

GLOBAL LOGISTICS & INTERNATIONAL
BUSINESS EDUCATION RESEARCH



6th ANNUAL COBA RESEARCH DAY 2018

GLOBAL LOGISTICS & INTERNATIONAL
BUSINESS EDUCATION RESEARCH



G-LIBER



**Sponsored by College of Business Administration - Savannah
State University and G-LIBER Center of Excellence**

MARCH 20th, 2018

TORIAN AUDITORIUM

HOWARD JORDAN BUILDING

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WELCOME LETTERS

Dr. Mostafa Sarhan, Dean of College of Business Administration



Welcome to the 5th Annual COBA Research Day!!! This is an annual event that reflects an excellent level of interaction between our faculty and students. Many of our faculty members serve as mentors to the students as they pursue their research projects and guide them through the research process. Others serve as judges to assess the quality of students work. I take this opportunity to sincerely thank our faculty volunteers who are taking valuable time out of their busy schedules to work with the students on this important event.

I would also like to thank our students who are participating in this event. Over the years we have observed excellent results of this effort where our students won best paper awards and published their research work in journals and conference proceedings. These results make us all proud of our students and faculty members who collaborate to produce outstanding research work.

We owe a word of gratitude to our professional staff members whose help made this event possible. The efforts made by our professional staff ensure the overwhelming success of the College's events. Finally, I would be remised if I do not recognize the effective leadership of Dr. Suman Niranjana, our GLIBER Director who has shown a strong commitment and dedication to our students' success.

Dr. Suman Niranjana, G-LIBER Director, Associate Professor of Logistics and Supply Chain



On behalf of Global Logistics & International Business Education and Research (G-LIBER) Center, I welcome you to our 5th Annual COBA Research Day 2018. I would like to congratulate all the students and faculty mentors participating in this event. At the G-LIBER center and SSU-COBA we believe in promoting student research as it helps student gain a deeper understanding of the subject. Research poster helps students in receiving appropriate feedback thus making it the first step towards a peer-reviewed publication.

I would like to appreciate the hard work of G-LIBER center members to make this event successful: Dr. Yousef Jahmani, Dr. Hadi Farhangi, Dr. Inessa Korovyakovskaya, Dr. David Simmonds, Dr. Joseph Krupka, Dr. Shalonda Bradford, Dr. Andrew Mudrinich, and Dr. Jun Wu. A special thanks to the judges: Dr. Arav Ouandlous, Dr. Jun Wu, Dr. Gavin Wu, Dr. Joseph Krupka, Dr. Samms Brown and Dr. Nicole Cannonier. I would also like to extend my thanks to graduate assistant Leila Rastegar. I would also like to thank the Deans office, Dr. Mostafa Sarhan, Dr. Reginald Leseane, and Ms. Zelda James for supporting the event. Lastly, the two department chairs, Dr. Susanne Toney and Dr. Yousef Jahmani for their support. COBA faculty staff and all the students for their participation and visiting the poster session.

The mission of G-LIBER Center is to promote economic development, trade, growth and job creation by engaging SSU students and the local Savannah business community with institutions of higher education and businesses worldwide. The center has three strategic objectives:

(1) Strategic development: The center offers a major and minor in global logistics and international business (G-LIB) focusing on courses in supply chain management, logistics, transportation, trade, marketing and export management. Our students participate in international academic conferences and win best paper awards at graduate and undergraduate levels. Students also represent us at Logistics Student Showcase event at the Annual Georgia Logistics Summit. Every spring, G-LIBER center partner with College of Business Administration (COBA) to held the COBA Research Day where mentored graduate and undergraduate students present their research and posters session to faculty, students and invited experts. Also, The Annual Global Business Case Competition in conducted every fall, where SSU students compete in a fast-paced and challenging business case study.

2) Faculty Development: We have a diverse faculty committed to teaching G-LIB curriculum and preparing students for corporate world. Faculty has opportunities to engage in international research. Professors participate in faculty development seminars hosted by Centers for International Business

Education & Research (CIBERs). Professional workshops for faculty include the latest software training such as STATA, TABLEAU for research and keynotes speakers on logistics and transportation.

3) Global Business Outreach: G-LIBER Center has developed partnerships with Gulfstream, GA Ports Authority, JCB, Home Depot, CH Robinson, IKEA, US Commercial Service, World Trade Center Savannah, United Community Bank, DJ Powers, Kia Motors, MLET and others in Savannah Area. We offer students each semester to visit two companies as part of the field trips to enhance their knowledge beyond the classroom. We are working with Savannah based international companies like DJ Powers, JCB, IKEA, GA Ports Authority to provide students with applied problems that will be solved as part of coursework. Additionally, students participate in X-Culture project which provides consulting to companies for their business challenges while providing experience-based education to 4000 students located in 100 universities across 40 countries.

