Call For Papers/Extended Abstracts/Panel Sessions

2026 Business & Health Administration Association (BHAA) Annual Conference
During the Midwest Business Administration Association International (MBAAI) – 62nd Conference

March 25-27, 2026
Palmer House Hilton, Chicago, IL (USA)

SUBMISSION GUIDELINES & TIPS FOR SUCCESS

SUBMISSION DEADLINE:
PAPER/ ABSTRACT/ SPECIAL SESSION PROPOSAL: January 20th, 2026

SUBMISSIONS:
- The contact author should submit abstracts, papers, and/or session proposals to both of the following locations:
  - One copy through this link: https://event.fourwaves.com/mbaai2026/submission
  - Second copy to the program chair: bhaasubmissions@proton.me
    - Please title the email subject "BHAA-2026"
  - By submitting the paper for consideration, it is assumed by BHAA that at least one author will register for the conference and present in person or virtually if the submission is accepted.
  - Papers not presented will not be included in the conference proceedings.
  - Submissions with multiple authors should indicate the contact person.
  - At least one author will need to create an account on the fourwaves submission system mentioned above to submit the work.
- Authors will be notified regarding the acceptance or rejection of their paper as soon as they are reviewed and a decision has been made. If the authors do not receive any communication by February 1, 2026, they should contact the Program Chair Dr. Adnan Kisa immediately.

CONFERENCE REGISTRATION: https://mbaainternational.org/

2026 BHAA Conference Program Chair	2026 Conference Proceedings Editor
Adnan Kisa, Ph.D. Professor Kristiania University of Applied Sciences School Health Sciences Prinsens Gate 7-9 0152 Oslo, Norway (+47) 982.89.234 Adnan.Kisa@kristiania.no	**Cassandra Henson, DrPA, MBA** Assistant Professor School of Business Administration Widener University Chester, PA 19013 610-499-4310 crhenson@widener.edu

ACADEMIC TRACKS:

- Authors can submit papers related to:
    - Nursing (non-clinical),
    - Healthcare Management,
    - Health and Wellness,
    - Corporate Healthcare,
    - Healthcare Professionals (practitioners but on non-clinical topics),
    - Healthcare Education,
    - Hospital/Healthcare Facilities,
    - Healthcare Informatics and Technology,
    - International Healthcare,
    - Legal & Ethical Issues in Healthcare,
    - Pharmaceutical Marketing,
    - Healthcare Marketing,
    - Physical Therapy (non-clinical),
    - Public Health,
    - Post-Acute Care / Long Term Care,
    - Health communication,
    - Student-led papers
- Additional Tracks may be added depending on the mix of topics of submitted papers.

At the conference there will be a special session - <u>How to Get Published</u> by Dr. Ashish Chandra, Executive Editor, Hospital Topics, and, Drs. Adnan Kisa and David Wyant, Consulting Editors, Hospital Topics.

"ABSTRACT" FORMATTING GUIDELINES:

Abstracts should not exceed more than two pages.

1. Use Word Document format only
2. **<u>TITLE</u>** centered on the page, in Times New Roman #18 font, and in bold print
3. Use a single blank line between the title and the author(s) name
4. Author(s) names (with no proper titles) in italics Times New Roman #10 font, bold print, centered on the page and one author per line entered properly
5. Below the last author name use a single blank line then a single line drawn across the page
6. Use a single blank line below the single line
7. Type the word *ABSTRACT* in bold print, all CAPS, italics Times New Roman #10 font, and centered on the page
8. Use a single blank line below the word *ABSTRACT*
9. Type your extended abstract in the following format
   a. Use full justification
   b. Times New Roman, #10-point font
   c. Body of abstract is not in regular typeset (not in italics)
   d. Single-space for the body of the abstract
   e. 0.5 paragraph indentation
   f. Doubled-space between paragraphs
   g. Limit to one page
10. Enter a single blank line and drawn a line across the page after the abstract material
11. Enter a double-space below the line drawn across the page and type the author(s) information, using single space, left justification and identify the (CONTACT AUTHOR) in all caps if there is more than one author

"PAPER" FORMATTING GUIDELINES:

Papers, including references, tables, figures, cover pages, etc., may not exceed 20 double-spaced typewritten pages.

