Creating Value through Best Practices: Educators Meeting the Challenge

Publishing: Practical Help for Publishing Success

April 13–15, 2016
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Health Administration Press
Foundation of the American College of Healthcare Executives
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MBAA International
America's Best Conference Value!

2017 Conference Dates
March 22 through March 24, 2017

MBAA International, is America’s Best Conference Value, because it’s what a great conference ought to be—useful research, engaging relationships, and fun, lot’s of fun—hundreds of your colleagues, cutting edge education resource providers, and all at an incredible price for the conference and an incredible rate at the world class Palmer House Hilton, one of North America’s destination hotels! Two free nights of entertainment (with beverages included) is icing on an already great cake!

For more a half century, MBAA International has been the leader in high-value, interdisciplinary professional development. Our 12 tracks cover every business discipline, our education resource exhibitors offer timely and useful help, and our emphasis on practical topics—including how to get published—is a real career booster. Then add two high quality, high impact evenings of entertainment to the mix, and it’s easy to see why MBAA International IS America’s Best Conference Value!

The 4-Star Rated
Palmer House Hilton Hotel
In the heart of Chicago's 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 Gold Coast Ballroom.

2017 MBAA International Program
Persons interested in participating in the 2017 program, scheduled for March 22 through March 24, 2017, at the amazing Palmer House Hilton Hotel ~ history in the heart of Chicago’s Loop! ~ please contact:
Rama Yelkur
College of Business and Management
Saginaw Valley State University
7400 Bay Road
Curtiss Hall 320
University Center, MI 48710
(989) 964-4064
ryelkur@svsu.edu
2016 MBAA International
McGraw-Hill Education
Distinguished Paper Awards

Academy of Business Economics

Agent Bargaining

William Robert Ingersoll, University of Arizona
Alex Wagner Roomets, Franklin and Marshall College

Academy of Finance

Looking beyond the Pale: Evidence that Investors look beyond Concurrent Annualized Returns in Assigning Corporate Reputations

Thomas M. Krueger, Texas A&M University-Kingsville
Mark A. Wrolstad, Winona State University

Academy of International Business, Midwest Region

Investigation of the Economic Growth and Wealth Distribution between China and USA with the Top 100 Billionaires Data Analytics

The late Ben-Chieh Liu, Chicago State University
Jan-Jo Chen, Chicago State University
Jian-Chern Chen, Northwestern Polytechnic University
Wei-Wei Cheng, Northrop Grumman

Business and Health Administration Association

A Long-Term Care Administration Practicum Cohort Model with Adjunctive Applied, Online Coursework

Jennifer Johs-Artisensi, University of Wisconsin-Eau Claire
Douglas Olson, University of Wisconsin-Eau Claire
2016 MBAA International
McGraw-Hill Education
Distinguished Paper Awards

Business, Society, and Government

*When the Unexpected Happens: Are Non-profits Ready to Respond?*

John E. Spillan, University of North Carolina at Pembroke

**Marketing Management Association**

*Product Information and Consumer Choice Confidence in Multi-item Sales Promotions*

Demetra Andrews, Indiana University Northwest

**Midwest Academy of Legal Studies in Business**

*The Criminalization of Compliance*

Todd Haugh, Indiana University Kelley School of Business

**North American Accounting Society**

*Gender Diversity of Audit Committees and Audit Fees: Evidence from Chinese Listed Companies*

Rui Xiang, Sichuan University
Meng Qin, Sichuan University
Craig A. Peterson, Western Michigan University
2016 MBAA International
McGraw-Hill Education
Distinguished Paper Awards

North American Management Society

*Once Bitten, Twice Shy? An Examination of Factors Affecting Desire to Negotiate Again*

Roger Volkema, IAG/PUC-Rio
Denise Fleck, Federal University of Rio de Janeiro-UFRJ
Sergio Pereira, IAG/PUC-Rio

Operations Management and Entrepreneurship Association

*Decision Making Parameters In Product Recovery*

Shad Dowlatshahi, University of Missouri Kansas City

Society for the Advancement of Information Systems

*Personal Social Media in the Workplace: The Influence of Job Characteristics and Technostress on Performance*

Stoney Brooks, Middle Tennessee State University
CALL FOR PAPERS

International Journal of Integrated Marketing Communications

Purpose

Two of the most powerful forces in business in the past two decades have been IMC (Integrated Marketing Communications) and globalization. Dozens of books and hundreds of articles have been written about both. Few attempts have been made to bring the two topics together in a single publication—until now. The International Journal of Integrated Marketing Communications will publish articles of interest and use to scholars, teachers, and practitioners on the subject of IMC in both domestic and international contexts.

Submission Guidelines

Initial Queries

Initial queries should include a one-page summary or abstract (250 words max.) and an outline of the proposed work. Topics might include any of the subject areas mentioned in the Editorial Mission Statement, with an IMC emphasis. Such topics include:

—Accountability measurements
—Aligning strategy and tactics
—Market triggers and predictors
—All tactical areas in Marketing Communications including, but not limited to, those mentioned in the Editorial Mission Statement.
—Teaching methodology or cases in any of these areas.

Send your submission by email to the Managing Editor, who will forward it to the Co-Editors. Your submission will be reviewed for fit with the IJIMC’s purpose and mission, and you will be contacted regarding next steps.

Editorial Board

Richard Beltramini, Department of Marketing, School of Business Administration, Wayne State University; Brad Benens, Editor in Chief, Media Corp.; Ella Carter, Bowie State University; Richard Cole, Professor and Chair, Dept. of Advertising, Public Relations and Retailing, Michigan State University; Thomas Duncan, Professor Emeritus, School of Communications, University of Colorado; Louis B. Falk, University of Texas, Brownsville; Lisa Fall, School of Communications, University of Tennessee; Suzanne Fogel, Chair, Department of Marketing, DePaul University; Richard Hren, Strategy Director, Euro RSCG Discover; Arthur Middleton Hughes, The Database Marketing Institute; Ron Jacobs, President, Jacobs & Clevenger; Susan K. Jones, Professor, Department of Marketing, Ferris State University; Thomas Kuczynski, President, Kuczynski & Associates; Theresa Kushner, Director, Customer Intelligence, Cisco; Robert F. Lauterborn, Professor Emeritus, School of Advertising and Communications, University of North Carolina, Chapel Hill; Sandra Moriarity, Professor Emerita, University of Colorado; Richard Nelson, Manship School of Mass Communication, Louisiana State University; Joseph Phelps, Professor, Department of Advertising and Public Relations, University of Alabama; Charles Prescott, Oak Knoll Limited/The Prescott Report; Freddy Rosales, Vice President and Partner, di Paola WPP, Buenos Aires; Maria Villar, Vice President, Marketing, MCVI, Inc.; Alan Weber, Adjunct, University of Kansas and President, d2g; Roy Young, President, Marketingprofs.com

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What Does the M•B•A•A Signify?

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, multi-disciplinary gathering of leaders from around the world with almost 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, and 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 think I’ve been here 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 they, like us, 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 it worked for them, it ought to work for us, and 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 P. 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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Some participants support more than one organization through one or more secondary registrations. In 2012, there were 119 secondary registrants; in 2013, 100; in 2014, 100; and in 2015, 83.

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, April 13, 2016
Registration Opens at 11:00 a.m.

MANAGEMENT
1:30–2:45 p.m. ..........................................................Burnham 4, 7th Floor
North American Management Society Executive Council Meeting
Chair: Jay Young, Ohio Dominican University

BUSINESS, SOCIETY, AND GOVERNMENT
3:00–4:15 p.m. .................................................. Madison Room, 3rd Floor
Theme: Business, Society, and Government Annual Meeting
Chair: Diane Sykes, Kaplan University

ACCOUNTING
4:30–5:45 p.m. ............................................................. Salon 10, 3rd Floor
North American Accounting Society Board Meeting
Presiding: Carol Jessup, University of Illinois-Springfield

BUSINESS AND HEALTH ADMINISTRATION
4:30–5:45 p.m. ........................................... Dearborn 1, 7th Floor
BHAA Board Meeting
Chair: William "Kent" Willis, Marshall University

CASE RESEARCH
4:30–5:45 p.m. ..................................................LaSalle 3, 7th Floor
Society for Case Research Board Meeting
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 Evening of Listening"
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, April 14, 2016
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: William "Kent" Willis, Marshall University
Co-presiding: Vivek S. Natarajan, Lamar University
All BHAA members are invited to attend.

FINANCE
8:00–9:00 a.m. ............................................................. Clark 3, 7th Floor
Academy of Finance Executive/Board of Directors Meeting
Chair: Tom Cooper, Memorial University
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

INTERNATIONAL BUSINESS
8:00–9:00 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

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

2016 MMA Marketing Innovator Award Presentation
Dawn Deeter-Schmelz, Kansas State 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. ...................................................Crystal Room, 3rd Floor
Academy of International Business–Midwest Region Luncheon
(Ticket Required)
Theme: Teaching Pedagogy in IB
Keynote Speaker: Roberto Garcia, Indiana University

**MANAGEMENT**

12:15–1:30 p.m. ................................................ Empire Room, Off Lobby
NAMS Awards Luncheon (Ticket Required)

**MARKETING**

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

**INTERNATIONAL BUSINESS**

3:00–4:15 p.m. ..................................................Crystal Room, 3rd Floor
Theme: AIB Updates, Goals and Strategies. Research
Development—Workshop for Junior Faculty
Chair: Maasaki (Mike) Kotabe, President, AIB Fellow

**MBAA INTERNATIONAL**

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

**“FUN NIGHT” – Chicago Blues Revue hosted by "Big Ray"**
8:00 p.m. ....................................................... The Empire Room, Off Lobby
Business Meetings, Special Meetings, Meals, and Receptions

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.

