesional del sector privado al crear una plataforma global conducente al enriquecimiento de nuestro conocimiento a través de:

1. La exposición de trabajos investigativos en todas las áreas académicas de las ciencias administrativas, ciencias económicas, financieras, etc.;
2. La exploración de nuevos avances tecnológicos, teóricos, pedagógicos;
3. El intercambio de conocimiento en una plataforma verdaderamente global.

Estamos orgullosos de anunciar nuestros próximos congresos. Nuestro 33rd Costa Rica, esta programado del 24-27 de mayo, 2022 en el Hotel Wyndham Herradura. En el evento que se impongan restricciones para viajar por la pandemia, el evento se realizara con un formato virtual. Le invitamos a participar a nosotros en nuestros eventos.

Esperamos que tengan un congreso productivo. Estamos para asistirles durante el congreso y en el futuro.

Saludos Cordiales

Mercedes Jalbert  
Conference Chair

## Conference Etiquette

The Institute encourages the positive exchange of ideas. Spirited debate related to issues presented in conference sessions is welcome and encouraged. However, participants must frame all comments in a positive tone. Under no circumstances should participants make personally demeaning or insulting comments or make degrading comments about a presenter's work.

Business casual attire is appropriate for all events.

## Conferencia Etiqueta

El Instituto fomenta el intercambio positivo de ideas. Debate vigoroso relacionado con las temáticas presentadas en sesiones de la conferencia es bienvenidos y motivado. Sin embargo, los participantes deben enmarcar todos los comentarios en un tono positivo. Bajo ninguna circunstancia deben los participantes hacer comentarios degradantes sobre el investigador o su investigación o insultar al expositor.

Vestimenta casual de negocios es apropiada para todos los eventos.

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## The Institute for Business and Finance Research

The Institute for Business and Finance Research (IBFR) seeks to promote the study of business, finance, and related issues. The Institute also seeks to make accessible this wealth of information to the global higher-education and business communities. The Institute does this by sponsoring The Global Conference on Business and Finance. We also publish eight journals: *The International Journal of Business and Finance Research*, *International Journal of Management and Marketing Research*, *Global Journal of Business Research*, *Accounting and Taxation*, *Review of Business & Finance Studies*, *Business Education and Accreditation*, *Revista Internacional Administración y Finanzas* and *Revista Global de Negocios*. We work under the principle of providing positive support toward getting your work published.

## The Global Conference on Business and Finance

The Institute Sponsors the Global Conference on Business and Finance (GCBF). The GCBF provides the academic community with an opportunity to share their research, ideas, and discuss administrative issues. It also offers a great opportunity for networking and placement. Conference participants are able to:

- Network with other professionals
- Present their research at an international conference
- Receive feedback on their research
- Publish a short version of their paper in the refereed proceedings
- Compete for the Outstanding Research Award
- Compete for the Best Paper in Session Award
- Have their paper considered for publication in a peer reviewed journal
- Network with potential employers and employees

The Global Conference on Business and Finance Proceedings (ISSN: 2168-0612 on Flash Drive and ISSN 1941-9589 Online) are peer reviewed. Short versions or full papers presented at the Global Conference on Business and Finance can be published in the refereed proceedings. The conference proceedings are distributed on USB Flash Drive, Online and through EbscoHost. Current Harzing's Publish or Perish h and g rankings for the proceedings equal 14 and 25 respectively.

## Journals

### Journal Announcements

We continue our work to improve the quality and visibility of our journals. Our Harzing's Publish or Perish Statistics continue to increase with h and g rankings reaching levels as high as 59. In addition, the number of citations to articles in our journals increased by about 2 percent per month over the past year. Our journals are now indexed by ZBW Leibniz Information Center for Economics-EconBIZ and other indexes. Open Access Library (OALIB) ranks *International Journal of Business and Finance Research* as the 8<sup>th</sup> best open access journal in finance, *Global Journal of Business Research* as the 14<sup>th</sup> best open access journal in business, and *Revista Internacional Administración & Finanzas* as the 15<sup>th</sup> best open access journal in finance. Excellence in Research for Australia (ERA) ranks seven of our journals, ANVUR ranks three, AIDEA ranks four, and IDEAS/REPEC ranks eight. Our website reports ranking specifics. We are pleased to be gaining this attention and hope to see additional organizations include us in their rankings. Our journals are distributed in print, and electronically through EbscoHost, RePEC, SSRN and The IBFR Website. Portico permanently archives our Journal content.

The IBFR sponsors eight peer-reviewed journals:

- The International Journal of Business and Finance Research  
ISSN # 1931-0269 [print], 2157-0698 [online]
- International Journal of Management and Marketing Research  
ISSN # 1933-3153 [print], 2157-0205 [online]
- Global Journal of Business Research  
ISSN 1931-0277 [print], 2157-0191 [online]
- Accounting & Taxation  
ISSN 1944-592X [print], 2157-0175 [online]
- Review of Business & Finance Studies  
ISSN 2150-3338 [print], 2156-8081 [online]
- Business Education & Accreditation  
ISSN 1944-5903 [print], 2157-0809 [online]
- Revista Internacional Administración & Finanzas  
ISSN 1933-608X [print], 2157-3182 [online]
- Revista Global de Negocios  
ISSN 2328-4641 [print], 2328-4668 [online]

All our Journals are blind reviewed. Articles in all areas of business, economics, business education and related fields are welcome for publication consideration. Both theoretical and empirical papers are reviewed for possible publication. Papers may be academic or applied in nature. Submitted articles should be well written and free of spelling and grammar errors. Only original articles that have not been published elsewhere, and are not under consideration for any other publication, are considered for publication in the journals.

