Ambrose Research Conference 2024

Business Session Abstracts

Business Session 1 – Virtuous Marketing Through Incorporation of Artificial Intelligence, Community Involvement and Corporate Governance (Room A2131)

Aaron Hammond, "Ethical Use of Artificial Intelligence in Marketing"
Artificial Intelligence (AI) is becoming more and more pervasive in society. Within the constantly evolving landscape of marketing, AI tools have become more commonplace, driving enormous change. As AI becomes increasingly integrated into marketing strategies, prioritizing ethical considerations is essential. This includes embracing such issues as transparency and accountability, safeguarding privacy, combating bias, prioritizing fairness and fostering human-centric decision-making. This research examines the utilization of AI tools that are shaping the marketing sphere, recognizing the widespread influence of AI tools in decision-making. The ethical implications of AI use will be explored, with special consideration of how Christians can incorporate this powerful tool into their values-based approach to conducting business.

Chelsea Huliganga, "Empowering Communities Through Co-Creation: A Marketing Approach"
In today's dynamic business environment, co-creation has become a prominent focus for empowering communities. Businesses are realizing the importance of collaboratively engaging with their communities to create value for all stakeholders and drive sustainable growth. In response to shifting consumer expectations and an increasing emphasis on corporate social responsibility, businesses seek innovative ways to engage with and contribute to their communities. Marketing efforts can be utilized to engage with the community, gather feedback, and collaboratively develop solutions for specific challenges. Establishing robust community relationships through such efforts enhances credibility and trust, paving the way for long-term sustainability. This research examines how businesses can harness the power of co-creation in its strategic marketing efforts to meet the diverse needs of local communities and foster empowerment and support for the community.

Jackson Potter, "The Efficacy of ESG Reporting Regulations on Company Behaviour"
Society is demanding more and more that corporations take responsibility for their impact on the environment and society. Companies have begun reviewing themselves and their impact on society through the preparation of environmental, social, and governance (ESG) reports. Still, others have not yet given such attention to this issue. One way to make companies look more carefully at their environmental and societal impact is through increased reporting regulations. This research examines current ESG regulations and their impact, such as, any positive changes in the three ESG categories and more broadly in the organizations. Proper ESG practices are crucial for creating companies that have a positive impact on society and increased reporting standards can ensure these proper practices.

Business Session 2 – Technology and Virtuous Business (Room A2131)

Nikita Marchenkov, "Navigating Ethical Marketing: Unveiling Digital Media Manipulation Strategies"
Business relies on trusted relationships which are built in part by trustable communications. In an era dominated by online communications, companies seek to maintain brand credibility and consumer trust. Yet, they can find themselves in a tension between promotional strategies and ethical considerations in a digital landscape influenced by media manipulation tactics. This research focuses on the intersection of these manipulation strategies and their implications for ethical marketing practices. Drawing on theoretical insights from Ryan Holiday's (2013) Trust Me, I'm Lying book, case studies and real-world examples, the ethical considerations inherent in leveraging online platforms for promotional purposes are considered. This research concludes with broader implications for the marketing discipline. It underscores the significance of ethical considerations in mitigating the impact of media manipulation on brand reputation and consumer trust.

Donovan Olichny, "An Examination of the Transformative Impact of Artificial Intelligence on Human Resource Practices"
This research delves into the intersection of artificial intelligence (AI) and Human Resources (HR), scrutinizing the feasibility and consequences of incorporating AI in HR practices. Focused on talent acquisition, workforce management, and employee engagement, the study explores the potential advantages and disadvantages of leveraging AI in the HR domain. The research aims to provide insights into the ethical considerations and practical challenges accompanying AI integration in HR by assessing the evolving dynamics between human expertise and technological innovation. Through a comprehensive examination of these themes, the study contributes to a nuanced understanding of AI's transformative impact on contemporary HR practices.

Noah Bears, "Integrating Blockchain Technology into Corporate MIS Systems for Increased Data Reliability and Fraud Reduction"
The ability to grow one's money through investment in a public stock market is a cornerstone of a capitalist society. The greatest threat to this crucial exchange is fraud. While public companies are required to be audited annually, current audit practices still leave room for fraud to occur undetected. However, recent technological advancements have increased audit capabilities, with the emergence of digital management information systems (MIS) improving auditor abilities to accurately detect fraud. This research explores the effects of introducing blockchain technology into MIS to increase corporate financial assurance. A review of current research on blockchain integration with MIS systems suggests that the implementation of Web3 blockchain-based MIS systems in publicly traded organizations will significantly reduce corporate financial corruption through enhanced detection and heightened deterrence, thereby providing more secure, transparent markets for institutional and retail investors alike.

Business Session 3 (Library)

Wilian Gatti, Jr., Jesse Cunningham, Brooklyn Deol, Nicole Fraser, Karina Havrylyuk, Jackson Potter, "Innovating Academic Engagement through Escape Rooms: A Case Study at the University Library"
Escape rooms (ERs) are dynamic, team-oriented games where participants face various playful challenges, including solving puzzles and discovering clues, to accomplish a specific task within a set time limit. Evolving from the concept of escaping a room, ERs now encompass a broad range of activities, such as unravelling murder mysteries and infiltrating vaults. These challenges, characterized by cognitive, physical, and meta-puzzles, offer a unique platform for experiential learning, aligning with diverse learning theories like social constructivism and situated learning. The widespread adoption of ERs in higher education is primarily due to their ability to significantly enhance student motivation. Our work supports the idea that ERs can boost student engagement across various disciplines, including engineering, music, and pharmacy. Their adaptability to different educational contexts, from unravelling mysteries to thematic explorations, demonstrates their potential in fostering academic engagement and deep learning.
Our study proposes the creation of an ER within the university library, specifically designed for a research conference. Themed around the conference topics of Prudence, Justice, Courage, and Temperance, this ER is a pioneering effort to integrate educational content into an immersive, interactive format. In conclusion, our work not only reaffirms the educational value of ERs but also exemplifies their practical application in a university setting. By aligning the ER experience with academic themes, we demonstrate a novel approach to enhancing student learning and engagement, offering a model for future educational innovations.