Friday, April 15, 2016
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: Carol Jessup, University of Illinois-Springfield

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

MANAGEMENT
8:00–9:15 a.m. ..........................................................Burnham 4, 7th Floor
North American Management Society Membership Meeting
Presiding: Jay Young, Ohio Dominican University

LEGAL STUDIES
11:00 a.m.–12:15 p.m. .........................................Marshfield Room, 3rd Floor
Theme: MALSB Annual Meeting
Presiding: Matthew Hlinak, Dominican University,
President, Midwest Academy of Legal Studies
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
2017 Program Track Chairs Planning Workshop
Presiding: Rama Yelkur, Saginaw Valley State University
Jeff Clark, Middle Tennessee State University

MBAA International 2017 Program Chair, Rama Yelkur, and Executive Director, Jeff Clark, will meet with the program track chairs from each of the twelve tracks. Each track should have their 2017 program chair present. 2016 program chairs may also attend to provide continuity. In the event that a 2017 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

Thursday, April 14, 2016

CASE RESEARCH
9:15–10:30 a.m. ........................................................... LaSalle 2, 7th Floor
Theme: Panel Discussion—Case Research, Case Writing, and the Use of Cases in the Classroom
Panelists: Cara Peters, Winthrop University
 Leigh W. Cellucci, East Carolina University

MANAGEMENT
3:00–4:15 p.m. .......................................................... Burnham 4, 7th Floor
Theme: 101 Things to Know About Being Published
Panelists: Julia Teahen, Baker College
 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
 Carolyn Wiley, Roosevelt University
 Barbara Nemecek, Immediate Past President, MBAA
How to Get Published

Friday, April 15, 2016

MARKETING
8:00–9:15 a.m. ............................................................... Salon 1, 3rd Floor
Theme: Getting Published—Panel Discussion:
Meet the Editors

Chair and Discussant: Brian Vander Schee, Aurora University
Panelists: Brian Vander Schee, Editor, Marketing Education Review
Matt Elbeck, Editor, Journal for the Advancement of Marketing Education
Eric Harris, Editor, Journal of Managerial Issues
Gail Zank, Editor, Marketing Management Journal

BUSINESS AND HEALTH ADMINISTRATION
9:30–10:45 a.m. ....................................................... Dearborn 3, 7th Floor
Theme: How to Get Published
Chair: Ashish Chandra, University of Houston-Clear Lake
Discussant: David P. Paul III, Monmouth University

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

CASE RESEARCH
9:30–10:45 a.m. ......................................................LaSalle Room 3, 7th Floor
Theme: Case Writers Workshop
Panelists: Andrew Borchers, Lipscomb University
Leigh W. Cellucci, East Carolina University,
Kay Hodge, University of Nebraska-Kearney
How to Get Published

BUSINESS, SOCIETY, AND GOVERNMENT
11:00 a.m.–12:15 p.m.................................. Madison Room, 3rd Floor
Theme: Publishing Panel
Chair: Diane Sykes, Kaplan University

John E. Spillan, Ph.D., Editor-in-Chief, International Journal of Sustainable Strategic Management
Masud Chand, Ph.D., Associate Editor, South Asian Journal of Global Business Research

CASE RESEARCH
11:00 a.m.–12:15 p.m..................................LaSalle 3, 7th Floor
Theme: Case Writers Workshop
Panelists: Andrew Borchers, Lipscomb University
Leigh W. Cellucci, East Carolina University
Kay Hodge, University of Nebraska-Kearney
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.
Stories about the problems of managing and evaluating the endless stream of information available through all the new media forms are legendary. To start, Hagle explains how *The Language of Marketing Technology: The Dictionary of Marketing Technology* gives marketing practitioners and educators a practical tool for navigating the tricky waters of marketing technology with practical, hands-on definitions of key terms and concepts. He also explains how *The New Media Driver’s License* can be used to put the best of the new media to work for you, both in the classroom and in professional practice. Further, the blending and merging (integration) of many traditional marketing and communications has been occurring at an increasingly rapid pace in recent years, and Hagle describes how the new edition of *The IMC Handbook: Readings & Cases in Integrated Marketing Communications* tracks recent developments in IMC and provides the research base to explore it further. Hagle also explains the growth and development of *The International Journal of Integrated Marketing Communications*, now going into its eighth year, and prospects for the coming years. In addition, he describes other forthcoming Racom titles, such as *Measuring and Managing New Media* by Richard Cole and Allie Siarto and *The Marketing Measurement Toolkit*, by David Raab.
Why SmartBook®?

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Wednesday, April 13, 2016

ACCOUNTING
1:30–2:45 p.m. ............................................................. Salon 12, 3rd Floor
Theme: Financial Accounting
Chair: Mary Sheets, University of Central Oklahoma

Is Free Cash Flow Value Relevant? The Case of the U.S. Consumer Staples Sector
Mostafa M. Maksy, Kutztown University of Pennsylvania

Reviewing Comprehensive Annual Financial Reports of Local Governments: A Wiki Work-In-Process Experiment
Susan. M. Moncada, Indiana State University
Thomas P. Moncada, Eastern Illinois University

An Empirical Assessment of Alternative Discretionary Accrual Models
Daniel Collins, The University of Iowa
Huishan Wan, Western Illinois University

ACCOUNTING
1:30–2:45 p.m. ............................................................. Salon 10, 3rd Floor
Theme: Accounting Education Topics
Chair: Wilhelmina (Mimi) Ford, Middle Georgia State College

Determinants of Factors Affecting Bank Performance in GCC Using Agency Theory
Musa Darayseh, American University of Sharjah

They Don’t Know What They Don’t Know: A Day’s Diversion into Financial Literacy
Timothy J. Fogarty, Case Western Reserve University

Continuing Education for CPAs Learning Trends
Matt Cohen, Indiana State University
Harry Gallatin, Indiana State University
Alan B. Czyzewski, Indiana State University
ACOUNTING
1:30–2:45 p.m. ............................................... Marshfield Room, 3rd Floor
Theme: Panel Discussion—Service-Learning Alternatives to Teaching Accounting, Ethical and Civic Engagement
Panelists: Sarah Lureau, North Central College
Gerald Thalmann, North Central College
Alli Purcell Hayes, North Central College
Kayla Koenig, North Central College
Michelle Henneberry, North Central College

ACCOUNTING
1:30–2:45 p.m. ..................................................... Wilson Room, 3rd Floor
Theme: Panel Discussion—Advanced Placement Accounting Course: Net Gain or Net Loss?
Panelists: Mary F. Stone, Minnesota State University-Moorhead
Sheri Erickson, Minnesota State University-Moorhead
Dee Ann Ellingson, University of North Dakota
Katherine Campbell, University of North Dakota

BUSINESS ECONOMICS
1:30–2:45 p.m. ...................................................... Logan Room, 3rd Floor
Theme: International Markets and Global Relations
Chair: Lindsey Nagy, Muhlenberg College

Balance of Trades and Its Impact on Economy: Empirical Endorsement Based on Longitudinal Agricultural Data (Case of North and Latin American Countries)
Yasir Hassan, University of Lahore
Naheed Sultana, University of Lahore
Saleha Javed, University of Lahore

The Impact of the Recent Changes in Crude Oil Prices on the U.S. Economy
Reza Varjavand, Saint Xaviar University
What are the Determinants of Corruption?
DeEdgra Williams, Florida A&M University
Shakayla Green, Florida A&M University
Virginia King, Florida A&M University

BUSINESS AND HEALTH ADMINISTRATION
1:30–2:45 p.m. Dearborn 1, 7th Floor
Theme: Communications and Ethics in Healthcare
Chair: William "Kent" Willis, Marshall University
Discussant: Ashish Chandra, University of Houston-Clear Lake

InFATuated—Media and Targeted Marketing Contributions to the Rise of Obesity in America
Michael Dalmat, Clayton State University
Temitope Abimbola, Clayton State University
Jessie Hampton, Clayton State University
Houston Lambeth, Clayton State University
Crystal M. Leakes, Clayton State University
Heena Patel, Clayton State University
Neha Shah, Clayton State University
Jessie Hampton, Clayton State University

Communicating With our General Practice Physicians
William "Kent" Willis, Marshall University
Ashish Chandra, University of Houston-Clear Lake
Marcia Butler, Clayton State University

Quality of Life and the Right to Die: An Ethical Dilemma
Oghogho Ufo, University of Evansville
Jie-Fei Chen, University of Evansville
William B. Stroube, University of Evansville

A State Government Privacy Impact Assessment Experience in Support of Privacy by Design (PbD)
Terri L. Barrett, West Virginia Healthcare Authority
Program Sessions
Wednesday, April 13, 2016

Eliciting Sexual History: Testing is the Key to Prevention but Providers Continue to Balk
Deborah Gritzmacher, Clayton State University
Marcia Butler, Clayton State University

BUSINESS AND HEALTH ADMINISTRATION
1:30–2:45 p.m. ............................................................. Dearborn 2, 7th Floor
Theme: U.S. Healthcare System and Health Economics
Chair: Satish P. Deshpande, Western Michigan University
Discussant: Michael Costello, University of Scranton

Healthcare Payment Reform: Will it Work?
Allen C. Minor, Misericordia University

Antitrust Considerations in Health Insurance Mergers
Michael Costello, University of Scranton

Perceptions of the Uninsured on the American Healthcare System
Satish P. Deshpande, Western Michigan University

Legalization of an Open Market System for the Purchase and Sale of Transplantable Kidneys: Ethical, Political, and Social Issues
Michael F. Peters, Baker College

BUSINESS AND HEALTH ADMINISTRATION
1:30–2:45 p.m. ............................................................. Dearborn 3, 7th Floor
Theme: International and Cross-Cultural issues in Healthcare
Chair: Irfan Ahmed, Sam Houston State University
Discussant: Avinandan Mukherjee, Clayton State University

Medical Tourism in India: Prospects and Problems
Komal Karani, Lamar University
Vivek S. Natarajan, Lamar University
The Emergence of Yoga in Healthcare: A Review of Themes and Issues
Vivek S. Natarajan, Lamar University
Irfan Ahmed, Sam Houston State University

A Comparative Analysis Between the United States and Brazil: Are Health Policies Aligned?
Arthur Antunes de Souza Pinho, Federal University of Vale do São Francisco
Christian B. Albano (Corresponding Author), Concordia University Wisconsin
Dean L. Arneson, Concordia University Wisconsin
Robert Burlage, Concordia University Wisconsin
Claudio Claudino da Silva Filho, Federal University of Fronteira Sul
Michael Cottonaro II, Concordia University Wisconsin

Global Health Management Competencies: A Framework for Effective Management Training
Bernardo Ramirez, University of Central Florida
Daniel J. West, University of Scranton
William E. Aaronson, Temple University
Cherie Lynn Ramirez, Harvard University

BUSINESS, SOCIETY, AND GOVERNMENT
1:30–2:45 p.m. .................................................. Madison Room, 3rd Floor
Theme: BSG Roundtable, 2016
Chair: Diane Sykes, Kaplan University
Discussant: Open to all BSG attendees and presenters