Please visit our web site for information about our journal's indexing, ranking and distribution at [www.theibfr.com/journal.htm](http://www.theibfr.com/journal.htm) (EBSCOHost, SSRN, RePEC, Econlit, e-JEL and JEL on CD etc.)

For additional information on the journals or proceedings, including manuscript submission instructions, visit our website at [www.theIBFR.com](http://www.theIBFR.com).

## Revistas Académicas

The Institute for Business and Finance Research patrocina ocho revistas académicas Revista: *Internacional Administración & Finanzas (RIAF)*, *The International Journal of Business and Finance Research (JBFR)*, *International Journal of Management and Marketing Research (IJMMR)*, *Global Journal of Business Research (GJBR)* *Accounting and Taxation (AT)*, *Business Education and Accreditation (BEA)*, *Review of Business & Finance Studies (RBFS)* y *Revista Global de Negocios*.

Trabajos de investigación teóricos, empíricos o aplicados en administración de empresas, finanzas, economía, contabilidad, gerencia, mercadeo, estadísticas, producción, sistemas de información, derecho laboral, planeamiento estratégico, política empresarial, teoría monetaria, comercio internacional, turismo, derecho comercial, temas en educación superior, avances en técnicas de educación y apoyo didáctico, acreditación o certificación, promoción y desarrollo académico, administración pública y disciplinas afines son bienvenidos.

Visite nuestro sitio [www.theibfr.com/publicaciones.htm](http://www.theibfr.com/publicaciones.htm) donde encontrara informacion detallada sobre las revistas, indexación, distribución, proceso de revisión etc.



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The International Journal of Business and Finance Research (ISSN: 1931-0269 print ISSN: 2157-0698 online) has been published continuously since 2007. The Journal publishes high-quality articles in all areas of finance, accounting and economics. Theoretical, empirical and applied manuscripts are welcome for publication consideration. All papers submitted to the Journal are blind reviewed. The Journal is distributed in print and electronically through Social Science Research Network (SSRN), EBSCOhost Publishing, Research Papers in Economics (RePEc) and The IJBF website. The Journal is permanently archived through Portico. The Journal is indexed in the American Economic Association's Econlit, e-JEL, and JEL on CD; ZBW Leibniz Information Center for Economics-EconBIZ. The Journal is ranked by Schulze, Warning and Wiermann (2008); Westminster College's Comprehensive Journal Ranking; Excellence in Research for Australia (ERA); and others.

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Review of Business & Finance Studies  
ISSN: 2150-3338 (print) and 2156-8081 (online)

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Review of Business & Finance Studies (ISSN: 2150-3338 print and 2156-8081 online) has been published continuously since 2010. The Journal publishes high-quality studies in all areas of business finance and related fields. Empirical and theoretical papers as well as case studies are welcome. Case studies can be based on real-world or hypothetical situations. In addition, academic papers that address issues related to case teaching methodologies are welcome. All papers submitted to the Journal are blind reviewed. The Journal is distributed in print and electronically through Social Science Research Network (SSRN), EBSCOhost Publishing, Research Papers in Economics (RePEc) and The IBFR website. The Journal is permanently archived through Portico. The Journal is indexed in ZBW Leibniz Information Center for Economics-EconBIZ. The Journal is ranked in Excellence in Research for Australia (ERA) and others.

**Revista International Administration & Finanzas**  
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Revista Internacional Administración & Finanzas (RIAF) se publica en forma continua desde 2008. RIAF publica manuscritos de alta calidad en todas las áreas de las ciencias administrativas, contables y financieras. Artículos teóricos, empíricos y aplicados son bienvenidos para revisión y posible publicación. RIAF se publica siete veces al año por el Institute for Business and Finance Research. Todo trabajo de investigación enviado para consideración es sujeto a un "blind-review process." RIAF se distribuye en forma impresa y a través de Social Science Research Network (SSRN), EBSCOHost, Research Papers in Economics (RePEc) y el sitio del IBFR. RIAF esta indexada en The American Economic Association's Econlit, e-JEL y JEL on CD y ZBW Leibniz Information Center for Economics-EconBIZ. La revista esta archivada en forma permanente con Portico. La revista tiene ranking en Excellence in Research for Australia (ERA) y otras.

Revista Global de Negocios  
ISSN 2328-4641 (print) 2328-4668 (online)

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Revista Global de Negocios (RGN) se publica en forma continua desde el 2013. RGN publica manuscritos de alta calidad en todas las áreas de las ciencias administrativas, contables y financieras. Investigaciones teóricas, empíricas y aplicadas son bienvenidas para revisión y posible publicación. RGN se publica dos veces al año por el Institute for Business and Finance Research. Todo trabajo de investigación enviado para consideración es sujeto a un "blind-review process." RGN se distribuye en forma impresa y a través de Social Science Research Network (SSRN), EBSCOHost, Research Papers in Economics (RePEc) and el sitio del IBFR. La revista está archivada en forma permanente con Portico. La revista tiene ranking en IDEAS/RePEc.



**FUTURE CONFERENCES**

We hope you are able to join us our next event.