Once again, I welcome you to our 5th Annual COBA Research Day 2018 and invite you to be a part of the Center and our initiatives.

Best Regards,

A handwritten signature in black ink, appearing to read "N. Suman".

Suman Niranjana, Ph.D

Associate Professor for Logistics and Supply Chain Management

Director of G-LIBER Center of Excellence

College of Business Administration

Savannah State University

PROGRAM AGENDA

10:30 AM – 11:00 AM	Welcome
Remarks	Dr. Mostafa Sarhan , Dean of College of Business Administration
Remarks	Dr. Niranjan Suman , G-LIBER Director
11:00 AM – 12:30 PM	Poster Presentations in COBA Lobby.
12:30 PM – 1:00 PM	Award Presentations-Closing Remarks Dr. Yousef Jahmani, Chair- Department of Accounting, CIS & G-LIB Dr. Susanne Toney, Chair- Department of Business

ABSTRACTS

1. Antecedents of Distracted Driving: Role of Cognitive Failures

Corliss Best

Suman Niranjana

Maranda McBride

Katrina Savitskie

Distracted driving is a result of attention being diverted from the primary activity of driving. There are several reasons for distraction including adjusting a radio, accessing the multimedia center of the car, using navigation system, talking to passengers, watching a video, grooming, and reading. Mobile utilization was resolved to be the second most basic type of diverted conduct high school drivers were occupied with before a vehicle mishap. Additionally, 44.5% of secondary school students confess to messaging while at the same time driving. It is critical to figure out which techniques are best at dissuading teenagers from texting while driving (TWD). The goal of the project is to identify behavioral factors that may impact teenagers and young driver's (between the ages of 13 and 25 years old) perceptions of following laws. Moreover, the prime goal of this study is to show that there exists an indirect relationship between the big-five personality traits and distracted driving, mediated through cognitive failures. Distracted driving is measured using two specific sub-constructs: texting while driving and distraction due to use of technology in the car (navigation and center console to name a few). A sample of 500 teenagers and young drivers has been used to conduct this study. A structural equation modelling is conducted to show that cognitive failures has a significant mediating role to play in the relationship between personality and distracted driving. Discussions of implications, limitations, and suggestions for future research are present.

2. Business Students & Technology Integration: Factors that Influence Student's Satisfaction and Self-Efficacy in Higher Education

Latasha Hickson

Ann Edwards

Suman Niranjana

This paper investigated the influences on student satisfaction, student self-efficacy among undergraduate and graduate business students as related to the integration of technology into their academic studies at a historically black university in the southeastern part of the United States. Additionally, this research examined the different factors and barriers that influence business student's satisfaction and self-efficacy, faculty member's perception with advising and teaching with technology and the challenges within andragogic settings. The study spans an interval of one semester. The sample of two-hundred (200) participants were statistically measured over six constructs. The constructs were Instructional Effectiveness and Technology, Online Learning and Technology, Technology and Advisement Effectiveness, Academic Support and Technology, Self-Efficacy and Technology, and Student Satisfaction and Technology. Structural equation modeling was used to evaluate the hypotheses. Four of the six tested scales resulted in strongly reliable and valid measurements, while the remaining two were not reliable. Study results indicated strong correlations between the endogenous constructs of Self-Efficacy and Technology with exogenous constructs of Instructional Effectiveness and Technology and Academic Support and Technology. The endogenous construct of Student Satisfaction and Technology was strongly correlated to the exogenous constructs of Instructional Effectiveness and Technology and Technology and Advisement Effectiveness. Self-Efficacy and Technology and the exogenous construct of Online Learning and Technology were not correlated in the study. Student Satisfaction and Technology and the exogenous construct Academic Support and Technology

were also proved to have no correlation in this study.

3. Employee Motivation: The Four Intrinsic Rewards model

Tae Yoon Park

Inessa Korovyakovskaya

Constant employee motivation is a key to maintain a highly productive organization. This ensures that employees are fully engaged in their daily operations and increases the satisfaction derived from their jobs. Especially in a workplace where majority of their duties are routine and non-innovative. Often, a high level of turnover threatens the productivity and even the existence of an organization. With an expectation of finding a set of positive correlations between job satisfaction and increase in sense of intrinsic rewards, this study focuses on applying and testing the Four Intrinsic Rewards model suggested by Kenneth W. Thomas, whose work on co-authoring the Thomas-Kilmann Conflict Mode Instrument has made him popular, to improve an employee's overall job satisfaction by intrinsically rewarding them through structure changes within the organization. This research results show that the intrinsic rewards can improve an employee's job satisfaction. The most important outcome of this research is the proof that it is possible to motivate employees without the help of additional monetary rewards, which so far has been the most effective and easiest way to motivate employees.