CASE RESEARCH
1:30–2:45 p.m. .................................................. LaSalle 1, 7th Floor
Theme: Critical Incident Presentations
Chair: Timothy Brotherton, Ferris State University
Scribe: Leigh W. Cellucci, East Carolina University
Discussants: Eric Nelson, University of Central Missouri
Craig Davis, Ohio University
Engineering Innovations: Lean Strategy Is Not Always the Answer
Alex Polacco, St. Cloud State University
Kingshuk Mukherjee, College of St. Benedict and St. John’s University

Should Jason Rogers Be On The Negotiating Team?
Shirley A. Wilson, Bryant University
Harsh K. Luthar, Bryant University

Kim Hamel and Her 90-Day Plan
Dawn E. Chandler, Queens University of Charlotte
Steven Cox, Queens University of Charlotte

CASE RESEARCH
1:30–2:45 p.m. .............................................................LaSalle 2, 7th Floor
Theme: Critical Incident Presentations
Chair: Joanne Tokle, Idaho State University
Scribe: Timothy Redmer, Regent University
Discussants: Sondra Simpson, Elmhurst College
Kay Hodge, University of Nebraska-Kearney

Controversy at mbloom: Hawaii’s First Venture Capital Fund
Prescott C. Ensign, Wilfrid Laurier University

Cyprus Airways: Was Poor Management Visible via Financial Statements?
Olga Kandinskaia, Cyprus International Institute of Management (CIIM)

A Turban and a Kirpan: The Unfamiliar Story of a Sikh Man
Issam Ghazzawi, University of LaVerne
Tahil Sharma, University of La Verne
INFORMATION SYSTEMS

1:30–2:45 p.m. ....................................................Kimball Room, 3rd Floor
Theme: Information Systems
Chair: Dalsang Chung, Governors State University
Discussant: Myung-Ho Yoon, Northeastern Illinois University

The Good Game Played: Final Report on the Values and Ethics Game Simulation Initiative
Thomas L. Buck, College of St. Scholastica
Richard L. Revoir, College of Scholastica

A Comparative Study of Self-Disclosure in Online Classes: Differences in Business and Education Students
Janet Roehl, Eastern New Mexico University
Trish Maguire, Eastern New Mexico University

Impact of Knowledge Transfer Processes on Buyer-Supplier Relationships
Swathi Baddam, Indiana-Purdue University
Prasad Bingi, Indiana-Purdue University

INTERNATIONAL BUSINESS

1:30–2:45 p.m. .....................................................Crystal Room, 3rd Floor
Theme: FDI
Chair: Etienne Musonera, Mercer University
Discussants: Raffaele DeVito, Emporia State University
Linden Dalecki, Pittsburg State University
Gerry Mills, Mercer University

The Impacts of Proactiveness, Risk Taking, and Industry Characteristics on the Performance of Greenfield Investments
O. Volkan Ozbek, University of Texas-Arlington

MNE Divestment from Conflict Zones: A Social Movement Perspective
Ishva Minefee, University of Illinois at Urbana-Champaign
Nathan Jensen, George Washington University
Host Country Determinants of Inward Financial Sector Foreign Direct Investment in African Nations
Danielle Renee Jones, University of Illinois at Urbana-Champaign

The Cost of Doing Business in Albania, Macedonia, Montenegro, Serbia and Turkey: Do these Countries Meet the Global Challenges to Join the EU?
Victor Bahhouth, University of North Carolina at Pembroke
Christopher Ziemnowicz, University of North Carolina at Pembroke
Stephen Bukowy, University of North Carolina at Pembroke

INTERNATIONAL BUSINESS
1:30–2:45 p.m. Cresthill Room, 3rd Floor
Theme: Organizational Culture and Cross-Culture
Chair: Ramin Maysami, Jackson State University
Discussants: Robert Moussetis, North Central College
Barksdale Grace, North Central College
Anthony Colon, North Central College

Cultural Distance Moderated by Gender Difference in Measuring Perception of Justice and Satisfaction among Educators: A Reversed Comparative Analysis
Nabeel Sawalha, Gulf University for Science and Technology

The Dynamic of MNEs Organizational Culture: A Multilevel Framework
Chuandi Jiang, Saint Louis University
Jie Yang, Saint Louis University
Douglas Roy, Saint Louis University

Exploring Cultural Differences in Global Organizational Communication
Gyongyi Konyu-Fogel, Walsh College
Brenton Bailo, Walsh College
MANAGEMENT
1:30–2:45 p.m. .......................................................... Burnham 4, 7th Floor
North American Management Society Executive Council Meeting
Chair: Jay Young, Ohio Dominican University

MARKETING
1:30–2:45 p.m. .......................................................... Salon 2, 3rd Floor
Theme: IMC, Promotions, and Digital Marketing
Chair and Discussant: Timothy W. Aurand, Northern Illinois University
Thin Slice Judgment Accuracy: The Impact of Starved Knowledge within the Internet Website Environment
Vijaykumar Krishnan, Northern Illinois University
Ursula Y. Sullivan, Northern Illinois University
Timothy W. Aurand, Northern Illinois University
The Relationship between Action Identification Level and the Processing of Visual and Verbal Information
Tim Bode, Wittenberg University

MARKETING
1:30–2:45 p.m. .......................................................... Salon 3, 3rd Floor
Theme: Marketing Education
Chair and Discussant: Susan Geringer, California State University-Fresno
The SACI Approach for Teaching Marketing Strategy: The Student-Authored, Client-Intensive Parallel Case Study
David Aron, Dominican University
A Conceptual Framework Applying Game Theory to Motivate Learning
Matt Elbeck, Troy University
Debbie DeLong, Chatham University
Gail Zank, Texas State University
Increasing Engagement in an Introductory Marketing Course  
Demetra Andrews, Indiana University Northwest  
Andrea Griffin, Indiana University Northwest

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**MARKETING**
1:30–2:45 p.m. ............................................................... Salon 1, 3rd Floor  
Theme: Branding Strategy and Research  
Chair and Discussant: Jennifer B. Barhorst, University of Strathclyde

The Rise and Fall of an Iconic Brand: Alfa Romeo  
Luigi Canton, University of Naples-Frederico II  
Bernard Cova, Kedge Business School  
Pierpaolo Testa, University of Naples-Frederico II

Image Interrupted: Purveyors, Interceptors, and Receivers in a Shareworthy World  
Jennifer B. Barhorst, University of Strathclyde  
Alan Wilson, University of Strathclyde

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**OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**
1:30-2:45 p.m. .................................................... Indiana Room, 3rd Floor  
Theme: Entrepreneurship Development and Service Operations  
Chair: Kristin Holmberg-Wright, University of Wisconsin-Parkside

An Exploratory Study of Online Review Management in Service Operations  
Run Niu, Webster University

Soft Skills: The Missing Piece for Entrepreneurs to Grow a Business from a Start Up Spark to Flame to Fire  
Kristin Holmberg-Wright, University of Wisconsin-Parkside  
Tracy Hribar, University of Wisconsin-Parkside

Innovations in Entrepreneurship Education: Learn It, Do It, Succeed  
Ramin Maysami, Jackson State University  
Micah Crump, Jackson State University
ACCOUNTING
3:00–4:15 p.m............................................................. Salon 12, 3rd Floor
Theme: Fraud Detection and Forensic Accounting
Chair: Essam Elshafie, Northeastern Illinois University

A Fraud Case: It’s Curtains for Curtin
Carol Jessup, University of Illinois-Springfield

General Strain Theory as a Predictor of Occupational Fraud
Tim Bergsma, Davenport University

Sarbanes Oxley: Has it lived up to its name?
Elizabeth Ochs, Alma College

ACCOUNTING
3:00–4:15 p.m............................................................. Salon 10, 3rd Floor
Theme: Pedagogy
Chair: Susan. M. Moncada, Indiana State University

Recruitment and Retention of Non-Caucasian Faculty at Small Midwestern Private Institutions: A Phenomenological Study
Cindy Dittmer, St. Ambrose University
Rebekah Heath, St. Ambrose University

Questioning the Flip: The Hidden Dilemmas of the Greatest Thing Since Sliced Bread
Timothy J. Fogarty, Case Western Reserve University

Lessons Learned in Teaching the New FASB/IASB Standard on Revenue Recognition
James (Jim) Loebl, University of Wisconsin-Green Bay
BUSINESS ECONOMICS
3:00–4:15 p.m...................................................... Logan Room, 3rd Floor
Theme: Rahn Curve
Chair: Joseph Khamalah, Indiana University-Purdue University Fort Wayne

U.S. Economic Growth: Rahn Curve and Components of Government Spending
Hedayeh Samavati, Indiana University-Purdue University Fort Wayne
Nodir Adilov, Indiana University-Purdue University Fort Wayne
Myeong Hwan Kim, Indiana University-Purdue University Fort Wayne
David Dilts, Indiana University-Purdue University Fort Wayne

Economic Growth in Indiana and Illinois: Rahn Curve and State Spending
Nodir Adilov, Indiana University-Purdue University Fort Wayne
Hedayeh Samavati, Indiana University-Purdue University Fort Wayne
Myeong Hwan Kim, Indiana University-Purdue University Fort Wayne
David Dilts, Indiana University-Purdue University Fort Wayne

Economic Growth in the Republic of Korea: Rahn Curve in South Korea
Myeong Hwan Kim, Indiana University-Purdue University Fort Wayne
Hedayeh Samavati, Indiana University-Purdue University Fort Wayne
Nodir Adilov, Indiana University-Purdue University Fort Wayne
David Dilts, Indiana University-Purdue University Fort Wayne

Economic Growth in Greece: Rahn Curve in Greece
Dimitrios Batzilis, Indiana University-Purdue University Fort Wayne
Hedayeh Samavati, Indiana University-Purdue University Fort Wayne
Nodir Adilov, Indiana University-Purdue University Fort Wayne
Myeong Hwan Kim, Indiana University-Purdue University Fort Wayne
BUSINESS AND HEALTH ADMINISTRATION
3:00–4:15 p.m......................................................... Dearborn 1, 7th Floor
Theme: Nursing
Chair: Whitney Kinyua, Washburn University
Discussant: Nashat M. Zuraikat, Indiana University of Pennsylvania

Knowledge and Attitudes of Saudi Nurses toward Pain Management: Strengths and Weaknesses
Osama A Samarkandi, King Saud University

Non-Pharmacological Interventions to Prevent Delirium in the Intensive Care Unit
Alanoud Alharbi, Indiana University of Pennsylvania

Resistance to Changes in Healthcare Settings
Roqayah Almatrouk, Indiana University of Pennsylvania