**San Jose, Costa Rica, 2022**

The 33<sup>th</sup> Global Conference on Business and Finance will be held in San Jose, Costa Rica, May 24-27, 2022 at the Wyndham Herradura Hotel. If travel limitations are imposed or other concerns persist, the event will be held using a virtual format.

**United States, 2023**

The 34<sup>nd</sup> Global Conference on Business and Finance to be announced

**CONGRESOS FUTUROS****San Jose, Costa Rica, 2022**

El Congreso 33<sup>th</sup> Global Conference on Business and Finance (GCBF) se realizará en San Jose, Costa Rica, Mayo 24-27, 2022 en el Hotel Wyndham Herradura. En el evento de que se impongan restricciones para viajar debido a la pandemia u otras situaciones similares, el evento se realizará con formato virtual.

**United States, 2023**

El Congreso 34<sup>nd</sup> Global Conference on Business and Finance se se anunciará próximamente.

## SCHEDULE OF EVENTS

MONDAY, JANUARY 3, 2022   LUNES 3 DE ENERO, 2022	
Continuous	Internet Session/Sesión Internet ( <a href="https://www.theibfr.com/internet-session/">https://www.theibfr.com/internet-session/</a> )
9:00 AM to 11:00 AM	Conference Welcome /Bienvenida al Congreso (Zoom)
12:00 PM to 1:50 PM	Zoom Session
2:00 PM to 3:50 PM	Zoom Session
TUESDAY, JANUARY 4, 2022   MARTES 4 DE ENERO, 2022	
Continuous	Internet Session/Sesión Internet ( <a href="https://www.theibfr.com/internet-session/">https://www.theibfr.com/internet-session/</a> )
8:00 AM to 9:50 AM	Zoom Session
10:00 AM to 11:50 AM	Zoom Session
1:00 PM to 2:50 PM	Zoom Session
WEDNESDAY, JANUARY 5, 2022   MIERCOLES 5 DE ENERO, 2022	
Continuous	Internet Session/Sesión Internet ( <a href="https://www.theibfr.com/internet-session/">https://www.theibfr.com/internet-session/</a> )
11 AM to 12:00 PM	Awards Event and Closing/Evento de Premiación y Cierre del Congreso
12:00 PM to 1:50 PM	Zoom Session
2:00 PM to 3:50 PM	Zoom Session
4:00 PM	Conference Ends/Conferencia Finaliza

\* All times are Hawaiian Standard Time

## Summary of Onsite and Internet Sessions

For security reasons, registered and paid authors will receive an email including Zoom ID, password, and URL to access the Zoom Sessions. All times are Hawaii Standard Time.

### Summary of Onsite Sessions

to access the Zoom Sessions. All times are Hawaiian Standard Time

### Summary of Onsite Sessions

ROOM	Zoom 1
MONDAY	
12:00 PM	English Finance & Accounting
02:00 PM	English Public Administration, Management & Finance
TUESDAY	
08:00 AM	English Management
10:00 AM	Spanish Marketing & Management
1:00 PM	English Management, Finance & Business Education
WEDNESDAY	
12:00 PM	English Finance, Economics & Accounting
02:00 PM	English Finance & Business Education

\* All times are Hawaiian Standard Time

## Summary of Internet Sessions

ROOM	Online at <a href="http://www.theibfr.com/internet-session">www.theibfr.com/internet-session</a>
MONDAY, JANUARY 3, 2022 TO WEDNESDAY JANUARY 5, 2022	
Time: Continuous	
	Management English
	Management, Finance & Business Education English
	Management & Accounting English
	Finance & Economics English
	Finance & Economics English
	Management English
	Management Spanish
	Finance, Economics & Accounting Spanish
	Marketing & Accounting Spanish

**\* Registered and paid participants are welcome to attend any, and all, sessions.**

**\* Autores registros al congreso pueden atender todas las sesiones.**

## Presentation Equipment

You will need Zoom and a computer with camera and microphone to attend the virtual sessions. Zoom is available at [zoom.com](https://zoom.us)

For the internet session, you will only need internet access.

## Equipo para Presentación

Para las sesiones virtuales necesita Zoom. Zoom está disponible en [Zoom.com](https://zoom.us). También necesita una computadora con cámara y micrófono incorporado.

Para la sesión internet solo necesitan acceso a internet.

## Paper Sessions

### Internet Sessions

Registered and paid attendees are welcome to attend any and all of the internet and onsite sessions. Internet sessions take place continuously throughout the conference. To review the presentations in the Internet Session please visit our website at: [www.theibfr.com/internet-session](http://www.theibfr.com/internet-session). Please take a moment to review the papers and to provide feedback to the authors, by sending an email to [internet@theibfr.com](mailto:internet@theibfr.com) with your comments. These comments will be forwarded to the author. Bolded author names indicate a presenting author(s).

