The 51st Annual
MBAA INTERNATIONAL
CONFERENCE

Building on Our 50+-Year Tradition of Excellence

Publishing: Practical Help for Publishing Success

March 25–27, 2015
Palmer House Hilton Hotel • Chicago, IL
www.mbaainternational.org

Executive Director
Jeff Clark
Middle Tennessee State University
Jeff.Clark@mtsu.edu
Looking for a fun and engaging way to teach management?

Attend
Our Exhibitor Presentation
Thursday
10:45 a.m.
or
3:00 p.m.

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MBAA International
America's Best Conference Value!

2016 Conference Dates
April 13 through April 15, 2016

When Easter is in late March (as it is in 2016) we are usually forced by the hotel market to move our conference to February. HOWEVER, in 2016 we will enjoy springtime in Chicago with a mid-April conference!

MBAA International is what a great conference should be! Dialogue and development, fellowship and friendship—hundreds of your colleagues across every business discipline from around the world—in an amazing city and all at an incredible price. That’s why MBAA International is known as America’s best conference value!

Our track record as a leader in high-value professional development now spans one-half century, and our reputation for incredible entertainment is just icing on the cake.

With 12 tracks covering every business discipline, leading education resource exhibitors, practical help on practical topics—including how to get published—(and two high quality, high impact evenings of entertainment), it’s easy to see why MBAA International continues to be America’s best conference value!

Palmer House Hilton Hotel
In the heart of the theatre and financial district!
Mail Advance Registration to:
Jeff Clark, Executive Director
MBAA International
Middle Tennessee State University
BAS N360, Box 45
Murfreesboro, TN 37132

Advance Registration
Advance registration expedites the on-site process at the conference and facilitates material preparation and mail list maintenance. A packet containing appropriate documents and receipts will be waiting for each registrant at the pre-registration booth.

Membership in MBAA International is included in your paid primary registration.

Hotel Arrangements
We will once again have a special conference rate at the Palmer House Hilton Hotel for the 2016 conference.

Please make all hotel reservations directly with the Palmer House Hilton Hotel. To make your reservation online, go to http://www.mbaainternational.org and follow the hotel reservation instructions.

Exhibits
MBAA International sponsors exhibits of educational material during the conference. Exhibits are located in the magnificent 3rd Floor Salons.

2016 MBAA International Program
Persons interested in participating in the 2016 program, scheduled for April 13 through April 15, 2016, at the amazing Palmer House Hilton Hotel ~ history in the heart of Chicago’s Loop! ~ please contact:

Harry Fisher
Eureka College
Eureka, IL 61231
hfisher@eureka.edu
(309)467-6450
2015 MBAA International McGraw-Hill Education Distinguished Paper Awards

Academy of Business Economics


Erik Hovenkamp, Northwestern University

Academy of Finance

Management of Exchange Rate Exposure with Hedging Activities: New Approach and Evidence

Sung C. Bae, Bowling Green State University
Taek Ho Kwon, Chungnam National University
Rae Soo Park, Sookmyung Women's University

Academy of International Business, Midwest Region


Alan Muller, University of Amsterdam Business School

Business and Health Administration Association

Bring Your Own Device (BYOD) Movement: Benefit or Disaster?

Terri L. Barrett, West Virginia Healthcare Authority
2015 MBAA International
McGraw-Hill Education
Distinguished Paper Awards

Marketing Management Association

*Understanding the Service Evaluation, Consumption Emotions, and Behavioral Intentions Relationship for Chinese Lodging Guests*

Scott Swanson, University of Wisconsin-Eau Claire
Lujun Su, Business School of Central South University
Xiaohong Chen, Business School of Central South University

Midwest Academy of Legal Studies in Business

*Medical Malpractice Non-economic Caps Violate Constitutional Right to Trial by Jury*

Carol J. Miller, Missouri State University
Joseph Weidhaas, Attorney

North American Accounting Society

*Retail Leases: A Case Study Examining Archived, Current, and Future Standards*

Natalie T. Churyk, Northern Illinois University
Alan Reinstein, Wayne State University
Lance Smith, Ernst & Young, LLP
North American Management Society

Faculty Promotion in Business Schools: What Counts and What Should Count?
Carolyn Wiley, Roosevelt University
Valerie Wallingford, Bemidji State University
Mireia Monllor-Tormos, Airbus
Gyongyi Konyu-Fogel, Walsh College

Operations Management and Entrepreneurship Association

A Case Study Approach to Supplier Selection in Prototype Design”
Shad Dowlatshahi, University of Missouri-Kansas City

Society for the Advancement of Information Systems

The Microfoundations of Information Technology Capabilities: An Unexplored Link between IT and Competitive Advantage
David Guggenheim, Southern Illinois University
Now available for both Instructors and Students.

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What Does MBAA Stand For?

We used to get this question a lot but now, for most people, MBAA International stands for MBAA International—kind of like IBM stands for IBM. (Okay, most people know that IBM actually stands for International Business Machines, but IBM is really all you need to know.)

We could say that MBAA stands for a high quality, high value, multidisciplinary gathering of leaders from around the world with a half century of history to present and receive useful research, share effective pedagogy, and network in a fun and familiar setting.

We could say that, and it would be true. Nobody has been doing what we do for as long as we’ve been doing it. Some people say that MBAA International invented the multidisciplinary conference. I don’t really know about that, but I do know that it’s a great group of people and the anchor to my own academic career. My first ever academic publication came right here at MBAA International in 1985, and I’ve been coming back every year since.

Back then we were known as the Midwest Business Administration Association. We were formed in 1964 when a group of professors from leading universities, including Indiana University and the University of Kansas, recognized the need for an interdisciplinary business conference.

We grew and we grew—in both reach and reputation—so that we came to have regular participants from all 50 states and dozens of countries. It didn’t seem right to keep calling ourselves Midwest—it just wasn’t true.

We talked about our name for a while and, like good professors, we took a survey. Someone mentioned that AACSB International went through more or less the same process—expansion in their reach and reputation—and, like us, they didn’t want to abandon decades of brand identity with their familiar AACSB moniker. So AACSB became AACSB International. It seemed to our membership that if worked for them it ought to work for us, so we became MBAA International. So now MBAA International stands for MBAA International and it represents a lot of people from a lot of places.

And now you know.

Jeff Clark
Executive Director
MBAA INTERNATIONAL
Over a half-century ago (1964), Schuyler F. Otteson and L. L. Waters of Indiana University and Charles Saunders and Sidney Feldman of the University of Kansas gathered, as they later wrote, “on the occasion of the American Economic Association meeting” and planned our inaugural meeting in 1965.

MBAA INTERNATIONAL has become successful beyond the great dreams of our founders. They established a culture of coordination and cooperation that still thrives.

More than 50 years later, MBAA INTERNATIONAL is still going strong. We’ve built on the innovative, interdisciplinary vision of these great leaders to become AMERICA’S BEST CONFERENCE VALUE!

The MBAA INTERNATIONAL experience is the inviting feeling of the familiar and the excitement of the new.

The MBAA INTERNATIONAL experience is collegiality and fellowship, renewing friendships, and making new ones.

The MBAA INTERNATIONAL experience is initiating and continuing dialogues about teaching and research.

The MBAA INTERNATIONAL experience is the rich mixture of attendees from colleges (large and small, public and private), governmental agencies, nonprofit institutions, and the business community.

The MBAA INTERNATIONAL experience is Chicago—an incredible city with entertaining events, great food, and ’round-the-clock action.

We’re flattered that some other organizations have adopted our “multidisciplinary experience” approach, but nobody has been doing it longer and many believe nobody does it better than MBAA International—America’s long-term leader in low-cost, high-value integrative professional development.
Our 2014 conference had more than 750 registrants. Primary registrations for the various MBAA INTERNATIONAL tracks at the 2011, 2012, 2013, and 2014 annual meetings were:

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<td><strong>824</strong></td>
<td><strong>766</strong></td>
<td><strong>686</strong></td>
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Some participants support more than one organization through one or more secondary registrations. In 2011, there were 136 secondary registrants; in 2012, 119; in 2013, 100; and in 2014, 100.

The leaders of the formal organizations are listed near the back of this program, as are members of the MBAA INTERNATIONAL Advisory Council, Past Presidents, Past Executive Directors, and the Executive Board.

Useful programming, collegial networking, and magnificent entertainment, all in a great city and all at an incredibly great price, make MBAA INTERNATIONAL AMERICA’S BEST CONFERENCE VALUE!
Business Meetings, Special Meetings, Meals, and Receptions

Wednesday, March 25, 2015
Registration Opens at 11:00 a.m.

MANAGEMENT
1:30–2:45 p.m. .......................................................... Burnham 1, 7th Floor
North American Management Society Executive Council Meeting
Chair: Erin Fluegge Woolf, Southeast Missouri State University

BUSINESS, SOCIETY, AND GOVERNMENT
3:00–4:15 p.m. .................................................. Madison Room, 3rd Floor
Theme: Business, Society, and Government Annual Meeting
Chair: Steven C. Palmer, Northwestern Oklahoma State Univ.

ACCOUNTING
4:30–5:45 p.m. ............................................................. Salon 10, 3rd Floor
North American Accounting Society Board Meeting
Presiding: Mary Sheets, University of Central Oklahoma

BUSINESS AND HEALTH ADMINISTRATION
4:30–5:45 p.m. .................................................. Dearborn 1, 7th Floor
BHAA Board Meeting
Chair: Zach Frank, Washburn University

CASE RESEARCH
4:30–5:45 p.m. .................................................. LaSalle 3, 7th Floor
Society for Case Research Board Meeting
Chair: John D. Veal Jr., Webster University
Business Meetings, Special Meetings, Meals, and Receptions

FINANCE
4:30–5:45 p.m. ............................................................... Clark 3, 7th Floor
Academy of Finance Executive/Board of Directors Meeting
Chair: Don T. Johnson, Western Illinois University

MARKETING
4:30–5:45 p.m. ............................................................... Salon 1, 3rd Floor
MMA Board of Directors Meeting

MBAA INTERNATIONAL
6:00 p.m. ..............................................................Crystal Room, 3rd Floor
Advisory Council Dinner and Meeting (By invitation only)

FUN NIGHT—An Irish Evening
8:00 p.m. .................................................The Empire Room, Off Lobby

MBAA INTERNATIONAL HOSPITALITY SUITE
**–11:00 p.m. ............................................................. Room 128, 8th Floor
**Begins at the end of the Empire Room Entertainment event and closes at 11:00 p.m.

Thursday, March 26, 2015
Registration Opens at 7:45 a.m.

BUSINESS AND HEALTH ADMINISTRATION
8:00–9:00 a.m. ............................................................... Dearborn 1, 7th Floor
BHAA Annual Business Meeting and Awards Function
Presiding: Zach Frank, Washburn University
Co-presiding: William "Kent" Willis, Marshall University
All BHAA members are invited to attend.
Business Meetings, Special Meetings, Meals, and Receptions

FINANCE
10:45 a.m.–12:00 p.m..................................................... Clark 7, 7th Floor
Academy of Finance Business Meeting

MARKETING
10:45 a.m.–12:00 p.m.................................................... Salon 3, 3rd Floor
MMA Awards Brunch (Ticket Required)
2015 MMA Marketing Innovator Award Presentation
Michael Solomon, St. Joseph’s University

BUSINESS AND HEALTH ADMINISTRATION
12:15–1:30 p.m....................................................... Dearborn 1, 7th Floor
BHAA Luncheon (Ticket Required)

CASE RESEARCH
12:15–1:30 p.m.........................................................Chicago Room, 5th Floor
Annual Meeting and Luncheon (Ticket Required)

FINANCE
12:15–1:30 p.m.............................................................. Clark 5, 7th Floor
Academy of Finance Luncheon (Ticket Required)

INTERNATIONAL BUSINESS
12:15–1:30 p.m.................................................Cresthill Room, 3rd Floor
Academy of International Business–Midwest Region Luncheon
(Ticket Required)
Theme: Emerging Market Multinationals
Keynote Speaker: Sumit Kundu, Florida International University
Business Meetings, Special Meetings, Meals, and Receptions

MANAGEMENT
12:15–1:30 p.m. ................................................ Wabash Room, 3rd Floor
NAMS Awards Luncheon (Ticket Required)

"Beyond the Business Plan: Empowering Women through Collaboration and Support"
Angel Magasano and Tess Henley, Co-Founders, Little Black Book: Women in Business
Danielle Brockes, Co-Founder, Little Black Book: Southeast Missouri State University

MARKETING
12:15–1:30 p.m. ............................................................. Salon 3, 3rd Floor
MMA Business Meeting

MBAA INTERNATIONAL
4:20–5:30 p.m. .....................................................Crystal Room, 3rd Floor
Annual Business Meeting
Includes “McGraw-Hill/Irwin Distinguished Paper” Awards Presentations

INTERNATIONAL BUSINESS
5:45 p.m. .................................................Marshfield Room, 3rd Floor
Officers Dinner and Meeting

"FUN NIGHT" – Chicago Blues Revue
8:00 p.m. .....................................................The Empire Room, Off Lobby

MBAA INTERNATIONAL HOSPITALITY SUITE
**11:00 p.m. ................................................ Room 128, 8th Floor
**Begins at the end of the Empire Room Entertainment event and closes at 11:00 p.m.
Business Meetings, Special Meetings, Meals, and Receptions

Friday, March 27, 2015
Registration Opens at 7:45 a.m.

ACCOUNTING
7:30–9:15 a.m. ............................................................. Salon 12, 3rd Floor
North American Accounting Society Breakfast and Business Meeting
(Ticket Required)
Presiding: Mary Sheets, University of Central Oklahoma

INFORMATION SYSTEMS
8:00–9:15 a.m. ....................................................Kimball Room, 3rd Floor
Society for the Advancement of Information Systems Annual Business Meeting

INTERNATIONAL BUSINESS
8:00–9:15 a.m. .....................................................Crystal Room, 3rd Floor
Academy of International Business–Midwest Region Business Meeting followed by Officers Meeting
Chair: Man Zhang, Bowling Green State University

MANAGEMENT
8:00–9:15 a.m. ..........................................................Burnham 4, 7th Floor
North American Management Society Membership Meeting
Presiding: Erin Fluegge Woolf, Southeast Missouri State University

LEGAL STUDIES
11:00 a.m.–12:15 p.m. ...................................Marshfield Room, 3rd Floor
Theme: MALSB Annual Meeting
Presiding: Steven C. Palmer, Northwestern Oklahoma State Univ. President, Midwest Academy of Legal Studies in Business
Business Meetings, Special Meetings, Meals, and Receptions

LEGAL STUDIES
12:15–1:30 p.m. ................................................... Wilson Room, 3rd Floor
Plenary Lunch–Sponsored by Dominican University (Ticket Required)

MBAA INTERNATIONAL
12:15–1:30 p.m. ................................................... Salon 12, 3rd Floor
2016 Program Track Chairs Planning Workshop
Presiding: Harry Fisher, Eureka College
Jeff Clark, Middle Tennessee State University

MBAA International 2016 Program Chair, Harry Fisher, and Executive Director, Jeff Clark, will meet with the program track chairs from each of the twelve tracks. Each track should have their 2016 program chair present. 2015 program chairs may also attend to provide continuity. In the event that a 2016 program track chair can’t attend, each track is responsible for providing their substitute.

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
12:15–1:30 p.m. ................................................... Indiana Room, 3rd Floor
OMEA Annual Meeting and Luncheon (Ticket Required)

MMA HOSPITALITY GATHERING – ALL MBAA INTERNATIONAL IS WELCOME
5:00–6:30 p.m. ........................................... Potter’s Lounge, Lobby Level
Marketing Management Association welcomes MBAA International to “wind down together” at a special “end-of-event” reception. Everyone still in town is welcome to join us for a good time.
How to Get Published

Wednesday, March 25, 2015

BUSINESS, SOCIETY, AND GOVERNMENT
1:30–2:45 p.m. .................................................. Madison Room, 3rd Floor
Theme: Getting Published Roundtable
Chair: Steven C. Palmer, Northwestern Oklahoma State Univ.

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MANAGEMENT
3:00–4:15 p.m. .......................................................... Burnham 4, 7th Floor
Theme: 101 Things to Know About Being Published
Chair: Carolyn Wiley, Roosevelt University
Panelists: Jann Freed, Central College
Peter Gordon, Southeast Missouri State University
Regina Greenwood, Nova Southeastern University
Foster Roberts, Southeast Missouri State University
Kenneth Thompson, DePaul University
John D. Veal Jr., Webster University

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Thursday, March 26, 2015

CASE RESEARCH
8:00–9:00 a.m. ............................................................. LaSalle 1, 7th Floor
Theme: Panel Discussion Developing Effective Case Disguises
Chair: Joe Thomas, Middle Tennessee State University
Panelists: Kay Hodge, University of Nebraska-Kearney, Editor, Business Case Journal
Leigh Cellucci, East Carolina University, Editor, Journal of Case Studies
Timothy Brotherton, Ferris State University, Editor, Journal of Critical Incidents

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How to Get Published

MANAGEMENT
8:00–9:00 a.m..........................................................Burnham 4, 7th Floor
Theme: From the Classroom to the Journal and Back: Using the Teacher-Scholar Model to Publish and Improve Student Success
Chair: Chris Ward, University of Findlay
Panelists: Dan Yates, University of Findlay
Joon Young Song, University of Findlay

CASE RESEARCH
9:15–10:30 a.m...........................................................LaSalle 2, 7th Floor
Theme: Panel Discussion: How to Publish in SCR Journals
Chair: Cara Peters, Winthrop University, Editor, Journal of Case Studies
Panelists: Leigh Cellucci, East Carolina University, Editor, Journal of Case Studies
Kay Hodge, University of Nebraska-Kearney, Editor, Business Case Journal
Craig Davis, Ohio University, Editor, Business Case Journal
Timothy Brotherton, Ferris State University, Editor, Journal of Critical Incidents
Timothy Redmer, Regent University, Editor, Journal of Critical Incidents

BUSINESS AND HEALTH ADMINISTRATION
1:30–2:45 p.m.......................................................... Dearborn 3, 7th Floor
Theme: How to Get Published
Chair: Ashish Chandra, University of Houston-Clear Lake
Discussant: David Paul, Monmouth University

Meet the Editors
Ashish Chandra, Hospital Topics
Avinandan Mukherjee, International Journal of Pharmaceutical and Healthcare Marketing
MARKETING
8:00–9:15 a.m. ............................................................... Salon 3, 3rd Floor
Theme: Special Session—Panel Discussion: Marketing Journal Insights
Chair: Brian Vander Schee, Aurora University
Panelists Brian Vander Schee, Editor, Marketing Education Review
       Debra Zahay, Editor, Journal of Research in Interactive Marketing
       Gail Zank, Editor, Marketing Management Journal

ACCOUNTING
9:30–10:45 a.m. ........................................................... Salon 10, 3rd Floor
Theme: Panel Discussion on Practical Help for Publishing Success
Chair: Dee Ann Ellingson, University of North Dakota
Panelists: Hong Chen, Northeastern Illinois University
          Quinton Booker, Jackson State University
          George Schmelzle, Missouri State University
EXHIBITOR SERIES – South-Western | Cengage Learning
9:15–10:30 a.m. ............................................................ Clark 10, 7th Floor
Theme: Learning Solutions to Increase Engagement
Presenters: Mike Roche Sr., Product Manager
Jeffrey Tousignant, Marketing Manager

How can we use technology effectively to increase learner engagement?
This session explores MindTap—an innovative solution offering a digital,
personal learning experience to engage students with interactivity and
custom content while supporting differentiated learning styles. You will
learn more about MindTap Analytics, and how you can measure student
performance and aggregate course data easily.
www.cengage.com/mindtap

EXHIBITOR SERIES – Marketplace® Simulations
10:45 a.m.–12:00 p.m................................................... Clark 10, 7th Floor
Theme: The Benefits of Experiential Learning and Simulations: How Marketplace® Simulations and Its Surrounding Pedagogy Contribute to Assurance of Learning Goals

It is interesting to review how business simulations impact student learning in contrast with traditional teaching methods (lectures, case studies). We will describe the benefits of using a simulation in the classroom. We will also describe how Marketplace® Simulations and a number of value-added overlaid activities can help to assess the students’ individual and team performance. The pedagogy of a capstone undergraduate course will be used to illustrate the pedagogy.
How can we use technology effectively to increase learner engagement? This session explores MindTap—an innovative solution offering a digital, personal learning experience to engage students with interactivity and custom content while supporting differentiated learning styles. You will learn more about MindTap Analytics, and how you can measure student performance and aggregate course data easily.

www.cengage.com/mindtap

EXHIBITOR SERIES – Marketplace® Simulations

3:00–4:15 p.m.............................................................. Clark 10, 7th Floor
Theme: The Benefits of Experiential Learning and Simulations: How Marketplace® Simulations and Its Surrounding Pedagogy Contribute to Assurance of Learning Goals

It is interesting to review how business simulations impact student learning in contrast with traditional teaching methods (lectures, case studies). We will describe the benefits of using a simulation in the classroom. We will also describe how Marketplace® Simulations and a number of value-added overlaid activities can help to assess the students’ individual and team performance. The pedagogy of a capstone undergraduate course will be used to illustrate the pedagogy.
EXHIBITOR SERIES – McGraw-Hill Connect
9:30–10:45 a.m. ............................................................ Clark 10, 7th Floor
Theme: Flipping the Classroom with McGraw-Hill Connect
Presenter: Jeffrey Anderson, Senior Lecturer and Director, OHIO International Consulting Program, Ohio University

While virtually unknown a few years ago, the flipped classroom is one of the most important trends in higher education today. The flipped classroom is a model of learning that rearranges how time is spent both in and out of class, shifting the ownership of learning from educators to students. In the flipped classroom, students watch short videos at home, before the class session. Valuable class time is devoted to higher cognitive, active learning where students apply course concepts to solve problems and gain a deeper understanding of the subject. These activities provide opportunities for students to develop vital skills needed in the 21st century including critical thinking, creativity, communications, and collaboration.

The flipped classroom is part of a larger pedagogical movement that overlaps with blended learning, inquiry-based learning, peer instruction, and other active instructional approaches.

In this session we will explore the need to make pedagogical changes in today’s higher education courses. We will discuss best practices for using class time in a flipped environment and digital tools from McGraw-Hill that allow you to deliver content, assess learning, and give you the support to flip your classroom today.
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Digital Brand Strategy in a Big Data World
Arve Peder Øverland
Always On provides an understanding of what it takes to develop, implement and run a digital strategy but it is not meant as a rigid process document that must be strictly adhered to. Success or, more moderately, a good result is all about your people, their engagement and their buy-in.