1. Use **Word Document format** only
2. **COVER PAGE:**
   a. TITLE centered on the page in Times New Roman #18-point font
   b. Use a single blank line between the title and the author(s) name
   c. Ensure Author(s) mailing addresses, telephone numbers, Fax numbers, and email addresses are properly listed
   d. Identify the CONTACT AUTHOR by placing CONTACT AUTHOR next to his or her name
3. **TITLE** centered on the page, in Times New Roman #18 font, and in bold print
4. Use a single blank line between the title and the author(s) name
5. Type the author(s) names (with no proper titles) in italics Times New Roman #10 font, bold print, centered on the page and one author per line entered properly
6. Below the last author name use a single blank line then a single line drawn across the page
7. Use a single blank line under the single line drawn across the page
8. Type the word ***ABSTRACT*** in bold print, all CAPS, italics Times New Roman #10 font, and centered on the page
9. Use a single blank line below the word ***ABSTRACT***
10. Type the abstract in *italics* Times New Roman #10 font, using full justification format, single-spaced, and limited to 100 words
11. Use a single blank line and draw a line across the page after the abstract material
12. Use a single blank line below the line drawn across the page and type the word **INTRODUCTION** in all caps, bold print, in Times New Roman #10 font, and centered on the page
13. Use a single blank line below the **INTRODUCTION** heading
14. Major headings within the paper should be formatted like the format style used for the **INTRODUCTION** heading. Ensure secondary headings are formatted correctly
15. Type the body of the paper in the following format
    a) Using full justification format
    b) Times New Roman #10 font
    c) Single-spaced for the body of the paper
    d) 0.5 paragraph indentation
    e) Double-spaced between paragraphs
    f) Follow the same format for headings in the paper as you used for the INTRODUCTION format
    g) Ensure secondary headings are formatted correctly
    h) Tables, figures, charts, etc., format using the WORD document table format function tools and insert within the paper where they should appear
    i) Don't use page numbers, footnotes, headers, or footers
    j) Don't use One Note or End Note

k) Use the correct referencing format style consistently throughout the paper (last name, date)

l) Follow the correct entry format for the reference page entries

The paper should NOT contain any reference to the author(s).

- Authors' names must appear <u>only</u> on the cover page.
- Papers with multiple authors should clearly indicate which author is the contact author.

SPECIAL SESSION PROPOSALS:

o Should not be more than ONE page

Abstracts/Papers/Session Proposals must NOT have been previously presented or published nor submitted to or be under consideration at other conferences or journals. Statements to this effect must be contained in the required letter of transmittal that must accompany the paper.

All papers/abstracts/special session proposals will be blind reviewed.

PUBLISHED WORK:

- All accepted abstracts, papers and special session proposals will be published in the BHAA Conference Proceedings.
- Authors of full papers have the option of having only the abstract published in the Proceedings. At least one author <u>of papers published in the BHAA Conference Proceedings must pre-register for the conference with BHAA as primary organization.</u>
- Colleagues and co-authors are strongly encouraged to register and attend the conference.

PAPER REVIEWERS:

- To volunteer as a paper reviewer, discussant or session chair, please contact the program chair Adnan Kisa at bhaasubmissions@proton.me

We look forward to seeing you at the conference! Should you have questions, please do not hesitate to contact **Adnan Kisa** (BHAA Program Chair) at Adnan.Kisa@kristiania.no or Cassandra Henson, Proceedings Editor at crhenson@widener.edu

IMPORTANT: Do not forget to complete your registration materials (with BHAA as primary affiliation).

EXAMPLES FOR ABSTRACTS & PAPERS:

<u>General Format Style for Papers</u>

Cover Page

TITLE (centered, BOLD PRINT ALL CAPS, Times New Roman, #18-point font); Next -enter a blank line.
Author(s) information should be centered, using Times New Roman, #10-point font, single space. Provide a single-space between each author. Enter **<u>ALL</u>** author(s), include their credentials, correct mailing address, telephone contact number, Fax number, and email address for each of the authors listed on the submitted paper. Note the CONTACT AUTHOR (put this in all caps).

Body of Paper

TITLE (centered, Bold print, all CAPS, Times New Roman # 18-point font), (next enter one blank line)
(In italics Times New Roman #10 font, bold print, and centered on the page, list each author with one author per line, his or her university/organization affiliation. DO NOT use titles such as Dr., Mrs., or Mr., etc.
After last authors name enter one blank line and draw a single line across the page.
_____
Enter one blank line after the single line above. In all CAPS, in *italics* Times New Roman #10-point font, bold print, and centered on the page type *ABSTRACT*. Next enter a single blank line

Type in abstract content **(100-word limit)** in *italics*, Times New Roman #10 font, using full justification format, single-spaced. Next enter one blank line then draw a single line across the page.
_____
Enter one blank line, and type in **INTRODUCTION** (centered on page, in all CAPS, Times New Roman #10 font, bold print), (next enter two blank lines) (secondary headings must be bold print, left justified, first letter capitalized then lower case, with a single blank line above and below each secondary heading)

Begin typing in the body of the paper in Times New Roman #10 font, full justification, single-spaced, double space between paragraphs with a 0.5-inch indentation at the beginning of each paragraph. Each additional heading (i.e., METHODS, RESULTS, CONCLUSION, etc.) should follow the format as listed for the INTRODUCTION heading.
Tables, charts, etc. are in the body of the paper where they should appear and should use the WORD document format function tools.