	<b>INTERNET SESSION ROOM:</b> <a href="http://www.theibfr.com/internet-session/">www.theibfr.com/internet-session/</a>	<b>TIME: CONTINUOUS</b>
	<b>SESSION TRACK</b>	MANAGEMENT, ACCOUNTING
	<b>SESSION CHAIR</b>	Terrance Jalbert, The IBFR
ENGLISH	<b><i>Critiquing the United Nations Human Rights Home Council Report</i></b> Peter Harris, New York Institute of Technology	
	<b><i>The Environmental Management System and the Evolution of Electrical and Electronic Waste in the Context of the Green Deal</i></b> Catalin Petcu, Polytechnic University of Bucharest Ana Maria Ifrim, Titu Maiorescu University Ionica Oncioiu, Titu Maiorescu University	

	<b>INTERNET SESSION ROOM:</b> <a href="http://www.theibfr.com/internet-session/">www.theibfr.com/internet-session/</a>	<b>TIME: CONTINUOUS</b>
	<b>SESSION TRACK</b>	MANAGEMENT, BUSINESS EDUCATION
	<b>SESSION CHAIR</b>	Terrance Jalbert, The IBFR
ENGLISH	<b><i>Examining If Grading Bias Exists in a Professor of Business Courses: An Individual Study</i></b> Gary F. Keller, Eastern Oregon University	
	<b><i>Implications of Behavioral Decision Theory for Strategic Management</i></b> Mihai Petrescu, Valahia University Cristian Marian Barbu, Artifex University of Bucharest Andrei Buiga, Artifex University of Bucharest Elena Anghel, Valahia University Marius Roșu-Lis, Valahia University Ionica Oncioiu, Titu Maiorescu University	
	<b><i>Machine Learning Methods in Student Mental Health Research: An Ethics-informed Systematic Literature Review</i></b> Sana Ben Hassine, University of Quebec at Montreal Michael Zhang, Saint Marys University Steven Smith, Saint Marys University Mohamed Drira, Saint Marys University	

	<b>INTERNET SESSION ROOM:</b> <a href="http://www.theibfr.com/internet-session/">www.theibfr.com/internet-session/</a>	<b>TIME: CONTINUOUS</b>
	<b>SESSION TRACK</b>	MANAGEMENT, ACCOUNTING
	<b>SESSION CHAIR</b>	Terrance Jalbert, The IBFR
ENGLISH	<b><i>Implications of Improving the Management System on Economic Performance</i></b> Cristian Daniel Pop, Valahia University Ioan Puhace, Valahia University Nicoleta Biolan (Dan), Valahia University Florin Dimitrescu, Valahia University Ruxandra Bărbuc (Popescu), Valahia University Ionica Oncioiu, Titu Maiorescu University	
	<b><i>The Importance of Leadership for Corporate Sustainability</i></b> Andreea-Diana Vasilescu (Roșu-Lis), Valahia University Alexandra Georgiana Luculescu, Valahia University Cosmin-Mihai Monac, Valahia University Marian Simion Cernea, Valahia University George Alexandru Ivan, Valahia University Ionica Oncioiu, Titu Maiorescu University	
	<b><i>Impact of Corporate Ethics on Financial Transparency</i></b> Sana Ben Hassine, University of Quebec at Montreal Claude Francoeur, HEC Montreal	

	<b>INTERNET SESSION ROOM:</b> <a href="http://www.theibfr.com/internet-session/">www.theibfr.com/internet-session/</a>	<b>TIME: CONTINUOUS</b>
	<b>SESSION TRACK</b>	FINANCE, ECONOMICS
	<b>SESSION CHAIR</b>	Terrance Jalbert, The IBFR
ENGLISH	<b><i>The Relationship between ESG Ratings and the Performance of Listed Companies in China</i></b> Yingzhi Xu, Wenzhou-Kean University Rui Cao, Wenzhou-Kean University Jianing Zhang, Wenzhou-Kean University	
	<b><i>The Green Consensus and Global Climate Agreements</i></b> Silviu Adrian Iana, The Bucharest University of Economic Studies Ionica Oncioiu, Titu Maiorescu University	
	<b><i>The Added Value of Recycling Waste from Electrical and Electronic Equipment</i></b> Catalin Petcu, Polytechnic University of Bucharest Ana Maria Ifrim, Titu Maiorescu University Ionica Oncioiu, Titu Maiorescu University	

	<b>INTERNET SESSION ROOM:</b> www.theibfr.com/internet-session/	<b>TIME: CONTINUOUS</b>
	<b>SESSION TRACK</b>	FINANCE, ECONOMICS
	<b>SESSION CHAIR</b>	Terrance Jalbert, The IBFR
ENGLISH	<i>Are Student-managed Funds Closet Indexers?</i> Lynda S. Livingston, University of Puget Sound, Four Horsemen Investments Shirley Mazaltov-Ast, University of Puget Sound, Four Horsemen Investments	
	<i>The Impact of Electronic Payment on Household Consumption</i> Qijun Yang, Wenzhou-Kean University Jianing Zhang, Wenzhou-Kean University Chunxiao Xue, Wenzhou-Kean University	
	<i>Opportunities and Challenges for Companies through Digital Innovations</i> Diana Andreea Mândricel, Titu Maiorescu University Ionica Oncioiu, Titu Maiorescu University	
	<b>INTERNET SESSION ROOM:</b> www.theibfr.com/internet-session/	<b>TIME: CONTINUOUS</b>
	<b>SESSION TRACK</b>	MARKETING, MANAGEMENT
	<b>SESSION CHAIR</b>	Terrance Jalbert, The IBFR
ENGLISH	<i>Corporate Governance Based on Ethical Governance</i> Marian Catalin Burcescu, Valahia University Oana Cristina Balacciu (Ene), Valahia University Aurelian Vrânceanu, Valahia University Sebastian Gabor, Valahia University Ion-Ionuț Bratu, Valahia University Ionica Oncioiu, Titu Maiorescu University	
	<i>Brand Image and National Brand Icon Extensions: How to Best Promote Them?</i> Miwa Merz, San Jose State University Michael Merz, San Jose State University	
	<i>The Management Innovation in SMEs During COVID 19: Its Effect on Corporate Performance</i> Luis Enrique Valdez-Juárez, Instituto Tecnológico de Sonora Elva Alicia Ramos-Escobar, Instituto Tecnológico de Sonora José Alonso Ruiz-Zamora, Instituto Tecnológico de Sonora	