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—Ric Andersen, Milestone Partners

February 2015 326 pages  Hbk  978-1-4724-4445-5
ACCOUNTING
1:30–2:45 p.m............................................................. Salon 12, 3rd Floor
Theme: Pedagogy
Chair: Carol Jessup, University of Illinois Springfield

Determinants of College Students’ Textbook Choice and Their Effects on Satisfaction
Mary F. Stone, Minnesota State University-Moorhead

Effective Components of a Successful College Financial Literacy Course
Vicki J. Jobst, Benedictine University

Motivating Practice and Collaboration for Mastery of Accounting Concepts: An Experience with Rigorous Scaffolded, Problem-Based, Discussion Boards
Nancy L. Johnson, St. Catherine University

ACCOUNTING
1:30–2:45 p.m............................................................. Salon 10, 3rd Floor
Theme: Accounting Education Topics
Chair: Jack Armitage, University of Nebraska-Omaha

The Path to 150: A Look Into the Past, Present, and Future of the AICPA and the 150 Credit-Hour Requirement
Carl Gahala, University of Wisconsin-Washington County

Accounting Department Chairpersons as Key Informants—The Role of Gender in Judging the Consequence of Student Market Orientation
Robert L. Webster, Ouachita Baptist University
Kevin Hammond, University of Tennessee-Martin

How the Fifth Year Became the Minus-1 Year: What it Means for the Accountancy Profession
Richard S. Sathe, University of St. Thomas
Program Sessions
Wednesday, March 25, 2015

BUSINESS AND HEALTH ADMINISTRATION
1:30–2:45 p.m. ..................................................... Dearborn 1, 7th Floor
Theme: Miscellaneous Issues in Healthcare
Chair: Zach Frank, Washburn University
Discussant: Ashish Chandra, University of Houston-Clear Lake

Healthcare of the Uninsured Population in West Virginia and the United States
Leslie Salyers, Marshall University
Mounica Mummaneni, Marshall University
William "Kent" Willis, Marshall University
Alberto Coustasse, Marshall University

Clinical Evaluation Using Simulation: Establishing Reliability and Validity
Susan Walsh, Darton State College
Deborah Gritzmacher, Clayton State University

DISC Results and Leadership Success
Ronald M. Fuqua, Clayton State University
Deborah Gritzmacher, Clayton State University
Marcia Butler, Clayton State University
John Bryan, Clayton State University

Elderly Prisoners and Federal Healthcare Entitlement Programs
Vivek Pande, University of Wisconsin-La Crosse
James Gillespie, University of Wisconsin-La Crosse
Andrew Stapleton, University of Wisconsin-La Crosse

BUSINESS AND HEALTH ADMINISTRATION
1:30–2:45 p.m. ..................................................... Dearborn 2, 7th Floor
Theme: Healthcare Education in Saudi Arabia
Chair: Nashat Zuraikat, Indiana University of Pennsylvania
Discussant: Whitney Kinyua, Washburn University

Using Demographic, Socioeconomic, and Access Factors to Predict Student Attitudes Toward Computer-based Learning Technology in a Saudi Nursing Educational Program
Osama A. Samarkandi, King Saud University
Allied Health Education in the Middle East and Gulf State Countries
Mohammed Al Hazmi, King Saud University

Nurses’ Perception of Barriers to Research Utilization in a Public Hospital in Saudi Arabia
Ahmad E. Aboshaqah, King Saud University

Quality of Care in Saudi Arabia: A Forecast of a High Quality Health Care
Khalid A. ALAtiah, King Saud University

BUSINESS, SOCIETY, AND GOVERNMENT
1:30–2:45 p.m. .................................................. Madison Room, 3rd Floor
Theme: Getting Published Roundtable
Chair: Steven C. Palmer, Northwestern Oklahoma State Univ.

CASE RESEARCH
1:30–2:45 p.m. .............................................................LaSalle 1, 7th Floor
Theme: Embryo Presentations
Chair: Mika Kusar, Fort Lewis College
Scribe: Shirley Wilson, Bryant University
Discussants: Lorin Walker, University of Central Missouri
Tamela Wilkes, Oakland University

Engaging Consumers with Advergames: Case study of Chipotle’s The Scarecrow
Amanda Weed, Ohio University

Jefferson County, Alabama, Interest Rate Swaps: A Case with Many Moving Parts
Karen Foust, Tulane University
Michael Hogg, Tulane University
Christine Smith, Tulane University
Charles McLafferty Jr., Tulane University
Program Sessions  
Wednesday, March 25, 2015

CASE RESEARCH  
1:30–2:45 p.m. .............................................................LaSalle 2, 7th Floor  
Theme: Critical Incident/Embryo Presentations  
Chair: Charles Wilson, Rhode Island College  
Scribe: Timothy Redmer, Regent University  
Discussants: Sambhavi Lakshminarayanan, Medger Evers College  
City University of New York  
Kay Hodge, University of Nebraska-Kearney

Robin Michele Salon, The Dilema  
Donna Smith, Ferris State University  
Timothy Brotherton, Ferris State University

Whose Back Do I Scratch?  
Eric Nelson, University of Central Missouri  
Deni Oas, University of Central Missouri  
Todd McClure, University of Central Missouri

CASE RESEARCH  
1:30–2:45 p.m. ..................................................LaSalle Room 3, 7th Floor  
Theme: Critical Incident Presentations  
Chair: Robert Edmonds, SUNY Maritime College  
Scribe: William Stratton, Idaho State University  
Discussants: Janet Papiernik, Indiana University-Purdue University  
Fort Wayne  
Jeffrey Totten, McNeese State University

The Ray Rice Scandal Rocks the NFL  
Karen Berger, Pace University

Lululemon and a Series of Bad Marketing Decisions  
Cara Peters, Winthrop University  
Jane Thomas, Winthrop University
FINANCE
1:30–2:45 p.m. ............................................................... Clark 7, 7th Floor
Theme: Oil and Gas Finance
Chair: Tom Cooper, Memorial University

How Readable Are the Management Discussion and Analysis Section of 10-Ks and Footnotes in the Gas and Oil Industry?
Alan B. Czyzewski, Indiana State University
Kelly Wilkinson, Indiana State University
Discussant: Paul Bursik, St. Norbert College

How Effective Is Fundamental or Technical Analysis in Forecasting Crude Oil Prices?
Minh Duc Cao, Memorial University
Pavan Kumar Purohit, Memorial University
Alex Faseruk, Memorial University
Discussant: Muhammad Ishfaq Ahmad

Relationship Between Crude Oil Prices and the U.S. Dollar Exchange Rates: Constant or Time-Varying?
Duong Le, Marietta College
Discussant: Tom Cooper, Memorial University

FINANCE
1:30–2:45 p.m. ............................................................... Clark 5, 7th Floor
Theme: Markets and Investments
Chair: Monzurul Hoque, Saint Xavier University

Weekend Effect during Bull and Bear Markets
Jamshid Mehran, Indiana University South Bend
Robert Balik, Western Michigan University
Discussant: Charles W. Johnston, Baker College

Asymmetric Currency Exposure
Chu-Sheng Tai, Texas Southern University
Discussant: Gul Rukh Niazi, University of Lahore Business School
Investing In High Risk-Return Mutual Funds
Jeffrey A. Manzi, University of North Texas-Dallas
David L. Rayome, Northern Michigan University
Discussant: Walt A. Nelson, Missouri State University

Austerity Policy During Global Crisis – A Paradox Re-examined
Monzurul Hoque, Saint Xavier University
Discussant: Peppi M. Kenny, Western Illinois University

INFORMATION SYSTEMS
1:30–2:45 p.m. ....................................................Kimball Room, 3rd Floor
Theme: Information Systems
Chair: Thomas L. Buck, College of St. Scolastica
Discussant: Vershun McClain, Jackson State University

Do Demographics Matter? The Role of Gender, Age, Socioeconomic Status, and Ethnic Identity on Website Personalization
Stoney Brooks, Middle Tennessee State University

The Theory of Connectivism: Can it Explain and Guide Learning in the Digital Age?
Abbas Foroughi, University of Southern Indiana

Student Receptiveness to Social Media in Online Classes
Janet Roehl, Eastern New Mexico University
Trish Maguire, Eastern New Mexico University

INTERNATIONAL BUSINESS
1:30–2:45 p.m. .....................................................Crystal Room, 3rd Floor
Theme: Sustainability, Exchange, and Global Business
Chair: Etienne Musonera, Mercer University-Atlanta

Preparing for Climate Change and Its Business Opportunities
Christopher Ziemnowicz, University of North Carolina at Pembroke
Michael Menefee, University of North Carolina at Pembroke
International Exchange and Faculty-Led Study Abroad Programs at Historically Black Universities: Are there Empirical Differences in the Desire to Participate Based on Majors and Fields of Study?
Priscilla Slade, Jackson State University
Ramin Cooper Maysami, Jackson State University
Hyonsong Chong, Jackson State University

An Aberration in Globalization: US-Mexico Border Crossings
Animesh Ghoshal, DePaul University
John Berdell, DePaul University

MANAGEMENT
1:30–2:45 p.m. .......................................................... Burnham 1, 7th Floor
North American Management Society Executive Council Meeting
Chair: Erin Fluegge Woolf, Southeast Missouri State University

MARKETING
1:30–2:45 p.m. ............................................................... Salon 1, 3rd Floor
Theme: Hormel Master Teacher Competition
Chair: Lyle Wetsch, Memorial University of Newfoundland, Canada
Finalists: John McGrath, University of Pittsburgh-Johnstown
Sanjay Mehta, Sam Houston State University
Chun-Chen (Liz) Wang, West Chester University
Judges: Theresa Clarke, James Madison University
Robert Erffmeyer, University of Wisconsin-Eau Claire
Michael Messina, Gannon University
Don Roy, Middle Tennessee State University
Lyle Wetsch, Memorial University of Newfoundland, Canada
MARKETING
1:30–2:45 p.m...................................................... Salon 2, 3rd Floor
Theme: Consumer Behavior
Chair: Carrie Trimble, Millikin University

Online Social Sharing Disposition: An Initial Scale Development
Exercise
Ainsworth Bailey, The University of Toledo

Chronological Age Versus Life Horizon: Exploring the Concept of
Aging in Consumer Behavior
Beverlee Anderson, California State University-San Marcos
Glen Brodowsky, California State University-San Marcos

Preschoolers’ Third Person Perception of Video Games
Eunji Cho, University of Wisconsin

MARKETING
1:30–2:45 p.m...................................................... Salon 3, 3rd Floor
Theme: Marketing Education
Chair: Robert Boostrom, University of Wisconsin-Whitewater

Panel: Techniques and Tools for Structural Equation Modeling
Maxwell Hsu, University of Wisconsin-Whitewater
Robert Boostrom, University of Wisconsin-Whitewater

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
1:30–2:45 p.m...................................................... Indiana Room, 3rd Floor
Theme: Social Entrepreneurship
Chair: David C. Chou, Eastern Michigan University

For Community Development: Entrepreneurs Have to Focus
on Manufacturing, Filling, and Packaging Lines by Social
Entrepreneurship and Identifying Talent Within Communities
Zafar Bokhari, Chicago State University
Scott L. Steward, Chicago State University
Possibility of Institutional Organization of Youth Entrepreneurs in Bosnia and Herzegovina
Vesna Novakovic, Ministry of Education and Culture

Social Entrepreneurship Success and the Role of Social Mediating Technology
David C. Chou, Eastern Michigan University

ACCOUNTING
3:00–4:15 p.m. ............................................................. Salon 12, 3rd Floor
Theme: Accounting Information Systems Panel
Chair: Carol Jessup, University of Illinois Springfield

Pieces of the Puzzle: Solving the Unfinished Accounting Information Systems Puzzle
Benjamin Huegel, St. Norbert College
Derek Jackson, Saint Mary’s University of Minnesota
Tom Clausen, University of Central Oklahoma
Susan Moncada, Indiana State University

ACCOUNTING
3:00–4:15 p.m. ............................................................. Salon 10, 3rd Floor
Theme: A Variety of Styles in Leading, Teaching, and Learning
Chair: Jill Halverson, University of Wisconsin-Fox Valley

Handsome Is As Handsome Does: A Somewhat Whimsical Look at Leadership of the U.S. Accounting Profession Over Its First 125 Years
Timothy J. Fogarty, Case Western Reserve University

Teaching Accounting: Setting the Right Tone with a Tune
Matthew Phillips, Ohio Northern University
Jacob Crowley, Ohio Northern University
**Index of Learning Styles: Accounting Versus Marketing Students**
Vivek Madupu, Missouri Western State University
Konrad Gunderson, Missouri Western State University

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**BUSINESS ECONOMICS**

3:00–4:15 p.m. ...................................................... Logan Room, 3rd Floor

**Theme:** Health/Pharmaceutical Economics
**Chair:** Zafar Nazarov, Indiana University-Purdue University
Fort Wayne

**Do Government Policies and Economic Shock Affect the Prevalence and Magnitude of Medical Bankruptcies?**
Donald Hackney, Gonzaga University
Dan Friesner, North Dakota State University
Erica Johnson, Gonzaga University

**Do Pharmaceutical Companies Strategically Shift Income and Intellectual Property to Foreign Subsidiaries?**
Andrew M. Brajcich, Gonzaga University
Dan Friesner, North Dakota State University
Timothy Schibik, University of Southern Indiana

**Elasticities of Demand for Medical Tourism**
James R. Frederick, University of North Carolina at Pembroke
Lydia Gan, University of North Carolina at Pembroke

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**BUSINESS AND HEALTH ADMINISTRATION**

3:00–4:15 p.m. ......................................................... Dearborn 1, 7th Floor

**Theme:** Ethical and Legal Issues in Healthcare
**Chair:** William B. Stroube, University of Evansville

**Discussant:** Ashish Chandra, University of Houston-Clear Lake

**What Constitutes High Quality Academic Advising? Empirical Evidence from a Pre-Professional Pharmacy Program**
Dana Davis, North Dakota State University
Kelly Haugen, North Dakota State University
Dan Friesner, North Dakota State University
The Impact of Religion and Culture Traditions on the Quality of Nursing Care in Saudi Hospitals
Shorok Alahmedi, Indiana University of Pennsylvania

Factors Associated with Employment Status and Financial Situation of Individuals Diagnosed with Cancer
Zo Ramamonjiarivelo, Governors State University
DeLawnia Comer-Hagans, Governors State University
Shamly Austin, University of Pittsburgh

All Payer Hospital Regulations
Sam Lovejoy, Marshall University
Heath Ashford, Marshall University
William "Kent" Willis, Marshall University
Alberto Coustasse, Marshall University

BUSINESS AND HEALTH ADMINISTRATION
3:00–4:15 p.m......................................................... Dearborn 2, 7th Floor
Theme: Healthcare Management
Chair: Deborah Gritzmacher, Clayton State University
Discussant: Whitney Kinyua, Washburn University

The Relationship between Team Participation and Selected Organization Climate Variables in a Rehabilitation Hospital
Allen C. Minor, Misericordia University

The Effects of Physician Retention on Rural Hospitals
Donald Cope, Bellevue University
Kim McComb-Meisinger, Bellevue University
James Dockins, Rockhurst University

Skilled Nursing Facility Resident Satisfaction and Managerial Presence—A Case Analysis
Scott Bahe, Bellevue University
Mike Freel, Bellevue University
James Dockins, Rockhurst University
Identifying At-Risk Pre-Professional Pharmacy Students
Kelly Haugen, North Dakota State University
Dana Davis, North Dakota State University
Dan Friesner, North Dakota State University

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BUSINESS AND HEALTH ADMINISTRATION
3:00–4:15 p.m. Dearborn 3, 7th Floor
Theme: Health Informatics and Technology
Chair: Robert J. Spinelli, University of Scranton
Discussant: Kischa Reed, Florida A&M University

Benefits and Barriers for Adoption of Personal Health Records
Brittany Vance, Marshall University
Brent Tomblin, Marshall University
Jana Studeny, Marshall University
Alberto Coustasse, Marshall University

Small Steps to Big Data—An SOA-Driven Framework for Meaningful Healthcare Analytics Implementation
Anuradha Rangarajan, Indiana State University
David Batts, East Carolina University

Short-Range Wireless Technology Implementation in the Healthcare Industry
Brandy L. Dorris, Middle Tennessee State University
Jeremy C. Stansell, Middle Tennessee State University

Larry Allen, Lamar University
Vivek Natarajan, Lamar University

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BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m. ................................................................. Madison Room, 3rd Floor
Theme: Business, Society, and Government Annual Meeting
Chair: Steven C. Palmer, Northwestern Oklahoma State Univ.

CASE RESEARCH

3:00–4:15 p.m. ................................................................. LaSalle 1, 7th Floor
Theme: Embryo Presentations
Chair: Karen Berger, Pace University
Scribe: Cara Peters, Winthrop University
Discussants: John D. Veal Jr., Webster University
Joe Thomas, Middle Tennessee State University

The Kick
Jeremy O'Connor, Rockhurst University
Tracy Blasdel, Rockhurst University
Kelly Phipps, Rockhurst University

Auctioning Miro to Balance the Budget
Jeremy O'Connor, Rockhurst University

CASE RESEARCH

3:00–4:15 p.m. ................................................................. LaSalle 2, 7th Floor
Theme: Critical Incident Presentations
Chair: Patrick Schultz, University of North Dakota
Scribe: Leigh Cellucci, East Carolina University
Discussants: Karen Foust, Tulane University
Ann Hackert, Idaho State University

A Hijab: Not Quite the "Look"
Claire McCarty, University of Wisconsin-Rivers Falls
Ali Fatih Dalkilic, University of Wisconsin-River Falls
Olca Surgevil, University of Wisconsin-River Falls
Scam, Sports, and Spongebob?
Bonnie Leonhardt, University of Northwestern Ohio

CASE RESEARCH
3:00–4:15 p.m. .................................................. LaSalle Room 3, 7th Floor
Theme: Embryo Presentations
Chair: Matthew VanSchenkhof, University of Central Missouri
Scribe: John Vitton, University of North Dakota
Discussants: Neil Tocher, Idaho State University
Amanda Weed, Ohio University

Now That the Legal Stuff Is Over
Jeffrey Totten, McNeese State University
Rasheek Irtisam, McNeese State University
John Yeargain, Southeastern Louisiana University

It’s Not Easy Going Green
Marc Brauer, General Motors
Sharooz Kamali, Plex Systems
Karen Markel, Oakland University
Bill Paskoules, Oakland University
Tamela Wilkes, Oakland University

FINANCE
3:00–4:15 p.m. .................................................. Clark 3, 7th Floor
Theme: Management and Finance
Chair: Hongbok Lee, Western Illinois University

Strategic Risk: The Future for Financial and Management Reporting
Tom Cooper, Memorial University
Terry Hickey, Conach Consulting
Discussant: Chu-Sheng Tai, Texas Southern University

Do Non-Performing Loans (NPL’s) Hurt Financial Economic Growth
Muhammad Ishfaq Ahmad
Discussant: Tom Cooper, Memorial University
How Do Stock Markets React to Restatements of Financial Statements?
Hongbok Lee, Western Illinois University
Gisung Moon, Columbus State University
Doug Waggle, University of West Florida
Discussant: Pauline Downer, Memorial University

FINANCE
3:00–4:15 p.m. ............................................................... Clark 7, 7th Floor
Theme: Financial Issues I
Chair: Paul Bursik, St. Norbert College

Volume and Future Changes in the Stock Market
Paul Bursik, St. Norbert College
Discussant: Kashi Nath Tiwari, KNT Academic Financial Research

Role of Financial Growth Over the Decades
Gul Rukh Niazi, University of Lahore
Discussant: Jamshid Mehran, Indiana University South Bend

Predicting Rates on Adjustable Rate Mortgages
Don T. Johnson, Western Illinois University
Peppi M. Kenny, Western Illinois University
Discussant: Paul Bursik, St. Norbert College

Equity Funds, Dealers, and Tripartite Contracts
Kashi Nath Tiwari, KNT Academic Financial Research
Discussant: Don T. Johnson, Western Illinois University
FINANCE
3:00–4:15 p.m. ................................................................. Clark 5, 7th Floor
Theme: Pedagogical Issues and Financial Education
Chair: Alan B. Czyzewski, Indiana State University

New AASCB Standards in New Economy—Can ANCHORS Model Bring New Era in Management Education?
Monzurul Hoque, Saint Xavier University
Discussant: David L. Rayome, Northern Michigan University

Rethinking Leverage: Back to Basics with Physics Paradigms
Chris Deacon, Memorial University
Alex Faseruk, Memorial University
Discussant: Thomas M. Krueger, Texas A&M-Kingsville

Do Unto Others—A Working Theology of Finance
Walt A. Nelson, Missouri State University
Susan J. Crain, Missouri State University
Donald J. McClintock, MBA Student, Missouri State University
Discussant: Duong Le, Marietta College

INFORMATION SYSTEMS
3:00–4:15 p.m. ................................................................. Kimball Room, 3rd Floor
Theme: Information Systems
Chair: Zx
Discussant: Michael F. Peters, Baker College

eStudent’s Notes: From Classroom to Test
Jerry M. Chin, Missouri State University

Play the Good Game: A Review of a Values and Ethics Game Simulation Initiative
Thomas L. Buck, College of St. Scholastica
Richard L. Revoir, College of St. Scholastica
Using Rubrics to Grade Social Media in Online Classes (Panel Discussion)
Janet Buzzard, Eastern New Mexico University
Trish Maguire, Eastern New Mexico University
Janet Roehl, Eastern New Mexico University

INTERNATIONAL BUSINESS
3:00–4:15 p.m. .................................................... Crystal Room, 3rd Floor
Theme: International Trade and Supply Chain
Chair: Christopher Ziemnowicz, University of North Carolina at Pembroke

Exports, Imports, and Economic Growth in Liberia: Evidence from Causality and Cointegration Analysis
Anthony Paul Andrews, Governors State University

Global Entrepreneurship Education: How Does the United States Compare and Compete?
Mercidee Curry, Jackson State University
Ramin Cooper Maysami, Jackson State University
Vershun McClain, Jackson State University

International Trade Models and Their Inadequacies: How to Improve Their Predictive Power and Make Them More Realistic
Hamid Hosseini, King's College

INTERNATIONAL BUSINESS
3:00–4:15 p.m. .................................................... Cresthill Room, 3rd Floor
Theme: Global and International Finance
Chair: David Boggs, Eastern Illinois University

Portfolio Performance Across Foreign Markets: A Dollar-Cost Average Approach
Sundararajan Sankar, Tarleton State University
Arthur J. Young, Tarleton State University
The Interactive Effects of Internationalization and Social Performance on Financial Performance: A Longitudinal Analysis of U.S. Firms from 1995–2012
Alan Muller, University of Amsterdam Business School

The Effects of Firm Size and Service Characteristics on Mode of Offshoring
Anand Pore, Emporia State University

MANAGEMENT
3:00–4:15 p.m. .......................................................... Burnham 1, 7th Floor
Theme: The Academy: Faculty, the Institution, and Beyond
Chair: William “Rick” Crandall, University of North Carolina at Pembroke

The Imposter Phenomenon in Higher Education
Anna Parkman, Ohio Dominican University

The Mission of Higher Education: Jeopardy! or Jobs?
Michele V. Gee, University of Wisconsin-Parkside
Stephen Hawk, University of Wisconsin-Parkside
Sue Margaret Norton, University of Wisconsin-Parkside

The Future of Work and the Workplace
Bruce Bloom, Founder, Career Consulting Services