<div align="center">REFERENCES (same format as other major headings)</div>

References may be cited using **Journal of Marketing or APA style**. Please use the (parentheses) style in the body of the paper. **Example:** Social media is fast becoming an important tool in health care delivery **(Willis, 2013).**
Reference page: A complete list of all references cited within a submitted paper is required at the end of each paper. Please use Times New Roman #10 font and single-space each reference while inserting one blank line between each new reference listed. Italicize all publication names. Use (parentheses) to enclose the year and the month or issue number. Including such phrases as, "References available upon request" are <u>unacceptable</u>. Using such phrases will result in a paper being returned to the author(s) for correction. It is not necessary to "tab" or indent in the reference section.

<u>IMPORTANT NOTE:</u> Papers submitted with Footnotes, Headers, Footers, and/or page numbers is unacceptable. Papers or abstracts submitted using One Note or End Note is unacceptable. Papers submitted using any of the aforementioned will be returned to the author(s) for formatting corrections and resubmission. Please remember this error on the part of author(s) could result in a submitted paper NOT being included in the conference proceedings publication due to time limitations if the paper is originally submitted at or near the deadline submission date.

POTENTIAL BENEFITS OF USING FACEBOOK IN THE HEALTHCARE INDUSTRY: A LITERATURE REVIEW

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POTENTIAL BENEFITS OF USING FACEBOOK IN THE HEALTHCARE INDUSTRY: A LITERATURE REVIEW

William Willis, Marshall University
Bob T. Professor, Jo Smo University

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ABSTRACT

Facebook has become a worldwide social phenomenon, encompassing more than 800 million active users as of January 2012. Facebook is an inexpensive tool for healthcare organizations to help increase recognition, educate the public, and reach new patients and increase market share. A revolutionary way of sharing and communicating information, it can substantially influence healthcare services etc……………

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INTRODUCTION

The number of people using the internet continues to rise. By 2016, three billion people will be online (Jones, 2011). Out of every seven minutes spent on the internet, one minute is expended on Facebook (Martine, 2010). Since its origination in 2004, Facebook has become a worldwide social phenomenon, encompassing more than 800 million active users as of January 2012 (Boggs, 2012). In 2011, Facebook had sales of $3.7 billion with $1 billion profit margin and an estimated net worth between $75 -$100 billion.

The delivery of healthcare is in a transition as more individuals are seeking the internet for medicinal information (Willis, 2013). The practice of online medicine has allowed for greater accessibility and efficiency to meet patient's needs. Approximately 20% of patients seek medical advice through social media networks and Facebook is the sound network. Women between ages 45 and 65 years old are the primary users of Facebook, as well as main purchasers of healthcare. This has a positive correlation for healthcare providers because the opportunity is given to target the accurate consumer. Facebook opened registration to organizations in April of 2006, and in two weeks 4000 groups had joined. As of October 2011, 1,068 United States (U.S.) hospitals had a Facebook page.

METHODOLOGY

The methodology utilized in this literature review conformed to the principles of a systematic search. For the intent of this research query, a comprehensive and exhaustive review was not feasible due to the abundance of studies of heterogeneous quality along with time constraints. The literature review was conducted in distinct stages including the following: determining the search strategy, establishing inclusion criteria, scrutinizing the texts for validity and relevancy, and extracting and analyzing the data.

The methodology for this qualitative study was a literature research and review of case studies. The electronic databases of PubMed, Academic Search Premier, and ProQuest were searched for the terms 'Facebook', OR 'social media networks', AND 'modern healthcare'. Reputable websites of the American Medical Association, the New England Journal of Medicine, and other reliable healthcare websites were also used. Citations and abstracts identified by the search were assessed in order to identify relevant articles.

RESULTS

The results presented were extracted from case studies, journal articles, and different websites from diverse sources, including consulting companies. Assessment of various healthcare systems were compared to illustrate the utility of Facebook.

