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02. Business

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Business Administration.Business.01

Marty Ludlum

University of Central Oklahoma

Textbook Usage: Results of a Student Survey

Are textbooks outdated? Do students buy/read/study the textbooks? Are open resources or online texts a solution? We surveyed students on their uses and attitudes towards college textbooks and report the findings.

Business Administration.Business.02

Smeyder Silvera

Southwestern Oklahoma State University

One Man's Trash is Another Man's Music

In her poster presentation, Smeyder Silvera of Paraguay will provide a detailed overview of a unique type of recycling based on her one-of-a-kind, naturalistic observation of children who dwell close to a landfill in Cateura, a slum alongside a landfill located not far from Paraguay's capital city, Asunci#243;n. She will show how these children reframe the idea of trash. The presenter will also shed light on some of her most fascinating findings, which include how these children recycle trash into musical instruments, how they have formed a very successful orchestra, and how this ensemble supports the livelihood of 2,500 families who live near the landfill. Smeyder Silvera hopes to inspire and raise the audience's awareness on recycling.

Business Administration.Business.03

Therese Miller

University of Central Oklahoma

Morals Aside: The Relationship between Abortion and Crime

Access to family planning and abortions is a contentious subject. However, there are economic consequences related to this subject that may not be immediately apparent that are worthy of investigation. For example, when comparing abortion rates in Oklahoma to crime rates in Oklahoma, is there any correlation that could conclude that abortion rates and crime rates go hand in hand? Is there a delayed effect? In this research, I use data on abortions and live births by county in Oklahoma to compare abortion rates and the incidence of crime.

Business Administration.Business.04

Abidemi Olaoye, Suzanne Clinton

University of Central Oklahoma

Service-Profit Chain: Literature Review and Recommendations for Future Research Within the Restaurant Industry

The restaurant industry has historically struggled with poor management, low wages, and high employee turnover, all of which inevitably affect customer service and business results. Increasing pressure has been placed on the industry concerning the employee-employer relationship and organizations struggle to implement strategies that successfully address workforce concerns while continuing to optimize financial performance. Service management and service-profit chain literature have offered initial support for a framework in which employee perceptions influence customer perceptions of service, which in turn affect financial results. The theory is that, though there is a growing body of literature addressing these issues, there is a need for comprehensive literature review to generate optimized methods for future research within the industry. Torraco's (2005) integrative literature review was the method used to evaluate the literature. Multiple domains of literature were examined in support of this problem in order to meet the primary objectives of the study. In summary, this research synthesizes the service-profit chain literature to better refine the model, to evaluate the current gaps in literature, and to provide a research agenda that will help to produce new knowledge relevant to the restaurant industry's woes, while also contributing to the food service, human resource development, and marketing literature.

Business Administration.Business.05

Grace Merrifield

Southwestern Oklahoma State University

Social Media Image! The Good, the Bad, and the Ugly

The purpose of this integrative literature review is to explore the effects of social media on developing and maintain an organizational image. By synthesizing literature that addresses the relationship between social media and organizational branding, researchers aim to provide greater understanding of the published scholarship in this area. This review is important because social media presents a substantial opportunity for businesses who target specific audiences. Thus, contemporary business professionals need to understand how to harness the power of organizational branding via social media for maximum benefit.

Business Administration.Business.06

Grace Merrifield

Southwestern Oklahoma State University

Non-Profits: Where Are They Now?

As the world of business continues to evolve, non-profit organizations must find new ways to tackle the challenges within their unique segment of the marketplace. The purpose of this integrative literature review is to analyze current issues influencing the non-profit sector of business. By synthesizing the literature that addresses non-profit organizations, researchers provide organizational leaders with a comprehensive and contemporary understanding of the published scholarship in this area. Thus, this interactive literature review seeks to examine the opportunities and threats faced by non-profit organizations today.

Business Administration.Business.07

Jonna Myers

Southwestern Oklahoma State University

Exploring Collaboration between Different Generations in Business

The purpose of this integrative literature review is to explore ways to foster collaboration in multi-generational teams. By synthesizing the literature that addresses the management of different populations in the workplace, researchers provide organizations and leaders with a comprehensive, and contemporary understanding of the published scholarship in this area. This review is important because all generations bring different qualities and strengths into the workplace. Learning how to incorporate them into effective teams is important. To create successful work environments, organizations need to identify how members of different generations work together and what they value. Thus, this review seeks to address how to maximize generational differences for optimal collaboration in the workplace.

Business Administration.Business.08

Jonna Myers

Southwestern Oklahoma State University

Freedom of Opinion? Conforming to Your Organization

This integrative literature review seeks to explore if it is more beneficial to conform to the political beliefs held by your organization/supervisor, or to speak out for your beliefs. By synthesizing the literature that addresses political opinions in the workplace, researchers provide professionals with a comprehensive, and contemporary understanding of the published scholarship in this area. This review is important because it addresses whether business men and women can express their opinions within their organization, or what repercussions might befall them if they do. Should businesses promote individuality? This integrative literature review seeks to address that question.

Business Administration.Business.09

Jonna Myers

Southwestern Oklahoma State University

The Financial Impact of Advertising on Social Media

The purpose of this integrative literature review is to explore the financial benefits of using social media in business. By synthesizing the literature that addresses the relationship between advertising and social media, researchers provide business professionals with a comprehensive, contemporary understanding of the scholarship in this area. This review is important because social media is a powerful tool that can be wielded by businesses to reach larger audiences. Thus, business owners and managers need to find more efficient ways to market to social media users. This review seeks to maximize the potential revenue generated by social media marketing.

Business Administration.Business.10

Trey Borelli, JonnaMyers

Southwestern Oklahoma State University

Alcohol & Athletics: Untapped Revenue in College Sports

The purpose of this integrative literature review is to review the pros and cons of selling alcohol at collegiate sporting events. By synthesizing the literature that addresses the National Collegiate Athletic Association (NCAA) and rules and regulations pertaining to alcohol at collegiate sporting events, researchers provide college and university administrators with a comprehensive and contemporary understanding of the published scholarship in this area. This review holds major implications for revenue, attendance, and the overall NCAA rule structure. Colleges and universities need to find innovative ways of developing and maintaining world-class athletic programs. This integrative literature review seeks to highlight the potential benefits of incorporating alcohol sales into collegiate athletic events.

Business Administration.Business.11

Jonna Myers

Southwestern Oklahoma State University

Social Media Image! The Good, the Bad, and the Ugly

The purpose of this integrative literature review is to explore the effects of social media on developing and maintain an organizational image. By synthesizing literature that addresses the relationship between social media and organizational branding, researchers aim to provide greater understanding of the published scholarship in this area. This review is important because social media presents a substantial opportunity for businesses who target specific audiences. Thus, contemporary business professionals need to understand how to harness the power of organizational branding via social media for maximum benefit.