Implementing a Lay Navigator into a Community Outreach Program
Jennifer Allende, Washburn University
Nicholas Schrader, Washburn University
Katherine Ure, Washburn University
Whitney Kinyua, Washburn University

BUSINESS AND HEALTH ADMINISTRATION
3:00–4:15 p.m......................................................... Dearborn 2, 7th Floor
Theme: Healthcare Issues in Middle East Asia
Chair: Osama A Samarkandi, King Saud University
Discussant: James Dockins, Rockhurst University

Strategies for Management of Diabetics in Kuwait
Sudhir Chawla, Gulf University for Science and Technology
Parag Dhumal, University of Wisconsin-Parkside
Suresh Chalsani, University of Wisconsin-Parkside

The Relationship between Health Risk and Workplace Productivity in Saudi Arabia
Sarah Hayman, Walden University
Jim Goes, Walden University
James Dockins, Rockhurst University
Assessment of Pain: Knowledge, Attitudes, and Practices of Health Care Providers
Khalid Al-Quliti, Taibah University
Majed Alamri, Majmaah University

Establishing a Family Planning Program: A case from Saudi Arabia
Ohoud Aldughmi, Indiana University of Pennsylvania

A Critical Analysis and Overview of the Healthcare Delivery System in QATAR
Wilma Lobo, University of Houston-Clear Lake
Sneha Joshi, University of Houston-Clear Lake
Amara Nwagu, University of Houston-Clear Lake
Ashish Chandra, University of Houston-Clear Lake

BUSINESS AND HEALTH ADMINISTRATION
3:00–4:15 p.m................................................................. Dearborn 3, 7th Floor
Theme: Issues in Pharmaceutical and Healthcare Education
Chair: Daniel L. Friesner, North Dakota State University
Discussant: Christian B. Albano, Concordia University Wisconsin

Perceptions and Reality in Pre-Professional Pharmacy Advising
Kelly Haugen, North Dakota State University
Daniel L. Friesner, North Dakota State University

Turning a Problem into a Solution: Curricular Mapping of Incorrect Multiple Choice Responses
David Scott, North Dakota State University
Dan Cernusca, North Dakota State University
Daniel L. Friesner, North Dakota State University

Comparison of Pharm.D. Dual Degrees and Pharmacy Residencies Utilizing Economic Data and a Pharmacy Student Directed Questionnaire
Michael Cottonaro II, Concordia University Wisconsin
Christian B. Albano, Concordia University Wisconsin
Dean L. Arneson, Concordia University Wisconsin
Robert Burlage, Concordia University Wisconsin
Arthur Antunes de Souza Pinho, Federal University of Vale do São Francisco
What Comprises Effective Rural Outreach? Recruiting Rural Students into Health Professions Programs
Dana Davis, North Dakota State University

BUSINESS, SOCIETY, AND GOVERNMENT
3:00–4:15 p.m. .................................................. Madison Room, 3rd Floor
Theme: Business, Society, and Government Annual Meeting
Chair: Diane Sykes, Kaplan University
Discussant: All BSG presenters invited

CASE RESEARCH
3:00–4:15 p.m. .............................................................LaSalle 1, 7th Floor
Theme: Critical Incident Review
Chair: John D. Veal Jr., Webster University
Scribe: Karen M. Foust, Tulane University
Discussants: Olga Kandinskaia, Cyprus International Institute of Management
Sondra Simpson, Elmhurst College

The Case of the Wayward College Dean
Kathy S. Pollock, Indiana University-Purdue University Fort Wayne
Janet C. Papiernik, Indiana University-Purdue University Fort Wayne

In it for the Long Term
Jeff Brookman, Idaho State University
Ann M. Hackert, Idaho State University
Robert R. Picard, Idaho State University

Please Don’t Touch Me!
Claire L. McCarty, University of Wisconsin-River Falls
Elizabeth DeRosier, University of Wisconsin-River Falls
CASE RESEARCH
3:00–4:15 p.m. .............................................................LaSalle 2, 7th Floor
Theme: Panel Discussion: Lessons from the JCI Editors and the New JCI Website Roll-out: New Content, New Look
Panelists: Timothy Brotherton, Ferris State University
          Timothy Redmer, Regent University
          Students from Ferris State University involved with the website design

FINANCE
3:00–4:15 p.m. ............................................................... Clark 7, 7th Floor
Theme: Banking
Chair: Howard Qi, Michigan Technological University

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: Stephen Lee, City University London

Determinants of Bank Efficiency: Evidence from Bangladesh Commercial Banks
Abdus Samad, Utah Valley University
Discussant: Olgun Fuat Sahin, Saint Louis University

The Effect of Credit Unions’ Service Organizations on Credit Union Performance
Shane Van Dalsem, Washburn University
Discussant: Howard Qi, Michigan Technological University
FINANCE
3:00–4:15 p.m. ................................................................. Clark 9, 7th Floor
Theme: Performance
Chair: Shyam B. Bhandari, Bradley University

Hedge Fund Performance Pre and Post Crisis: Does it Add Up?
Nandita Das, Delaware State University
Discussant: Shyam B. Bhandari, Bradley University

Should We All Be Fools?
Peppi M. Kenny, Western Illinois University
Don T. Johnson, Western Illinois University
Discussant: Bruce C. Payne, Barry University

Can Investors Benefit from using Morningstar's Stewardship Grades?
Scott Moore, John Carroll University
Gary Porter, Northeastern University
Discussant: David Hemley, Eastern New Mexico University

INFORMATION SYSTEMS
3:00–4:15 p.m. ................................................................. Kimball Room, 3rd Floor
Theme: Information Systems
Chair: Stoney Brooks, Middle Tennessee State University
Discussant: David C. Chou, Eastern Michigan University

Current and Emerging Trends in Mobile Health Technologies:
Marketing, mHealth Apps, and Rural Minnesota Healthcare
Thomas L. Buck, College of St. Scholastica

Will Apple Pay, Google Wallet, and other Mobile Payment Services be Accepted as a Secure and Viable Payment Option?
Dalsang Chung, Governors State University
Laura L. Burke, Governors State University
Program Sessions
Wednesday, April 13, 2016

ANA Steel Corporation
Jose Alexander Midence, Purdue University Calumet
Ashley Magee, Purdue University Calumet
Nikole Cunningham, Purdue University Calumet

INTERNATIONAL BUSINESS
3:00–4:15 p.m. .......................................................... Crystal Room, 3rd Floor
Theme: Globalization
Chair: Christopher Ziemnowicz, University of North Carolina at Pembroke
Discussants: Victor Bahhouth, University of North Carolina at Pembroke
Stephen Bukowy, University of North Carolina at Pembroke

International SME Challenges: Internet Options to Assist in Global Expansion
Raffaele DeVito, Emporia State University
Linden Dalecki, Pittsburg State University
Jeffrey Willis, Fluentpages, LLC

“One Belt, One Road” The New Face of Globalization
Kingshuk Mukherjee, Saint John’s University
Pankaj Ramesh Natu, Thakur Institute of Management Studies and Research-India
Qiang Yan, Saint John’s University-College of Saint Benedict
INTERNATIONAL BUSINESS
3:00–4:15 p.m. .............................................................. Cresthill Room, 3rd Floor
Theme: Study Abroad and International Business Education
Chair: Juan Meraz, Missouri State University
Discussants: Joseph Trendowski, Valparaiso University
Jassem AlShamaa, Burgan Bank-Kuwait
Abdullah Alonzai, Valparaiso University

Strategic Development of College Students: The Case of Study Abroad and Success
Robert Moussetis, North Central College
Barksdale Grace, North Central College
Anthony Colon, North Central College

Teaching Entrepreneurship Skills to the Genocide Widows: The Case of Mercer on Mission in Rwanda
Gerry Mills, Mercer University
Etienne Musonera, Mercer University

Teaching the Topic of Sustainability in International Business Courses: A Panel Discussion
Grace F. Johnson, Marietta College
Stephanie Kontrim-Baumann, Missouri Baptist University

MANAGEMENT
3:00–4:15 p.m. .............................................................. Burnham 1, 7th Floor
Theme: Leadership and Awareness: The New Reality of Challenges Facing University Leaders
Panelists: Jay Johnson, Fontbonne University
Erin Rae Fluegge, Southeast Missouri State University
Jim Maddox, Friends University
Ken Heischmidt, Southeast Missouri State University
MANAGEMENT
3:00–4:15 p.m. .......................................................... Burnham 2, 7th Floor
Theme: Management and the Liberal Arts: A Joyous Matrimony!
Chair: Harry E. Fisher, Eureka College
Panelists: Bruce Bloom, Robert Morris University Chicago
Debela Birru, Central College
Paul L. Govekar, Ohio Northern University
Michele Govekar, Ohio Northern University
Richard Leake, Luther College

MANAGEMENT
3:00–4:15 p.m. .......................................................... Burnham 4, 7th Floor
Theme: Using Instruction Design for Effective Training
Ann Fiedler, Nova Southeastern University
Bob Preziosi, Nova Southeastern University

MARKETING
3:00–4:15 p.m. .............................................................. Salon 1, 3rd Floor
Theme: Services, Sales, and Retailing
Chair and Discussant: Rebecca Dingus, Central Michigan University

Co-Creating the Deal: How Salesperson Negotiation Strategies and Customer Knowledge Interact to Determine Price Discounts and Customer Satisfaction
Yvette Holmes, University of Houston-Downtown
Lauren Skinner Beitelspacher, Babson College
Bryan Hochstein, Florida State University

Before the Purchase: Does Satisfaction with the Salesperson Matter?
Duleep Delpechitre, Illinois State University
Hulda Black, Illinois State University
Stacey Schetzle, Ball State University
The Effects of Goal Setting and Types of Goals in Application to Prospecting Activities and Sales
Shawn Green, Aurora University

MARKETING
3:00–4:15 p.m. ............................................................... Salon 2, 3rd Floor
Theme: Cross-Cultural, Ethics and Social Responsibility
Chair and Discussant: Roscoe Hightower, Florida A&M University

Attitude Toward Insurance Fraud Among Canadian and Japanese Consumers: A Cross-Cultural Perspective
Haithem Zourrig, University of Regina
Jeongsoo Park, Komazawa University

Building a Marketing Framework for the Muslim Consumer Segment
Daaim Shabazz, Florida A&M University

Consumer Ethics and Local Purchase Intentions
Franklin Tillman, University of Mississippi

MARKETING
3:00–4:15 p.m. ............................................................... Salon 3, 3rd Floor
Theme: Consumer Behavior
Chair and Discussant: Robert Boostrom Jr., University of Wisconsin-Whitewater