MANAGEMENT
3:00–4:15 p.m. .......................................................... Burnham 4, 7th Floor
Theme: 101 Things to Know About Being Published
Chair: Carolyn Wiley, Roosevelt University
Panelists: Jann Freed, Central College
Peter Gordon, Southeast Missouri State University
Regina Greenwood, Nova Southeastern University
Foster Roberts, Southeast Missouri State University
Kenneth Thompson, DePaul University
John D. Veal Jr., Webster University
MANAGEMENT
3:00–4:15 p.m.................................................................Burnham 2, 7th Floor
Theme: Management and Operations
Chair: Casimir Barczyk, Purdue University Calumet
Discussant: Pam Shay, Franklin University

Developing Quick-Service Restaurant Leaders
Carlotta S. Walker, Baker College

Michael H. Small, East Tennessee State University
Mahmoud Yasin, East Tennessee State University
Sallem Koubida, Al-Akhawayn University

Revisiting the Job Autonomy—OCB Relationship: Examining the Moderating Effect of POS, Gender, and Career Stage
Tae Seok Yang, Western Illinois University
Stephanie Tafoya, Western Illinois University
Thomas Gerez, Western Illinois University
Malin Forsblom, Western Illinois University
Conner Herkelman, Western Illinois University
Lauren Barrett, Western Illinois University
Andrew Brophy, Western Illinois University

MARKETING
3:00–4:15 p.m................................................................. Salon 1, 3rd Floor
Theme: Cross-Cultural, Ethics and Social Responsibility
Chair: Samer Sarofim, University of Kansas

Is Doing Good for the Environment as Great for your Reputation as Doing Good for People? Impact of Environmental, Social, and Governance CSR Ratings on Goodwill
Zinaida Taran, University of Pennsylvania-Harrisburg
Caleb Snader, University of Pennsylvania-Harrisburg
New Marketing of Medical Tourism in an Old Country: The Case of Poland
Christopher Ziemnowicz, University of North Carolina at Pembroke
Lydia Gan, University of North Carolina at Pembroke

Understanding Motivations for International Volunteering and Ethical Consumption: An Exploratory Framework
Eliane Karsaklian, Université Sorbonne, France
Anthony Fee, University of Technology, Sydney, Australia

MARKETING
3:00–4:15 p.m. ............................................................... Salon 2, 3rd Floor
Theme: Marketing Education—Panel Discussion:
Creative Marketing Research Assignments
Chair: Beverlee Anderson, California State University-
San Marcos
Panelists: Beverlee Anderson, California State University-
San Marcos
John McGrath, University of Pittsburgh-Johnstown
Kim Folkers, Wartburg College
Sarah Rand, St. Catherine University

MARKETING
3:00–4:15 p.m. ............................................................... Salon 3, 3rd Floor
Theme: Branding, Strategy and Research
Chair: Robert Boostrom, University of Wisconsin-Whitewater

Change Through Brand Value Considerations: Development of the Brand Versatility Estimator
Tim Aurand, Northern Illinois University
Vijaykumar Krishnan, Northern Illinois University
Ursula Sullivan, Northern Illinois University
Determinants of Brand Love and Brand Loyalty as its Outcome
Seung-Hee Lee, Southern Illinois University
Jane E. Workman, Southern Illinois University
Kwangho Jung, Seoul National University, Korea
Bongdoo Park, Dong-Eui University, Korea

The Power of Storytelling in Creating Meaningful Brands
Marina Carnevale, Fordham University
Ozge Yucel-Aybat, Pennsylvania State University-Harrisburg

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OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
3:00–4:15 p.m. .................................................... Indiana Room, 3rd Floor
Theme: Job Satisfaction, ISO9000 Certification, and HRM Selection
Chair: Alfred L. Guiffrida, Kent State University

The Effect of Innovation on Job Satisfaction: How Being Creative Impacts a Work Environment
Bruce Fischer, Elmhurst College
Nancy Montalbano, Elmhurst College

Selection Can Be Lean, Too: Utilizing Benchmarking to Reduce Time Lag in the HRM Selection Process
Jessica A. Peck, Kent State University
Alfred L. Guiffrida, Kent State University

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ACCOUNTING
4:30–5:45 p.m. ..................................................... Salon 10, 3rd Floor
North American Accounting Society Board Meeting
Presiding: Mary Sheets, University of Central Oklahoma
BUSINESS AND HEALTH ADMINISTRATION
4:30–5:45 p.m. ..................................................... Dearborn 1, 7th Floor
BHAA Board Meeting
Chair: Zach Frank, Washburn University

CASE RESEARCH
4:30–5:45 p.m. ..................................................... LaSalle 3, 7th Floor
Society for Case Research Board Meeting
Chair: John D. Veal Jr., Webster University

FINANCE
4:30–5:45 p.m. ..................................................... Clark 3, 7th Floor
Academy of Finance Executive/Board of Directors Meeting
Chair: Don T. Johnson, Western Illinois University

MARKETING
4:30–5:45 p.m. ..................................................... Salon 1, 3rd Floor
MMA Board of Directors Meeting

MBAA INTERNATIONAL
6:00 p.m. ............................................................... Crystal Room, 3rd Floor
Advisory Council Dinner and Meeting (By invitation only)
FUN NIGHT—An Irish Evening
8:00 p.m. ..................................................... The Empire Room, Off Lobby

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MBAA INTERNATIONAL HOSPITALITY SUITE
**–11:00 p.m. ............................................................. Room 128, 8th Floor
**Begins at the end of the Empire Room Entertainment event and closes at 11:00 p.m.

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ACCOUNTING
8:00–9:00 a.m............................................................. Salon 12, 3rd Floor
Theme: Auditing Pedagogy Roundtable
Chair: Nancy L. Johnson, St. Catherine University

Auditing as a Capstone Course
Nausser Jamali, Illinois College
Kayla Routh, Senior Accounting Student, Illinois College
Katherine Russow, Senior Accounting Student, Illinois College

ACCOUNTING
8:00–9:00 a.m............................................................. Salon 10, 3rd Floor
Theme: Sustainability Reporting Roundtable

Three Perspectives on the Value and Relevance of Sustainability Reporting
Grace F. Johnson, Marietta College
David L. Mead, Marietta College
Soon Suk Yoon, Western Illinois University

BUSINESS ECONOMICS
8:00–9:00 a.m............................................................. Logan Room, 3rd Floor
Theme: Panel Discussion
Chair: Scott Wallace, University of Wisconsin-Stevens Point

Creating a Regional Council of Economic Advisors: A Panel Presentation/Discussion
Derek Bjonback, Purdue University North Central
Anthony Sindone, Purdue University North Central
Paul McGrath, Purdue University Calumet
BUSINESS AND HEALTH ADMINISTRATION
8:00–9:00 a.m. ......................................................... Dearborn 1, 7th Floor
BHAA Annual Business Meeting and Awards Function
Presiding: Zach Frank, Washburn University
Co-presiding: William "Kent" Willis, Marshall University
All BHAA members are invited to attend.

BUSINESS, SOCIETY, AND GOVERNMENT
8:00–9:00 a.m. .................................................. Madison Room, 3rd Floor
Theme: Miscellaneous Matters
Chair: Lawrence Price, Saint Mary’s University of Minnesota

Changes in Hospital Market Concentration; an Empirical Examination of Expenditures, Cash Flows, and Quality
William Pratt, Clarion University of Pennsylvania

Collective and Interpersonal Transformational Leadership and LMX
Ankur Nandedkar, Cameron University
Roger Brown, Northwestern Oklahoma State University

Fairness May Return to Taxation: Is the Jock Tax Dying?
Jordan I. Kobritz, State University of New York-Cortland
Steven C. Palmer, Northwestern Oklahoma State University

CASE RESEARCH
8:00–9:00 a.m. .............................................................LaSalle 1, 7th Floor
Theme: Panel Discussion Developing Effective Case Disguises
Chair: Joe Thomas, Middle Tennessee State University
Panelist: Kay Hodge, University of Nebraska-Kearney, Editor, Business Case Journal
Panelists: Leigh Cellucci, East Carolina University, Editor, Journal of Case Studies
Timothy Brotherton, Ferris State University, Editor, Journal of Critical Incidents
CASE RESEARCH

8:00–9:00 a.m. ....................................................LaSalle 2, 7th Floor
Theme:       Critical Incident Presentations
Chair:       John D. Veal Jr., Webster University
Scribe:      Paul Olsen, Saint Michael’s College
Discussants: Tamela Wilkes, Oakland University
            Jill Moeber, Fort Hays State University

After Hours
Marley Hartman, Elmhurst College
Monika Kostadinova, Elmhurst College
Sondra Simpson, Elmhurst College

Just What Constitutes Protected Concerted Activity in Social Media Use by Personnel?
Asbjorn Osland, San José State University
Nanette Clinch, San José State University

CASE RESEARCH

8:00–9:00 a.m. ....................................................LaSalle 3, 7th Floor
Theme:       Critical Incident Presentations
Chair:       Jeffrey Totten, McNeese State University
Scribe:      Scott Shindledecker, Notre Dame of Maryland
Discussants: Mary Martin, Fort Hays State University
            Britt Shirley, University of Tampa

The University Bookstore Fraud
George Schmelzle, Missouri State University
Kassie Govro, Missouri State University

Bring Your Buddies to Work
Bonnie Leonhardt, University of Northwestern Ohio
FINANCE
8:00–9:00 a.m. ................................................................. Clark 9, 7th Floor
Selection of Academy of Finance Teaching Award

INTERNATIONAL BUSINESS
8:00–9:00 a.m. ............................................................... Crystal Room, 3rd Floor
Theme: Panel Discussion: Understanding Culture and Behavior. A Global Perspective on Culture: Germany, Australia, United States of America, and Japan

Understanding Culture and Behavior—Kulturelles Verhalten

Eileen Zimmermann was born in Frankenberg/Eder Germany, went to University of Applied Sciences Aachen, worked in Germany, and is now a graduate student at Southeast Missouri State University.

Peter Gordon was born in Sydney, earned his undergraduate degree at University of Technology-Sydney, and worked in Australia before moving to the U.S. for his graduate degrees.

Kenneth Heischmidt was born and raised in Illinois, earned degrees from three different Universities in Illinois, and has worked in multiple states throughout the Midwest. He has taught in Japan on two different occasions.

LEGAL STUDIES
8:00–9:00 a.m. ................................................................. Wilson Room, 3rd Floor
Theme: Teaching/Pedagogy
Chair: Tanya M. Marcum, Bradley University

Overcoming Moral Self-Deception: A Pedagogical Approach
Hilary G. Buttrick, Butler University
Peter Prescott, Butler University
Deborah Skinner, Butler University
Ethics, the Law and Taxes: The Ethical and Legal Implications of a Tax Shelter
Teressa Elliott, Northern Kentucky University
Robert Salyer, Northern Kentucky University

Kids These Days: A Geriatric's Guide to Designing Legal Studies Courses for Generations Y and Z
Dexter Woods, Ohio Northern University
Brandon DeVault, Ohio Northern University
Ethan English, Ohio Northern University

LEGAL STUDIES
8:00–9:00 a.m. ...............................................Marshfield Room, 3rd Floor
Theme: Healthcare
Chair: Dawn R. Swink, University of St. Thomas

Medical Restraints: Patient Safety and Regulatory Compliance
Elizabeth A. Cameron, Alma College

Ebola’s Effect on the HIPPA Law
Horace Johns, Middle Tennessee State University

The Patient Protection and Affordable Care Act: Challenges with and to the ACA
Foster C. Rinefort, Eastern Illinois University
Denise S. Smith, Eastern Illinois University
Joseph A. Petrick, Wright State University

What Is Next for Secular For-Profit Corporations and the Affordable Care Act After the U.S. Supreme Court Decision in Hobby Lobby?
Nancy K. McKenna, University of St. Francis
Ann Hand, University of St. Francis
MANAGEMENT
8:00–9:00 a.m. ..........................................................Burnham 1, 7th Floor
Theme:  Teaching Management
Chair:  Carolyn Wiley, Roosevelt University
Discussant:  Regina Greenwood, Nova Southeastern University

Writing for the Real World: Business Communication for College Students
Alexandra White, Luther College

From Restaurants to Board Rooms: How Initiating Negotiations Teaches Management Principles and Theory
Roger J. Volkema, IAG/PUC-Rio

MANAGEMENT
8:00–9:00 a.m. ..........................................................Burnham 4, 7th Floor
Theme:  From the Classroom to the Journal and Back: Using the Teacher-Scholar Model to Publish and Improve Student Success
Chair:  Chris Ward, University of Findlay
Panelists:  Dan Yates, University of Findlay
         Joon Young Song, University of Findlay

MANAGEMENT
8:00–9:00 a.m. ..........................................................Burnham 2, 7th Floor
Theme:  Business Ethics
Chair:  Richard Leake, Luther College
Discussant:  Anna Parkman, Ohio Dominican University

Developing and Testing the Model: Ethical Leadership and Abusive Supervision Effects on Turnover Intention
Muhammad Faisal Malik, Muhammad Ali Jinnah University
Shazia Akhtar, Muhammad Ali Jinnah University
Gul Rukh Niazi, University of Lahore
Nasir Saeed, Preston University
Business Ethics: Really?...The Challenge of Doing the Right Thing for Gen Y
Andrew Trew, John Carroll University
Marc P. Lynn, John Carroll University

Improving Moral Ecology in a Digitized Global Market Economy through Empathic Practices
Maria Lai-Ling Lam, Point Loma Nazarene University

MARKETING
8:00–9:00 a.m. ............................................................... Salon 1, 3rd Floor
Theme: Branding, Strategy and Research
Chair: Zinaida Taran, Pennsylvania State University-Harrisburg

A Conceptual Model of Internal Branding Process
Faisal A. Albassami, King Saud University, Riyadh, Saudi Arabia
Jeen-Su Lim, The University of Toledo

Compulsive Buying and Branding Phenomena
Seung-Hee Lee, Southern Illinois University
Jane E. Workman, Southern Illinois University
Kwangho Jung, Seoul National University, Korea
Bongdoo Park, Dong-Eui University, Korea

MARKETING
8:00–9:00 a.m. ............................................................... Salon 2, 3rd Floor
Theme: Marketing Education—Panel Discussion: Addressing the Quality of Online Courses Using Internal Institutional Reviews
Chair: Michelle B. Kunz, Morehead State University
Panelists: Michelle B. Kunz, Morehead State University
Robert Erffmeyer, University of Wisconsin-Eau Claire
MARKETING
8:00–9:00 a.m. ............................................................... Salon 3, 3rd Floor
Theme: Marketing Education—Panel Discussion:
Questionable University Ethics: When Faculty May
Be Caught in the Middle
Chair: Susan Geringer, California State University-Fresno
Panelists: Susan Geringer, California State University-Fresno
Michael Messina, Gannon University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
8:00–9:00 a.m. .................................................... Indiana Room, 3rd Floor
Theme: Supply Chain Management Programs
Chair: Gurram Gopal, Elmhurst College

Improving Undergraduate Supply Chain Management Programs to
Prepare Students for Supply Chain Management Positions in Industry
Gurram Gopal, Elmhurst College

ACCOUNTING
9:15–10:30 a.m. ........................................................... Salon 12, 3rd Floor
Theme: NetSuite
Chair: Grace F. Johnson, Marietta College

NetSuite Provides Free Training, Resources, and Opportunities for
Accounting Education via SuiteAcademy
Mark Bidwell, NetSuite
ACCOUNTING

9:15–10:30 a.m. ........................................................... Salon 10, 3rd Floor
Theme: Taxation
Chair: Richard L. Alltizer, University of Illinois Springfield

The Passive Foreign Investment Company Tax Trap and How to Avoid It
Andrew M. Brajcich, Gonzaga University

Participation in Fantasy Sports Leagues: Hobby or Business?
Larry R. Garrison, University of Missouri-Kansas City

A Practical Guide to Deferring Taxes When Replacing Business Property
Steven Hanke, Indiana University-Purdue University Fort Wayne
Hui Di, Indiana University-Purdue University Fort Wayne

BUSINESS ECONOMICS

9:15–10:30 a.m. .................................................... Logan Room, 3rd Floor
Theme: Microeconomic Theory
Chair: Nodir Adilov, Indiana University-Purdue University Fort Wayne

Erik Hovenkamp, Northwestern University

Lindsey Nagy, Muhlenberg College
Donald Dale, Muhlenberg College
William Gryc, Muhlenberg College

Optimal Pricing of Ancillary Services
John Wilson, Western University
BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. ................................................................. Dearborn 1, 7th Floor

Theme: Healthcare Economics
Chair: Steven J. Szydlowski, University of Scranton
Discussant: Marcia Butler, Clayton State University

Using the ACO Concept to Produce Better Outcomes through Integrated Healthcare
Peter Fitzpatrick, Clayton State University
Kendolyn Smith, Clayton State University
MeriBeth Stegall, Clayton State University
Michael Dalmat, Clayton State University
Latrina Walden, Clayton State University

Assisted Living: Trends in Cost and Staffing
Amy Kisling, Marshall University
David Paul, Monmouth University
Alberto Coustasse, Marshall University

An Assessment of Bamboo as a Potential Low-cost Material for Exoskeleton Design in Normal Walking
Kischa Reed, Florida A&M University
Peter Kalu, Florida A&M University

Communicating the Intent: A Qualitative Study of Organizational Commitment in Human Services organizations
Kem Gambrell, Gonzaga University
Derek Cortez, Viterbo University

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BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. ................................................................. Dearborn 2, 7th Floor

Theme: Healthcare Marketing
Chair: Vivek Natarajan, Lamar University
Discussant: William B. Stroube, University of Evansville

Reaching Marginalized Population using a Free Clinic Model
Andrea Mantione, University of Scranton
Daniel J. West Jr., University of Scranton
Service Line Management in a Post Reform Era
Robert Weiss, University of Scranton
Matthew Campo, University of Scranton
Robert J. Spinelli, University of Scranton

Market Reaction to Medical Equipment Firms Increased Compliance Costs under the Affordable Care Act
Kevin Savage, Eastern Illinois University

Mandatory Generic Substitution in Slovakia: Quo Vadis?
Klaudia Sajdikova, St. Elizabeth University
Robert Babela, St. Elizabeth University

BUSINESS AND HEALTH ADMINISTRATION
9:15–10:30 a.m. ....................................................... Dearborn 3, 7th Floor
Theme: ............................................................... Clinicians
Chair: .......................................................... Deborah Gritzmacher, Clayton State University
Discussant: .................................................. David Paul, Monmouth University

Management of Early Defibrillation—Using the First Responders Activated by Medical Operation Center
Patrik Christian Cmorej, St. Elisabeth University
Alexandra Mamova, St. Elisabeth University
Lucia Eliašová, St. Elisabeth University
Richard Didic, St. Elisabeth University

A Cross-Sectional Study Assessing Home Health Nurses’ Communication from a Therapeutic Perspective
Rodeen Lechleitner, Marywood University

Who Passed the Gas: Knowledge of the Nurse Anesthesia Profession?
Ivan Muslin, Marshall University
Sarah Shreffler, Charleston Area Medical Center
Cassy Taylor, Charleston Area Medical Center
Karlyn Timko, Marshall University
Out in the Country Perception of Rural CRNA Practice
Ivan Muslin, Marshall University
Brian Reynolds, Charleston Area Medical Center
Cassy Taylor, Charleston Area Medical Center
Karlyn Timko, Marshall University

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BUSINESS, SOCIETY, AND GOVERNMENT
9:15–10:30 a.m. ................................................ Madison Room, 3rd Floor
Theme: Matters of Economics and Policy
Chair: William Pratt, Clarion University of Pennsylvania

The Effect of Differing Philosophies on Employment in Minnesota and Wisconsin
Ralph Bourret, Northwestern Oklahoma State University
Wei Zhou, Northwestern Oklahoma State University

Undocumented Workers: Misconceptions and Prejudices
Lawrence Price, Saint Mary’s University of Minnesota

Surviving to Thriving after the Global Financial Crisis: Evidence from the Developing World
U. Joseph Nnanna, Northwestern Oklahoma State University
Wayne E. Smith, Argosy University-Dallas

Impact of Agriculture Imports, Exports and Economical Growth on GDP of North and Latin American Countries: Empirical Evidence Based on longitudinal Data
Yasir Hassan, University of Lahore
Mubeen Fareed, University of Lahore
Usman Shahzad, University of Lahore
Ammar Hassan, University of Lahore
Syed Babar Ali, University of Lahore
Ali Raza khan, University of Lahore
Murtaza Yousaf, University of Lahore
Usama Waqar, University of Lahore

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CASE RESEARCH

9:15–10:30 a.m. ..........................................................LaSalle 1, 7th Floor
Theme: Critical Incident Presentations
Chair: Tracy Blasdel, Rockhurst University
Scribe: Nakato Hirakubo, Brooklyn College
Discussants: George Kelly, Colorado Mesa University
William Stratton, Idaho State University

Cannonball
Sondra Simpson, Elmhurst College
Rachel Grotto, Elmhurst College
Rebecca King, Elmhurst College
Elizabeth Meier, Elmhurst College

Tax Inversions
Julio Rivas, David Lipscomb University
Andy Borchers, David Lipscomb University

CASE RESEARCH

9:15–10:30 a.m. ..........................................................LaSalle 2, 7th Floor
Theme: Panel Discussion: How to Publish in SCR Journals
Chair: Cara Peters, Winthrop University,
Editor, Journal of Case Studies
Panelists: Leigh Cellucci, East Carolina University,
Editor, Journal of Case Studies
Kay Hodge, University of Nebraska-Kearney,
Editor, Business Case Journal
Craig Davis, Ohio University,
Editor, Business Case Journal
Timothy Brotherton, Ferris State University,
Editor, Journal of Critical Incidents
Timothy Redmer, Regent University,
Editor, Journal of Critical Incidents
CASE RESEARCH

9:15–10:30 a.m. ...........................................................LaSalle 3, 7th Floor

Theme: Critical Incident Presentations
Chair: Barbara Burgess-Wilkerson, Winthrop University
Scribe: Jessica Magaldi, Pace University
Discussants: Nikolaus T. Butz, University of North Dakota
Asbjorn Osland, San José State University

A Community Unraveled: Police Shooting in Small City, Missouri
Charles Wilson, Rhode Island College Campus Police
Shirley Wilson, Bryant University

Deployment or Demotion
Elizabeth Jones, Notre Dame of Maryland University
Anthony Mento, Loyola University Maryland
Gregg Zavadsky, Loyola University Maryland
James Van Daniker, Loyola University Maryland

EXHIBITOR SERIES – South-Western | Cengage Learning

9:15–10:30 a.m. ............................................................ Clark 10, 7th Floor

Theme: Learning Solutions to Increase Engagement
Presenters: Mike Roche Sr., Product Manager
Jeffrey Tousignant, Marketing Manager

How can we use technology effectively to increase learner engagement? This session explores MindTap—an innovative solution offering a digital, personal learning experience to engage students with interactivity and custom content while supporting differentiated learning styles. You will learn more about MindTap Analytics, and how you can measure student performance and aggregate course data easily.
www.cengage.com/mindtap
FINANCE
9:15–10:30 a.m. .............................................................. Clark 7, 7th Floor
Theme: Financial Issues II
Chair: Jayen B. Patel, Adelphi University