INTERNET SESSION ROOM: <a href="http://www.theibfr.com/internet-session/">www.theibfr.com/internet-session/</a>		TIME: CONTINUOUS
SESSION TRACK	MANAGEMENT, BUSINESS EDUCATION	
SESSION CHAIR	Mercedes Jalbert, The IBFR	
SPANISH	<b><i>Análisis del Mercado Laboral para la Rama de Ingeniería en Manufactura en Mexicali en Tiempos de Pandemia COVID-19</i></b> Cesar Sánchez Ocampo, Universidad Politécnica de Baja California Miriam Arlyn Tong Delgado, Universidad Politécnica de Baja California Araceli Gárate-García, Universidad Politécnica de Baja California Pedro Parra-Rubio, Universidad Politécnica de Baja California Jorge Ignacio Anguiano Lizaola, Universidad Politécnica de Baja California	
	<b><i>Aproximación Conceptual al Marketing Interno</i></b> Ma. Cruz Lozano Ramírez, Universidad Autónoma de Baja California	
	<b><i>Los Estilos de Aprendizaje de las Mipymes de la Región Centro de Coahuila en México</i></b> Zochitl Araiza Garza, Universidad Autónoma de Coahuila Glenda Lila Suárez Rodríguez, Universidad Autónoma de Coahuila Martha Carolina Sierra Herrera, Universidad Autónoma de Coahuila Cristian Garanzuay Bueno, Universidad Autónoma de Coahuila	
	<b><i>Análisis de la Cultura Organizacional en los Deportes Electrónicos: Estudio de Caso</i></b> Betzabe del Rosario Maldonado Mera, Universidad de Las Fuerzas Armadas-ESPE Juan Francisco Soria Maldonado, Universidad de Las Fuerzas Armadas-ESPE Danilo Alejandro Soria Maldonado, Universidad Central del Ecuador	

INTERNET SESSION ROOM: <a href="http://www.theibfr.com/internet-session/">www.theibfr.com/internet-session/</a>		TIME: CONTINUOUS
SESSION TRACK	FINANCE, ECONOMICS, ACCOUNTING	
SESSION CHAIR	Mercedes Jalbert, The IBFR	
SPANISH	<b><i>Producción y Comercialización de Recipientes Biodegradables</i></b> Betzabe del Rosario Maldonado Mera, Universidad de Las Fuerzas Armadas-ESPE Lida Ortega Minaya, Universidad Nacional de La Rioja Danilo Alejandro Soria Maldonado, Universidad de Las Fuerzas Armadas-ESPE	
	<b><i>Estudio de la Ley del Impuesto Sobre la Renta para la Integración al Régimen Fiscal Simplificado de Confianza de los Contribuyentes Que No Están Registrados en el Servicio de Administración Tributaria (SAT) en Tecomán Colima</i></b> Héctor Priego Huertas, Universidad de Colima Juan Alfredo Lino Gamiño, Universidad de Colima Alfonso Alcocer Maldonado, Universidad de Colima	
	<b><i>Lo Sustancial de la Práctica de Código de Conducta en el Contador Público</i></b> Gabriel Montiel-Morales, Benemérita Universidad Autónoma de Puebla Rufina Georgina Hernández-Contreras, Benemérita Universidad Autónoma de Puebla Jose Maria Ruiz-Rendon, Benemérita Universidad Autónoma de Puebla Héctor Barrientos-Rodríguez, Benemérita Universidad Autónoma de Puebla	

	<b>INTERNET SESSION ROOM:</b> www.theibfr.com/internet-session/	<b>TIME: CONTINUOUS</b>
	<b>SESSION TRACK</b>	FINANCE, ECONOMICS
	<b>SESSION CHAIR</b>	Mercedes Jalbert, The IBFR
SPANISH	<i>Huertos Urbanos en Universidad Politécnica de Baja California</i> Miguel Ángel Canales Rodríguez, Universidad Politécnica de Baja California Cesar Sánchez Ocampo, Universidad Politécnica de Baja California Ulises García Delgado, Universidad Politécnica de Baja California	
	<i>Percepciones de Turistas Sobre el Valor de los Servicios Ambientales-Culturales en Tacotalpa, Tabasco</i> Leticia Rodríguez Ocaña, Universidad Juárez Autónoma de Tabasco Juan Carlos Mandujano Contreras, Universidad Miguel Hernández Herminia Banda Izeta, Universidad Juárez Autónoma de Tabasco	
	<i>Proyecto Social de Vinculación en la Parroquia Rural Plaza Gutiérrez</i> Betzabe del Rosario Maldonado Mera, Universidad de Las Fuerzas Armadas-ESPE Grace Tatiana Páez Barrera, Universidad de Las Fuerzas Armadas-ESPE	
	<i>Análisis Comparativo de las Diferencias Entre el Tratamiento Contable Conforme a la Normas de Información Financiera (NIF) C-6 y las Tasas Fiscales de las Depreciaciones de Propiedad Planta y Equipo</i> Héctor Priego Huertas, Universidad de Colima Francisco Preciado Álvarez, Universidad de Colima Alejandro Rodríguez Vázquez, Universidad de Colima	