On-Line Shopping Attitudes, Interdependent Self-Constural, and Need for Touch Among Korean College Students
Seung-Hee Lee, Southern Illinois University
Jane E. Workman, Southern Illinois University
Kwangho Jung, Seoul National University

Product Information and Consumer Choice Confidence in Multi-Item Sales Promotions
Demetra Andrews, Indiana University Northwest
How Social Class Influences Consumer Ethnocentrism: The Significance of Education, Occupation, and Marital Status
William T. Neese, Troy University
Shelley A. Davis, Troy University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
3:00–4:15 p.m.  Indiana Room, 3rd Floor
Theme: Mentalpreneurial Thinking and Entrepreneurship
Chair: Joseph Ofori-Dankwa, Saginaw Valley State University

Complementing Critical Thinking with Mentalpreneurial Thinking: A New Teaching Paradigm for the Future Middle and High School Teachers
Joseph Ofori-Dankwa, Saginaw Valley State University
Tom Sesti, Saginaw Valley State University
Alex Titus-Glover

An Initial Assessment of How Entrepreneurs Identify Business Opportunities
Jamaluddin Husain, Purdue University Calumet
Gideon Falk, Purdue University Calumet
Colleen Hickman, Hickman and Associates

ACCOUNTING
4:30–5:45 p.m. Salon 10, 3rd Floor
North American Accounting Society Board Meeting
Presiding: Carol Jessup, University of Illinois-Springfield

BUSINESS AND HEALTH ADMINISTRATION
4:30–5:45 p.m. Dearborn 1, 7th Floor
BHAA Board Meeting
Chair: William "Kent" Willis, Marshall University
CASE RESEARCH
4:30–5:45 p.m. ............................................................ LaSalle 3, 7th Floor
Society for Case Research Board Meeting

FINANCE
3:00–4:15 p.m. ............................................................... Clark 5, 7th Floor
Selection of Academy of Finance Teaching Award
Chair: Thomas M. Krueger, Texas A&M University-Kingsville

FINANCE
4:30–5:45 p.m. ............................................................... Clark 7, 7th Floor
Theme: Corporate Finance
Chair: Yewmun Yip, University of South Dakota

On Definition, Measurement and Use of Free Cash Flow Concept in Financial Analysis
Shyam B. Bhandari, Bradley University
Discussant: Abdus Samad, Utah Valley University

A Financial Profile of Those Firms Found to Have the Highest Levels of Share Price Liquidity
Bruce C. Payne, Barry University
Discussant: Shane Van Dalsem, Washburn University

Dividend Policy: Determining the Relevancy in Three U.S. Sectors
David Hemley, Eastern New Mexico University
Ying Yan, Eastern New Mexico University
Corey Cole, Eastern New Mexico University
Discussant: Yewmun Yip, University of South Dakota
FINANCE
4:30–5:45 p.m. ................................................................. Clark 9, 7th Floor
Theme: Real Estate
Chair: Scott Moore, John Carroll University

Fallacy of the Risk Shift Theory: An Analysis of ARM, FRM and Hybrid Mortgage Loans Howard Qi, Michigan Technological University
Discussant: Peppi M. Kenny, Western Illinois University

Mind the Gap in REITs
Stephen Lee, City University London
Discussant: Nandita Das, Delaware State University

REIT Conversions
Olgun Fuat Sahin, Saint Louis University
Discussant: Scott Moore, John Carroll 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 Evening of Listening"
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.
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ACCOUNTING
8:00–9:00 a.m. ............................................................. Salon 12, 3rd Floor
Theme: Panel Discussion—Pedagogy of Teaching the Principles of Accounting Course: A Gateway to the Discipline
Panelists: Nausser Jamali, Illinois College-Jacksonville
Marlee Bradshaw, Illinois College-Jacksonville
Joshua Jennings, Illinois College-Jacksonville
Catherine Justice, Illinois College-Jacksonville
Thomas Lewis, Illinois College-Jacksonville
Jacob Nunez, Illinois College-Jacksonville
Kyle Phillips, Illinois College-Jacksonville

ACCOUNTING
8:00–9:00 a.m. ............................................................. Salon 10, 3rd Floor
Theme: Accounting Education Topics
Chair: Grace F. Johnson, Marietta College

Redesigning a Managerial Accounting Class Using the Understanding by Design Framework
C. R. Marshall, University of Wisconsin-Stevens Point
Chris Schalow, University of Wisconsin-Stevens Point

Beyond the Ledger: Developing Leaders in Accounting
Benjamin Huegel, St. Norbert College
Amy Vandenberg, St. Norbert College
Paul J. Ballard, St. Norbert College

Reshaping the Accounting Student Resume: Accounting Faculty Tools for Advisory
Nancy L. Johnson, Augsburg College
BUSINESS ECONOMICS
8:00–9:00 a.m. ................................................. Logan Room, 3rd Floor
Theme: Labor
Chair: DeEdgra Williams, Florida A&M University

Technological Change and Job Polarization: The Wisconsin Experience
Scott Wallace, University of Wisconsin-Stevens Point
Jerome Segura, University of Wisconsin-Stevens Point

African American and European American Labor Market Persistence
Anthony Paul Andrews, Governors State University

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

BUSINESS, SOCIETY, AND GOVERNMENT
8:00–9:00 a.m. ................................................. Madison Room, 3rd Floor
Theme: Economics
Chair: Diane Sykes, Kaplan University

Economic Impact Study: An Analysis of Rodeo Program on the Northwestern Region of Oklahoma
Wei Zhou, Northwestern Oklahoma State University
Ralph Bourret, Northwestern Oklahoma State University

Governing the Extraordinary: Municipal Bankruptcy and Emergency Manager Laws in Perspective
Henry Amoroso, Seton Hall University
Evan Weiss, HJA Strategies, LLC
Financial Reporting Oversight in the U.S.: Some Recent Cases for Concern
Kel-Ann S. Eyler, Wesleyan College
Wilhelmina (Mimi) Ford, Middle Georgia State College

CASE RESEARCH
8:00–9:00 a.m. .............................................................LaSalle 1, 7th Floor
Theme: Critical Incident Review
Chair: Robert R. Picard, Idaho State University
Scribe: Kay Hodge, University of Nebraska-Kearney
Discussants: Neil Tocher, Idaho State University
Nanette Clinch, San José State University

Monica's Designer Handbags: Creative Marketing Decision-making Based on Financial Analysis
Michael T. Manion, University of Wisconsin-Parkside
Karen Crooker, University of Wisconsin-Parkside
Peter Knight, University of Wisconsin-Parkside

Sylvia's Hallmark Shop
Joyce A. Young, Indiana State University
Paul W. Clark, Coastal Carolina University

CASE RESEARCH
8:00–9:00 a.m. .............................................................LaSalle 2, 7th Floor
Theme: Embryo Case Presentations
Chair: Elizabeth Jones, Notre Dame of Maryland University
Scribe: John D. Veal Jr., Webster University
Discussants: Joanne Tokle, Idaho State University
Craig Davis, Ohio University

The Ad Blocker Dilemma: An Entrepreneur Struggles with the Ethics of Highly Popular Ad-blocking Software
Tracy R. Blasdel, Rockhurst University
Kelly A. Phipps, Rockhurst University
Jeremy O’Connor, Rockhurst University
Rachel Dolezal: The Role of Race in the Workplace
Charles P. Wilson, Rhode Island College
Shirley A. Wilson, Bryant University

CASE RESEARCH
8:00–9:00 a.m. ............................................................. LaSalle 3, 7th Floor
Theme: Panel Discussion—Compliance and Ethics Teaching for Business Students
Panelists: Asbjorn Osland, San José State University
Eric Nelson, University of Central Missouri
Denise Oas, University of Central Missouri
Karen M. Foust, Tulane University

FINANCE
8:00–9:00 a.m. ................................................................ Clark 3, 7th Floor
Academy of Finance Executive/Board of Directors Meeting
Chair: Tom Cooper, Memorial University

INFORMATION SYSTEMS
8:00–9:00 a.m. .................................................... Kimball Room, 3rd Floor
Theme: Information Systems
Chair: Anu Gokhale, Illinois State University
Discussant: Jose Alexander Midence, Purdue University Calumet

Personal Social Media in the Workplace: The Influence of Job Characteristics and Technostress on Performance
Stoney Brooks, Middle Tennessee State University

The “Artificial” Intelligence Dilemma
James Quiambao, College of St. Scholastica
Zachary Zimpfer, College of St. Scholastica
Thomas L. Buck, College of St. Scholastica
Effects of Social Presence and Social Capital on User Loyalty to the Social Networking Website: The Case of Facebook
Wen-Jang (Kenny) Jih, Middle Tennessee State University
Su-Fang Lee, Overseas Chinese University, Taiwan

INTERNATIONAL BUSINESS
8:00–9:00 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
8:00–9:00 a.m. .....................................................Wilson Room, 3rd Floor
Theme: Business Law and Ethics
Moderator: Steve Smith, Truman State University

Is the Grass Really Greener? Profits from State-Legalized Marijuana Businesses vs. Federal Anti-Money Laundering Rules
Lara Kessler, Grand Valley State University

European Banking Supervision and Interbank Loans
Dale B. Thompson, University of St. Thomas

Feasibility in Chapter 11 Business Reorganizations: Legal Issues and Business Considerations
Denny Garvis, Washington and Lee University

Virtues, Best Practices, and Rules: Judicially Prescribed Professional Ethics
Albert Spalding, Wayne State University
LEGAL STUDIES
8:00–9:00 a.m. ..........................................................Marshfield Room, 3rd Floor
Theme: Employment Law
Moderator: Amy Verbos, University of Wisconsin-Whitewater

A Sarbanes-Oxley and Dodd-Frank Triple Win Scenario: The Joint Benefit of an Internal-External Reporting Alliance for Corporations, Whistleblowers, and Government
Christine A. Ladwig, Southeast Missouri State University

Advocating Paid Parental Leave for Infant Care—Redesigning the FMLA for a Contemporary Workplace
Elizabeth A. Cameron, Alma College
Dawn Swink, University of St. Thomas

Reasonable Accommodation Under the ADA In the Light of Feist v. State of Louisiana, Department of Justice
Bruce Batterson, Hastings College

Employers, Employees, and Facebook
Mary Noe, St. John’s University

MANAGEMENT
8:00–9:00 a.m. ..........................................................Burnham 1, 7th Floor
Theme: Teaching Management
Chair: Jay Young, Ohio Dominican University
Discussant: Pamela Shay, Franklin University

The Effect of Being Embedded in the Business Instruction Environment on Student Retention, Engagement, and Performance: A Proposed Empirical Study
Tyler Burch, Idaho State University

“Accounting Homework” Study
Jill Halverson, University of Wisconsin-Fox Valley
Ada Duffey, University of Wisconsin-Waukesha
Carl Gahala, University of Wisconsin-Washington County
Betsy Schmidt, University of Wisconsin-Baron County
Engaging Students in Sustainable Practices
Rubina Malik, Morehouse College

An Integrative Spreadsheet Template Lessens Accounting Anxiety to Improve Non-Major Learning & Performance
Michele Govekar, Ohio Northern University
Jill Christopher, Ohio Northern University

MANAGEMENT
8:00–9:00 a.m. ..........................................................Burnham 4, 7th Floor
Theme: Innovative Approaches to Learning through Business Casework in an MBA Program
Panelists: Mary Henderson, St. Catherine University
Megan Kalina, St. Catherine University
Adam Dince, St. Catherine University

MANAGEMENT
8:00–9:00 a.m. ..........................................................Burnham 2, 7th Floor
Theme: Strategic Management
Chair: Jay Johnson, Fontbonne University
Discussant: Regina Greenwood, Nova Southeastern University

The Current State of Drones: Research Trends Along The Supply Chain
Rick Crandall, University of North Carolina at Pembroke
Richard Crandall, Appalachian State University

Niche Orientation, Strategic Capabilities and Performance: A Four-Nation Assessment
John E. Spillan, University of North Carolina at Pembroke
John Parnell, University of North Carolina at Pembroke
Mehmet Ali Koseoglu, Yildirim Beyazit University, Ankara Turkey
Erdal Akdeve, Yildirim Beyazit Univesity, Ankara Turkey
Modern Slavery in the Supply Chain: A Strategic Challenge for MNCs
Rick Crandall, University of North Carolina at Pembroke
Richard Crandall, Appalachian State University
John Parnell, University of North Carolina at Pembroke

Post Decision Dissonance and Product Review
Fatma Mohamed, Morehead State University
Ahmad Hassan, Morehead State University

MARKETING
8:00–9:00 a.m. ............................................................... Salon 1, 3rd Floor
Theme: IMC, Promotions, and Digital Marketing—Panel
Discussion: How Can Social Media Serve Higher Education to Engage Students?
Chair and Discussant: Bela Florenthal, William Paterson University
Panelists: Bela Florenthal, William Paterson University
Jaclyn Antonacci, William Paterson University
Jamie Bailey, Keele Management School
Treasa Kearney, University of Liverpool
Chris Maher, William Paterson University
Kyung-Hyan (Angie) Yoo, William Paterson University

MARKETING
8:00–9:00 a.m. ............................................................... Salon 2, 3rd Floor
Theme: Branding Strategy and Research—Panel Discussion:
Paradigm Shifts in Marketing Management Strategy Utilized by Visual Artists from Renaissance to Present
Chair and Discussant: Jessica Jacobs, Columbia College-Chicago
Panelists: Sandra Kumorowski, Columbia College-Chicago
Jessica Jacobs, Columbia College-Chicago
MARKETING
8:00–9:00 a.m. ............................................................... Salon 3, 3rd Floor
Theme: Panel Discussion: Integrating Mobile Trends into Digital Marketing Curriculum
Chair and Discussant: Kristen Uttech, Madison College
Panelists: Leila Samii, Aurora University
Kristen Uttech, Madison College

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
8:00–9:00 a.m. .................................................... Indiana Room, 3rd Floor
Theme: Operational Effectiveness Tools and Value Chain
Chair: C. P. Kartha, University of Michigan-Flint

On Benefits of ISO9000 Certification
C. P. Kartha, University of Michigan-Flint

A Cross-Cultural Investigation of Competitive Priority and Strategic Alignment in Operational Effectiveness
Jie McCardle, Idaho State University
Somelina Obiechina, Idaho State University
Dennis Krumwiede, Idaho State University

From SERVQUAL to Lean Consumption: Lean-ing through the Value Chain
Linda L. Brennan, Mercer University

ACCOUNTING
9:15–10:30 a.m. ........................................................... Salon 12, 3rd Floor
Theme: Ethics and Corporate Governance
Chair: Katherine Campbell, University of North Dakota

Where in the World Do We Stand? A Comparison of Social Responsibility Reporting in the United States and Global Initiatives
Kel-Ann S. Eyler, Wesleyan College
Wilhelmina (Mimi) Ford, Middle Georgia State College
Bartika Rai, Wesleyan College
Business Ethics and Corporate Social Responsibility: A Case Study of Tobacco Companies in Egypt
Ahmed El-Zayaty, University of Findlay

ACCOUNTING
9:15–10:30 a.m. ........................................................... Salon 10, 3rd Floor
Theme: Auditing
Chair: Essam Elshafie, Northeastern Illinois University

Does a Qualified Auditors’ Opinion Cause Differences in the Readability of the Management Discussion, and Analysis, Footnotes, and Auditor’s’ Opinion
Alan B. Czyzewski, Indiana State University
Kelly Wilkinson, Indiana State University

Impact of Accounting Policy Choice on Audit Fees
Sharif Islam, Eastern Illinois University
Waresul Karim, Eastern Illinois University

Gender Diversity of Audit Committees and Audit Fees: Evidence from Chinese Listed Companies
Rui Xiang, Sichuan University
Meng Qin, Sichuan University
Craig A. Peterson, Western Michigan University

BUSINESS ECONOMICS
9:15–10:30 a.m. ........................................................... Logan Room, 3rd Floor
Theme: Industry Studies
Chair: Scott Wallace, University of Wisconsin-Stevens Point

Case Study of a Non-Profit Coffee Manufacturing Business Selling to Multiple Channels of Distribution and their Challenges in Becoming a Profitable Business Entity
George Dierberger, Augsburg College
Marc McIntosh, Augsburg College
Program Sessions
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Air Compressor Manufacturing: A Cluster Analysis for LaPorte County, Indiana
Derek Bjonback, Purdue University North Central

Forecasting Church Growth in the United States: A Vector Auto and Error Correction Approach
Anthony Paul Andrews, Governors State University

Identifying Peers in International Tax Competition
Daniel L. Friesner, North Dakota State University
Andrew Brajcich, Gonzaga University
Timothy Schibik, University of Southern Indiana
Matthew McPherson, Gonzaga University

BUSINESS AND HEALTH ADMINISTRATION
9:15–10:30 a.m. ....................................................... Dearborn 1, 7th Floor
Theme: Health and Wellness
Chair: Shamly Austin, Gateway Health Plan
Discussant: Praphul Joshi, Lamar University

Testosterone Replacement Treatment: Fountain of Youth or La Brea Tar Pit?
David P. Paul III, Monmouth University

Arthritis and Coronary Heart Disease Dyad: Health-Related Quality of Life and Health Care Utilization among U.S. Adults
Shamly Austin, Gateway Health Plan
Zo Ramamonjiarivelo, Governors State University
DeLawnia Comer-HaGans, Governors State University

Interracial Couple Status in Relationship to Birth Outcomes, 2004–2008
Su Jin Jeong, University of Evansville
Leslie McClure, University of Alabama at Birmingham
David J. Becker, University of Alabama at Birmingham
Julie K. Preskitt, University of Alabama at Birmingham
Alan T. N. Tita, University of Alabama at Birmingham
Martha S. Wingate, University of Alabama at Birmingham
Prevalence of Risky and Violent Behaviors among High School Students: Examining Gender and Racial Differences
Praphul Joshi, Lamar University

Diabetes Complication Prevention among Individuals with Cognitive Limitations
DeLawnia Comer-HaGans, Governors State University
Shamly Austin, Gateway Health Plan
Zo Ramamonjiarivelo, Governors State University

BUSINESS AND HEALTH ADMINISTRATION
9:15–10:30 a.m. Dearborn 2, 7th Floor
Theme: Clinicians/Physical Therapy
Chair: Kischa S. Reed, Florida A&M University
Discussant: Jean Sanchez, Washburn University

The Effect of A Sport-Specific Plyometric Training Program on Knee Joint Strength in the Return to Sport Female High School Athlete Post ACL Reconstruction with a Concomitant Meniscal Repair: A Case Report
Kischa S. Reed, Florida A&M University
Jamal Alian, Florida A&M University
Blake Banner, Florida A&M University
Patrice Brown, Florida A&M University
Taras Deputat, Florida A&M University
Michael Johnson, Florida A&M University
Kevina Parker, Florida A&M University

The Use of Music Therapy as an Adjunct to Physical Therapy
Abbi Oelschlager, Washburn University
Zach Frank, Washburn University

Prevalence of Plantar Fasciitis in Adult Tennis Players: A Pilot Study Report
Andrew Sanchez, Washburn University
Jean Sanchez, Washburn University
Zach Frank, Washburn University
Program Sessions
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Function-Dependent Recovery versus Time-Dependent Recovery in the Return to Sport Female Athlete Following Anterior Cruciate Ligament Reconstruction Surgery: A Case Study Report
Kischa S. Reed, Florida A&M University

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BUSINESS AND HEALTH ADMINISTRATION
9:15–10:30 a.m. ....................................................... Dearborn 3, 7th Floor
Theme: Health Informatics
Chair: Kuriakose Athappilly, Western Michigan University
Discussant: Anuradha Rangarajan, Indiana State University

Symbiotic Health Informatics Model, called SHIM
Kuriakose Athappilly, Western Michigan University

Barriers to Adoption of Wireless Body Area Networks in Healthcare: A Literature Review of Trends
Anuradha Rangarajan, Indiana State University
David Batts, East Carolina University

Telestroke: An Approach to the Shortage of Neurologists in Rural Areas
Sarah McSweeney, Marshall University
Jean Pritt, Marshall University
Angie Swearingen, Marshall University
Alberto Coustasse, Marshall University

High Fidelity Simulation Guidelines
Samiah Alsharif, Indiana University of Pennsylvania

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BUSINESS, SOCIETY, AND GOVERNMENT
9:15–10:30 a.m. ................................................ Madison Room, 3rd Floor
Theme: Financial Structures and Taxation
Chair: Wei Zhou, Northwestern Oklahoma State University