The January Effect Anomaly Reexamined in Stock Returns
Jayen B. Patel, Adelphi University
Discussant: Hongbok Lee, Western Illinois University

Local Government Debt in China, A Time Bomb for the Financial Crisis?
Zhou Ming, Northwest University
Ni Mingming, Northwest University
Wang Man Chang, Northwest University
Discussant: Jayen B. Patel, Adelphi University

Did Excessive Executive Compensation Contribute to the 2008–2009 Financial Crisis?
Charles W. Johnston, Baker College
Michael Heberling, Baker College
Discussant: Mark A. Wrolstad, Winona State University

FINANCE
9:15–10:30 a.m. ............................................................. Clark 5, 7th Floor
Theme: Investor Behavior and Markets
Chair: Thomas M. Krueger, Texas A&M University-Kingsville

An Investor’s Guide to Search Funds
Shamus Hines, University of Chicago
Stephen Morrissette, University of Chicago
Discussant: Mihaela Craioveanu, University of Central Missouri

A Re-examination of Debt Crisis and Islamic Interest Free Banking
Monzurul Hoque, Saint Xavier University
Discussant: Jeffrey A. Manzi, University of North Texas at Dallas
Market Entry and Competition in the Insurance Industry
Zhiqiang Yan, Western Illinois University
Discussant: Stephen Morrissette, University of Chicago

FINANCE
9:15–10:30 a.m. .............................................................. Clark 3, 7th Floor
Theme: Micro and Personal Finance
Chair: Alan Wong, Indiana University Southeast

Valuating the Market Size for Small Business Growth
Pauline Downer, Memorial University
Kirby Shannahhan, Memorial University
Tom Cooper, Memorial University
Discussant: Walt A. Nelson, Missouri State University

Investors in a Recovering Housing Market
Hai Huang, Marymount University
Discussant: Tom Cooper, Memorial University

Lithium Price and Battery Production: An Investigation of the Critical Price and the Optimal Business Strategy
Howard Qi, Michigan Technological University
Dan Han, University of North Carolina, Charlotte
Discussant: Ingyu Chiou, Eastern Illinois University

FINANCE
9:15–10:30 a.m. .............................................................. Clark 9, 7th Floor
Theme: Investments and Portfolio Management
Chair: Steven Lifland, High Point University

Target Date Funds: What Are You Really Getting?
Walt A. Nelson, Missouri State University
C. Edward Chang, Missouri State University
Stanley R. Adamson, Missouri State University
Discussant: Zhou Ming, Northwest University
Impact of the Reputation Quotient on Investment Performance
Thomas M. Krueger, Texas A&M University-Kingsville
Mark A. Wrolstad, Winona State University
Discussant: Steven Lifland, High Point University

Ramin Cooper Maysami, Jackson State University
Saundra Thompson-McFarland, Jackson State University
Discussant: Hai Huang, Marymount University

INFORMATION SYSTEMS
9:15–10:30 a.m..................................................Kimball Room, 3rd Floor
Theme: Information Systems
Chair: Janet Roehl, Eastern New Mexico University
Discussant: Jim Newtown, Baker College

Data Security in Higher Education Institutions
Brandy L. Dorris, Middle Tennessee State University
Jeff Clark, Middle Tennessee State University

Excel with Compustat Variables to Discover Preferred Investments and Portfolio Composition
James R. Scott, Missouri State University

INTERNATIONAL BUSINESS
9:15–10:30 a.m...................................................Crystal Room, 3rd Floor
Theme: Global and International Strategies
Chair: Anthony C. Koh, The University of Toledo

Formulating Business Strategy with Uncertain Information in Global Market
Qiang Yan, St. Benedict College and Saint John’s University
Deborah Pembleton, St. Benedict College and Saint John’s University
Kingshuk Mukherjee, St. Benedict College and Saint John’s University
International Diversification and Performance of Firms in Trinidad  
Syed H. Akhter, Marquette University  
Barney Pacheco, University of West Indies

A Study of Cross Borders Mergers and Acquisitions in Fast Food Industry: The Case of Tim Hortons and Burger King  
Etienne Musonera, Mercer University

Strategic Motives for International Alliance Formation: Differences and Similarities in Perspectives of Companies from Developed Countries and Developing Countries  
Yasir Fadol, Qatar University

Global Management of Chinese Multinationals in the US: The Case of Haier, China  
Zheng Yu Huang, Bowling Green State University  
Man Zhang, Bowling Green State University

LEGAL STUDIES  
9:15–10:30 a.m. ................................................... Wilson Room, 3rd Floor  
Theme: Torts
Chair: Hilary G. Buttrick, Butler University

Recent Developments in Punitive Damages Jurisprudence  
Karen Hosack, Illinois State University  
Joseph Solberg, Illinois State University

Medical Malpractice Non-economic Caps Violate Constitutional Right to Trial by Jury  
Carol J. Miller, Missouri State University  
Joseph Weidhaas, Johnson, Vorhees & Martucci
LEGAL STUDIES

9:15–10:30 a.m. .........................................................Marshfield Room, 3rd Floor

Theme: Employment Law
Chair: Denise S. Smith, Eastern Illinois University

A Cry for Help: The Health and Social Benefits of Paid Leave under the FMLA
Dawn R. Swink, University of St. Thomas
Elizabeth A. Cameron, Alma College

It Doesn’t Work at Work: Pregnancy Discrimination in the Workplace
Tanya M. Marcum, Bradley University
Sandra J. Perry, Bradley University

Sustainability, Supply Chains, and the ABA Model Business and Supplier Policies
Brian G. Sullivan, Western Kentucky University
Robert D. Hatfield, Western Kentucky University

Employment at Will Versus Social Media: The Winner Is Still Unknown
Linda Ficht, Indiana University-Kokomo

MANAGEMENT

9:15–10:30 a.m. ........................................................Burnham 1, 7th Floor

Theme: Teaching Strategies
Chair: Irena Bagdady, University of Phoenix
Discussant: John Grant, Ohio Dominican University

Facebook: Perceptions of Quality and Community of Practice
Casimir Barczyk, Purdue University Calumet
Doris G. Duncan, California State University, East Bay

Management Education and Social Media: Using Content Aggregators to Improve Literacy and Critical Thinking
Lyna Matesi, University of Wisconsin-Stevens Point
Beyond Critical Thinking: Embedding Abductive Reasoning to Expand Understanding
Sally Dresdow, University of Wisconsin-Stout
Joy Benson, University of Wisconsin-River Falls

MANAGEMENT
9:15–10:30 a.m. ........................................................Burnham 4, 7th Floor
Theme: Is There Life After Teaching?: Planning for Retirement
Chair: Harry Fisher, Eureka College
Panelists: Debela Birru, Central College
Bruce Bloom, Career Consulting Services
Michele Govekar, Ohio Northern University
Paul Govekar, Ohio Northern University
Richard Leake, Luther College

MANAGEMENT
9:15–10:30 a.m. ........................................................Burnham 2, 7th Floor
Theme: Diversity
Chair: Michael Levas, Carroll University
Discussant: Erin Fluegge Woolf, Southeast Missouri State University

Expanding Diversity Management Curriculum: A Blueprint for Building Core Competencies and Addressing Workforce Diversity Demand
Chaunda L. Scott, Oakland University
Jeanetta Sims, University of Central Oklahoma

Discrimination in the Workplace
Bharat Mishra, Western Michigan University
Jitendra Mishra, Grand Valley State
MARKETING
9:15–10:30 a.m. ............................................................. Salon 1, 3rd Floor
Theme: Sports, Events, and Recreation Marketing
Chair: Annette Singleton-Jackson, Florida A&M University

Super Bowl Advertising: Positive Emotions as a Driver of Likability
Rama Yelkur, Saginaw Valley State University
Courtney Seaman, Saginaw Valley State University

"I Can't Stand My Team, but I Can't Live Without It": Ambivalence Among Highly Identified Sports Fans
Frank Pons, Laval University, Canada
Marilyn Giroux, Concordia University, Canada
Lionel Maltese, Kedge Business School, Marseille, France

Impact of Intercustomer Support on Health Care Club Patronage and Well-being
Hulda Black, Illinois State University

MARKETING
9:15–10:30 a.m. ............................................................. Salon 2, 3rd Floor
Theme: Marketing Education
Chair: Roscoe Hightower Jr., Florida A&M University

Using Online Marketing to Promote Academic Programs to Create Buy-in for Student Involvement
Bruce Lund, University of Charleston

Academic Motivation and Student Self-Concept, the Keys to Positively Impacting Student Success
Traci O’Neill, Montana Tech of the University of Montana

The Academic Community Engagement (ACE) Mix: Key Determinants for Designation
Sanjay Mehta, Sam Houston State University
Gurinderjit Mehta, Sam Houston State University
MARKETING
9:15–10:30 a.m. ............................................................. Salon 3, 3rd Floor
Theme: Services, Sales, and Retailing
Chair: Alex Milovic, Marquette University

Homework: Helping the Outside Salesperson Balance Work and Home
Cindy B. Rippé, Tarleton State University
Chris Shao, Tarleton State University
Alan Dubinsky, Midwestern State University

Forging New Ground: Sales Education in the Wisconsin Flex Option
Peter Knight, University of Wisconsin-Parkside
Michael Manion, University of Wisconsin-Parkside
James McPhaul, University of Wisconsin-Parkside

Why Empowering Salespeople Is a Double-Edged Sword
Lucy Matthews, Trine University
Alex Zablah, University of Tennessee
Joe Hair, Kennesaw State University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
9:15–10:30 a.m. .................................................. Indiana Room, 3rd Floor
Theme: Variation in Supply Chain Management
Chair: John Simon, Governors State University

Demand and Supply Planning at Aquarelle, Inc.
Srinivas Kurra, Elmhurst College
Roby Thomas, Elmhurst College

Market Deployment Roadmap Planning
Salman Kimiagari, Universite’ Laval

Variation in Supply Chain Due to Forecasts
John Simon, Governors State University
ACCOUNTING
10:45 a.m.–12:00 p.m.................................................. Salon 12, 3rd Floor
Theme: Teaching and Learning
Chair: Barbara Thomas, Danville Area Community College

Rediscovering MERLOT: A Resource Sharing Collective for Accounting Education
Susan Moncada, Indiana State University

Service Learning in Business: The Alma College Entrepreneurs in Action
Tina M. Rolling, Alma College

Why Are You Still Teaching Two Semesters of Accounting Principles?
John Rush, Illinois College

ACCOUNTING
10:45 a.m.–12:00 p.m................................................. Salon 10, 3rd Floor
Theme: Research Topics
Chair: Quinton Booker, Jackson State University

Is Free Cash Flow Value Relevant? The Case of the Information Technology Sector
Mostafa M. Maksy, Kutztown University of Pennsylvania

Comment Letter IFRS: An Analysis of the SEC’s Reviews of First-time IFRS Form 20-F Filings
Cheryl Linthicum, University of Texas-San Antonio
Andrew McLelland, Auburn University
Michael Schuldt, Salisbury University

Cash Flow Management as a “Life Support System” for Companies Suffering from Chronic Negative Equity
Ahmed I. El-Zayaty, The University of Findlay
BUSINESS ECONOMICS
10:45 a.m.–12:00 p.m. ................................................ Logan Room, 3rd Floor
Theme: Trends and Outcomes of Age Discrimination in Employment Act (ADEA) Charges
Chair: Erik Hovenkamp, Northwestern University

Trends and Patterns in ADEA Charges
Sarah Von Schrader, Cornell University
Zafar Nazarov, Indiana University-Purdue University Fort Wayne

The Effect of the Business Cycle on the Volume, Settlement, and Reconciliation Rate of ADEA Charges
Zafar Nazarov, Indiana University-Purdue University Fort Wayne
Sarah Von Schrader, Cornell University

Does Mediation Improve Outcomes of EEOC Age-Related Charges and Whether State Age Discrimination Laws Facilitate the Given Improvement?
Zafar Nazarov, Indiana University-Purdue University Fort Wayne
Sarah Von Schrader, Cornell University

BUSINESS AND HEALTH ADMINISTRATION
10:45 a.m.–12:00 p.m.................................................. Dearborn 1, 7th Floor
Theme: Panel Discussion: The Business of Nursing
Chair: William "Kent" Willis, Marshall University
Discussants: Nashat Zuraikat, Indiana University of Pennsylvania
Peter Fitzpatrick, Clayton State University
Panelists: Jane Rosati, Daytona State College
Carole Peterson, Daytona State College
Kelley Duffy, Daytona State College
BUSINESS AND HEALTH ADMINISTRATION

10:45 a.m.–12:00 p.m. Dearborn 2, 7th Floor

Theme: Qualitative Research
Chair: Ptlene Minick, Georgia Southern University
Discussant: Jean Sanchez, Washburn University

Walking In Both Worlds: A Qualitative Phenomenology Research Proposal
Kem Gambrell, Gonzaga University
Antonio Jimenez, Gonzaga University

Nurses’ Perceptions of Quality of Life for Adolescents with Congenital Heart
Jenna Shackleford, Georgia State University
Ptlene Minick, Georgia State University
Susan Kelley, Georgia State University

Athletic Trainers’ Perceptions of Concussion in High School Athletes
Ann Synder, Georgia State University
Ptlene Minick, Georgia State University
Regena Spratling, Georgia State University

The Perceptions of Non-Palliative Care Hospital Physicians Referring Patients to a Hospital Palliative Care Program
Sharon White, Georgia State University
Ptlene Minick, Georgia State University

BUSINESS AND HEALTH ADMINISTRATION

10:45 a.m.–12:00 p.m. Dearborn 3, 7th Floor

Theme: Health and Wellness
Chair: Michael Dalmat, Clayton State University
Discussant: Michaeline Skiba, Monmouth University

Racial Disparities between Mental Health Treatment Facilities
Dennis Emmett, Marshall University
The Effect of Existential Issues on the Quality of Life of Terminally Ill Patients Receiving Palliative Care
Layla Alturabi, University of Scranton
Robert J. Spinelli, University of Scranton

A Call for More Meaningful Comparisons of Countries’ Health Outcomes: Potential Impact of Diet and Physical Inactivity, Use of Alcohol, Cocaine and Amphetamine-like Substances, and Sexual Practices
David Paul, Monmouth University

Sleepless(ness) in Seattle (and Key West and All Points In-Between): Why America Has Trouble Sleeping and What Can Be Done about It
David Paul, Monmouth University

BUSINESS, SOCIETY, AND GOVERNMENT
10:45 a.m.–12:00 p.m.............................. Madison Room, 3rd Floor
Theme: Social Media 101
Chair: Steven C. Palmer, Northwestern Oklahoma State Univ.

Presentation Introducing Social Media to the Neophyte
Lee Weyant, Kutztown University
John Stockmyer, Northwestern Oklahoma State University

CASE RESEARCH
10:45 a.m.–12:00 p.m.................................LaSalle 1, 7th Floor
Theme: Critical Incident Presentations
Chair: Dennis Debrecht, Carroll University
Scribe: George Schmelzle, Missouri State University
Discussants: Susan Jensen, University of Nebraska-Kearney
John Riddick, Hanover University

OMG! He Said What? (A&E’s Duck Dynasty Situation)
Barbara Schuldt, Southeastern Louisiana University
Jeffrey Totten, McNeese State University
Heritage Resources
Elizabeth Jones, Notre Dame of Maryland University
Dawn Grisssom, Notre Dame of Maryland University
Scott Shindledecker, Notre Dame of Maryland University

CASE RESEARCH
10:45 a.m.–12:00 p.m..................................................LaSalle 2, 7th Floor
Theme: Critical Incident Presentations
Chair: Bonnie Leonhardt, University of Northwestern Ohio
Scribe: Robert Edmonds, SUNY Maritime College
Discussants: Howard Feldman, University of Portland
Nakato Hirakubo, Brooklyn College

IFRS and Inventory
Gabriele Lingenfelter, Christopher Newport University
Abby Brooks, Christopher Newport University

The Language Barrier
Sondra Simpson, Elmhurst College
Ana Maria Ibrahimi, Elmhurst College
Gina Cesario, Elmhurst College
Melissa Nava, Elmhurst College

CASE RESEARCH
10:45 a.m.–12:00 p.m..................................................LaSalle 3, 7th Floor
Theme: Critical Incident Presentations
Chair: George Kelly, Colorado Mesa University
Scribe: Tamela Wilkes, University Oakland University
Discussants: Keith Hunter, University of San Francisco
Lynn Harland, University of Nebraska Kearney

Save the Whales? Crisis Management at Lego
Paul Olsen, Saint Michael's College
Leonidas Mining on the Edge
Patricia Lontoc, Asian Institute of Management, Philippines
Ramon Ramos, Asian Institute of Management, Philippines
Edwin Portugal, State University of New York at Potsdam

EXHIBITOR SERIES – Marketplace® Simulations
10:45 a.m.–12:00 p.m................................. Clark 10, 7th Floor
Theme: The Benefits of Experiential Learning and Simulations: How Marketplace® Simulations and Its Surrounding Pedagogy Contribute to Assurance of Learning Goals

It is interesting to review how business simulations impact student learning in contrast with traditional teaching methods (lectures, case studies). We will describe the benefits of using a simulation in the classroom. We will also describe how Marketplace® Simulations and a number of value-added overlaid activities can help to assess the students’ individual and team performance. The pedagogy of a capstone undergraduate course will be used to illustrate the pedagogy.

FINANCE
10:45 a.m.–12:00 p.m........................................ Clark 7, 7th Floor
Academy of Finance Business Meeting

INFORMATION SYSTEMS
10:45 a.m.-12:00 p.m. ......................Kimball Room, 3rd Floor
Theme: Information Systems
Chair: In Lee, Western Illinois University
Discussant: Vershun McClain, Jackson State University

The Microfoundations of Information Technology Capabilities: An Unexplored Link between IT and Competitive Advantage
David Guggenheim, Southern Illinois University
Collaborative Authorship Trends in Information Systems  
Shawn Keough, Emporia State University

A Study to Determine the Effectiveness of Online Learning Communities in  
Information Systems and Technology Courses  
Anu Gokhale, Illinois State University

E-Waste Management from a Business Perspective  
Pankti Thakkar, Roosevelt University  
Shamsul Chowdhury, Roosevelt University

INTERNATIONAL BUSINESS
10:45 a.m.–12:00 p.m..........................................Crystal Room, 3rd Floor  
Theme: Global Economics and Finance  
Chair: Patrick Bresnahan, Wayne State University

Earnings Management and Future Firm Value: The Moderating Roles of National Governance Quality and Level of Trust  
Shuji Rosey Bao, Elon University  
Krista Lewellyn, University of Wyoming

Credit Growth, Stability, and Valuation of GCC Banking Sector  
Ritab Al-Khour, Qatar University  
Houda Arouri, Qatar University

Legitimizing Expectations in FDI Disputes through Political Risk Analysis  
Robert Ginsburg, University of Illinois-Chicago

Islamic Finance in Western Countries: Growth, Challenges, and Opportunities  
Masud Chand, Wichita State University
INTERNATIONAL BUSINESS

10:45 a.m.–12:00 p.m. ........................................Cresthill Room, 3rd Floor

Theme: Intuition and Management of Culture

Chair: Olu Ijose, Governors State University

Medical Tourism: Who Would Facilitate Me?
Lydia Gan, University of North Carolina at Pembroke
James R. Frederick, University of North Carolina at Pembroke

Observation on Effects of Cultural Difference, Cultural Intelligence (CQ), and Institutional Ethnocentrism on MNE Performance
Wootae Chun, Saint Louis University

Respect for Power: A Qualitative Phenomenological Study of Hmong Leadership
YaPa Xiong, Viterbo University
Kem Gambrell, Gonzaga University

The "Burning Platform" Consultants: American Cross-Cultural Management in China
Stephanie D. Trendowski, Valparaiso University
Joseph D. Trendowski, Valparaiso University
James M. Stuck, Valparaiso University

LEGAL STUDIES

10:45 a.m.–12:00 p.m. ........................................ Wilson Room, 3rd Floor

Theme: Technology

Chair: Steve Smith, Truman State University

Regulating the Shared Economy: Facilitator Liability
Abbey Stemler, Indiana University

PPCA: The Legal, Ethical, and Moral Implications
Mason Molesky, Alma College
LEGAL STUDIES
10:45 a.m.–12:00 p.m........................................Marshfield Room, 3rd Floor
Theme: Panel Discussion: Law and Strategy
Moderator: David Orozco, Florida State University
Panelists: David Orozco, Florida State University
Brad Reid, Lipscomb University
Carson Varner, Illinois State University
Abbey Stemler, Indiana University

MANAGEMENT
10:45 a.m.–12:00 p.m.................................Burnham 1, 7th Floor
Theme: Challenges of the Academy
Chair: Jay Young, Ohio Dominican University

Faculty Promotion in Business Schools: What Counts and What Should Count
Carolyn Wiley, Roosevelt University
Valerie Wallingford, Bemidji State University
Mireia Monllor-Tormos, Airbus
Gyongyi Konyu-Fogel, Walsh College

The Tale of Two Universities: The Merger of Urbana University and Franklin University
Pam Shay, Franklin University

MANAGEMENT
10:45 a.m.–12:00 p.m.................................Burnham 4, 7th Floor
Theme: Examining Workforce Diversity Instruction through the Lens of Transformative Learning
Chair: Jeanetta Sims, University of Central Oklahoma
Panelists: Chaunda L. Scott, Oakland University
Hung-Lin Lai, University of Central Oklahoma
Sarah Neese, Oakland University
Atoya Sims, University of Central Oklahoma
Angelica Barrera-Medina, University of Central Oklahoma
MANAGEMENT
10:45 a.m.–12:00 p.m.................................................Burnham 2, 7th Floor
Theme: Management Challenges
Chair: Bruce Bloom, Founder, Career Consulting Services
Discussant: William “Rick” Crandall, University of North Carolina at Pembroke

The Demise of Arthur Anderson: Is Founder’s Syndrome to Blame?
Paul Govekar, Ohio Northern University

Do We Really Understand the Management Control Function in Organizations?
Gideon Falk, Purdue University Calumet
Casimir Barczyk, Purdue University Calumet

MBO, MBWA, and MYOB: Rubrics for Getting Things Done and Having Fun While Doing It
James D. Proffitt, Illinois College

MARKETING
10:45 a.m.–12:00 p.m................................................. Salon 3, 3rd Floor
MMA Awards Brunch (Ticket Required)

2015 MMA Marketing Innovator Award Presentation
Michael Solomon, St. Joseph’s University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
10:45 a.m.–12:00 p.m................................................. Indiana Room, 3rd Floor
Theme: Supply Chain Management
Chair: Raida Abuizam, Purdue University Calumet

Business Continuity Management: The Case of Boeing 787
Lena Werner, Elmhurst College
Third Party Logistics Assessment and Industry Practices in Supply Chain  
Raida Abuizam, Purdue University Calumet  
Lin Zhao, Purdue University Calumet

BUSINESS AND HEALTH ADMINISTRATION  
12:15–1:30 p.m....................................................... Dearborn 1, 7th Floor  
BHAA Luncheon (Ticket Required)

CASE RESEARCH  
12:15–1:30 p.m......................................................... Chicago Room, 5th Floor  
Annual Meeting and Luncheon (Ticket Required)

FINANCE  
12:15–1:30 p.m......................................................... Clark 5, 7th Floor  
Academy of Finance Luncheon (Ticket Required)

INTERNATIONAL BUSINESS  
12:15–1:30 p.m....................................................... Cresthill Room, 3rd Floor  
Academy of International Business–Midwest Region Luncheon (Ticket Required)  
Theme: Emerging Market Multinationals  
Keynote Speaker: Sumit Kundu, Florida International University
MANAGEMENT
12:15–1:30 p.m. ................................................ Wabash Room, 3rd Floor
NAMS Awards Luncheon (Ticket Required)

"Beyond the Business Plan: Empowering Women through Collaboration and Support"
Angel Magasano and Tess Henley, Co-Founders, Little Black Book: Women in Business
Danielle Brockes, Co-Founder, Little Black Book: Southeast Missouri State University

MARKETING
12:15–1:30 p.m. ................................................... Salon 3, 3rd Floor
MMA Business Meeting

ACCOUNTING
1:30–2:45 p.m. ................................................... Salon 12, 3rd Floor
Theme: Panel Discussion on Accounting Homework Management
Chair: Ahmed I. El-Zayaty, The University of Findlay

Comparing the Learning Value of Online Homework Managers and Alternatives
Sheldon Langsam, Western Michigan University
James Penner, Western Michigan University
Jerry Kreuze, Western Michigan University
ACCOUNTING
1:30–2:45 p.m....................................................... Salon 10, 3rd Floor
Theme: Case Studies
Chair: Bambi Hora, University of Central Oklahoma

Using Accounting and Market Data with the Total Return Strategy to Manage a Foundation’s Investment Portfolio: A Case Study of a Canadian Charitable Foundation
Daphne Rixon, Saint Mary’s University
Judy Rois, University of Toronto
Alex Faseruk, Memorial University

Sustainability and the Triple Bottom Line: Integration into a University MBA Program
Megan Kalina, St. Catherine University
Mary U. Henderson, St. Catherine University

BUSINESS ECONOMICS
1:30– 2:45 p.m....................................................... Logan Room, 3rd Floor
Theme: Public Finance Studies
Chair: Mohsen Bahmani-Oskooee, University of Wisconsin-Milwaukee

Cross Border Merger Issues
Brenda Kahn, University of Tampa

Exploring the Impacts of Religion Ethics, Age Factors, Income Level, Professional, Educational, and Gender perceptions on Tax Evasion Behaviors: A Comprehensive Study
Sam Agbi, Federal University Dutsin-Ma, Nigeria

Economics, Climate Change, and Conflict
Thomas Sadler, Western Illinois

Using Misclassification Analysis to Evaluate the Effectiveness of the BAPCPA Means Test
Dan Friesner, North Dakota State
Donald Hackney, Gonzaga University
BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. Dearborn 1, 7th Floor

**Theme:** Nursing in Saudi Arabia
**Chair:** Nashat Zuraikat, Indiana University of Pennsylvania
**Discussant:** Ptlene Minick, Georgia Southern University

Cultural Aspects of Emotional Intelligence—A Research Study of Three Culturally Distinct Nursing Groups in a Saudi Arabian Tertiary Hospital
James Dockins, Rockhurst University
Desmond Williams, King Faisal Specialist Hospital and Research Centre
Miles Gartland, Rockhurst University

Time to Change the Nurse-to-Patient Ratios in Makkah, Saudi Arabia (KSA)
Nahlah Alzahrani, Indiana University of Pennsylvania

Work Engagement of Nurses in Multiple Hospital Sectors: An Experience from Saudi Arabia
Nazik Zakari, King Saudi University

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BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. Dearborn 2, 7th Floor

**Theme:** Global Healthcare Reform
**Chair:** William "Kent" Willis, Marshall University
**Discussant:** Marcia Butler, Clayton State University

The Evolution of China’s Healthcare System and Policies
Aimee Miller, University of Scranton
Daniel J. West Jr., University of Scranton

The Role of Academia in Promotion of Education and Healthcare in Developing Countries
Marian Karvaj, St. Elisabeth University
Vladimir Krcmery, St. Elisabeth University
Juraj Benca, St. Elisabeth University
Why the DRG are Not Welcome in Colombia
Iouri Gorbanev, Pontificia Universidad Javeriana
Ariel Cortes, Pontificia Universidad Javeriana
Sandra Agudelo-Londoño, Pontificia Universidad Javeriana
Francisco J. Yepes, Pontificia Universidad Javeriana

Human Resource Challenges in Long-term Care
David G. Drake, University of Evansville
William B. Stroube, University of Evansville

BUSINESS AND HEALTH ADMINISTRATION
1:30–2:45 p.m. Dearborn 3, 7th Floor
Theme: How to Get Published
Chair: Ashish Chandra, University of Houston-Clear Lake
Discussant: David Paul, Monmouth University

Meet the Editors
Ashish Chandra, Hospital Topics
Avinandan Mukherjee, International Journal of Pharmaceutical and Healthcare Marketing

BUSINESS, SOCIETY, AND GOVERNMENT
1:30–2:45 p.m. Wilson Room, 3rd Floor
Theme: Legal Studies and Business, Society, and Government Joint Panel Discussion: Incorporating Social Media into the Classroom
Moderators: Steven C. Palmer, Northwestern Oklahoma State Univ.
Lee Weyant, Kutztown University
Panelists: Steven C. Palmer, Northwestern Oklahoma State Univ.
Lee Weyant, Kutztown University
Gyongyi Konyu-Fogel, Walsh College
Thomas L. Buck, College of St. Scolastica
CASE RESEARCH
1:30–2:45 p.m.............................................................LaSalle 1, 7th Floor
Theme: Critical Incident Presentations
Chair: Jessica Magaldi, Pace University
Scribe: Amanda Weed, Ohio University
Discussants: Timothy Redmer, Regent University
Michael Hogg, Tulane University

An Inventory Letter from Carter’s to Kohl’s—What Could Go Wrong?
Jeffrey Miller, Sam Houston State University
Jeffrey Strawser, Sam Houston State University

Madison Oil: Turnaround…Now
Lorin Walker, University of Central Missouri
Matthew VanSchenkhof, University of Central Missouri

The Race to the South Pole: Lessons in Strategic Planning and Teamwork
Patrick Schultz, University of North Dakota
John Vitton, University of North Dakota
Nikolaus T. Butz, University of North Dakota

CASE RESEARCH
1:30–2:45 p.m.............................................................LaSalle 2, 7th Floor
Theme: Critical Incident Presentations
Chair: Sondra Simpson, Elmhurst College
Scribe: Rebecca King, Elmhurst College
Discussants: Jill Moeder, Fort Hayes State University
Paul Olsen, Saint Michael’s College

Managing Work and Friends: Balancing Business Needs with Protecting Corporate Culture
Leslie Welpman, University of Central Missouri
Cara Townsend, University of Central Missouri
Finding the Perfect Strategic Partner for an FDA-Approved Drug  
George Whaley, San José State University  
Jessica Brown, San José State University

CASE RESEARCH  
1:30–2:45 p.m. .............................................................LaSalle 3, 7th Floor  
Theme: Critical Incident Presentations  
Chair: Shirley Wilson, Bryant University  
Scribe: Karen Berger, Pace University  
Discussants: Gabriele Lingenfelter, Christopher Newport University  
Jeffrey Totten, McNeese State University

The Missed Deadline: Whose Problem Is it?  
Gillian Stevens, Asian Institute of Management, Philippines  
Edwin Portugal, State University of New York at Potsdam

Seeing the Light or Tilting at Windmills? The Case of Richards-Townshend Diversity  
Keith Hunter, University of San Francisco  
Monika Hudson, University of San Francisco  
Karl Boedecker, University of San Francisco

EXHIBITOR SERIES – South-Western | Cengage Learning  
1:30–2:45 p.m. .............................................................. Clark 10, 7th Floor  
Theme: Learning Solutions to Increase Engagement  
Presenters: Mike Roche Sr., Product Manager  
Jeffrey Tousignant, Marketing Manager

How can we use technology effectively to increase learner engagement?  
This session explores MindTap—an innovative solution offering a digital, personal learning experience to engage students with interactivity and custom content while supporting differentiated learning styles. You will learn more about MindTap Analytics, and how you can measure student performance and aggregate course data easily.  
www.cengage.com/mindtap
FINANCE
1:30–2:45 p.m................................................................. Clark 7, 7th Floor
Theme: Wealth Effects and Anomalies
Chair: Mihaela Craioveanu, University of Central Missouri

Dividend Payment Pattern and Firm Size
John Consler, Le Moyne College
Greg M. Lepak, Le Moyne College
Susan F. Havranek, Penn State Harrisburg
Discussant: Mihaela Craioveanu, University of Central Missouri

What Does Tobin’s Q Measure? Evidence from Financial Researchers
Use of Q
Abrar Fitwi, Saint Mary’s College
Discussant: Shyam B. Bhandari, Bradley University

Do Fundamental Index Funds Outperform Traditional Index Funds?
C. Edward Chang, Missouri State University
Thomas M. Krueger, Texas A&M University-Kingsville
Discussant: Dana Boyko, Universitas Libera Ucrainensis, Munich, Germany

FINANCE
1:30–2:45 p.m................................................................. Clark 3, 7th Floor
Theme: Financial Issues III
Chair: Chris Ward, The University of Findlay

A Dynamic Model for the Valuation of a Capital Investment: The Use of a Monte Carlo Simulation and the Stratification of the Modified Internal Rate of Return Within a European Put Option Strategy
Steven Lefland, High Point University
Discussant: Chris Ward, The University of Findlay

Bank Corporate Lending: A Bubble in Progress and Suggested Remedies
James S. Sagner, Sagner/Marks Consulting
David Kohn, University of Bridgeport
Discussant: Dean Johnson, Michigan Technological University

Program Sessions
Thursday, March 26, 2015
The Valuation Effects of Banks' Entry into the Free-Trade Zone: Evidence from China
Ingyu Chiou, Eastern Illinois University
Yifan Liu, Eastern Illinois University
Discussant: James R. Scott, Missouri State University

FINANCE
1:30–2:45 p.m. ........................................... Clark 9, 7th Floor
Theme: Financial Issues IV
Chair: Dan Yates, The University of Findlay

Special Needs: Financial Costs and Financial Planning Challenges
Kevin M. Bahr, University of Wisconsin-Stevens Point
Discussant: Raja Bouzouita, University of Central Missouri

Ingyu Chiou, Eastern Illinois University
Yifan Liu, Eastern Illinois University
Discussant: Jeong Lee, University of North Dakota

Impact of Selected Personality Constructs on Risk Tolerance Across Demographic/Academic Groups
Alan Wong, Indiana University Southeast
Bernie Carducci, Indiana University Southeast
Discussant: Dan Yates, The University of Findlay

INFORMATION SYSTEMS
1:30–2:45 p.m. ........................................... Kimball Room, 3rd Floor
Theme: Information Systems
Chair: Janet Buzzard, Eastern New Mexico University
Discussant: David Guggenheim, Southern Illinois University

Examining the Daily Changes in Commodities for Randomness
John L. Stedl, Chicago State University
Introduction to Biometrics
Anita Racz, Middle Tennessee State University

Risk Assessment and an Overview of three Frameworks
Binal Singapuri, Middle Tennessee State University

INTERNATIONAL BUSINESS
1:30–2:45 p.m. .....................................................Crystal Room, 3rd Floor
Theme: Entrepreneurship and International Business
Chair: Wootae Chun, Saint Louis University

A Contingency Framework of Corporate Entrepreneurship: Evidence from the U.K.
Adel Elgharbawy, Qatar University
Magdy Abdel-Kader, Anglia Ruskin University

International Trade and U.S. Modal Freight Demands: A Supply Chain Perspective
Mark Jelavich, Northwest Missouri State University
Tekle Wanorie, Northwest Missouri State University

The Business Environment and Foreign Direct Investment: Firm Level Evidence from Nigeria
Olu Ijose, Governors State University

INTERNATIONAL BUSINESS
1:30–2:45 p.m. .....................................................Cresthill Room, 3rd Floor
Theme: Managing Employees Internationally
Chair: Skylar Rolf, University of Nebraska

Revising Strategies for Managing Employees in Subsidiaries of MNCs: Recognizing and Charting a Strategy Predominantly Used for Subsidiaries in Developing Countries
Maja Vidovic, Pennsylvania State University and University of Zagreb, Croatia
India: The Challenge of Worker Safety and Health
Foster C. Rinefort, Eastern Illinois University
Joseph A. Petrick, Wright State University

Does “Job Characteristics” Impact Job Satisfaction and Organizational Citizenship Behavior (OCB) Differently in the Academia? A Comparative Study Between the Middle East and the U.S. Educators
Nabeel Sawalha, Gulf University for Science and Technology
David Boggs, Eastern Illinois University
Yunus Kathawala, Gulf University for Science and Technology

LEGAL STUDIES
1:30–2:45 p.m...............................................Marshfield Room, 3rd Floor
Theme: Legal Studies and Business, Society, and Government Joint Panel Discussion: Incorporating Social Media into the Classroom
Moderators: Steven C. Palmer, Northwestern Oklahoma State Univ.
Lee Weyant, Kutztown University
Panelists: Steven C. Palmer, Northwestern Oklahoma State Univ.
Gyongyi Konyu-Fogel, Walsh College
Lee Weyant, Kutztown University
Thomas L. Buck, College of St. Scolastica
Elizabeth A. Cameron, Alma College
Mason Molesky, Alma College

MANAGEMENT
1:30–2:45 p.m...............................................Burnham 1, 7th Floor
Theme: Human Resource Management
Chair: Bill Livingston, Baker College
Discussant: Michele Govekar, Ohio Northern University

Supervisor Support, Co-Worker Support and Employee Retention: Developing and Testing of an Integrated Model
Muhammad Faisal Malik, Muhammad Ali Jinnah University
Shazia Akhtar, Muhammad Ali Jinnah University
Munir Ahmed Qadri, Muhammad Ali Jinnah University
Assessing the Effectiveness of Outsourcing Human Resources Recruiting
David M. Savino, Ohio Northern University

MANAGEMENT
1:30–2:45 p.m. .......................................................... Burnham 4, 7th Floor
Theme: International Programs for Management Education: Trends and Practices Among Business Schools
Chair: Carolyn Wiley, Roosevelt University
Panelists: Heather Dalmage, Roosevelt University
La Verne Hairston Higgins, Eastern Michigan University
Mark Fenton, University of Wisconsin-Stout
Abel Adekola, University of Wisconsin-Stout
Gyongyi Konyu-Fogel, Walsh College

MANAGEMENT
1:30–2:45 p.m. .......................................................... Burnham 2, 7th Floor
Theme: Strategic Management
Chair: John Grant, Ohio Dominican University
Discussant: Jeffrey Fahrenwald, Rockford University

The Balanced Scorecard versus Traditional Measurement System
Steve Roussas, Walden University
Angela D. McCaskill, Liberty University

Promoting the Consistency between Business Strategies Followed by Manufacturing Organizations and Their Performance Measurement Approach: An Empirical Investigation
Carlos F. Gomes, University of Coimbra
Mahmoud Yasin, East Tennessee State University
Program Sessions
Thursday, March 26, 2015

In Pursuit of Crisis Readiness: An Examination of Managerial
Characteristics, Firm Size, Industry Domain, and Strategic Type
Within the Miles and Snow Framework
John A. Parnell, University of North Carolina at Pembroke
William “Rick” Crandall, University of North Carolina at Pembroke
Richard E. Crandall, Appalachian State University

MARKETING
1:30–2:45 p.m. ............................................................... Salon 1, 3rd Floor
Special Presentation: Five Incredibly Important, Earthshaking Shifts
in Consumer Behavior
Michael Solomon, St. Joseph’s University

MARKETING
1:30–2:45 p.m. ............................................................... Salon 2, 3rd Floor
Theme: Cross-Cultural, Ethics and Social Responsibility
Chair: Eliane Karsaklian, Université Sorbonne, France

Social Entrepreneurship in its Social Context: The Role of National
Leadership Culture
Kelly Valle, Eastern Illinois University
Kesha Coker, Eastern Illinois University
Richard Flight, Eastern Illinois University

Implicit Promises: Perceptions of Hypocrisy after Firm Failures
Aligned with Prior CSR Domain
Dustin Smith, Webster University
Eric Rhiney, Webster University

Do Successful Managers Engage in Certain Forms of Unethical
Behavior? Can Individual Behavior have an Impact on Corporate
Perspective?
Zafar Bokhari, Chicago State University
Jonathan Jackson, Chicago State University
MARKETING
1:30–2:45 p.m............................................................... Salon 3, 3rd Floor
Theme: Marketing Education
Chair: Ozge Yucel-Aybat, Pennsylvania State University-Harrisburg

Prevalence of Healthcare Marketing in Undergraduate Business Programs
Gwen Achenreiner, University of Wisconsin-La Crosse

Peer Evaluations in Team Projects: What a Major Disconnect Between Student and Business Instructors
Colleen McClure, Saginaw Valley State University
Alyssa Webber, Saginaw Valley State University
Gary Clark, Saginaw Valley State University

More than a Field Trip: The Business Model Canvas as Support for Field Site Visits in Marketing Courses
Carrie Trimble, Millikin University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
1:30–2:45 p.m............................................................... Indiana Room, 3rd Floor
Theme: Resource Management
Chair: John F. Wellington, Indiana University-Purdue University Fort Wayne

Systems Dynamics, Systems Thinking, and Adaptive Resource Management: Implications for NGO Governance
Sameer Prasad, University of Wisconsin-Whitewater
Fadi Khalif, University of Wisconsin-Whitewater

An Allocation Problem in Natural Resource and Conservation Planning
Stephen A. Lewis, Mongrel Works, LLC
John F. Wellington, Indiana University-Purdue University Fort Wayne
ACCOUNTING
3:00–4:15 p.m. ............................................................. Salon 12, 3rd Floor
Theme: Accounting Standards
Chair: Benjamin Huegel, St. Norbert College

Retail Leases: A Case Study Examining Archived, Current, and Future Standards
Natalie T. Churyk, Northern Illinois University
Alan Reinstein, Wayne State University
Lance Smith, Ernst & Young, LLP

DuPont Analysis, Earnings Persistence, and Return on Equity: Evidence from Mandatory IFRS Adoption in Canada
Yan Jin, Wilfrid Laurier University

ACCOUNTING
3:00–4:15 p.m. ............................................................. Salon 10, 3rd Floor
Theme: Natural Resources
Chair: Vicki J. Jobst, Benedictine University

Alaska: An Evaluation of the Decline in Oil Production in Spite of Increasing Prices
Richard L. Alltizer, University of Illinois Springfield
Stuart MacDonald, University of Central Oklahoma

The Dodd-Frank Conflict Minerals Provision: An Update on First Year Compliance
Katherine Campbell, University of North Dakota
Dee Ann Ellingson, University of North Dakota
Greg Gaynor, University of Baltimore
Matthew Notbohm, University of North Dakota
BUSINESS ECONOMICS

3:00–4:15 p.m................................................................. Logan Room, 3rd Floor

Theme: Industrial Organization and Entrepreneurship
Chair: Timothy Schibik, University of Southern Indiana

Scott Wallace, University of Wisconsin-Stevens Point
Brian Kench, University of Tampa

Social Construct: Methods, Tools, and Applications in Re-Engineering Organizations
Mambo Mupepi, Grand Valley State University
Jaideep Motwani, Grand Valley State University
Sulvia Mupepi, Grand Valley State University

Customer Churn Analysis in American Waste Management Firm
Ragini Raval, California State University-Fullerton

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m................................................................. Dearborn 1, 7th Floor

Theme: Public Health
Chair: Michael Dalmat, Clayton State University
Discussant: Vivek Natarajan, Lamar University

Shall We Follow, or Find Our Own Path to a Healthier Future
Turky Arbaein, Clayton State University
Michael Dalmat, Clayton State University
Carla Paige, Clayton State University

Correlating Cigarette Price and Consumption Using the Centers for Disease Control and Prevention (CDC) State Tobacco Activities Tracking and Evaluation (STATE) System
Christian Albano, Concordia University of Wisconsin
Dan Friesner, North Dakota State University
Public Health and Healthcare Administration Issues in Migrants and Internally Displaced People during War Conflicts
Alexandra Mamova, St. Elisabeth University
Patrik Christian Cmorej, St. Elisabeth University
Lucia Eliašová, St. Elisabeth University
Robert Babela, St. Elisabeth University

The Position of the Social Worker in Palliative Care in Slovakia
Eva Grey, St. Elisabeth University
Mariana Mrazova, St. Elisabeth University

BUSINESS AND HEALTH ADMINISTRATION
3:00–4:15 p.m. Dearborn 2, 7th Floor
Theme: Health Informatics and Technology
Chair: Bernardo Ramirez, University of Central Florida
Discussant: Robert Babela, St. Elisabeth University

Electronic Health Records in Long-Term and Acute Care Settings
Harold Neumeier, Clayton State University
Marcia Butler, Clayton State University
Ronald M. Fuqua, Clayton State University

Bring Your Own Device (BYOD) Movement: Benefit or Disaster?
Terri L. Barrett, West Virginia Healthcare Authority

Management of RFID Systems in Hospital Transfusion Services
Alberto Coustasse, Marshall University
Eric Wilson, Marshall University
Brian Cunningham, Marshall University
Stacie Deslich, Marshall University
Pamela Meadows, Marshall University

Measuring the Impact of Healthcare Management Research: The Use of Bibliometrics and Altmetrics
Avinandan Mukherjee, Clayton State University
**BUSINESS AND HEALTH ADMINISTRATION**

3:00–4:15 p.m. ......................................................... Dearborn 3, 7th Floor

Theme: Corporate Healthcare
Chair: Peter Fitzpatrick, Clayton State University
Discussant: Daniel J. West Jr., University of Scranton

Risk Management and Compliance in the Healthcare Sector
Alexander Redlein, Vienna University of Technology
Christian Humhal, Vienna University of Technology

Utilization of 340b Program in a Rural Hospital
Heath Ashford, Marshall University
Lauren Valli, Marshall University
William "Kent" Willis, Marshall University
Alberto Coustasse, Marshall University

Healthcare Fraud the ACA and Beyond
Nashat Zuraikat, Indiana University of Pennsylvania
Brian J. Ferraccio, Indiana University of Pennsylvania
Kimberlee Orman, Indiana University of Pennsylvania

Ownership and Information Technology in Mental Health Treatment Facilities
Doohee Lee, Marshall University

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**BUSINESS, SOCIETY, AND GOVERNMENT**

3:00–4:15 p.m. ......................................................... Madison Room, 3rd Floor

Theme: Matters of Law
Chair: Ralph Bourret, Northwestern Oklahoma State University

Government Regulations: Form and Function
W. David Hawkins, Northwestern Oklahoma State University

Amazon’s KDP Select Program: Is it Illegal or Just Anti-Competitive?
John Stockmyer, Northwestern Oklahoma State University
Integrating Ethics and Business: Is Health Care an Individual’s Right, Entitlement, Privilege, or Something Else?
Brian Porter, Hope College

CASE RESEARCH
3:00–4:15 p.m.......................................................LaSalle 1, 7th Floor
Theme:  Critical Incident Presentations
Chair:  Todd McClure, University of Central Missouri
Scribe:  Bill Paskoules, Oakland University
Discussants:  Asbjorn Osland, San José State University
Harsh Luthar, Bryant University

Sanyo Shokai to Lose Burberry License in Japan
Nakato Hirakubo, Brooklyn College
John Frankenstein, Brooklyn College

August First Bakery and Café Goes Screen Free
Paul Olsen, Saint Michael’s College

CASE RESEARCH
3:00–4:15 p.m.......................................................LaSalle 2, 7th Floor
Theme:  Critical Incident Presentations
Chair:  Britt Shirley, University of Tampa
Scribe:  Karen Markel, Oakland University
Discussants:  Andy Borchers, David Lipscomb University
Patrick Schultz, University of North Dakota

Service Unbounded
Elizabeth Jones, Notre Dame of Maryland University
John Barczak, Notre Dame of Maryland University
Scott Shindledenaker, Notre Dame of Maryland University

Sun King and the Craft Spirits Industry
John Riddick, Hanover College
Stephen Ellis, Hanover College
Building an Arc: Board Development in a New Non-profit
Mika Kusar, Fort Lewis College
Lorraine Taylor, Fort Lewis College

CASE RESEARCH
3:00–4:15 p.m.............................................................LaSalle 3, 7th Floor
Theme: Critical Incident Presentations
Chair: Julio Rivas, David Lipscomb University
Scribe: George Schmelzle, Missouri State University
Discussants: Sondra Simpson, Elmhurst University
Michael McCardle, Idaho State University

The Colonel Crowther Foundation: Succession Planning
Robert Edmonds, SUNY Maritime College

Tough Love…OR KILLING A DREAM?
Susan Jensen, University of Nebraska-Kearney
Roni Reiter-Palmon, University of Nebraska-Kearney
Lynn Harland, University of Nebraska-Kearney
Stephanie Sands, University of Nebraska-Kearney
Gina Ligon, University of Nebraska-Kearney
Douglas Derrick, University of Nebraska-Kearney
Gert-Jan de Vreede, University of Nebraska-Kearney
Abdul Alothaim, University of Nebraska-Kearney
Dave Kocsis, University of Nebraska-Kearney
EXHIBITOR SERIES – Marketplace® Simulations
3:00–4:15 p.m. ................................................................. Clark 10, 7th Floor
Theme: The Benefits of Experiential Learning and Simulations: How Marketplace® Simulations and Its Surrounding Pedagogy Contribute to Assurance of Learning Goals

It is interesting to review how business simulations impact student learning in contrast with traditional teaching methods (lectures, case studies). We will describe the benefits of using a simulation in the classroom. We will also describe how Marketplace® Simulations and a number of value-added overlaid activities can help to assess the students' individual and team performance. The pedagogy of a capstone undergraduate course will be used to illustrate the pedagogy.