A marketing consulting firm, Verasoni, conducted a study in partner with Simon Associates Management, on how hospitals across the U.S. are using social media, particularly Facebook. The study was conducted during December 15,

2010 through January 12, 2011. This was an observational study of 120 hospitals ranging from academic medical centers, community hospitals and safety net hospital located in all 50 states. Of the 120 hospitals selected, all had some type of presence on Facebook, regardless of the type of institution or facility size.

DISCUSSION

Hospital perspective (secondary heading)

Facebook has been around for almost 10 years and healthcare organizations have just recently established a presence on the network. The majority of hospitals are not actively engaging in Facebook as only a few hospitals across the country are using it to its full potential. The hospitals that are fully utilizing Facebook are the top-ranked hospitals that have more attainable resources. Patients appreciate direct contact with healthcare providers and few physicians participate in discussion on Facebook. Physicians could be gaining referrals from patient's interaction on Facebook, contingent upon abiding HIPAA and employer social media guidelines.

CONCLUSION

Facebook use by healthcare suppliers can improve patient and staff communication, marketing coverage, and provider recognition. It is imperative for healthcare organizations to take advantage of the opportunities Facebook offers to remain current in the delivery of healthcare.

REFERENCES

1. List reference one, single-spacing the reference using no indentions. Insert one blank line between references one and two. DO NOT indent in the references.

2. List reference two then enter one blank line between references two and three.

3. Continue forward entering the remaining references using the same formatting style as described.

4. Lacson, S., Bradley, C., and Arkfeld, D. Facebook Medicine. *J Rheumatol,* 2009, 36 (1), 211.

5. Howell, W. Facebook Isn't Just for Status Updates or Playing Games Anymore. *Hosp Health Netw.* 2011, 85 (4), 13.

6. Moubarak, G., Guiot, A., Benhamou, Y., Benhamou, A., and Hariri, S. Facebook activity of residents and fellows and its impact on the doctor – patient relationship. *J Med Ethics,* 2010, 37(2), 101-104.

Format Style for Extended Abstracts

TITLE (centered, Bold print, all CAPS, Times New Roman # 18-point font), (next enter one blank line)

Author(s) name, University/Organization (In italics Times New Roman #10 font, bold print, and centered on the page, list each author with one author per line, his or her university/organization affiliation. DO NOT use titles such as Dr., Mrs., or Mr., etc. After last authors name enter one blank line and draw a single line across the page.

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ABSTRACT (Below the line drawn across the page, enter one blank line, then centered, italics, all CAPS, Times New Roman #10-point font, type in *ABSTRACT*, (next enter a single blank line)

Using full justification, single-spacing, Times New Roman #10 font type in abstract content **(DO NOT use italics)** limited to one page in length. Double-space between paragraphs with 0.5-inch indentation at the beginning of each paragraph. Enter a single blank line at the end of the abstract and draw a line across the page.

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Below the line at the end double-space and enter the appropriate information pertaining to author(s).

Ensure that **ALL** author(s), for the abstract submitted, have the correct mailing address, telephone contact number, Fax number, and email address for each of the authors listed on the submitted paper or abstract. Note the contact author and put in all caps (CONTACT AUTHOR)

EXTENDED ABSTRACT EXAMPLE – SEE NEXT PAGE

FACEBOOK UTILIZATION IN HEALTH CARE DELIVERY

Kent Willis, Marshall University
Bob T. Professor, Jo Smo University

ABSTRACT

Facebook has become a worldwide social phenomenon, encompassing more than 800 million active users as of January 2012. Facebook is an inexpensive tool for healthcare organizations to help increase recognition, educate the public, and reach new patients and increase market share. A revolutionary way of sharing and communicating information, it can substantially influence healthcare services.

The methodology for this qualitative study was a literature review using case studies as well. The search was limited to sources published in the last ten years because Facebook did not exist before then. A total of 39 references were reviewed and selected for this research study.

The vast majority of hospitals had below 1,000 followers. The information typically presented on Facebook included but was not limited to patients' stories, expert opinions by medical professionals, details about what to expect from a particular test or procedure, and health tips. The most common interactive feature was photo-sharing. The majority of organizations connected their Facebook with YouTube videos and Twitter pages. In one in-direct case of Facebook utilization, Facebook helped physicians treat a patient in the Emergency Department.

The majority of hospitals are not actively engaging in Facebook. Facebook use by healthcare suppliers can improve patient and staff communication, marketing coverage, and provider recognition. This study was limited to the fact that there was little previous research on the utilization of Facebook by the healthcare establishment. The practical implication of this study was that more healthcare organizations, in particular hospitals, need to have a policy of social media for providers to follow. Physicians must adhere to all patient privacy and confidentiality and refrain from posting recognizable patient information online.

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