



ICHEI19
ATLANTA

Clayton State University College of Business

Sri Krishna Arts and Science College

Vellore Institute of Technology School of Business



**INTERNATIONAL CONFERENCE ON
HIGHER EDUCATION AND INDUSTRY**
September 9 -10, 2019

Clayton State University | Morrow, Georgia

Conference Partners



VIT[®]
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)



WELCOME to ICHEI19 in Atlanta, Georgia!

The Nexus Between Higher Education and Practice

September 9 – 10, 2019

Clayton State University

www.clayton.edu/business/conference-2019

Time	Monday 09/09/19	Tuesday 09/10/19
8:00AM - 9:00AM	Breakfast (CE, Spivey Board Room)	Breakfast (CE, Spivey Board Room)
9:00AM – 10:15AM	Welcome Remarks (CE 203)	Concurrent Sessions D (CE 325, 331)
10:15AM-10:45AM	Coffee Break (CE, Spivey Board Room)	Coffee Break (CE, Spivey Board Room)
10:45AM-12:00PM	Concurrent Sessions A (CE 325, 331)	Concurrent Sessions E (CE 325, 331)
12:00PM-1:30PM	Lunch (CE, Spivey Board Room)	Lunch (CE 101)
1:30PM-2:45PM	Panel Discussion (CE 203)	Concurrent Sessions F (CE 325, 331)
2:45PM-3:15PM	Coffee Break (CE, Spivey Board Room)	Coffee Break (CE, Spivey Board Room)
3:15PM-4:30PM	Concurrent Sessions B (CE 325, 331)	Presentation & Panel (CE 203)
4:30PM-5:00PM	Coffee Break (CE, Spivey Board Room)	Closing Remarks (CE 203)
5:00PM-6:15PM	Concurrent Sessions C (CE 325, 331)	
6:30PM-8:30PM	Dinner (SAC, Ballroom A)	

Program Chairs

Dr. Reza Kheirandish, Clayton State University

Dr. Margaret Thompson, Clayton State University

Scientific and Organizing Committee

College of Business, Clayton State University, Georgia, USA:

Dr. Jacob Chacko, Dean

Mrs. Dolores Cox, Operations Manager

Dr. Reza Kheirandish, Chair, Department of Accounting, Business Law,
Economics, and Finance

Dr. Keith Miller, Chair, Department of Management

Dr. George Nakos, Chair, Department of Marketing and Supply Chain
Management

Mrs. Vicky Smith, Executive Assistant to the Dean

Dr. Margaret Thompson, Associate Dean

Sri Krishna Arts and Science College, India

Mrs. S. Malarvizhi, Convener - Chairperson and Managing Trustee

Dr. K. Sundararaman, Chief Executive Officer, Commerce

Dr. P. Baby Shakila, Principal, Bio Science

Prof. C. Julian Gnana Dhas, Head of the Department, BBA (CA),
Management

Prof. P. Rajan, Head of the Department, BBA

VIT Business School, Vellore Institute of Technology, India

Dr. P. Ganesan, Professor, Marketing

Dr. Goutam Kumar Kundu, Professor, Operations

Dr. G.N. Sumathi, Associate Professor, Human Resources

This conference aims at exploring ways to connect academicians with practitioners to ensure career-readiness of college graduates and in the rapidly changing global environment.

The challenge is multifaceted. On the one hand, colleges are finding it difficult to ensure that graduates are career-ready with skills demanded by employers today. At the same time, we are faced with trends toward more automation, robotization and digitization across industries, and that is expected to cause significant job disruptions. By some estimates, 75 million current job roles may be displaced by the shift in the division of labor from humans to machines and algorithms. But, almost twice as many new roles may emerge at the same time.

The proficiency in new technologies is only one part of the equation. The “soft skills,” needed for success in this emerging environment is different from what is demanded by employers today. Experts suggest that creativity, originality, initiative, persuasion, resilience, emotional intelligence, and the ability to communicate effectively are a few examples of skills that will become more important in the future. If colleges are to stay relevant, educators must partner with practitioners to develop curricula that address these current challenges, while training their students to embrace lifelong learning so that they can thrive in their careers.

More specifically, issues related to the broad theme of the conference include, but are not restricted to, the following:

- How can universities and industry practitioners partner in preparing career-ready graduates?
- How can academics partner with practitioners to continuously evolve academic curricula to ensure that graduates stay relevant to industry needs?
- What value propositions can create closer partnerships between educators and practitioners?
- How can academics maintain their currency through practice?
- What changes to the higher education infrastructure would be needed to stay relevant to emerging needs?
- Can traditional higher education institutions continue to stay relevant? If so, what are the imperatives to do so?
- What are effective ways to train students to be lifelong learners?
- What are international models of industry and academy partnerships that can be implemented globally?

Conference Information

Venue

Clayton State University, a unit of the University System of Georgia, is located 15 miles south of downtown Atlanta. The University has an enrollment of over 7,000 students. Conference events will be held in the Harry S. Downs Center and Student Activities Center.

Registration

Conference Registration will be held in the Harry S. Downs Center in the 2nd floor Lobby adjacent to Room 201.

Helpline / Contact Email

Should you need assistance regarding programming during the conference, please contact Dr. Reza Kheirandish at rezakheirandish@clayton.edu or (540) 230-7013. For logistics issues, please contact Ms. Dolores Cox at dolorescox@clayton.edu or (770) 833-2478.

Internet Access

To connect to CSUGuest, you will need access to an email address or a mobile phone. <https://www.clayton.edu/hub/CSUGuest>

Step 1: Connect to CSU Guest

Step 2: Open a browser and open any non-CSU website.
You should be redirected to the registration page.

Step 3: Read the policy and agree to the acceptable use policy.
Provide your name and a valid email for the verification code.

Step 3b: You can also receive the verification code on your phone.
Normal messaging rates may apply.

Step 4: Enter your verification code.

Step 5: A brief progress bar will appear.

Step 6: Congratulations, you have successfully registered to the CSUGuest network!

Conference Information

Concurrent Sessions and Session Chairs

Papers are listed for each session with all authors.

The last presenter in each session will chair the session. The chair will monitor presentation length and questions so that all presenters have adequate and equal time to present and interact.

Session time indicators are located on the last two pages of the program. Should the last presenter listed on the program be absent, the preceding presenter will serve as session chair.

Breakfast, Lunch, and Coffee Breaks

Monday, September 9: Breakfast, Lunch, and Coffee Breaks in
Harry S. Downs Center
Spivey Board Room, CE 201

Tuesday, September 10 Breakfast and Coffee Breaks in
Harry S. Downs Center
Spivey Board Room, CE 201
Lunch in Harry S. Downs Center
Ballroom, CE 101

Dinner

Monday, September 9: Dinner in Student Activities Center
Ballroom A

Visitor Information

Please feel free to call or visit the Morrow Tourist Center to learn about attractions in metropolitan Atlanta as well as restaurants and sightseeing in the local vicinity. The Center is located 1 ½ miles from Clayton State at 6475 Jonesboro Road (Hwy. 54), and they may be reached by phone at (770) 968-1623 or online: <https://www.cityofmorrow.com/tourism.asp>

ATM

An ATM is located on the first floor of the James M. Baker University Center near the Laker Card Center just past the Lakeside Dining Hall.

Smoking and Alcohol Policy

Clayton State University is a Tobacco Free Campus. Smoking is prohibited everywhere in ALL University buildings and ALL exterior areas of campus, including parking lots. Alcohol consumption is prohibited everywhere on campus.

MONDAY, SEPTEMBER 9, 2019

8:00 – 17:00

Registration

Harry S. Downs Center, Lobby

8:00 – 9:00

Breakfast

Harry S. Downs Center, Room 201

9:00 – 10:15

Opening Remarks and Welcome

Harry S. Downs Center, Room 203

Dean Jacob Chacko
College of Business
Clayton State University

President Thomas J. Hynes, Jr.
Clayton State University

Provost Kevin Demmitt
Clayton State University

Dr. K Sundararaman, CEO
Sri Krishna Arts & Science College

Dr. Ganesan Palanisamy
School of Business
Vellore Institute of Technology

Dr. Reza Kheirandish
Clayton State University

10:15 - 10:45

Coffee Break

Harry S. Downs Center, Room 201

MONDAY, SEPTEMBER 9, 2019

10:45 – 12:00

Concurrent Sessions – Session A

Harry S. Downs Center

Room 331

A1 Education in the Global Economy I

Globalization on Indian Education

K. Sundararaman (Sri Krishna Arts & Science College) and R. Vijayasamundeswari (Sri Krishna Arts & Science College)

Adapting for surviving host country crises: A case study of Venezuela's multinational subsidiaries

Fernando Garcia (Dalton State College), Pedro Duarte (Universidad de Carabobo), Carolina Hammontree (Dalton State College) and Marilyn Helms (Dalton State College)

Corporate Partnerships: A key to success of Business Schools

Jacob Chacko (Clayton State University), Margaret Thompson (Clayton State University) and Crystal Butler (Clayton State University)

MONDAY, SEPTEMBER 9, 2019

10:45 – 12:00

Concurrent Sessions – Session A

Harry S. Downs Center

Room 325

A2 Higher Education and Industry I

The Emerging Divide Between International Business Scholarship Patterns and the Need for Pragmatism in The Classroom

Suresh George (Coventry University) and Todd Friends (Whitworth University)

On the Same Page? A Comparison of Current Topics of Interest to Academic vs. Practicing Accountants

Lou Orchard (Clayton State University), Andrew Sbaraglia (Clayton State University), Khamis Bilbeisi (Clayton State University) and Micah Grant (University of West Florida)

Accreditation is Boon or Bane? Indian Business School Students Perspective

Ganesan Palanisamy (Vellore Institute of Technology), Goutam Kumar Kundu (Vellore Institute of Technology) and Syed Khalid Perwez (Vellore Institute of Technology)

12:00 – 13:30

Lunch

Harry S. Downs Center

Room 201/203

MONDAY, SEPTEMBER 9, 2019

13:30 – 14:45

Panel Discussion
Harry S. Downs Center
Room 203

Creating Synergy in Corporate-University Partnerships

Facilitator
Margaret Thompson

Panelists

Greg Campbell
Senior Regional Operations Manager
FASTENAL COMPANY

Stephenie T. Lane
Principal Recruiter, Southeast Region
TALENT ACQUISITION

Steven Roembke
District Manager
FASTENAL COMPANY

Evelyn Ragan Swanson
Director, Talent Management
CORE & MAIN

14:45 – 15:15

Coffee Break
Harry S. Downs Center, Room 201

MONDAY, SEPTEMBER 9, 2019

15:15 – 16:30

Concurrent Sessions – Session B

Harry S. Downs Center

Room 331

B1 Career Preparedness

Assessing the Academy's Strengths in Providing Career-Ready Graduates

Maria L. Bullen (San Jose State University), Gregory S. Kordecki (Clayton State University) and Elizabeth D. Capener (San Jose State University)

Student Participation in Industry Associations

Carin Lightner-Laws (Clayton State University), Keith Miller (Clayton State University) and Craig Hill (Clayton State University)

Identifying the critical barriers to implementation of project-based learning in higher education programs

Goutam Kumar Kundu (Vellore Institute of Technology), Ganesan Palanisamy (Vellore Institute of Technology) and Syed Khalid Perwez (Vellore Institute of Technology)

MONDAY, SEPTEMBER 9, 2019

15:15 – 16:30

Concurrent Sessions – Session B

Harry S. Downs Center

Room 325

B2 The Curriculum in Higher Education I

A Best Practice Model for Integrating and Deploying an Experimental design to Evaluate Higher Education

Saraswathy S (Sri Krishna Arts & Science College), Hemapriya K E (Sri Krishna Arts & Science College) and Priyadharsini Ranganathan (Sri Krishna Arts & Science College)

Linking Learning to Career Transition through Self-Assessments: Personal, Relationship Building and Social Architect

Ray Smith (Dalton State College)

Clubbed efforts of industry-academy association: An analysis of sustainable models

Brindhya Ganesan (Sri Krishna Arts & Science College), Julian Gnana Dhas C (Sri Krishna Arts & Science College) and Devika Ponnusamy (Sri Krishna Arts & Science College) to be presented by Sharmila

16:30 – 17:00

Coffee Break

Harry S. Downs Center

Room 201

MONDAY, SEPTEMBER 9, 2019

17:00 – 18:15

Concurrent Sessions – Session C
Harry S. Downs Center
Room 331

C1 The Curriculum in Higher Education II

Challenges of Indian higher education from a student's perspective

Rinsey Antony (Sri Krishna Arts & Science College)

Role on Outcome Based Education and Skill Assessment Methodologies in Higher Education Institutions

Meena Preethi Balasundaram (Sri Krishna Arts & Science College) and Sunitha C (Sri Krishna Arts & Science College)

All Students Need to Learn Conflict Resolution Skills

Judith Ogden (Clayton State University) and Louis Benedict (Bowling Green State University)

MONDAY, SEPTEMBER 9, 2019

17:00 – 18:15

Concurrent Sessions – Session C
Harry S. Downs Center
Room 325

C2 Higher Education and Industry II

Leveraging Professional Associations in Curriculum Development: A Five Step Guide to Ensure Industry Validity

Eric Sartell (Whitworth University)

Strengthening the Quality of Higher Education through Research at the Institution and Industry Environment

S. Devaraju (Sri Krishna Arts & Science College), S. Jawahar (Sri Krishna Arts & Science College), U. Ramya (Sri Krishna Arts & Science College)

Skill Enhancement in Higher Education towards bridging gap between Institution and Industry

Saravana Prakash D (Sri Krishna Arts & Science College), Dr Logeswari P (Sri Krishna Arts & Science College) and Kowsalya S (Sri Krishna Arts & Science College)

18:30 – 20:30

Dinner
Student Activities Center
Ballroom A

Schedule for ICHEI 2019

Monday 09/09/19 - Harry S. Downs Center (CE) and Student Activities Center (SAC) Buildings

- 8:00AM - 9:00AM Breakfast (CE 201, Spivey Board Room)
- 9:00AM - 10:15AM Welcome Remarks (CE 203)
- 10:15AM - 10:45AM Coffee Break (CE 201, Spivey Board Room)
- 10:45AM - 12:00PM Concurrent Sessions A (CE 325, CE 331)
- 12:00PM - 1:30PM Lunch (CE 201, Spivey Board Room & CE 203)
- 1:30PM - 2:45PM Panel Discussion (CE 203)
- 2:45PM - 3:15PM Coffee Break (Spivey Board Room)
- 3:15PM - 4:30PM Concurrent Sessions B (CE 325, CE 331)
- 4:30PM - 5:00PM Coffee Break (Spivey Board Room)
- 5:00PM - 6:15PM Concurrent Sessions C (CE 325, CE 331)
- 6:30PM - 8:30PM Dinner (SAC Ballroom A)

Tuesday 09/10/19 - Harry S. Downs Center (CE) Building

- 8:00 - 9:00AM Breakfast (CE 201, Spivey Board Room)
- 9:00AM - 10:15AM Concurrent Sessions D (CE 325, CE 331)
- 10:15 - 10:45AM Coffee Break (CE 201, Spivey Board Room)
- 10:45AM - 12:00PM Concurrent Sessions E (CE 325, CE 331)
- 12:00PM - 1:30PM Lunch (CE 101)
- 1:30PM - 2:45PM Concurrent Sessions F (CE 325, CE 331)
- 2:45PM - 3:15PM Coffee Break (CE 201, Spivey Board Room)
- 3:15PM - 4:30PM Presentation & Panel (CE 203)
- 4:30PM - 5:00PM Closing Remarks (CE 203)

TUESDAY, SEPTEMBER 10, 2019

8:00 – 12:00

Registration

Harry S. Downs Center, Lobby

8:00 – 9:00

Breakfast

Harry S. Downs Center, Room 201

9:00 – 10:15

Concurrent Sessions – Session D

Harry S. Downs Center

Room 331

D1 Lifelong Learning and Logistics

Higher order thinking: Online course delivery to achieve long-term knowledge acquisition of business skills

Joie Hain (Clayton State University, Wendy Ritz (Florida State at Panama City) and Anita Whiting (Clayton State University)

Competency Assessment and Fortitude for Lifelong Learning - The Study among Graduate Students and Higher Educational Institutions in Coimbatore District

Rajan P (Sri Krishna Arts & Science College), Lakshmipriya Soundararajan (Sri Krishna Arts & Science College) and S. Sharmila Priya (Sri Krishna Arts & Science College)

Logistics 4.0 and Smart Supply Chain Management in Retail Industry – An Explorative Study

Dr. Stephan Thangaiah (Vellore Institute of Technology) and Vasumathi Arumugam (Vellore Institute of Technology)

TUESDAY, SEPTEMBER 10, 2019

9:00 – 10:15

Concurrent Sessions – Session D
Harry S. Downs Center
Room 325

D2 The Curriculum in Higher Education III

Industry-university collaborations: Facilitating internships via a multi-disciplinary minor
Robert Burgess (Georgia Institute of Technology) and Craig Hill (Clayton State University)

Leaders of Higher Educational Institutions- Transition and Challenges
P. Baby Shakila (Sri Krishna Arts & Science College) and S. Sharmila Priya (Sri Krishna Arts & Science College)

Does Market Visioning Competence Mediate or Moderate the Relationship Between Entrepreneurial Orientation and Product Innovativeness?
John Stowell (Clayton State University)

10:15 – 10:45

Coffee Break
Harry S. Downs Center, Room 201

TUESDAY, SEPTEMBER 10, 2019

10:45 – 12:00

Concurrent Sessions – Session E
Harry S. Downs Center
Room 331

E1 Education in the Global Economy II

Africa's higher education: Financing, growth and employment

Aloysius Amin (Clayton State University)

Developing networking skills in international market selection projects: An institutional theory approach

Todd Friends (Whitworth University) and Dawn Keig (Whitworth University)

Firm Performance and the MNE as a portfolio of country institutional environments

Victor Marshall (Dalton State College)

TUESDAY, SEPTEMBER 10, 2019

10:45 – 12:00

Concurrent Sessions – Session E

Harry S. Downs Center

Room 325

E2 Career Readiness and Local Economy

Career Competencies for Collaborative Growth of Universities and Industries

Henry Kishore (Sri Krishna Arts & Science College)

Career Readiness: Piloting a Successful Program in a College of Business

Margaret A Thompson (Clayton State University)

and Crystal Butler (Clayton State University)

Could universities help local governments with their economic development plans?

Reza Kheirandish (Clayton State University), Craig

Hill (Clayton State University) and Amy Patel

(Clayton State University)

12:00 – 13:30

Lunch

Harry S. Downs Center

Room 101

TUESDAY, SEPTEMBER 10, 2019

13:30 – 14:45

Concurrent Sessions – Session F

Harry S. Downs Center

Room 331

**F1 Critical Thinking, Accreditation, and
University Mergers**

Does Accreditation affect student enrollment?

A study on Indian Business Schools

Ganesan Palanisamy (Vellore Institute of
Technology) and Sivakumar Alur (Vellore Institute of
Technology)

Critical Thinking in Economics: Alternative

Assumptions and the Perry Framework

Jesse Zinn (Clayton State University)

University Mergers: Do they Make Financial Sense?

Analyzing the Georgia Experiment

George Nakos (Clayton State University) and Krissa
Nakos (Kantar International)

TUESDAY, SEPTEMBER 10, 2019

13:30 – 14:45

Concurrent Sessions – Session F
Harry S. Downs Center
Room 325

**F2 Educational Psychology, Cultural
Competence, and preventive
Maintenance Planning**

*Role of Educational Psychology in Higher Education
Institutions and Industry Academia Collaboration: A
New Perspective to Enhance Learning and Skills in
India*

Syed Khalid Perwez (Vellore Institute of
Technology), Ganesan P (Vellore Institute of
Technology) and Goutam Kumar Kundu (Vellore
Institute of Technology)

*The need for cultural competence in business
education*

Mario Norman (Clayton State University) and
Kenneth Kungu (Clayton State University)

*A multi-objective model for integrated production
and preventive maintenance planning*

Kamran Moghaddam (Clayton State University)

TUESDAY, SEPTEMBER 10, 2019

13:30 – 14:45

Concurrent Sessions – Session F

F3 Other Topics

An analysis on the students' preference towards global universities for higher education

Reena R (Sri Krishna Arts & Science College) and Swetha Parthasarathy (PSG College of Arts & Science)

Role of online portals in enhancing higher education – A study with special reference to Coimbatore city

Vidya M (Sri Krishna Arts & Science College) and Preethi B (Sri Krishna Arts & Science College)

Stress among students studying in higher education institutes (HEIs) in India

Syed Khalid Perwez (Vellore Institute of Technology)

14:45 – 15:15

Coffee Break

Harry S. Downs Center, Room 201

TUESDAY, SEPTEMBER 10, 2019

15:15 – 16:30

Presentation and Panel
Harry S. Downs Center
Room 203

Engaging Business and Education to
Promote Innovation

Facilitator Q&A

Margaret Thompson

Panelists

Minna LeVine, Founder
SMART Education Exchange

Tana Torrano, Founder
SMART Education Exchange

16:30 – 17:00

Closing Remarks
Harry S. Downs Center
Room 201

NOTES

*The Program Chairs would like to acknowledge
the support and assistance of:*

Clayton State University

Tim Hynes, President
Kevin Demmitt, Provost
Jill Lane, Associate Provost
Shakeer Abdullah, VP Student Affairs
Corlis Cummings, VP Business and Operations
Bill Gruszka, VP Information Technology & Services
Chase Moore, VP University Advancement
Leanne Bradberry, Marketing and Communications
Charles Bridges, Facilities Management
Joanee Buffaloe, Conference Services
Crystal Butler, College of Business
Jacob Chacko, College of Business
Terri Cleveland, College of Business
Sasha Cokuslu, International Programs
Donnie Collins, Facilities Management
Veronica Copeland, College of Business
Kate Cotter-Reilly, College of Business
Dolores Cox, College of Business
Angela Evans, Public Safety
Erin Fender, Marketing and Communications
Bobby Fiely, Student Activities Center
Annie Fowler-Nunnally, University Housing
Norman Grizzell, Auxiliary Services
Lydia Hall, College of Business
Christina Hung, Recruitment & Admissions
Brian Hunt, College of Business
Natasha Hutson, Campus Life, Student Activities Center
Iris Jackson, Accounting Services
Jeff Jacobs, Student Affairs
Alveta Jones, Bursar's Office
James Kaiser, Facilities Management
Erica Kilgore, Bursar's Office
Antonio Long, Public Safety
Bryant Lucas, Facilities Management
Eric Mahoney, College of Business
Scott McElroy, Budget and Finance
Keith Miller, College of Business
Robert Morton, University Housing

George Nakos, College of Business
Latoya Nelson, Accounting Services
Ryan Packard, International Programs
Linda Proctor-Merritt, Recruitment and Admissions
Avanell Pugh, Bursar's Office
Mya Richardson, University Housing
Heather Ross, Recruitment and Admissions
Mitchell Shirley, Aladdin Food
Halina Skrzypek, Aladdin Food
Michael Smith, College of Business
Vicky Smith, College of Business
Gayron Taylor, Public Safety
Darren Thomas, Facilities Management
Reginald Turner, Continuing & Professional Education
Allen Ward, Student Affairs

Greg Campbell, **Fastenal Company**
Rob Howard, **Pinnacle Advertising Specialties**
Stephenie T. Lane, **Talent Acquisition**
Minna LeVine, **SMART Education Exchange**
Angel Lipscomb, **Drury Inn & Suites**
Morrow Tourist Center
Paige Ragan, **Drury Hotels**
Steven Roembke, **Fastenal Company**
Matt Rothfusz, **Drury Inn & Suites**
Evelyn Ragan Swanson, **Core & Main**
Tana Torrano, **SMART Education Exchange**

Thank you for making our conference a success!

NOTES

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Sessions	Session 1 -- CE 331	Session 2 -- CE 325
Concurrent Sessions A Mon. 10:45-12:00	Education in the Global Economy I	The Higher Education and Industry I
Concurrent Sessions B Mon. 15:15-16:30	Career Preparedness	The Curriculum in Higher Education I
Concurrent Sessions C Mon. 17:00-18:15	The Curriculum in Higher Education II	The Higher Education and Industry II
Concurrent Sessions D Tue. 9:00-10:15	Lifelong Learning and Logistics	The Curriculum in Higher Education III
Concurrent Sessions E Tue. 10:45-12:00	Education in the Global Economy II	Career Readiness and Local Economy
Concurrent Sessions F Tue. 13:30-14:45	Critical Thinking, Accreditation, and University Mergers	Educational Psychology, Cultural Competence, and Preventive Maintenance Planning

THANKS to the 2019 Host Institution



**College of Business
Clayton State University
2000 Clayton State Boulevard
Morrow, Georgia 30260
www.clayton.edu**