4. Employee Satisfaction: Gender Difference

Feon Green

Whitney Keitt

Inessa Korovyakovskaya

Employee satisfaction is a crucial variable for top, middle, and front-line managers to measure and monitor the employees at all levels within an organization. We developed and tested a conceptual research model of employees' satisfaction in females and males employed in United States organizational settings. According to past research studies, the relationship between employee satisfaction and gender difference is positive. Does it hold true in the current fast-

paced ever-changing workplace landscape? The purpose of this research is to determine the gender difference while focusing on the effects that performance evaluation, feedback, and job security have on employees working in government organizations in the United States. This research was based on data collected from 50 employees: 25 males and 25 females. The research findings demonstrate that there is a positive correlation between the variables. The research results also show that in the United States, male employees are more satisfied than female employees. This research results are beneficial for the management to include in development and implementation of strategies focused on increasing overall employment satisfaction within their organizations and job satisfaction of females.

5. Falling for Technology: The Future of Healthcare through Information Systems

Shemar Latimore

Baruch Lundy

This research primarily focuses on how information systems will improve the Health Industry. The use of electronic health records is now being used by many hospitals. The future hospital will be much more advance and technical even for millennials when they reach the elderly stage of life. Healthcare still finds problems in its technology that are being used in other countries. Studies in many areas of the world are different but all create the knowledge for the future to fix past mistakes. This study will examine the factors of data being used in the healthcare and the success and failure that will accompany it. The future of a technology beholds many expectations of enhancing systems to become integrated and basically have its own mind of how to assist patients individually. The questions that will be addressed in this research paper are: How will technology advance healthcare in the future? How will patient's privacy rights should be protected? Will it be affordable for everyone? Does this mean no more face to face interaction with doctors? Will the system succeed or fail?

6. Individual Motivation vs. Team Motivation

Amber Evans

Brianna Holliman

Vernee Roberts

Inessa Korovyakovskaya

Motivation is an important technique used in the workplace to attract individuals to an organization. It has become a way to keep them with the organization for a possible longevity. The motivation can be used to stimulate people to achieve certain goals of the job, such as earning money or receiving a promotion. This research is conducted to evaluate the effectiveness of how individuals are motivated compared to working in a team, and understand how homogeneous the behaviors are. In business, people must obtain a certain level of synergy, commitment, and creativity to maintain the necessary motivation to assist them in completing their jobs. The study addresses the following research questions:

- What does influence motivation in the workplace?
- How does an organization encourage motivation for individuals and in teams?
- What factors might defect motivation?
- Does motivation drive better work performances for everyone in the organization?

7. Motivation to Work in the Private Sector:

Local Businesses

Angelique Serrano

Inessa Korovyakovskaya

In recent years, society has seen tremendous growth in the amount of entrepreneurship. Whether these businesses are completely organized through e-commerce or through a small storefront, these organizations are not only gaining customer appeal, but potential employee appeal as well. Job seekers are still faced with the choice of public or private sector jobs, but are individuals more motivated to work in a local business? If so, what are some of the motivating factors for employees to work for local private businesses? In this study, motivational factors for working in the public and private sectors are discussed. The differences in salary, hierarchal position, and demographics are used to

understand how these factors may influence an individual's decision to work in the private or public sector. Two common factors, trust and knowledge sharing, are discussed using the social cognitive theory, which provides the basis for employees to work effectively in the public and or private sector. The millennial generation and its employment trends are established to better explain the potential future trends in regarding to individuals seeking employment.

8. Motivation: Increased Motivation Versus Decreased Motivation

Ceteria Polite

Michelle Flood

Steven Antonia

Inessa Korovyakovskaya

One of the greatest components related to the functioning of a workplace is motivation. It is a necessity because it drives each employee to produce successful results. The application of motivation can encourage a sense of satisfaction about the tasks that are being performed. Therefore, it is imperative for the organization's leadership to establish ways in which motivation can shape their company's functioning. Maslow's Hierarchy of Needs notates that the following elements are important for the survival of each human being: security, physiological, safety, social belongingness, esteem, and self-actualization. Each of these factors can lead to motivation. Thus, they must be used by leadership to motivate. Steven Robbins, Timothy Judge, John Kotter, Sunlil Ramlall, T.S. Alexandru, and many others, have conducted studies demonstrating how leadership influences employees' motivation. They have shown the effects of the following organizational variables on an employee's motivation: Organizational culture, employee compensation, employee benefits and incentives, stimulating work assignments, employee empowerment, and the effective lines of communication. This study concludes that each of the components are necessary to motivate employees. If each factor is applied, it will produce highly satisfied employees. If the bare minimum applied, it would result in unsatisfied employees. Research also shows that each employee and their satisfaction

are just as important as any other function of the organization. It has been shown that more satisfied employees work better toward attainment of the company's vision and leadership. It costs about \$75,000 to search for, hire and train a new employee. Thus, it is very important for employers to minimize the rate of employee turnover.

9. Stress Management: Identifying Stress and Ways to Achieve Work-Life Balance

JaBria Simmons

Bria Burrows

Inessa Korovyakovskaya

The main focus of this research is to identify stress, examine occupational stress and how to achieve work-life balance. Occupational stress takes a significant toll on the health and well-being of employees that can lead to unfavorable consequences. Ultimately, the consequences of occupational stress stems from what happens to individuals on and off the job. The study addresses the following coping solutions that are predicted to reduce stress:

- Identifying individual limits can help with managing stress effectively.
- Work-life balance is achieved by separating personal from business.
- Managing time for yourself, family, and friends can create a balance between work and home life.
- Occasionally rewarding yourself is a great mechanism for reducing stress at work and home.

Evaluating stress and implementing coping strategies and resilience in the face of workplace stress can reduce your risk for depression, anxiety, burnout and other consequences. The study advances the average working individual's understanding of how specific aspects of everyday stress responses influence health behaviors, and can be used to develop and test interventions for stress reduction in daily life to enhance health behaviors.

10. The Antecedents of Financial Understanding and Independence

Briana Bennett

Suman Niranjana

The study includes a sample of 215-surveys utilizing a Structural Equation Model technique as the research method. There are six constructs which include financial education, financial planning, financial motivation, financial discipline, financial literacy (understanding) and financial independence. Findings show that financial motivation, planning, discipline, and education in an effort to obtain financial literacy is key in financial understanding which will lead to more assertive and efficient decisions in the monetary context.

11. The Relationship between Mental Workload, Stress, and Anxiety with Transportation Safety Variables

Sade Shofidiya

Rebecca Setliff

Employees are facing increasingly higher demands in the workplace as globalization and automation flatten hierarchies. Inattentiveness while driving is not limited to technological distractions. The objective of this research is to examine whether or not a relationship exists between mind wandering and mental workload. This research is an interdisciplinary study of management, psychology, and transportation planning. More specifically, this research is an empirical study (survey-based research with a sample size equal to 200) that targets at major cities with an excess of 5 million in population. The sample consists of working professionals with a minimum of 2 years of work experience and those who commute daily to work using personal cars and/or transit system for the duration of at least 30 minutes (can be combined transit and car). A conceptual model with the following latent exogenous variables: mental workload, stress, and anxiety assumes to have an influence on endogenous latent variables: mind wandering, distracted driving, and cognitive failures. Established scales and survey questions from transportation literature as well as

psychology will be utilized to conduct the study. Additionally, the duration of commute was utilized as a moderator, as it is believed that the longer the commute the greater the chance of mind wandering and distraction. The research will affect the field of transportation by informing/guiding the groundwork for the creation of safer roads and transportation environments. The findings of the research will contribute to a more complete understanding of transportation by raising awareness of transportation processes, mental processes, and how these two interact with one another. Managerial insights can be utilized to come up with better policies in order to increase safety and quality of life.

affected by the evolutions in subliminal advertising and how these elements change when social issues are being addressed.

12. When Worlds Collide: The Influence of a Corporation's Political Advertisement on Voters

Wynitta Lee

Suman Niranjana

Based on previous research conducted, I have ascertained that corporations expose hundreds of advertisements daily that influence our attitudes and buying habits toward brands. The space between consumers and a company's advertisement message is filled with noise from their surroundings. Rationally, the shopper's subconscious must take every necessary step to decode the genuine importance of the commercial. The decoded advertisement can garnish a negative or positive attitude which stimulates a motivation. When the consumer sees or hears an advertisement, a picture automatically appears that can be linked to a negative or positive feeling. Since this is the case, what happens when politics are thrown in the mix? Advertisements are continuously advancing by utilizing elements such as ethnicity, social equity, race, sexuality, and religion to peak the attention of consumers. The past election has motivated companies to use their platform to voice their opinion on societal issues. This research paper will address how advertising has morphed over the past election to positively or negatively influence and motivate consumer's buying habits but also impact their moral conscious. In this investigation, we will continue examining how customer's motivation, beliefs, and morals are