	<b>INTERNET SESSION ROOM:</b> www.theibfr.com/internet-session/	<b>TIME: CONTINUOUS</b>
	<b>SESSION TRACK</b>	MARKETING, FINANCE, BUSINESS EDUCATION
	<b>SESSION CHAIR</b>	Mercedes Jalbert, The IBFR
SPANISH	<i>Flujo de Efectivo Como Herramienta para la Toma de Decisiones en las Estaciones de Servicio del Municipio de Tecmán, Colima</i> Héctor Priego Huertas, Universidad de Colima Francisco Preciado Álvarez, Universidad de Colima Fabián Ojeda Pérez, Universidad de Colima	
	<i>Innovación y Tecnología: Binomio Perfecto para la Estrategia de Marketing en la Industria Hotelera</i> Cesar Sánchez Ocampo, Universidad Politécnica de Baja California Miguel Ángel Canales Rodríguez, Universidad Politécnica de Baja California Ulises García Delgado, Universidad Politécnica de Baja California Hirana Gutiérrez Kurumilla, Universidad Politécnica de Baja California	
	<i>Actividad Cacaotera un Enfoque Financiero de los Productores de la Ranchería Francisco I. Madero 1ª Sección</i> Victor Manuel Jiménez De la Cruz, Universidad Juárez Autónoma de Tabasco Leticia Rodríguez Ocaña, Universidad Juárez Autónoma de Tabasco	

## Onsite Sessions

	ROOM: Zoom 1	TIME: JANUARY 3, 2022, MONDAY 12:00 - 1:50
	SESSION TRACK	ACCOUNTING, FINANCE
	SESSION CHAIR	Peter Harris, New York Institute of Technology
ENGLISH	<i>Financial Analysis of Inventory Reporting: US GAAP Vs. IFRS</i> Jessica Humann, New York Institute of Technology Peter Harris, New York Institute of Technology	
	<i>How Does the Bitcoin Sentiment Index of Fear and Greed Affect Its Returns?</i> Yiran Huang, Wenzhou-Kean University Xiaoyu Chen, Wenzhou-Kean University Jianing Zhang, Wenzhou-Kean University	
	<i>Is There an April Effect in Stock Returns?</i> Terrance Jalbert, University of Hawaii at Hilo	
	ROOM: Zoom 1	TIME: JANUARY 3, 2022, MONDAY 2:00 - 3:50
	SESSION TRACK	FINANCE, MANAGEMENT, PUBLIC ADMINISTRATION
	SESSION CHAIR	Michael Godfrey, University of Wisconsin Oshkosh
ENGLISH	<i>The Social Identity Dynamics of Gramscian Hegemony Construction: Building Public Goods through Nation State Creation, Commodification and Institutionalization of Status Stereotypes</i> Benedict E. Dedominicis, Catholic University of Korea	
	<i>The Relationship between Innovation Intensity and Corporate Social Responsibility in the US Firms</i> Xiaoyu Chen, Wenzhou-Kean University Yiran Huang, Wenzhou-Kean University Jianing Zhang, Wenzhou-Kean University	
	<i>Using Data Analytics to Find Drivers of High Ratings of Beer by Users</i> Andrew Manikas, University of Louisville Michael Godfrey, University of Wisconsin Oshkosh Jason Woldt, University of Wisconsin Oshkosh	

	ROOM: Zoom 1	TIME: JANUARY 4, 2022, TUESDAY 8:00 - 9:50
	SESSION TRACK	MANAGEMENT
ENGLISH	SESSION CHAIR	John Theodore, JDT Management Consultants
	<i>The Impact of Artificial Intelligence Biases: Algorithmic Discrimination</i> Magda Hercheui, University College London Sam Guerard, University College London	
	<i>Precipitants That Deter the Organizational Development of Small Private Enterprises in Latin America</i> John Theodore, JDT Management Consultants	
	<i>United Nations Sustainable Development Goals for Meeting Government Requirements for Environmental, Social, and Governance Reports</i> Kathleen Wilburn, St. Edwards University Ralph Wilburn, Deceased, St. Edwards University	

	ROOM: Zoom 1	TIME: JANUARY 4, 2022, TUESDAY 10:00 - 11:50
	SESSION TRACK	MANAGEMENT, MARKETING
SPANISH	SESSION CHAIR	Enrique Roberto Azpeitia Torres, Universidad de Guadalajara, Centro Universitario del Sur
	<i>Actitud del Consumidor Frente a la Adopción de Vehículos Eléctricos</i> Cristóbal Fernández-Robin, Universidad Técnica Federico Santa María Diego Yáñez, Universidad Técnica Federico Santa María Diego Rey, Universidad Técnica Federico Santa María	
	<i>Nivel de Cumplimiento de la Responsabilidad Social Empresarial de las Pequeñas y Medianas Empresas en el Contexto de la Región de Lambayeque, Perú y la Región Sur-sureste del Estado de Jalisco México</i> Enrique Roberto Azpeitia Torres, Universidad de Guadalajara, Centro Universitario del Sur Luis Arturo Montenegro Camacho, Universidad Señor de Sipán Carlos Alberto Otero González, Universidad Señor de Sipán	
	<i>Inteligencia de Negocios: Desarrollo de Competencias en la Generación de un Sistema de Medición de la Competitividad para Medios Masivos</i> Gabriel Héctor Carmona Olmos, Instituto Tecnológico y de Estudios Superiores de Monterrey Carlos Agredano González, Instituto Tecnológico y de Estudios Superiores de Monterrey	

	ROOM: Zoom 1	TIME: JANUARY 4, 2022, TUESDAY 1:00 - 2:50
	SESSION TRACK	BUSINESS EDUCATION, FINANCE, MANAGEMENT
	SESSION CHAIR	Kathleen Wilburn, St. Edwards University
ENGLISH	<i>Research on the Cultivation System of Taiwan's New Farmers</i> Hsiang-Tsai Chiang, Feng Chia University Shu-Wang Tsai, Agricultural Bank of Taiwan	
	<i>Analysis of the Loan Evaluation Mechanism of Construction Companies by Commercial Banks</i> Cheng-Chun Chao, Feng Chia University Hsiang-Tsai Chiang, Feng Chia University	
	<i>A New Method for Teaching the Time Value of Money</i> Terrance Jalbert, University of Hawaii at Hilo	

	ROOM: Zoom 1	TIME: JANUARY 5, 2022, WEDNESDAY 12:00 - 1:50
	SESSION TRACK	ACCOUNTING, ECONOMICS, FINANCE
	SESSION CHAIR	Benedict E. Dedominicis, Catholic University of Korea
ENGLISH	<i>ASC 606 Case Study: Revenue Recognition for Long-term Construction Contracts</i> Peter Harris, New York Institute of Technology	
	<i>The Impact of Roll Back of Mask Mandates During the COVID-19 Pandemic on Retailers' Economic Activity</i> Zhongyun Sun, Wenzhou-Kean University Jianing Zhang, Wenzhou-Kean University Chunxiao Xue, Wenzhou-Kean University	
	<i>Research on COVID-19s Impact on Accountants Audit Work and Corresponding Strategies</i> Yen-Hua Huang, Feng Chia University Hsiang-Tsai Chiang, Feng Chia University	
	<i>International Evidence on Currency Adjusted Stock Indexes</i> Terrance Jalbert, University of Hawaii at Hilo	

	ROOM: Zoom 1	TIME: JANUARY 5, 2022, WEDNESDAY 2:00 - 3:50
	SESSION TRACK	BUSINESS EDUCATION, FINANCE, MANAGEMENT
	SESSION CHAIR	Terrance Jalbert, University of Hawaii at Hilo
ENGLISH	<i>Multi-factor Stock Selection Strategy Based on Machine Learning</i>	
	Rui Cao, Wenzhou-Kean University	
	Yingzhi Xu, Wenzhou-Kean University	
	Jianing Zhang, Wenzhou-Kean University	
	<i>The Impact of Financial and Non-financial Investors on Startup Companies' Operational Performance</i>	
	Hung Chi Chen, Feng Chia University	
	Hsiang-Tsai Chiang, Feng Chia University	
	<i>Tips and Tricks for Publishing Research</i>	
	Terrance Jalbert, University of Hawaii at Hilo	

## IBFR STAFF

Mercedes Jalbert, Co-Editor in Chief, Managing Editor and Conference Chair, The IBFR

Terrance Jalbert, Editor in Chief, Co-Editor in Chief, The IBFR

Sonia Coto, Office Assistant, The IBFR

## NON-PRESENTING PARTICIPANTS

We would like to especially thank the following individuals who will be attending the conference. We appreciate your support and contributions to the conference.

Johanna Viquez

## SESSION CHAIRS

Serving as session chair is an important contribution to the conference event. We thank the following individuals for serving as session chair:

Enrique Roberto Azpeitia Torres, Universidad de Guadalajara, Centro Universitario del Sur

Benedict E. Dedominicis, Catholic University of Korea

Michael Godfrey, University of Wisconsin Oshkosh

Peter Harris, New York Institute of Technology

Mercedes Jalbert, The Institute for Business and Finance Research

Terrance Jalbert, University of Hawaii at Hilo

John Theodore, JDT Management Consultants

Kathleen Wilburn, St. Edwards University

## AWARDS

Outstanding Research Award (ORA) and Best in Session (BISA) winners are announced at the conference. Best in Session (BISA) will receive their certificate by regular airmail after the conference.

Los ganadores del concurso ORA, BISA se anunciarán durante el congreso.  
Los ganadores del concurso BISA recibirán su certificado por correo aéreo postal sin tracking.

### OUTSTANDING RESEARCH AWARD WINNERS (ORA)

The following papers have been awarded the Outstanding Research Award. Congratulations to the authors for their hard work and quality manuscripts. Winners of the Outstanding Research Award will be offered publication in one of our Journals. Approximately 30 percent of submitted papers were honored with the award. We offer our sincere congratulations to the award winners.

Los siguientes artículos han ganado el concurso ORA. Felicitaciones por su esfuerzo y calidad en investigación académica. Los ganadores del concurso ORA, se les ofrece publicación en revista. Aproximadamente un 30 por ciento de los artículos sometidos se les honra con este reconocimiento. Felicitamos sinceramente a los ganadores.