Temporal Changes in Capital Structure Determinants
William Pratt, Clarion University of Pennsylvania
Online Sales and the Impact on State and Local Government Revenues
Thomas Bennett, Valdosta State University
Raymond Elson, Valdosta State University

The Property Tax Deduction: Is it Time to Eliminate this Tax Benefit?
Tina Owens, Valdosta State University
Raymond Elson, Valdosta State University
Lindy Luke, Ignition Holdings, LLC

The Spectacular Rise and Disastrous Collapse of a Financial Scheme: The Case of Albania
Eldira Thanasi, New Jersey City University
Joseph Riotto, New Jersey City University

CASE RESEARCH
9:15–10:30 a.m. .........................................................LaSalle 1, 7th Floor
Theme: Embryo Case Presentations
Chair: George Boulware, Lipscomb University
Scribe: JoAnn L. Atkin, Western Michigan University
Discussants: Charles P. Wilson, Rhode Island College
Joyce A. Young, Indiana State University

Northstar Café: The Streamlining of Food Cost Accounting
Lindsay Meermans, Wittenberg University
Greg Heine, Wittenberg University
Rachel Wilson, Wittenberg University

Controversial Conversations: A Museum Director’s Dilemma when a Famous Donor becomes Tainted
Jennifer F. Rinella, Rockhurst University
Katie Fischer Clune, Rockhurst University
Tracy R. Blasdel, Rockhurst University

Carolyn’s Dilemma
Britt M. Shirley, The University of Tampa
Teresa M. Pergola, The University of Tampa
CASE RESEARCH
9:15–10:30 a.m. ...........................................................LaSalle 2, 7th Floor
Theme: Panel Discussion—Case Research, Case Writing, and the Use of Cases in the Classroom
Panelists: Cara Peters, Winthrop University
Leigh W. Cellucci, East Carolina University

CASE RESEARCH
9:15–10:30 a.m. ...........................................................LaSalle 3, 7th Floor
Theme: Critical Incident Presentations
Chair: Michael McCardle, Idaho State University
Scribe: George Whaley, San José State University
Discussants: Jessica A. Magaldi, Pace University
Asbjorn Osland, San José State University

Groupon: Innovative Accounting Metrics for a New Business Model?
Jeffrey R. Miller, Sam Houston State University
Jeffrey W. Strawser, Sam Houston State University

WTF? McDonald’s Minion Unhappy Meal
Paul E. Olsen, Saint Michael’s College
Karen Popovich, Saint Michael’s College
Tiffany A. Thompson, Saint Michael’s College

Panera Bread Discrimination Case
Maryam Rehman, Elmhurst College
Amanda Anderson, Elmhurst College
William Nixon, Elmhurst College
Sharon Cantoral, Elmhurst College
Sondra Simpson, Elmhurst College
EXHIBITOR SERIES – McGraw Hill Connect

9:15–10:30 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

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

Theme: Ownership Structure
Chair: Ingyu Chiou, Eastern Illinois University

Financial Planning And Environmental Auditing In The Anglican Church Of Canada
Daphne Rixon, Saint Mary’s University
Judy Rois, University of Toronto
Alex Faseruk, Memorial University
Discussant: Olgun Fuat Sahin, Saint Louis University
Capital Structure and International Business Involvement
Janikan Supanvanij, St. Cloud State University
Discussant: Ash Hossain, Memorial University

How Does Ownership Structure Influence Executive Compensation?
Analysis from a Canadian Perspective
Ash Hossain, Memorial University
Harjeet S. Bhabra, Memorial University
Discussant: Ingyu Chiou, Eastern Illinois University

FINANCE
9:15–10:30 a.m. ............................................................. Clark 5, 7th Floor
Theme: Financial Markets
Chair: Marc McIntosh, Augsburg College

Transaction-Based Lending and the Pricing of Information Risk
Stephen S. Gray, Western Illinois University
Charles R. Pryor, Western Illinois University
Discussant: Padmaja Pillutla, Western Illinois University

Market Liberalization and Informed Trading: Evidence from China’s Equity Markets
Yaseen S. Alhaj-Yaseen, The University of Findlay
Discussant: Chien-Chih Peng, Morehead State University

Predicting Naked Short Selling of Stocks Sold Over the Counter
Paul Ziegler, University of Mary-Hardin Baylor
Chris Neuenschwander, Anderson University
Discussant: Marc McIntosh, Augsburg College

Cyber Cafe sponsored by The Wall Street Journal
3rd Floor Salons
Open during conference day sessions.
FINANCE
9:15–10:30 a.m. .............................................................. Clark 3, 7th Floor
Theme: Special Topics in Investments
Chair: John F. Robinson, Drexel University

Cricket Performance and Mood in the Indian Stock Market
Jayen B. Patel, Adelphi University
Discussant: Manuela Brown, University of Minnesota-Crookston

Stock Price Impact of Analysts’ Opinion and Their Reputation: Evidence from Online Dissemination of the Opinion
Joonlyng Song, The University of Findlay
Discussant: Jamshed Y. Uppal, Catholic University of America

Examining Radr as a Valuation Method in Capital Budgeting
James R. Scott, Missouri State University
Discussant: Brian Porter, Hope College

MLPs and Me—A Primer on Publically Traded Limited Partnerships
James Haskins, University of North Dakota
Justin Carriere, Unity Bank and Cetera Investment Services LLC
Discussant: John F. Robinson, Drexel University

INFORMATION SYSTEMS
9:15–10:30 a.m. ..................................................Kimball Room, 3rd Floor
Theme: Information Systems
Chair: David C. Chou, Eastern Michigan University
Discussant: Thomas L. Buck, College of St. Scholasticalastica

Jan-Jo Chen, Chicago State University
Jian-Chern Chen, Northwest Polytechnic University
Wei-Wei Cheng, Northrop Grumman, Chicago, Illinois
IT Policy Adoption: The Role of User Buy-In  
Brandy Dorris, Middle Tennessee State University

Experiences on the Deployment of Honeypots for collection and Analysis of Web Attacks  
Safwan Omari, Lewis University  
Swetha Rajshree, Lewis University  
Ibrahim Mescioglu, Lewis University

INTERNATIONAL BUSINESS
9:15–10:30 a.m..................Crystal Room, 3rd Floor
Theme: Game and Institutional Theory
Chair: Anthony C. Koh, The University of Toledo
Discussants: Kingshuk Mukherjee, Saint John’s University  
Pankaj Ramesh Natu, Thakur Institute of Management Studies and Research-India  
Qiang Yan, Saint John’s University-College of Saint Benedict

A Dynamic Game Theory Framework for the Analysis and Selection of Private Sector Partners in PPPs  
Mohammad Rajabi, University of Edinburgh  
Aris Boukouras, University of Leicester  
Ouenniche Jamal, University of Edinburgh

The European Migrant Crisis: A Deinstitutionalization Perspective  
Kathryn Ostermeier, University of North Texas

Institutional Changes in Kuwait Banking Sector Effect on Bank Profitability  
Joseph Trendowski, Valparaiso University  
Jassem AlShamaa, Burgan Bank-Kuwait  
Abdullah Alonzai, Valparaiso University

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INTERNATIONAL BUSINESS
9:15–10:30 a.m. ...................................................... Cresthill Room, 3rd Floor
Theme: MNEs
Chair: Uday Tate, Marshall University
Discussants: Clark D Johnson, Saint Louis University
Brittney Charmae Bauer, Saint Louis University
Douglas Roy, Saint Louis University
Jase R Ramsey, Saint Louis University

Sanctions and Signals: The Role of Home Country Institutional Pressure in MNE Divestment Decisions
Ishva Minefee, University of Illinois at Urbana-Champaign
Nathan Jensen, George Washington University

Emerging Market Multinationals: A Firm-Level Analysis Using MD&A Content Analysis
Clark D Johnson, Saint Louis University

Opening the Black Box of the Multi-nationality-Performance Relationship: The Moderating and Mediating Effects of Three Strategic Capacities
Chiung-Hui Tseng, National Cheng Kung University
Chen-Yang Yu, Foxconn Electronics Inc.

LEGAL STUDIES
9:15–10:30 a.m. ...................................................... Wilson Room, 3rd Floor
Theme: Business Organizations and Contracts
Moderator: Mason J. Molesky, Alma College

Lessons Learned from the Kwik Trip Invasion of Duluth/Superior
Kay Biga, University of Wisconsin-Superior

Corporate Governance in Social Enterprises: Lessons Learned in Applying Governance Principles
Denny Garvis, Washington and Lee University
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Adopting Stakeholder Advisory Boards
J. Haskell Murray, Belmont University

State Sponsored Retirement Savings Plans—A Good Option?
Lynn K. Saubert, Radford University

LEGAL STUDIES
9:15–10:30 a.m. .............................................Marshfield Room, 3rd Floor
Theme: Constitutional Law
Moderator: Abbey R. Stemler, Indiana University

Citizens United, Speech, and Corporations: Illicit Union, Happy Marriage, or What?
Lester Lindley, Nova Southeastern University

The Roberts Court: Hard to Define
Horace E. Johns, Middle Tennessee State University

A Survey of Public Accommodations Statutes and Religious Liberty: Free Access or Free Exercise?
Lucien J. Dhooge, Georgia Institute of Technology

God and the Decision-Making Process: The Role of Religion in Undergraduate Business School Curriculum
Mark A. Huesmann, University of Wisconsin-La Crosse
Vivek Pande, University of Wisconsin-La Crosse
Ariel Abel, University of Wisconsin-La Crosse

MANAGEMENT
9:15–10:30 a.m. ........................................................Burnham 1, 7th Floor
Theme: Human Resources
Chair: Rick Crandall, University of North Carolina Pembroke
Discussant: John Grant, Ohio Dominican University

Call Center Business Scripting and the Effects on Problem Solving
Steve Roussas, Walden University
Roman Dzuba, Walden University
Workplace Learning and Managers’ Facilitative Styles and Behaviors: Some Preliminary Research Questions and Propositions
Jeffrey Young, Mount Saint Vincent University
Gary Sneddon, Mount Saint Vincent University
Peter Mombourquette, Mount Saint Vincent University
Ned Kelleher, Mount Saint Vincent University
Paulette Cormier-MacBurnie, Mount Saint Vincent University

MANAGEMENT
9:15–10:30 a.m. ........................................................Burnham 2, 7th Floor
Theme: Leadership and Ethics
Chair: Jay Johnson, Fontbonne University
Discussant: Erin Rae Fluegge, Southeast Missouri State University

Personality and Leadership During Crisis
Kristie McHugh, Ohio Northern University