FINANCE
3:00–4:15 p.m. ................................................................. Clark 7, 7th Floor
Theme: Financial Issues V
Chair: Shomir Sil, Purdue University Calumet

Accounting Regulations, Stock Price Informativeness, and Stock Crash Risk: Evidence from the Global Banking Industry
Dean Johnson, Michigan Technological University
Liang Song, Michigan Technological University
Discussant: Kevin M. Bahr, University of Wisconsin-Stevens Point

A General Valuation Model, GARP (GVM-GARP) Approach to Bottom-Up Investing
David A. DeBoeuf, Western Illinois University
Andrew Brach, Western Illinois University
Zhulin Wang, Western Illinois University
Jiazi Zhou, Western Illinois University
Discussant: John Consler, Le Moyne College
Exploration Into Research Methodology for Overconfidence in Corporate Mergers
James R. Scott, Missouri State University
Ashley Crouse, Missouri State University
Discussant: Shomir Sil, Purdue University Calumet

FINANCE
3:00–4:15 p.m................................................................. Clark 3, 7th Floor
Theme: Risk Management and Forecasting
Chair: David Kunz, Southeast Missouri State University

The Predictability of Futures Prices: A Comprehensive Study
Jeong Lee, University of North Dakota
Discussant: Alex Meisami, Indiana University South Bend

Tourism Stocks, Implied Volatility, and Hedging: A Vector Error Correction Study
Pat Obi, Purdue University Calumet
Shomir Sil, Purdue University Calumet
Discussant: Ingyu Chiou, Eastern Illinois University

Systemic Risk in the Insurance Industry and Its Impact on the Economy
Raja Bouzouita, University of Central Missouri
Mihaela Craioveanu, University of Central Missouri
Arthur J. Young, University of Central Missouri
Discussant: Zhiqiang Yan, Western Illinois University

FINANCE
3:00-4:15 p.m............................................................... Clark 9, 7th Floor
Theme: Education
Chair: Jeffrey A. Manzi, University of North Texas-Dallas

The Pedagogy of Evaluating Financial Risk: Using @RISK to Improve Learning
Gregory A. Kuhlemeyer, Carroll University
Discussant: Jeffrey A. Manzi, University of North Texas at Dallas
Operational Cash Flows versus Free Cash Flows: An Assessment of Their Usefulness in Financial Analysis
Shyam B. Bhandari, Bradley University
Discussant: Abrar Fitwi, Saint Mary's College

College Debt: Do Students Fully Understand the Future Impact of Their College Debt?
Dan Yates, The University of Findlay
Chris Ward, The University of Findlay
Discussant: Jonathan Tulk, Memorial University

INFORMATION SYSTEMS
3:00–4:15 p.m....................................................Kimball Room, 3rd Floor
Theme: Information Systems
Chair: Jerry M. Chin, Missouri State University
Discussant: Stoney Brooks, Middle Tennessee State University

The Internet of Things (IoT) for Supply Chain Management
In Lee, Western Illinois University

Moving Beyond Information Security to Information Assurance
Judy D. Holmes, Middle Tennessee State University
Monica R. Holmes, Department of Finance and Administration, State of Tennessee

An Investigation of Business Student Readiness for the Online Environment
Vershun McClain, Jackson State University
Douglas McWilliams, Jackson State University
Ronda Henderson, Middle Tennessee State University
INTERNATIONAL BUSINESS
3:00–4:15 p.m. .....................................................Crystal Room, 3rd Floor
Theme: Global Management Issues
Chair: Mark Jelavich, Northwest Missouri State University

Crisis Management in Ghana: An Exploratory Study
John A. Parnell, University of North Carolina at Pembroke
Edwin C. Mensah, University of North Carolina at Pembroke
Christopher Ziemnowicz, University of North Carolina at Pembroke

Pro-environmental and Green Consumption Behaviors Across Cultural Settings: A Cluster Analysis Approach
Bashar S. Gammoh, The University of Toledo
Mark Gleim, The University of Toledo
Sam C. Okoroafo, The University of Toledo
Anthony C. Koh, The University of Toledo

The Role of Empathy in Business in the Journey Toward Sustainability
Maria Lai-Ling Lam, Point Loma Nazarene University

Management Challenges of Parent Organizations and Offshore Suppliers: A Multi-Industry Qualitative Study
Gyongyi Konyu-Fogel, Walsh College
Brenton T. Bailo, Faurecia Interior Systems

LEGAL STUDIES
3:00–4:15 p.m. .....................................................Marshfield Room, 3rd Floor
Theme: Master Teacher Competition
Chair: Abbey Stemler, Indiana University

How I Learned to Stop Worrying and Love the MOOC
Matthew Hlinak, Dominican University

Teaching the Law and Ethics of ADR and Unconscionability after Concepcion
Dale B. Thompson, University of St. Thomas
Global Business Ethics: Evaluating Global Corporate Governance
Mark S. Blodgett, Suffolk University

 MANAGEMENT
3:00–4:15 p.m. ..........................................................Burnham 1, 7th Floor
Theme: Management in the Past and Present
Chair: David M. Savino, Ohio Northern University
Discussant: Jay Johnston, Fontbonne University

Giving Negative Feedback to Millennials: How Can Managers Criticize the “Most Praised” Generation?
Emylee Anderson, Bradley University
Aaron A. Buchko, Bradley University
Kathleen J. Buchko, Bradley University

Frederick Winslow Taylor as One of the Trinity of Makers of the Modern World: His Lasting Legacy after 100 Years
David M. Savino, Ohio Northern University

 MANAGEMENT
3:00–4:15 p.m. ..........................................................Burnham 4, 7th Floor
Theme: Sustainability in Human Resources, Legal Environment, Business Ethics, and Business Sustainability Courses: Teaching Perspectives
Chair: Robert D. Hatfield, Western Kentucky University
Panelists: Dana Cosby, Western Kentucky University
Shane Spiller, Western Kentucky University
Brian G. Sullivan, Western Kentucky University
Mariah Yates, University of Cincinnati
MANAGEMENT
3:00–4:15 p.m. ......................................................... Burnham 2, 7th Floor
Theme: Leadership and Ethics
Chair: Anna Parkman, Ohio Dominican University
Discussant: Jill Halverson, University of Wisconsin Fox Valley

An Ethical Analysis of Environmental Effects for Major Projects Using the Precautionary Principle
Carlos Sayer, Memorial University
Amy Hsiao, Memorial University
Tom Cooper, Memorial University

Anonymity and Ethical Behavior: The Software Piracy Lens
Jacob A. Voegel, Southern Illinois University
John M. Pearson, Southern Illinois University
Joseph C. Ugrin, Kansas State University

Do Profits Alone Make a Company Rich?
Thomas V. Tomlins, University of Findlay
Kyla S. Frey, University of Findlay
Patricia B. Abels, University of Findlay
Joseph T. Martelli, University of Findlay

MARKETING
3:00–4:15 p.m. ........................................................... Salon 1, 3rd Floor
Theme: Marketing Education—Panel Discussion: This is Not Your Father’s Marketing Research Class: Innovative Approaches to Teaching Graduate and Undergraduate Marketing Research
Chair: Pam Kennett-Hensel, University of New Orleans
Panelists: Timothy Graeff, Middle Tennessee State University
Pam Kennett-Hensel, University of New Orleans
Chad Milewicz, University of Southern Indiana
Gail Zank, Texas State University
MARKETING
3:00–4:15 p.m............................................................... Salon 2, 3rd Floor
Theme: Consumer Behavior
Chair: Hector Lozada, Seton Hall University

Factors Affecting Consumer Intention to Buy Counterfeit Products
Mathumita Mukherjee Basu, Indiana University-Purdue University Columbus
Jungkook Lee, Indiana University-Purdue University Columbus

The Purchasing Involvement Scale
Gokhan Karaatli, Valparaiso University

New Elements of Product Trial: How Disconfirmation of Trial Expectations, Brand Expectations, and Mood Predict Purchase Intention
Gary Kritz, Seton Hall University

MARKETING
3:00–4:15 p.m............................................................... Salon 3, 3rd Floor
Theme: Services, Sales, and Retailing
Chair: Kesha Coker, Eastern Illinois University

What Factors Impact College Choice? A Comparison of Student Athletes' and Non-Student Athletes' Selection Criteria
Rebecca Hochradel, Delta State University
Eyad Youssef, Delta State University
Aleia Segars, Delta State University

Retrenchment in Higher Education Public Perceptions and Marketing Implications
Oscar McKnight, Ashland University
Ron Paugh, Ashland University
Jamie Waltz, Ashland University
Jordan McKnight, University of Akron
The Double-Edged Sword of Facebook Community Size: An Empirical Investigation of the Mechanisms of Social Media Marketing for Higher Education
Uwe Messer, University of Bamberg, Germany
Brian Vander Schee, Aurora University
Philipp Rauschnabel, University of Michigan-Dearborn
Bjoern Ivens, University of Bamberg
Felicitas Brech, University of Bamberg
Marcel Escher, University of Bamberg

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
3:00–4:15 p.m. .................................................... Indiana Room, 3rd Floor
Theme: Supply Chain Trust and Risk
Chair: James L. Patterson, Western Illinois University-Quad Cities

Trust and Supply Chain Management: Direction for Future Research
Sabita Sawhney, Maharishi University of Management
Rajeev Sawhney, Western Illinois University

Detecting and Mitigating Fraud Risk in the Supply Chain
Kimberly N. Goodwin, Western Illinois University-Quad Cities
James L. Patterson, Western Illinois University-Quad Cities

MBAA INTERNATIONAL
4:20–5:30 p.m. ..................................................... Crystal Room, 3rd Floor
Annual Business Meeting
Includes “McGraw-Hill/Irwin Distinguished Paper” Awards Presentations

INTERNATIONAL BUSINESS
5:45 p.m. .......................................................... Marshfield Room, 3rd Floor
Officers Dinner and Meeting
"FUN NIGHT" – Chicago Blues Revue
8:00 p.m. ............................................................ The Empire Room, Off Lobby

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MBAA INTERNATIONAL HOSPITALITY SUITE
**–11:00 p.m. ............................................................ Room 128, 8th Floor
**Begins at the end of the Empire Room Entertainment event and
  closes at 11:00 p.m.

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ACCOUNTING
7:30–9:15 a.m. ............................................................. Salon 12, 3rd Floor
North American Accounting Society Breakfast and Business Meeting
(Ticket Required)
Presiding: Mary Sheets, University of Central Oklahoma

BUSINESS ECONOMICS
8:00–9:15 a.m. ...................................................... Logan Room, 3rd Floor
Theme: Regional Economics
Chair: Nodir Adilov, Indiana University-Purdue University Fort Wayne

The Theory of Relativity of the Natural Rate of Unemployment in Indiana Locales
Nodir Adilov, Indiana University-Purdue University Fort Wayne
Hedayeh Samavati, Indiana University-Purdue University Fort Wayne
David Dilts, Indiana University-Purdue University Fort Wayne

Analyzing the Changing Economic Base of a Country: A Shift-Share Analysis
Derek Bjonback, Purdue University North Central
Stephen Eastridge, Purdue University North Central

Globalization and Leadership Challenges in Resource-Based Economies
Kenneth Fah, Ohio Dominican University
BUSINESS AND HEALTH ADMINISTRATION
8:00–9:15 a.m. ................................................................. Dearborn 1, 7th Floor
Theme: Healthcare and Wellness
Chair: Zach Frank, Washburn University
Discussant: Dan Friesner, North Dakota State University

Individual or Contextual Factors: What Matters Most in Uptake of Pneumococcal Vaccination Among High-risk Group Individuals in the U.S.?
Shamly Austin, University of Pittsburgh
Zo Rmamonjiarivelo, Governors State University
DeLawnia Comer-Hagans, Governors State University

Effects of Influenza Vaccination Policies on Health Care Workers’ Attitudes and Compliance
Leilani Thomas, Clayton State University
Michael Dalmat, Clayton State University

Is the Quality of Education in Any Way Related to the Health of the Children in the United States?
Hengameh Hosseini, Penn State University-Harrisburg

Built Environmental Correlates of Childhood Obesity: A Systematic Review
Payal Patel-Dovlatabadi, University of Evansville
Cyril Patra, University of Memphis
Michaela Tussey, University of Evansville
Purav Patel, American University

BUSINESS AND HEALTH ADMINISTRATION
8:00–9:15 a.m. ................................................................. Dearborn 2, 7th Floor
Theme: Student Led Papers
Chair: Zach Hill, Washburn University
Discussant: Whitney Kinyua, Washburn University

Time to Improve Patient Healthcare
Fadiyah Jadid Alanazi, Indiana University of Pennsylvania
**Effect of Night Shift on Nurses’ Health and Patients’ Outcomes**  
Fatimah Al Hunaidi, Indiana University of Pennsylvania

**Defining the Role and Impact of Nurse Practitioners in Healthcare Organizations**  
Anthony DiLeo, University of Scranton  
Robert J. Spinelli, University of Scranton

**Cultural Differences in Promotion and Products in the Fast Food Industry: A Case of the U.S. and Sweden Dyad**  
Sebastian Norman, Lamar University  
Vivek Natarajan, Lamar University  
Kabir Sen, Lamar University

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**BUSINESS AND HEALTH ADMINISTRATION**  
8:00–9:15 a.m. ......................................................... Dearborn 3, 7th Floor  
Theme: Pharmaceutical Marketing  
Chair: Avinandan Mukherjee, Clayton State University  
Discussant: David Paul, Monmouth University

**Are Consumers Who Purchase Pharmaceuticals from Sources Outside the U.S. Receiving what they Believe they Are Buying?**  
Gene C. Wunder, Washburn University  
Judy Wunder, Wunder Consulting Group

**Prevalence of Adult ADHD Symptomatology and Non-Medical use of Prescription Stimulants Among University Business Majors**  
Priyanka Shanbhag, St. John’s University  
Rajesh Nayak, St. John’s University

**The Challenges of HR Management in Pharmaceutical Industry in the Republic of Kazakhstan**  
Alma Alpeissova, KIMEP University  
Dilbar Gimranova, Kazguu University

**The Role of the Ministry of Health in the Accreditation Process of Healthcare Programs in Slovakia: 5-Year Review**  
Zuzana Slezakova, St. Elisabeth University  
Robert Babela, St. Elisabeth University
BUSINESS, SOCIETY, AND GOVERNMENT

8:00–9:15 a.m. .......................................................... Madison Room, 3rd Floor

Theme: Matters Regarding Education
Chair: Steven C. Palmer, Northwestern Oklahoma State Univ.

The Ethics of Selling Examination Textbooks: A Contingency Approach
Charles Braun, Marshall University

Apprenticeships, Competencies, “Linked Learning,” and Degrees on Demand—Where Lies the Future of Education? And why it Matters to Employers!
Diane Sykes, Allied American University

Revising a Business Ethics Course: What Should Be Taught?
Richard L. Revoir, College of St. Scholastica
Thomas L. Buck, College of St. Scholastica

CASE RESEARCH

8:00–9:15 a.m. .......................................................... LaSalle 1, 7th Floor

Theme: Critical Incident/Embryo Presentations
Chair: George Schmelzle, Missouri State University
Scribe: Andy Borchers, David Lipscomb University
Discussants: Sondra Simpson, Elmhurst University
Cyril Patra, University of Memphis

Sam Cooper: Frustration in a Family Business
Neil Tocher, Idaho State University
Alexander Bolinger, Idaho State University
William Stratton, Idaho State University
Scott Tysor

Rebranding Downtown Fletcher
Mary Martin, Fort Hays State University
Jill Moeder, Fort Hays State University
Stacey Smith, Fort Hays State University
Henry Schwaller, Fort Hays State University
CASE RESEARCH
8:00–9:15 a.m. ..................................................LaSalle Room 2, 7th Floor
Theme: Critical Incident Presentations
Chair: Ramon Ramos, Asian Institute of Management, Philippines
Scribe: Matthew VanSchenkhof, University of Central Missouri
Discussants: Britt Shirley, University of Tampa
Christine Smith, Tulane University

Under the Dome: An Examination of Who Is to Blame for a Hostile Work Environment
Charles Wilson, Rhode Island College Campus Police
Shirley Wilson, Bryant University
Harsh Luthar, Bryant University

Wal-Mart n’est pas une banque
Asbjorn Osland, San José State University
Marco Pagani, San José State University

CASE RESEARCH
8:00–9:15 a.m. ..................................................LaSalle Room 3, 7th Floor
Theme: Embryo Presentations
Chair: Paul Olsen, Saint Michael’s College
Scribe: Gabriele Lingenfelter, Christopher Newport University
Discussants: Jeffrey Miller, Sam Houston State University
Lorin Walker, University of Central Missouri

Kofi or Coffee
Sambhavi Lakshminarayanan, Medger Evers College, City University of New York
Evelyn Maggio, Medger Evers College, City University of New York
Savita Hanspal, College of St. Rose

Hostile Territory
George Kelly, Colorado Mesa University
FINANCE
8:00–9:15 a.m. ................................................................. Clark 7, 7th Floor
Theme: Publishing and the Classroom
Chair: Larry Bauer, Memorial University

Contributor Issues in Important Finance Articles
Don T. Johnson, Western Illinois University
Discussant: Inayat U. Mangla, Western Michigan University

Should Authors Consider Using Higher Discount Rates and Lower Growth Rates for Valuations?
James P. Haskins, University of North Dakota
Bruce Byars, University of North Dakota
Discussant: Pauline Downer, Memorial University

Classroom Applications of the Sinking Fund Technique
Walt A. Nelson, Missouri State University
Discussant: Larry Bauer, Memorial University

FINANCE
8:00–9:15 a.m. ................................................................. Clark 5, 7th Floor
Theme: Global Finance
Chair: Gregory A. Kuhlemeyer, Carroll University

Local Government Debt in China, a Time Bomb for the Financial Crisis?
Zhou Ming, Northwest University
Ni Mingming, Northwest University
Wang Man Chang, Northwest University
Discussant: Yuli Su, San Francisco State University

Determinants of Demand for Life Insurance in Pakistan
Aali Akhtar, Memorial University
Tom Cooper, Memorial University
Discussant: Rizwan Ali, The University of Lahore
Ukrainian-American Credit Union Experience
Dana Boyko, Universitas Libera Ucrainensis, Munich, Germany
Bill Colclough, University of Wisconsin-La Crosse
Discussant: Gregory A. Kuhlemeyer, Carroll University

FINANCE
8:00–9:15 a.m. ................................................................. Clark 3, 7th Floor
Theme: Exchange Rates and Portfolios
Chair: Anthony Loviscek, Seton Hall University

Long-Run Returns for Retirement Portfolios Using Different Ibbotson Portfolios
Charles Rayhorn, Northern Michigan University
Discussant: Anthony Loviscek, Seton Hall University

Management of Exchange Rate Exposure with Hedging Activities: New Approach and Evidence
Sung C. Bae, Bowling Green State University
Taek Ho Kwon, Chungnam National University
Rae Soo Park, Sookmyung Women’s University
Discussant: Cheng-Huei (Michael) Chiao, Missouri Western State University

FINANCE
8:00–9:15 a.m. ................................................................. Clark 9, 7th Floor
Theme: Regulation and Strategy
Chair: William Bosworth, Western New England University

Impact of SOX on Dual-Class Firms: An Acquisition Perspective
Ashraftee T. Hossain, Memorial University of Newfoundland
Discussant: William Bosworth, Western New England University
Continued Search for Rule Based Asset Selection Choice
James R. Scott, Missouri State University
Discussant: Cheng-Huei (Michael) Chiao, Missouri Western State University

The Role of Agency and Equity-Based Compensation in the Valuation of Single and Multi-segment Companies
Pavlo Tsebro, Lawrence Technological University
Discussant: Janikan Supanvanij, St. Cloud State University

INFORMATION SYSTEMS
8:00–9:15 a.m. ....................................................Kimball Room, 3rd Floor
Society for the Advancement of Information Systems Annual Business Meeting

INTERNATIONAL BUSINESS
8:00–9:15 a.m. .....................................................Crystal Room, 3rd Floor
Academy of International Business–Midwest Region Business Meeting followed by Officers Meeting
Chair: Man Zhang, Bowling Green State University

LEGAL STUDIES
8:00–9:15 a.m. ..................................................... Wilson Room, 3rd Floor
Theme: Employment Law
Chair: Matthew Hlinak, Dominican University

Smart Hiring in the Hospitality Industry: Legal and Business Perspectives
Kay Biga, University of Wisconsin-Superior
Patrick Spott, College of St. Scholastica
Emily Spott, Spott Law Office

The Legal Framing of the Concussion Issue in Contemporary Sports
Steve Smith, Truman State University
Predictive Analytics in the Workplace
Robert Sprague, University of Wyoming

LEGAL STUDIES
8:00–9:15 a.m. .......................................................... Marshfield Room, 3rd Floor
Theme: Communication Law
Chair: Thomas D. Cavenagh, North Central College

Legal Marketing Through the Decades: Pitfalls of Current Trends
Tanya M. Marcum, Bradley University
Elizabeth Campbell, Central Michigan University

Sticks and Stones Will Break My Bones but Words Will Be Decided by a Judge
Mary Noe, St. John’s University

GoldieBlox v. The Beastie Boys: Fair Use or Infringement?
Jessica Magaldi, Pace University

MANAGEMENT
8:00–9:15 a.m. .......................................................... Burnham 4, 7th Floor
North American Management Society Membership Meeting
Presiding: Erin Fluegge Woolf, Southeast Missouri State University

MARKETING
8:00–9:15 a.m. .......................................................... Salon 1, 3rd Floor
Theme: Marketing Education—Panel Discussion: Building Accessibility into Your Course Proactively
Chair: Stacey Hills, Southern Vermont College
Panelists: Michelle B. Kunz, Morehead State University
Stacey Hills, Southern Vermont College
MARKETING
8:00–9:15 a.m. ............................................................... Salon 2, 3rd Floor
Theme: Cross-Cultural, Ethics and Social Responsibility
Chair: Samer Sarofim, University of Kansas

Corporate Social Responsibility and Customer-Based Brand Equity: An Exploratory Study
Xiaoye (Sherry) Chen, North Central College
Laurette Dube, McGill University, Canada

Is it Beer? Is it Germs? Brand-Building through Storytelling in a Malaysian Ad through the Eyes of the U.S. Viewers
Zinaida Taran, Pennsylvania State University-Harrisburg
Nabilah Abu Bakar, Pennsylvania State University-Harrisburg

MARKETING
8:00–9:15 a.m. ............................................................... Salon 3, 3rd Floor
Theme: Special Session—Panel Discussion: Marketing Journal Insights
Chair: Brian Vander Schee, Aurora University
Panelists
Brian Vander Schee, Editor, Marketing Education Review
Debra Zahay, Editor, Journal of Research in Interactive Marketing
Gail Zank, Editor, Marketing Management Journal

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
8:00–9:15 a.m. .................................................... Indiana Room, 3rd Floor
Theme: Applied Operations Management in the Food Industry
Chair: Mario Cordova-Claudio, University of Puerto Rico-Mayaguez Campus

Relationship Between Food Habits, Health, and Academics: Comparative Study of U.S. and Kuwait Students
Parag Dhumal, University of Wisconsin-Parkside
Sudhir Chawla, Gulf University for Science and Technology
Roby Rajan, University of Wisconsin-Parkside
A Quadratic Programming Variation of the Diet Problem
Eliezer Perez-Ramos, University of Puerto Rico-Mayaguez Campus
Mario Cordova-Claudio, University of Puerto Rico-Mayaguez Campus
Maria Amador-Dumois, University of Puerto Rico-Mayaguez Campus

ACCOUNTING
9:30–10:45 a.m. ........................................................... Salon 12, 3rd Floor
Theme: Budgeting and International Accounting Topics
Chair: Mostafa M. Maksy, Kutztown University of Pennsylvania

Budgetary Participation, Personality, and Perception
Justin P. Stearns, University of Illinois Springfield

International Accounting Standards: History, Update, and U.S. Status
Kel-Ann S. Eyler, Wesleyan College
Wilhelmina Ford, Middle Georgia State College

Alibaba: A Treasure Dent?
Yuxing Ding, Purdue University Calumet
Songtao Mo, Purdue University Calumet

ACCOUNTING
9:30–10:45 a.m. ........................................................... Salon 10, 3rd Floor
Theme: Panel Discussion on Practical Help for Publishing Success
Chair: Dee Ann Ellingson, University of North Dakota

Panelists: Hong Chen, Northeastern Illinois University
Quinton Booker, Jackson State University
George Schmelzle, Missouri State University
BUSINESS ECONOMICS

9:30–10:45 a.m. .................................................... Logan Room, 3rd Floor

Theme: Economics of Education
Chair: Hedayeh Samavati, Indiana University-Purdue University Fort Wayne

Social Media as a Teaching Tool
Reza Varjavand, Saint Xavier University

Exploring Another Country’s Economy to Achieve General Education, Program and Course Outcomes
Ileana Brooks, Aurora University

Freshman Retention, Peer Effects, and Efficient Institutional Aid Contracts
Brian Kench, University of Tampa
John R. Stinespring, University of Tampa

BUSINESS AND HEALTH ADMINISTRATION

9:30–10:45 a.m. ....................................................... Dearborn 1, 7th Floor

Theme: Healthcare Economics
Chair: Dan Friesner, North Dakota State University
Discussant: Steven J. Szydlowski, University of Scranton

The Debt Evolution in Healthcare System in the Slovakia Republic from 2003 to 2013
Marian Fasko, St. Elisabeth University
Robert Babela, St. Elisabeth University
Alexandra Mamova, St. Elisabeth University
Vladimir Uraz, St. Elisabeth University
Patrik Christian Cmorej, St. Elisabeth University

A Case for Integrative Medicine: A Differential Advantage for Hospitals?
Steven J. Szydlowski, University of Scranton
Concierge Medicine: Physicians as Entrepreneurs
David Paul, Monmouth University
Michaeline Skiba, Monmouth University

Burnout Syndrome in Hospital Nurses
Patricia Holdren, Marshall University
David Paul, Monmouth University
Alberto Coustasse, Marshall University

BUSINESS AND HEALTH ADMINISTRATION
9:30–10:45 a.m. Dearborn 2, 7th Floor
Theme: Clinicians/Physical Therapy
Chair: Jean Sanchez, Washburn University
Discussant: Barbara Quaney, Washburn University

Consumer Perceptions for Regarding Patient Self-referral to Physical Therapy
Zach Frank, Washburn University
Jean Sanchez, Washburn University

The Efficacy of Electrical Stimulation in a Fall Prevention Program for Elderly Individuals
Chelsea Jamison, Washburn University
Jean Sanchez, Washburn University
Zach Frank, Washburn University
Barbara Quaney, Washburn University

PTA Student Perceptions Regarding Inter-Professional and Education
Jamie Pfannenstiel, Washburn University
Lainey Faulkner, Washburn University
Zach Frank, Washburn University

Implementation of Effective Models in Inter-professional Education
Lainey Faulkner, Washburn University
Jamie Pfannenstiel, Washburn University
Whitney Kinyua, Washburn University
BUSINESS AND HEALTH ADMINISTRATION
9:30–10:45 a.m. .......................................................... Dearborn 3, 7th Floor
Theme: International Healthcare
Chair: Robert Babela, St. Elisabeth University
Discussant: Peter Fitzpatrick, Clayton State University

Patrik Christian Cmorej, St. Elisabeth University
Alexandra Mamova, St. Elisabeth University
Robert Babela, St. Elisabeth University

Diabetes Mellitus—Increasing Public Health Threat in Slovakia
Richard Didic, St. Elisabeth University
Patrik Christian Cmorej, St. Elisabeth University
Vladimir Uraz, St. Elisabeth University
Marian Fasko, St. Elisabeth University
Lucia Eliašová, St. Elisabeth University

Some Experiences with the Management of Spina Bifida and Hydrocephalus in Slovakia
Libusa Radkova, St. Elisabeth University
Terezia Drdulova, St. Elisabeth University
Anna Pavlovicova, St. Elisabeth University

Attitude of Medical Students to the Problem of Euthanasia
Eva Grey, St. Elisabeth University
Jana Trizuljakova, St. Elisabeth University

BUSINESS, SOCIETY, AND GOVERNMENT
9:30–10:45 a.m. .......................................................... Madison Room, 3rd Floor
Theme: Matters of Pedagogy
Chair: Diane Sykes, Allied American University

Case Study: Potential Drugs in the Workplace
John J. Lucas, Purdue University Calumet
Screencasting: An Application for Business Education
Lee Weyant, Kutztown University
Steven C. Palmer, Northwestern Oklahoma State University

Classroom Exercises in Teaching about Affirmative Action
Steven C. Palmer, Northwestern Oklahoma State University

CASE RESEARCH
9:30–10:45 a.m. ...........................................................LaSalle 1, 7th Floor
Theme: Critical Incident/ Embryo Presentations
Chair: Timothy Brotherton, Ferris State University
Scribe: Charles Wilson, Rhode Island College
Discussants: Gillian Stevens, Asian Institute of Management, Philippines
Paul Olsen, Saint Michael’s College

Human Resource Management: Half-Baked Job Opportunity
George Kelly, Colorado Mesa University

Urban Outfitters Bloody Mess
Bradely Brooks, Queens College
Steven Cox, Queens College
Patrick Lynch, Queens College

CASE RESEARCH
9:30–10:45 a.m. ...........................................................LaSalle 2, 7th Floor
Theme: Critical Incident Presentations
Chair: Eric Nelson, University of Central Missouri
Scribe: Jeffrey Miller, Sam Houston State University
Discussants: Elizabeth Jones, Notre Dame of Maryland University
Cara Townsend, University of Central Missouri

An Infringement of Intellectual Property Rights
Jessica Magaldi, Pace University
Do Part-Time Undergraduates Respond Differently
Dennis Debrecht, Carroll University
Michael Levas, Carroll University

CASE RESEARCH
9:30–10:45 a.m. ..............................................LaSalle Room 3, 7th Floor
Theme: Critical Incident Presentations
Chair: Mary Martin, Fort Hays State University
Scribe: Britt Shirley, University of Tampa
Discussants: Nakato Hirakubo, Brooklyn College
            Barbara Burgess-Wilkerson, Winthrop University

SodaStream’s Plant Closure Due to BDS “Success”
Asbjorn Osland, San José State University
Howard Feldman, University of Portland

Inventory Management at the Theme Park
Matthew VanSchenkhof, University of Central Missouri
Jessica Cox, University of Central Missouri
David Baker, Tennessee State University

EXHIBITOR SERIES – McGraw-Hill Connect
9:30–10:45 a.m. ...................................................... Clark 10, 7th Floor
Theme: Flipping the Classroom with McGraw-Hill Connect
Presenter: Jeffrey Anderson, Senior Lecturer and Director, OHIO
            International Consulting Program, Ohio University

While virtually unknown a few years ago, the flipped classroom is one of
the most important trends in higher education today. The flipped classroom
is a model of learning that rearranges how time is spent both in and out of
class, shifting the ownership of learning from educators to students. In the
flipped classroom, students watch short videos at home, before the class
session. Valuable class time is devoted to higher cognitive, active learning
where students apply course concepts to solve problems and gain a
deeper understanding of the subject. These activities provide opportunities
for students to develop vital skills needed in the 21st century including
critical thinking, creativity, communications, and collaboration.
The flipped classroom is part of a larger pedagogical movement that overlaps with blended learning, inquiry-based learning, peer instruction, and other active instructional approaches.

In this session we will explore the need to make pedagogical changes in today’s higher education courses. We will discuss best practices for using class time in a flipped environment and digital tools from McGraw-Hill that allow you to deliver content, assess learning, and give you the support to flip your classroom today.

FINANCE
9:30–10:45 a.m. .............................................................. Clark 7, 7th Floor
Theme: Islamic and Minority Financing
Chair: Padmaja Pillutla, Western Illinois University

A Re-examination of Debt Crisis and Islamic Interest-Free Banking
Monzurul Hoque, Saint Xavier University
Discussant: Janikan Supanvanij, St. Cloud State University

Global Placement of Islamic Bonds—an Evaluation
Inayat U. Mangla, Western Michigan University
Jamshed Y. Uppal, Catholic University of America
Discussant: Zhou Ming, Northwest University

FINANCE
9:30–10:45 a.m. .............................................................. Clark 5, 7th Floor
Theme: Equity and Stocks
Chair: Sean T. Carey, University of Wisconsin-Stevens Point

Should Preferred Stocks Be Preferred in Portfolios? A Look at Index Investing
Anthony Loviscek, Seton Hall University
Jennifer Itzkowitz, Seton Hall University
Discussant: B. Paul Choi, Howard University
Wealth Transfers and Debt-Equity Choices of Junk-Grade Firms
Palani-Rajan Kadapakkam, University of Texas at San Antonio
Alex Meisami, Indiana University South Bend
John Wald, University of Texas at San Antonio
Discussant: Zhixin (Richard) Kang, University of North Carolina at Pembroke

Transparency, Firm Characteristics, and Cost of Equity
Chiou-Fa Lin, National Formosa University
Cheng-Huei (Michael) Chiao, Missouri Western State University
Discussant: Sung C. Bae, Bowling Green State University

FINANCE
9:30–10:45 a.m. .............................................................. Clark 3, 7th Floor
Theme: Failure and Crisis
Chair: Padmaja Pillutla, Western Illinois University
Discussant: James P. Haskins, University of North Dakota

Analysis on Income Smoothing by Banks Through Loan Loss Provision: Before and After the 2007 Financial Crisis
Yewmun Yip, University of South Dakota
Yuli Su, San Francisco State University
Discussant: Charles Rayhorn, Northern Michigan University

Buy on Monday, Sell on Friday; A Short Time Horizon Return! An Empirical Evidence from KSE Pakistan
Rizwan Ali, The University of Lahore Business School, Pakistan
Yanping Liu, Xidian University, Xi’an, China
Discussant: Nalinaksha Bhattacharyya, University of Alaska-Anchorage

Global Placement of Islamic Bonds—an Evaluation
Inayat U. Mangla, Haworth College of Business
Jamshed Y. Uppal, Catholic University of America
Discussant: Zhou Ming, Northwest University
INFORMATION SYSTEMS
9:30–10:45 a.m. ..................................................Kimball Room, 3rd Floor
Theme: Panel Discussion: Brand Identity for Academic “Computer” Units – Addressing the “Name Game” Confusion
Panelists: Carol Clark, Middle Tennessee State University
Stoney Brooks, Middle Tennessee State University
Jennifer Williams, University of Southern Indiana
Jeff Clark, Middle Tennessee State University

Mapping the Information Systems Curriculum to Stakeholder Expectations
Timothy H. Greer, Middle Tennessee State University

INTERNATIONAL BUSINESS
9:30–10:45 a.m. ...................................................Crystal Room, 3rd Floor
Theme: Culture, Social Impact, and Leadership
Chair: Peter Geib, Minnesota State University-Moorhead

Enthusiasm of Equanimity? Explore the Affective Norms for Chinese Leadership
Chunchen Xu, University of Illinois at Urbana-Champaign

Social Impact at the Bottom of the Economic Pyramid: The Role of a Foreign Organization
Skylar Rolf, University of Nebraska

Alternative Teaching Methods: Global Literacy through a Simulated Race Around the World
Stephanie Kontrim-Baumann, Missouri Baptist University
LEGAL STUDIES
9:30–10:45 a.m. ................................................... Wilson Room, 3rd Floor
Theme: Sports and Entertainment
Chair: Abbey Stemler, Indiana University

Legal Issues Facing Big Time College Sports: Labor Law and Antitrust
Steve Smith, Truman State University
Bryce Jones, Truman State University

Friendly Confines or Exploding Scoreboard: Wither Wrigley Field?
Carson Varner, Illinois State University
Katrin Varner, Illinois State University

Principles of Contract Law Applied to Entertainment and Sports Contracts: A Model for Balancing the Rights of the Industry with the Protecting the Interests of Minors
Richard J. Hunter Jr., Seton Hall University
Robert Shannon, Seton Hall University

LEGAL STUDIES
9:30–10:45 a.m. ............................................. Marshfield Room, 3rd Floor
Theme: Business Organizations
Chair: Mary Noe, St. John’s University

The Emerging Legal Landscape of the Franchisee-Franchisor Relationship: What the Entrepreneur Needs to Know
Thomas D. Cavenagh, North Central College

Directors' Duties in Corporate Governance: Someone Must Mind the Store
Brad Reid, Lipscomb University

From Obscurity to Caution to Dominance: The Evolution of the American Business Corporation
Lester G. Lindley, Nova Southeastern University
Trust and Control: The Value Effect of Venture Capital Term Sheets
David Orozco, Florida State University
Jason M. Gordon, Georgia Gwinnett College

MANAGEMENT
9:30–10:45 a.m.........................................................Burnham 1, 7th Floor
Theme: Considerations for Managing and Leading
Chair: Pam Shay, Franklin University
Discussant: Harry Fisher, Eureka College

Toward a Framework of Due Diligence and Change in Evaluating Technically Innovative Business Proposals
Scott Watson, Memorial University
Kat Lord, Memorial University
Tom Cooper, Memorial University

Managing Global Virtual Teams
Brandy L. Dorris, Middle Tennessee State University
Teresa J. Horowitz, Unistar-Sparco Computers, Inc.

The Emerging Water Crisis: Today's Abundance—Tomorrow's Scarcity
Richard E. Crandall, Appalachian State University
William “Rick” Crandall, University of North Carolina at Pembroke

MANAGEMENT
9:30–10:45 a.m.........................................................Burnham 2, 7th Floor
Theme: Teaching Management
Chair: Georgia Eshelman, Malone University
Discussant: Steve Roussas, Walden University

Color Accounting: A New Approach for Learning and Understanding Accounting
Jill Christopher, Ohio Northern University
Austin Germann, Ohio Northern University
Matthew Phillips, Ohio Northern University
Susan Schertzer, Ohio Northern University
Program Sessions
Friday, March 27, 2015

Business of Playboy
Joe Dobson, Western Illinois University

Guided Reading Tool Study
Jill Halverson, University of Wisconsin-Fox Valley

MARKETING
9:30–10:45 a.m. ............................................................. Salon 1, 3rd Floor
Theme: Promotions and Digital Marketing
Chair: Bruce Lund, University of Charleston

The Brand in the Mirror: Toward Brand Identity-Image Congruence in Social Media Marketing
Leila Samii, Aurora University
Kesha Coker, Eastern Illinois University

Impact of User Characteristics on Social Media Usage
Jeen-Su Lim, The University of Toledo
John Heinrichs, Wayne State University
Kee-Sook Kim, The University of Toledo

EWOM Drives Social Commerce: A Survey of Millennials in the U.S. and Abroad
Nora Ganim Barnes, University of Massachusetts-Dartmouth

MARKETING
9:30–10:45 a.m. ............................................................. Salon 2, 3rd Floor
Theme: Marketing Education—Panel Discussion: Teaching Old Dogs New Tricks: Marketing Education in the 21st Century
Chair: Fred Hoyt, Illinois Wesleyan University
Panelists: Fred Hoyt, Illinois Wesleyan University
Ursula Sullivan, Northern Illinois University
Lori Lohman, Augsburg University
Dena Lieberman, Alverno College
Kim Folkers, Wartburg College
MARKETING
9:30–10:45 a.m. ............................................................. Salon 3, 3rd Floor
Theme: Branding, Strategy and Research
Chair: Sarah Rand, St. Catherine University

I Love to Be Unique! I Will Pay the Price! How Mass Customization Causes Higher Willingness to Pay Through Spotlight Effect
Saeedeh Rezaee Vessal, Université Pierre Mendès, France
Pierre Valette-Florence, Université Pierre Mendès, France
Haithem Guizani, Sciences Po Grenoble, France

Hunters and Gatherers: Identifying Trends in Open Innovation
Joseph Miller, Rochester Institute of Technology

Positive Affectivity as a Buffer in Burnout-Turnover Intentions and Burnout-Extrarole Performance Relationships
Ugur Yavas, East Tennessee State University
Osman Karatepe, Eastern Mediterranean University, Turkey
Emin Babakus, The University of Memphis

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
9:30–10:45 a.m. .................................................. Indiana Room, 3rd Floor
Theme: Practical Applications of Operations Management
Chair: Shad Dowlatshahi, University of Missouri-Kansas City

Applying Linear Programming Method in Six Sigma Approach to Develop a Truck Planning Tool
Yanhui Huang, University of Wisconsin-Stout
James Keyes, University of Wisconsin-Stout
Xuedong (David) Ding, University of Wisconsin-Stout

A Case Study Approach to Supplier Selection in Prototype Design
Shad Dowlatshahi, University of Missouri-Kansas City
ACCOUNTING
11:00 a.m.–12:15 p.m................................................. Salon 12, 3rd Floor
Theme:       Accounting Oversight Topics
Chair:       Mary Sheets, University of Central Oklahoma

The Effect of Corporate Governance and Auditor Rotation on CEO/CFO Perceptions of Auditor Independence and Financial Statement Reliability: Evidence from Nonprofit Organizations
Bobbie Daniels, Jackson State University
Adrian L. Mayse, Middle Tennessee State University

Culpable Accountants and Financial Irregularities: Balancing Punishment with Justice
Ellen Lippman, University of Portland
David Vondracek, Deloitte Touche

How Litigation Risk Mitigates the Effect of Audit Client Pressure
Essam Elshaie, Northeastern Illinois University

ACCOUNTING
11:00 a.m.–12:15 p.m................................................. Salon 10, 3rd Floor
Theme:       Complex Systems and Regulatory Accounting
Chair:       Katherine Campbell, University of North Dakota

Listening to Accounting Users: The Role of Complexity, Transparency, and Stewardship on Decision-Usefulness
Chester H. Brearey, Sienna College
Timothy J. Fogarty, Case Western Reserve University

Conceptual Framework for Deriving a Known Context for Linearity Accounting and Control
Hong Chen, Northeastern Illinois University
Myung-Ho Yoon, Northeastern Illinois University

Regulatory Assets in the Utility Industry and the Impact on the Market Value of Equity
James Penner, Western Michigan University
Jerry Kreuze, Western Michigan University
Sheldon Langsam, Western Michigan University
BUSINESS ECONOMICS

11:00 a.m.–12:15 p.m. ............................................. Logan Room, 3rd Floor
Theme: Corporate/Financial Economics
Chair: Reza Varjavand

Corporate Governance Reform In South Korea After Asian Financial Crisis
Jong Rihm, University of Southern Indiana
Peter Cashel-Cordo, University of Southern Indiana
Sangwoo Heo, University of Southern Indiana

Regulatory Compliance, Data Analytics, and Community Banking
Mohammed Khayum, University of Southern Indiana
Curtis Price, University of Southern Indiana
Charles Kelly, University of Southern Indiana

A Test of Crowding Out Effect with Dictator Game
Botao Qin, Indiana University-Purdue University Fort Wayne
Alisa Puchkova, University of Wyoming
Yang Li, University of Wyoming
Jason Shogren, University of Wyoming

BUSINESS AND HEALTH ADMINISTRATION

11:00 a.m.–12:15 p.m. ............................................. Dearborn 1, 7th Floor
Theme: Healthcare Education
Chair: Daniel J. West Jr., University of Scranton
Discussant: William B. Stroube, University of Evansville

Individuals with Disabilities and Diabetes: Do We Have Targeted Interventions?
DeLawnia Comer-Hagans, Governors State University
Shamly Austin, University of Pittsburgh
Zo Ramamonjiariveloo, Governors State University
Breaking Down Silos in the Ivory Buildings
Malachi Oswald, Washburn University
Bailea Meeks, Washburn University
Lainey Faulkner, Washburn University
McKensie Gnagi, Washburn University
Katherine Ure, Washburn University

Designing Graduate Level Study Abroad Courses
Daniel J. West Jr., University of Scranton
Bernardo Ramirez, University of Central Florida

Developing a Problem-Based Learning Curriculum for a College of Nursing in Saudi Arabia
Majed Alamri, Sulaiman Alrajhi Colleges-Saudi Arabia
Ihab Harbieh, Sulaiman Al Rajhi Colleges-Saudi Arabia

Need of Communication Skills for Healthcare Professionals and Social Workers
Mariana Mrazova, St. Elisabeth University of Health and Social Work
Eva Grey, St. Elisabeth University of Health and Social Work

BUSINESS, SOCIETY, AND GOVERNMENT
11:00 a.m.–12:15 p.m. Madison Room, 3rd Floor
Theme: Matters of Performance
Chair: John J. Lucas, Purdue University Calumet

The Impact of Total Quality Management on Organizational Performance
Marcel T. Ngambi, University of Yaoundé 2

Capital Structure and Firm Performance
Corey Cole, Eastern New Mexico University (Student)
Ying Yan, Eastern New Mexico University (Student)
David D. Hemley, Eastern New Mexico University
Arun Pillutla, St. Ambrose University
Padmaja Pillutla, Western Illinois University

CASE RESEARCH
11:00 a.m.–12:15 p.m. .....................................................LaSalle 1, 7th Floor
Theme: Critical Incident Presentations
Chair: Lorin Walker, University of Central Missouri
Scribe: Timothy Redmer, Regent University
Discussants: Shirley Wilson, Bryant University
Matthew VanSchenkhof, University of Central Missouri

The Case of the Doctor Who Fired the Patient
Britt Shirley, University of Tampa

An Un-happy meal?: The Rise and Fall of #mcdstories
Amanda Weed, Ohio University

CASE RESEARCH
11:00 a.m.–12:15 p.m. .....................................................LaSalle 2, 7th Floor
Theme: Embryo Cases
Chair: Steven Cox, Queens College
Scribe: Mary Martin, Fort Hays State University
Discussants: Neil Tocher, Idaho State University
Eric Nelson, University of Central Missouri

Air Zoo
Michael McCardle, Idaho State University
JoAnn Atkin, Western Michigan University

WMUK
JoAnn Atkin, Western Michigan University
Michael McCardle, Idaho State University
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Moving the Trane
Mika Kusar, Fort Lewis College
Rick Gore, Fort Lewis College

CASE RESEARCH
11:00 a.m.–12:15 p.m. .................................................LaSalle 3, 7th Floor
Theme: Critical Incidents
Chair: Leslie Welpman, University of Central Missouri
Scribe: John Riddick, Hanover University
Discussants: Susan Jensen, University of Nebraska-Kearney
Keith Hunter, University of San Francisco

ALS Ice Bucket Challenge
Cheryl Ward, Middle Tennessee State University
Diane Edmonson, Middle Tennessee State University

Say It Ain’t So Lady O
Barbara Burgess-Wilkerson, Winthrop University
Barbara Fuller, Winthrop University
Nathaniel Frederick II, Winthrop University

FINANCE
11:00 a.m.–12:15 p.m. .................................................... Clark 5, 7th Floor
Theme: Investments and Portfolio Analysis
Chair: Michael Mattei, Bellarmine University

An Empirical Study of Hedge Funds’ Returns with Different Investment Choices
Zhixin (Richard) Kang, University of North Carolina at Pembroke
Discussant: Pavlo Tsebro, Lawrence Technological University

Liquidity Transformation: An Examination of U.S. Life Insurers
B. Paul Choi, Howard University
Jin Park, Indiana State University
Chia-Ling Ho, Tamkang University
Discussant: Yewmun Yip, University of South Dakota
An Analysis of Momentum and Contrarian Asset Allocation Strategies
Michael Mattei, Bellarmine University
Nicholas Mattei, Research Associate NICTA and University of New South Wales
Discussant: Sean T. Carey, University of Wisconsin – Stevens Point

FINANCE
11:00 a.m.–12:15 p.m. .................................................... Clark 3, 7th Floor
Theme: Finance in Canada and the U.S.
Chair: Nalinaksha Bhattacharyya, University of Alaska- Anchorage

Do Location and Ownership Structure Influence Executive Compensation?
Ashrafee T. Hossain, Memorial University of Newfoundland
Discussant: Thomas M. Krueger, Texas A&M-Kingsville

Six Responses on Research Questions in Finance—a Canadian Perspective
Nalinaksha Bhattacharyya, University of Alaska Anchorage
M. Nauman Farooqi, Mount Allison University
Discussant: Mark A. Wrolstad, Winona State University

Would You Like a Double Irish with your Inversion?—U.S. Corporations Avoiding U.S. Taxes
Sean T. Carey, University of Wisconsin-Stevens Point
Discussant: Padmaja Pillutla, Western Illinois University
FINANCE
11:00 a.m.–12:15 p.m. .................................................... Clark 9, 7th Floor
Theme: Special Topics
Chair: William Bosworth, Western New England University

Gender Diverse Boards: Effect on Firm Performance
Sharon Lee, University of Hawaii-West Oahu
William Bosworth, Western New England University
Discussant: James R. Scott, Missouri State University

Succession Planning for Small Business: A Crisis in the Making
Tom Cooper, Memorial University
Pauline Downer, Memorial University
Alex Faseruk, Memorial University
Discussant: William Bosworth, Western New England University

Earnings, Consumer Price Index, and Advertising Budgeting
Janikan Supanvanij, St. Cloud State University
Discussant: Cheng-Huei (Michael) Chiao, Missouri Western State University

INTERNATIONAL BUSINESS
11:00 a.m.–12:15 p.m. .................................................... Cresthill Room, 3rd Floor
Theme: Panel Discussion: Do the Right Thing and Do it Right: Best Practices in International Student Exchange and Faculty-Led Study Abroad Programs
Panelists: Priscilla Slade, Jackson State University
Ramin Cooper Maysami, Jackson State University
Hyonsong Chong, Jackson State University

This session brings faculty, administrators, and students together for an open discussion of explanations for the seeming lack of passion for going overseas.
INTERNATIONAL BUSINESS
11:00 a.m.–12:15 p.m. ............................................Crystal Room, 3rd Floor
Theme: Investment, Trade, and Internationalization
Chair: Maria Lai-Ling Lam, Malone University

The Influence of State-Financed Cross-Border M&As on the Internationalization of Emerging Market Firms: Target Selection
Danielle R. Jones, University of Illinois at Urbana-Champaign

Economics and Epidemics: An Expansion of Managing Risk and Enhanced Accountability
Faye A. Sisk, Mercer University

Trade in the Pacific: Strategies and Policies
Peter Geib, Minnesota State University-Moorhead
Lucie Pfaff, College of Mount Saint Vincent

LEGAL STUDIES
11:00 a.m.–12:15 p.m. ............................................Marshfield Room, 3rd Floor
Theme: MALSB Annual Meeting
Presiding: Steven C. Palmer, Northwestern Oklahoma State Univ.
President, Midwest Academy of Legal Studies in Business

MANAGEMENT
11:00 a.m.–12:15 p.m. .............................................Burnham 1, 7th Floor
Theme: Leadership
Chair: Erin Fluegge Woolf, Southeast Missouri State University
Discussant: Bruce Bloom, Founder, Career Consulting Services

Who’s on First? An Analysis of CEO Leadership Changes in Corporate America
Joseph T. Martelli, University of Findlay
Patricia B. Abels, University of Findlay
Leadership Advantage: A People Person
Robert W. Service, Samford University
A. K. Guess, Samford University

Paradigm Shift in Human Resource Management: From Contingency Model to Strategy and Process Development
Gyongyi Konyu-Fogel, Walsh College

MANAGEMENT
11:00 a.m.–12:15 p.m. .............................................. Burnham 2, 7th Floor
Theme: HR Considerations
Chair: Paul Govekar, Ohio Northern University
Discussant: Audra Hoffman, University of Wisconsin-Fox Valley

Wage Theft in the United States
Rhianna Witt, Ohio Northern University

The Alchemy of Creativity: The Disney Approach to Creativity and Innovation
George F. Dierberger, Augsburg College

MARKETING
11:00 a.m.–12:15 p.m. ................................................... Salon 1, 3rd Floor
Theme: Services, Sales, and Retailing / Marketing Education
Chair: Leila Samii, Aurora University

Honor Among Salespeople: Developing a Personal Code of Ethics to Promote Positive Values and Accountability in a Professional Selling Course
Rebecca Dingus, Central Michigan University
Alex Milovic, Marquette University

Antecedents of Commitment
Jeremy Morgan, University of Texas-Arlington
Students Receptiveness to Professional Selling as a Career Choice and Related Job Search Strategies
Shawn Green, Aurora University

MARKETING
11:00 a.m.–12:15 p.m. ................................................... Salon 2, 3rd Floor
Theme: Consumer Behavior
Chair: Kim Folkers, Wartburg College

The Effect of Brand Status on Consumers’ Perceptions: The Case of Comparative Ads and Emotions they Invoke
Ozge Yucel-Aybat, Pennsylvania State University-Harrisburg
Thomas Kramer, University of South Carolina

Organic Food Labeling
Molly Flanagan, Morehead State University

Exploring the Positioning of Sustainable Products and its Impact on Consumer Behavior
Verena Gruber, WU Vienna, Austria

MARKETING
11:00 a.m.–12:15 p.m. ................................................... Salon 3, 3rd Floor
Theme: Promotions and Digital Marketing
Chair: Rama Yelkur, Saginaw Valley State University

Special Session—The Use of Social Media in Changing Community Wide Institutionalized Norms: Illustrations from the Handshake Experiment
Rama Yelkur, Saginaw Valley State University
Trevor Gilbertson, Saginaw Valley State University
Briana Hanser, Saginaw Valley State University
Brandon Jones, Saginaw Valley State University
Nicole Reich, Saginaw Valley State University
Kimberly Salwey, Saginaw Valley State University
Kaylee Wittock, Saginaw Valley State University
OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
11:00 a.m.–12:15 p.m. ................................................ Indiana Room, 3rd Floor
Theme: Entrepreneurship Education
Chair: Jamaluddin H. Husain, Purdue University Calumet

An Empirical Investigation into the Relationship Among Individual Entrepreneurial Orientation, Emotional Intelligence, and Student Performance on Business Simulation Games: A Pilot Study
Glenn A. Metts, University of the Virgin Islands
Lonnie Hudspeth, University of the Virgin Islands

Best Practices in Teaching Entrepreneurship: Evidence from the Unites States
Vershun McClain, Jackson State University
Ramin Cooper Maysami, Jackson State University
Mercidee Curry, Jackson State University

Impact of Instructor Skills and Experience on the Quality of Entrepreneurship Programs—An Initial Assessment
Gideon Falk, Purdue University Calumet
Jamaluddin H. Husain, Purdue University Calumet

LEGAL STUDIES
12:15–1:30 p.m. ................................................................. Wilson Room, 3rd Floor
Plenary Lunch–Sponsored by Dominican University (Ticket Required)
MBAA INTERNATIONAL
12:15–1:30 p.m.............................................................. Salon 12, 3rd Floor
2016 Program Track Chairs Planning Workshop
Presiding: Harry Fisher, Eureka College
Jeff Clark, Middle Tennessee State University

MBAA International 2016 Program Chair, Harry Fisher, and Executive Director, Jeff Clark, will meet with the program track chairs from each of the twelve tracks. Each track should have their 2016 program chair present. 2015 program chairs may also attend to provide continuity. In the event that a 2016 program track chair can't attend, each track is responsible for providing their substitute.

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OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
12:15–1:30 p.m...................................................... Indiana Room, 3rd Floor
OMEA Annual Meeting and Luncheon (Ticket Required)

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BUSINESS ECONOMICS
1:45–3:00 p.m...................................................... Logan Room, 3rd Floor
Theme: Undergraduate Research Forum
Chair: Zafar Nazarov, Indiana University-Purdue University Fort Wayne

Impact of Hosting of Olympic Games on National GDP
Ciara Cox, Indiana University-Purdue University Fort Wayne

An Analysis of Aggregate Household Income and Household Mortgages
Matt Furge, Indiana University-Purdue University Fort Wayne

Using MOA Framework to Understand the Gap Between India's Economic Growth and Development: The Road Ahead
Pearl Sawhney, Grinnell College

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BUSINESS, SOCIETY, AND GOVERNMENT

1:45–3:00 p.m. .................................................. Madison Room, 3rd Floor
Theme: International Matters
Chair: Gideon Falk, Purdue University Calumet

Workplace Safety and Corporate Social Responsibility: The Case of Rana Plaza Factory and Textile Industry in Bangladesh
Gyongyi Konyu-Fogel, Walsh College

A Process Model of State Crimes against Democracy as Cultural Cognitive Dissonance Reduction
Ahmad Hassan, Morehead State University
Fatma Mohamed, Morehead State University

Sustainability Commitment in Saudi Arabia and Need for Educational Reforms for the Jobs of the Future
M. Anaam Hashmi, Minnesota State University

Progression of Insurance Segment with Esteem to Monetary and Productivity Aspects of Pakistan in the Era of 2001 to 2010
Saleha Yasir, University of Lahore
Yasir Hassan, University of Lahore
Zahid Naveed, University of Lahore
Usman Ghani, University of Lahore

CASE RESEARCH

1:45–3:00 p.m. .......................................................... LaSalle 1, 7th Floor
Theme: Panel Discussion—Telling the Story When You Write Cases
Chair: Timothy Brotherton, Ferris State University
Panelist: Timothy Redmer, Regent University
INFORMATION SYSTEMS
1:45–3:00 p.m. ............................................................. Kimball Room, 3rd Floor
Theme: Information Systems
Chair: Judy D. Holmes, Middle Tennessee State University
Discussant: In Lee, Western Illinois University

Stereotypes of IS Professionals and Gender Differences’
Asli Yagmur Akbulut, Grand Valley State University

INTERNATIONAL BUSINESS
1:45–3:00 p.m. ..................................................... Crystal Room, 3rd Floor
Theme: Culture and International Education
Chair: Priscilla Slade, Jackson State University

Economic Freedom and Quality of Life in Free Market Societies: A Teaching Opportunity
Raffaele DeVito, Emporia State University

Tourism in Iran: Survey of Foreign Tourists
Mahmood Bahaee, Central Michigan University

LEGAL STUDIES
1:45–3:00 p.m. ............................................................. Wilson Room, 3rd Floor
Theme: Tax/Accounting/Banking
Chair: Dale B. Thompson, University of St. Thomas

Casualty of Educational Inflation/529 Plans
Pat Wall, Middle Tennessee State University
Lee Sarver, Middle Tennessee State University

Expanding Due Care Standards for Internal Audit of Public and Nonpublic Organizations
Albert D. Spalding Jr., Wayne State University

One Tax to Rule Them All
Peter Prescott, Butler University
Banking Law and Regulation in the United Arab Emirates: Current Status, Recent Developments, and Prospects for the Future
Saundra Thompson McFarland, Jackson State University
Ramin Cooper Maysami, Jackson State University

LEGAL STUDIES
1:45–3:00 p.m. Marshfield Room, 3rd Floor
Theme: Ethics
Chair: Matthew Hlinak, Dominican University

Emerging and Evolving Ethical Issues in Accounting: Assuring Accurate Information for Internal and External Business Users and the Public
Michael A. Katz, Delaware State University

The Most Senior Wall Street Official: Evaluating the State of Financial Crisis Prosecutions
Todd Haugh, Indiana University

MARKETING
1:45–3:00 p.m. Salon 1, 3rd Floor
Theme: Services, Sales, and Retailing
Chair: John McGrath, University of Pittsburgh-Johnstown

Interpersonal Behaviors and the Role of Emotions in Service Encounters: Understanding Service Provider’s Emotional Labor
Xiaoye (Sherry) Chen, North Central College

Understanding the Service Evaluation, Consumption Emotions, and Behavioral Intentions Relationship for Chinese Lodging Guests
Scott Swanson, University of Wisconsin-Eau Claire
Lujun Su, Business School of Central South University, China
Xiaohong Chen, Business School of Central South University, China
The Relationship Between Power, Mutual Respect, and Mutual Trust Within Channels of Distribution
Kevin Hammond, University of Tennessee-Martin
Nathan Hammond, Mississippi State University
Robert L. Webster, Ouachita Baptist University

MARKETING
1:45–3:00 p.m. ............................................................... Salon 2, 3rd Floor
Theme: Cross-Cultural, Ethics and Social Responsibility
Panel Discussion: “Geek Culture,” Fandoms, and Marketing
Chair: Stacey Hills, Southern Vermont College
Panelists: Zinaida Taran, Pennsylvania State University-Harrisburg
Stacey Hills, Southern Vermont College
Ozge Yucel-Aybat, Pennsylvania State University-Harrisburg

MARKETING
1:45–3:00 p.m. ............................................................... Salon 3, 3rd Floor
Theme: Branding, Strategy and Research
Chair: Ursula Sullivan, Northern Illinois University

The Impact of Durability on Automobile Demand
Dinakar Jayarajan, Illinois Institute of Technology
Siddarth Sivaramakrishnan, University of Southern California
Jorge Silva-Risso, University of California-Riverside

Religion as an Attribute of the Total Product Concept
Robert Boostrom, University of Wisconsin-Whitewater
Teresa Preston, University of Arkansas-Little Rock
Mitchell Hobbins, University of Wisconsin-Whitewater

CMO Compensation and Firm Marketing Performance
Heiwai Lee, University of Michigan-Dearborn
Crystal Scott, University of Michigan-Dearborn
OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
1:45–3:00 p.m. .................................................... Indiana Room, 3rd Floor
Theme: Cost Volume Analysis
Chair: Hongyan Liang, Kent State University

A Multiple Price Point Newsvendor
John Wilson, Western University

Pass-Through Valuation for Small Business
Robert M. Hull, Washburn University
David Price, Washburn University

Recent Trends in Stochastic Cost Volume Profit Analysis
Hongyan Liang, Kent State University
Alfred L. Guiffrida, Kent State University
Eddy Patuwo, Kent State University

BUSINESS, SOCIETY, AND GOVERNMENT
3:00–4:15 p.m. .................................................. Madison Room, 3rd Floor
Theme: More Miscellaneous Matters
Chair: Jim Breyley, Northwestern Oklahoma State University

Keep in Line vs. Taking the Creative Path
Gideon Falk, Purdue University Calumet

Revisiting an Implicit Enumeration Technique for the Facility Layout Problem
Jonathon M. Furdek, Purdue University Calumet

Social Welfare and Religious Affiliation: A Panel Study of the United States
John R. Stinespring, University of Tampa

The 2007-2010 Financial Crisis: Another Explanation as to Cause
Jim Breyley, Northwestern Oklahoma State University
INTERNATIONAL BUSINESS
3:00–4:15 p.m. .......................................................... Crystal Room, 3rd Floor
Theme: Global and International Markets and Customers
Chair: Raffaele DeVito, Emporia State University

Brand Damage from the Insiders
Sang Bong Lee, Saint Louis University
Shih Hao Liu, Saint Louis University
Zhan Wang, Saint Louis University

The Markets of North Korea
Sang T. Choe, University of Southern Indiana

LEGAL STUDIES
3:00–4:15 p.m. .......................................................... Marshfield Room, 3rd Floor
Theme: Panel Discussion: Innovative Teaching at the Intersection of Employment Law and Corporate Governance
Moderator: Norman D. Bishara, University of Michigan

The Challenge of Using Restrictive Covenants in Employee Contracts
Norman D. Bishara, University of Michigan

Realizing the Benefits of Diverse Boards and Management Teams
Julie Manning Magid, Indiana University

Employee Misclassification and Time Robbing as a Failure of Corporate Leadership
Jamie Darin Prenkert, Indiana University

Corporate Responsibility for the Working Conditions of a Supplier's Employees
Cindy Schipani, University of Michigan
MARKETING
3:00–4:15 p.m. ............................................................... Salon 1, 3rd Floor
Theme: Marketing Education/Services, Sales, and Retailing
Chair: Bruce Lund, University of Charleston

Delightful and Outraging Critical Classroom Incidents
Scott Swanson, University of Wisconsin-Eau Claire
Carol Azab, University of Wisconsin-Eau Claire
Charlene Davis, Trinity University

How Customer Satisfaction and Loyalty Intentions Are Affected by Expired Grocery Products in Retail Stores
Shannon Holt, University of Wisconsin-Whitewater
Robert Boostrom, University of Wisconsin-Whitewater

Service Quality and Chinese Toursits: The Role of Relationships
Scott Swanson, University of Wisconsin-Eau Claire
Lujun Su, Business School of Central South University, China
Xiaohong Chen, Business School of Central South University, China

MARKETING
3:00–4:15 p.m. ............................................................... Salon 2, 3rd Floor
Theme: Cross Cultural, Ethics and Social Responsibility
Chair: Joseph Ofori-Dankwa, Saginaw Valley State University

Special Session—Peer to Peer Leadership Strategies for Implementing Social Change Within a University Setting: The Handshake Experiment
Joseph Ofori-Dankwa, Saginaw Valley State University
Elizabeth Addy, Saginaw Valley State University
Samantha Bedore, Saginaw Valley State University
Kylie Bos, Saginaw Valley State University
George Copeland, Saginaw Valley State University
Evan Dhyse, Saginaw Valley State University
Corey Monroe, Saginaw Valley State University
OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
3:00–4:15 p.m.................................................... Indiana Room, 3rd Floor
Theme: Teaching Operations Management—Panel Discussion
Chair: Raida Abuizam, Purdue University Calumet

Startup planning and Business Plan Preparation: An alternative Approach
Loretta Moore, Jackson State University
Diedra Wheaton, Jackson State University
Ramin Cooper Maysami, Jackson State University

Teaching Operations Management Using Hybrid Techniques “Flipping the Classroom.” Teaching Operations Management Fully Online
Bruce Fischer, Elmhurst College
Glenn A. Metts, University of Virgin Islands
Zafar Bokhari, Chicago State University
Shad Dowlatshahi, University of Missouri-Kansas City
Raida Abuizam, Purdue University Calumet

MMA HOSPITALITY GATHERING – ALL MBAA INTERNATIONAL IS WELCOME
5:00–6:30 p.m.................................................... Potter’s Lounge, Lobby Level
Marketing Management Association welcomes MBAA International to “wind down together” at a special “end-of-event” reception. Everyone still in town is welcome to join us for a good time.
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