#### BUSINESS EDUCATION & ACCREDITATION

*Examining If Grading Bias Exists in a Professor of Business Courses: An Individual Study*  
Gary F. Keller, Eastern Oregon University

*Are Student-managed Funds Closet Indexers?*  
Lynda S. Livingston, University of Puget Sound, Four Horsemen Investments  
Shirley Mazaltov-Ast, University of Puget Sound, Four Horsemen Investments

#### GLOBAL JOURNAL OF BUSINESS RESEARCH

*Percepciones de Turistas Sobre el Valor de los Servicios Ambientales-Culturales en Tacotalpa, Tabasco*  
Leticia Rodríguez Ocaña, Universidad Juárez Autónoma de Tabasco  
Juan Carlos Mandujano Contreras, Universidad Miguel Hernández  
Herminia Banda Izeta, Universidad Juárez Autónoma de Tabasco

#### INTERNATIONAL JOURNAL OF BUSINESS AND FINANCE RESEARCH

*The Relationship between ESG Ratings and the Performance of Listed Companies in China*  
Yingzhi Xu, Wenzhou-Kean University  
Rui Cao, Wenzhou-Kean University  
Jianing Zhang, Wenzhou-Kean University

*How Does the Bitcoin Sentiment Index of Fear and Greed Affect Its Returns?*  
Yiran Huang, Wenzhou-Kean University  
Xiaoyu Chen, Wenzhou-Kean University  
Jianing Zhang, Wenzhou-Kean University

#### INTERNATIONAL JOURNAL OF MANAGEMENT AND MARKETING RESEARCH

*The Relationship between Innovation Intensity and Corporate Social Responsibility in the US Firms*  
Xiaoyu Chen, Wenzhou-Kean University  
Yiran Huang, Wenzhou-Kean University  
Jianing Zhang, Wenzhou-Kean University

*United Nations Sustainable Development Goals for Meeting Government Requirements for Environmental, Social, and Governance Reports*  
Kathleen Wilburn, St. Edwards University  
Ralph Wilburn, St. Edwards University



*Using Data Analytics to Find Drivers of High Ratings of Beer by Users*

Andrew Manikas, University of Louisville  
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*The Management Innovation in SMEs During COVID 19: Its Effect on Corporate Performance*

Luis Enrique Valdez-Juárez, Instituto Tecnológico de Sonora  
Elva Alicia Ramos-Escobar, Instituto Tecnológico de Sonora  
José Alonso Ruiz-Zamora, Instituto Tecnológico de Sonora

## REVIEW OF BUSINESS &amp; FINANCE STUDIES

*The Impact of Artificial Intelligence Biases: Algorithmic Discrimination*

Magda Hercheui, University College London  
Sam Guerard, University College London

*The Social Identity Dynamics of Gramscian Hegemony Construction: Building Public Goods through Nation State Creation, Commodification and Institutionalization of Status Stereotypes*

Benedict E. Dedominicis, Catholic University of Korea

*The Added Value of Recycling Waste from Electrical and Electronic Equipment*

Catalin Petcu, Polytechnic University of Bucharest  
Ana Maria Ifrim, Titu Maiorescu University  
Ionica Oncioiu, Titu Maiorescu University

## REVISTA GLOBAL DE NEGOCIOS

*Producción y Comercialización de Recipientes Biodegradables*

Betzabe del Rosario Maldonado Mera, Universidad de Las Fuerzas Armadas-ESPE  
Danilo Alejandro Soria Maldonado, Universidad de Las Fuerzas Armadas-ESPE  
Lida Ortega Minaya, Universidad Nacional de La Rioja

*Lo Sustancial de la Práctica de Código de Conducta en el Contador Público*

Gabriel Montiel-Morales, Benemérita Universidad Autónoma de Puebla  
Rufina Georgina Hernández-Contreras, Benemérita Universidad Autónoma de Puebla  
Jose Maria Ruiz-Rendon, Benemérita Universidad Autónoma de Puebla  
Héctor Barrientos-Rodríguez, Benemérita Universidad Autónoma de Puebla

*Actividad Cacaotera un Enfoque Financiero de los Productores de la Ranchería Francisco I. Madero 1ª Sección*

Victor Manuel Jiménez De la Cruz, Universidad Juárez Autónoma de Tabasco  
Leticia Rodríguez Ocaña, Universidad Juárez Autónoma de Tabasco

## REVISTA INTERNACIONAL ADMINISTRACION &amp; FINANZAS

*Los Estilos de Aprendizaje de las Mipymes de la Región Centro de Coahuila en México*

Zochitl Araiza Garza, Universidad Autónoma de Coahuila  
Glenda Lila Suárez Rodríguez, Universidad Autónoma de Coahuila  
Martha Carolina Sierra Herrera, Universidad Autónoma de Coahuila  
Cristian Garanzuay Bueno, Universidad Autónoma de Coahuila

*Análisis de la Cultura Organizacional en los Deportes Electrónicos: Estudio de Caso*

Betzabe del Rosario Maldonado Mera, Universidad de Las Fuerzas Armadas-ESPE  
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*Inteligencia de Negocios: Desarrollo de Competencias en la Generación de un Sistema de Medición de la Competitividad para Medios Masivos*

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Cesar Sánchez Ocampo, Universidad Politécnica de Baja California  
Miriam Arlyn Tong Delgado, Universidad Politécnica de Baja California  
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Juan Carlos Mandujano Contreras, Universidad Miguel Hernández

Herminia Banda Izeta, Universidad Juárez Autónoma de Tabasco

*Flujo de Efectivo Como Herramienta para la Toma de Decisiones en las Estaciones de Servicio del Municipio de Tecomán, Colima*

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Diego Yáñez, Universidad Técnica Federico Santa María

Diego Rey, Universidad Técnica Federico Santa María

*Inteligencia de Negocios: Desarrollo de Competencias en la Generación de un Sistema de Medición de la Competitividad para Medios Masivos*

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