Misusing Kotter’s 8-Step Change Model: How Leaders Get Change Wrong
Jim Maddox, Friends University
Erin Rae Fluegge, Southeast Missouri State University
Jay Johnson, Fontbonne University

The Power Dynamics that Facilitate or Inhibit Organizational Success
Mary Kovach, Miami University, Ohio

A Strategy for Individual Change Using the Theories of Goal Setting and Self-Management, Roberts’ Measurement Approach, and the Pyramid Model of Continuous Improvement: Some Promising Empirical Results
Casimir Barzcyk, Purdue University Calumet
Gideon Falk, Purdue University Calumet
Phyllis Pennington, Purdue University Calumet
MANAGEMENT
9:15–10:30 a.m. ......................................................... Burnham 4, 7th Floor
Theme: Retirement Planning 2016: Challenges Facing Retirees and Individuals About to Retire
Panelists: Bruce Bloom, Robert Morris University Chicago
Matthew Raunio, University of Wisconsin-Colleges Online

MARKETING
9:15–10:30 a.m. ......................................................... Salon 1, 3rd Floor
Theme: Services, Sales, and Retailing
Chair and Discussant: Omer Topaloglu, Eastern Illinois University

Examining Gender-Orientation and Service-Status Stereotyping Perceptions of Services: An Exploratory Study with Millennials
Musa Pinar, Valparaiso University
Coleen Wilder, Valparaiso University
Adrianna Filipek, Valparaiso University
Gokhan Karaatli, Valparaiso University

Online Service Encounters and the Impact of Background Music
Xiaoye Chen, North Central College

Forgive or Be Forgotten: The Impact of Business Forgiveness on Enhancing Customer Experiences
Haiyan Hu, Morgan State University
MARKETING

9:15–10:30 a.m. ............................................................. Salon 2, 3rd Floor
Theme: Marketing Education

Chair and Discussant: Eliane Karsaklian, Universite Sorbonne

Teaching-to-Vary Develops Agile Thinking Skills
Mark E. Hill, Montclair State University
Jane Cromartie, University of New Orleans
John McGinnis, Montclair State University

Educating and Inspiring Transnational Entrepreneurs (TEs) in Emerging Economies: Empirical Case from China
Eliane Karsaklian, Universite Sorbonne

MARKETING

9:15–10:30 a.m. ............................................................. Salon 3, 3rd Floor
Theme: Sports, Events, and Recreation Marketing

Chair and Discussant: Fritz Polite, Shenandoah University

Taylor Dickerson, University of Central Oklahoma
Jeanetta D. Sims, University of Central Oklahoma
Rowena Cheng, University of Central Oklahoma

Embeddedness, Value Perceptions, and Behavioral Intentions Among College Athletes
Kalena Green, Florida A&M University
Roscoe Hightower, Florida A&M University
An Investigation of the Marketing Efforts of NCAA HBCU Football Classics
E. Newton Jackson Jr., University of North Florida
Robert Lyons Jr., Queens University of Charlotte
Fritz Polite, Shenandoah University
Charles Crowley, California University of Pennsylvania

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
9:15–10:30 a.m. .................................................. Indiana Room, 3rd Floor
Theme: Decision Making Process and Product Recovery Issues
Chair: John F. Wellington, Indiana University-Purdue University Fort Wayne

The Curation of Decision Alternatives
John F. Wellington, Indiana University-Purdue University Fort Wayne
Stephen A. Lewis, Mongrel Works, LLC.

Employing the Analytical Hierarchy Process in Graduate School Selection
Shelisa M. Thomas, Purdue University Calumet

Decision Making Parameters in Product Recovery
Shad Dowlatshahi, University of Missouri Kansas City

ACCOUNTING
10:45 a.m.–12:00 p.m.................................................. Salon 12, 3rd Floor
Theme: Teaching and Learning in Accounting
Chair: Nausser Jamali, Illinois College-Jacksonville

Is the New CPA Exam Going in the Right Direction?
Jack Armitage, University of Nebraska-Omaha

Accounting Simulation Software Selection and Implementation Best Practices
Richard L. Revoir, College of St. Scholastica
Thomas L. Buck, College of St. Scholastica
College Student Interest in Personal Finance Education  
Christine Harrington, The University of Tampa  
Walter Smith, The University of Tampa  

ACCOUNTING  
10:45 a.m.–12:00 p.m. ................................................. Salon 10, 3rd Floor  
Theme: Case Studies  
Chair: Benjamin Huegel, St. Norbert College  

Will the “Sesame” Open after Alibaba’s IPO?  
Tongan Russel Wang, Purdue University Calumet  
Songtao Mo, Purdue University Calumet  

Impact of IFRS Adoption on a Company’s Financial Statements: A Case of Agribusiness  
Yan Jin, Dominican University of California  
Bruce McConomy, Wilfrid Laurier University  
Bixia Xu, Wilfrid Laurier University  

Jones Enterprise: A Comparison of U.S. and International Exchanges and GAAP Using a REIT IPO Transaction  
Natalie Tatiana Churyk, Northern Illinois University  
Alan Reinstein, Wayne State University  
Lance J. Smith, Ernst & Young LLP  

BUSINESS ECONOMICS  
10:45 a.m.–12:00 p.m. ................................................. Logan Room, 3rd Floor  
Theme: Health and Public Economics  
Chair: Timothy Flannery, Eastern Connecticut State University  

Did the Affordable Care Act Noticeably Impact Consumer Bankruptcy Findings?  
Daniel L. Friesner, North Dakota State University  
Donald D. Hackney, Gonzaga University  
Erica H. Johnson, Gonzaga University
**Program Sessions**  
**Thursday, April 14, 2016**

**Health Insurance Shifts Following the Affordable Care Act**  
Jason R. Davis, University of Wisconsin-Stevens Point

**The Impact of Economic Conditions and Market Structure on Employer-Sponsored Health Insurance**  
Jennifer L. Rice, Butler University

**Does Breastfeeding Affect a Child’s Weight Status in Later Stages of His Life?**  
Zafar Nazarov, Indiana University-Purdue University Fort Wayne  
June Kim, Indiana University-Purdue University Fort Wayne

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**BUSINESS AND HEALTH ADMINISTRATION**

10:45 a.m.–12:00 p.m.............................................. Dearborn 1, 7th Floor  
Theme: Health Economics/ Corporate Healthcare  
Chair: Daniel L. Friesner, North Dakota State University  
Discussants: Dennis Emmett, Marshall University

**An Analysis of Payment Systems Impact on Mental Health Facilities by Type of Facility Ownership**  
Dennis Emmett, Marshall University

**Quality of Care and Profitability in Not-For-Profit versus For-Profit Nursing Homes**  
David P. Paul III, Monmouth University  
Tyler Godby, Marshall University  
Sarah Saldanha, Marshall University  
Jazmine Valle, Marshall University  
Alberto Coustasse, Marshall University

**ICD-10: Are We There Yet or Is Being Stuck by a Duck or Injured when Your Surf Board Is on Fire Really an Improvement over ICD-9?**  
Gene C. Wunder, Washburn University  
Judy Kay Wunder, Wunder Consulting Group

**Sustainability of Community Telepharmacy in North Dakota**  
David Scott, North Dakota State University  
Daniel L. Friesner, North Dakota State University
Program Sessions
Thursday, April 14, 2016

Implications of the Affordable Care Act for Free Clinics: Effects on Donors, Patient Volume, and Volunteers
Jeffrey Trask, Lewis University
Nathan R. Todd, University of Illinois Urbana-Champaign

BUSINESS AND HEALTH ADMINISTRATION
10:45 a.m.–12:00 p.m.............................................. Dearborn 2, 7th Floor
Theme: Public Health
Chair: Peter Fitzpatrick, Clayton State University
Discussant: Zo Ramamonjiarivelo, Governors State University

Public Health and Primary Care: Expanding the Role
Peter Fitzpatrick, Clayton State University
Marcia Butler, Clayton State University
Kendolyn Smith, Clayton State University
John Bryan, Clayton State University

The Qualitative and Quantitative Effects of Patient-Centered Medical Home in the Veterans Health Administration
Samuel N. Lovejoy, Marshall University
Eric Stalnaker, Marshall University
William "Kent" Willis, Marshall University
Alberto Coustasse-Hencke, Marshall University

Patient-Centered Medical Home: Implications for Population-Based Health
James Dalkiewicz, University of Scranton
Daniel J. West, University of Scranton

The Characteristics of Individuals Who Access Health Care at a Full vs. Partial Patient-Centered Medical Home: A Patient Perspective
Zo Ramamonjiarivelo, Governors State University
DeLawnia Comer-HaGans, Governors State University
Shamly Austin, Gateway Health Plan
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: Payal Patel-Dovlatabadi, University of Evansville

Prescribing Behavior among Primary Care Physicians for Treatment of Influenza
Payal Patel-Dovlatabadi, University of Evansville

Reducing Influenza in Vulnerable Communities
Cynthia Wiard, Washburn University
Kristin Cunningham, Washburn University
Katherine Ure, Washburn University

An Evaluation of the National Breast and Cervical Cancer Early Detection Program on Breast Cancer Diagnoses for Women in Mississippi
Melody L. Fortune, Delta State University

Supporting African American Moms to Initiate and Increase the Duration of Breastfeeding in DeKalb County, Georgia—It Takes a Sisterhood
Michael Dalmat, Clayton State University
Tiah Lee, Clayton State University
Melissa Williams, Clayton State University
Ralph Welwean, Clayton State University

Trends and Determinants of Contraceptive Method Choices: Evidence from an emerging Economy
Nusrat Farah, Eastern Illinois University

Cyber Cafe sponsored by The Wall Street Journal
3rd Floor Salons
Open during conference day sessions.
BUSINESS, SOCIETY, AND GOVERNMENT

10:45 a.m.–12:00 p.m............................................. Madison Room, 3rd Floor
Theme: Panel: Education
Chair: William Pratt, Clarion University of Pennsylvania
Discussant: G. Stan Reeley, Herzing University

Distance Education, Different Learners, and New Interactions:
Shaping the Paradigm Shift
G. Stan Reeley, Herzing University
Panelists: Ron Kern, Herzing University
          Diane Sykes, Kaplan University
          Jan Roy, Kaplan University
          Mary Ann Reeley, MBA

CASE RESEARCH

10:45 a.m.–12:00 p.m.............................................LaSalle 1, 7th Floor
Theme: Critical Incident Presentations
Chair: Cara Peters, Winthrop University
Scribe: Jeffrey R. