COMPETITION FORUM

Volume 17 (2)	2019
TABLE OF CONTENTS	
Industrial Democracy in The Knowledge Society	182
Omid Nodoushani, Southern Connecticut State University	
Gregory (Gadiel) Robbins, Southern Connecticut State University	
Role of Family and New Environmental Paradigm on Ecologically Conscious Consumption Attitudes	190
Jyotsna Mukherji, Texax A&M Internetional University	
Ananda Mukherji, Texax A&M Internetional University	
Modelling the Factors Attributing to the Overall Satisfaction of Employees:	198
The Case of the Moroccan Banking Sector	
Younes Lachheb, Al Akhawayn University	
Sallem Koubida, Al Akhawayn University	
Mahmoud Yasin, East Tennessee State University	
Jafar Alavi, East Tennessee State University	
Appraisal of Consumer Satisfaction with Service Delivery by real Estate Firms	204
David Ayock Ishaya, Department of Estate Management, College of Environment	
Hussaini Adamu Federal Polytechnic.Kazaure.Jigawa State.Nigeria	
Daniel I. Dabo, Department of Quantity Surveying. College of Environmental	
Studies. Kaduna Polytechnic.Kaduma.Nigeria	
Money and Morality: Leadership in the National Football League	213
Carol Stewart, Southern Connecticut State University	
Laquita Joyner-McGraw, Southern Connecticut State University	
Unethical Behavior At Work: Issues and Observations	218
Sami M. Abbasi, Norfolk State Universtiy	
Moncef Belhadjali, Norfolk State University	
Strenthening Customer Experience through Artificial Intelligence: An upcoming Trend Madan M. Batra, Indiana University of Pennsylvania	223
Employee Assistance Programs: Balancing Increased Productivity and Engagement	232
Among Employees with Equal Employment and Legal Complience	
Robert A. Amith, Southern Connecticut State University	
Kauther S. Badr, Southern Connecticut State University	
Alison E. Wall, Southern Connecticut State University	
Evolution of Supply Chain management: Ethical Issues for Leaders	240
Ramesh G. Soni, Indiana University of Pennsylvania	
Bina Soni, Indiana University of Pennsylvania	

Contemporary Trends in Employee Relations and the Employment Relationship: A Competitiveness Perspective Douglas M. McCabe, Georgetown University	248
Nixonian Geopolitics and the U.SChina Rivalry Francis P. Sempa, Wilkes University	252
Developing a Competitive Marketing Strategy: The Case of a Complete Fitness Gym Sami A. Swaid, University of Houston-Victoria Nile M. Khanfar, Nova Southeastern University David Loudon, Samford University	258
Online Learning and Compatitiveness: Incorporating Teaching Strategies and Software That Encourage Ethical Behavior Kevin Casey, University of Central Arkansas K. Michael Casey, University of Central Arkansas Ken Griffin, University of Central Arkansas	267
Exploring the Gender Gap in Tech Companies: Why Aren't There More Women Haroon Chaudhry, Southern Connecticut State University Alison E. Wall, Southern Connecticut State University Jerry L. Wall, JKW Associates	275
Africa and South America: Economic Development and Wealth Could Come from Biodiversity Paulo Roberto Feldmann, USP – University of São Paulo, Brazil	281
Veritable Measure of Leadership Effectiveness: New Perspectives Hamid Khan, Our Lady of the Lake University	288
The Patent Paradox: Governmental Restrictions on the Competitive Use of Patented Intellectual Properties William M. Fitzpatrick, Villanova University Samuel A. Dilullo, Villanova University	306
Exploiting Underutilized Solar Panel Niche Markets Joseph R. Amarante, Southern Connecticut State University Robert A. Page, Jr., Southern Connecticut State University	338
The Effects of Sleep Deprivation on Workplace Behavior Christopher Simone, Indiana University of Pennsylvania	346
Can University Faculty Practice What They Preach Joette Wisnieski, Indiana University of Pennsylvania	351

The Relationship Between Students' Attitudes Toward General Ethical Dilemmas and their Attitudes Toward Hypothetical Marketing Moral Dilemmas Carl Malinowski, Pace University	364
Is Hiring University Graduates Rocket Science? Let's Learn from the Rocket Scientists. P. Michael Kosicek, Indiana University of Pennsylvania	377
John Lipinski, Indiana University of Pennsylvania	
Factors Affecting Cross-Border E-Shopping	382
Soumava Bandyopadhyay, Lamar University	
Trends and Technology in E-Payment	388
Alexander N. Chen, University of Central Arkansas	
Steven M. Zeltmann, University of Central Arkansas	
Ken Griffin, University of Central Arkansas	
Michael Rubach, University of Central Arkansas	
Michael E. Ellis, University of Central Arkansas	
Is it a new "Facebook revolution" in the Arab World? Exploring Young Jordanians'	399
E-Purchasing Behavior	
Saeb Farhan Al Ganideh, Al Zaytoonah University of Jordan	
Mohammad Zuhdi Hamam, Al Zaytoonah University of Jordan	
Luxurious Lifestyles: Marketing to Chinese Millennials	411
Nadia Abgrab Norrmohamed, Salve Regina University	
The Future of Healthcare in Africa	417
Karina Novak, Pace University	
Larry Bridwell, Pace University	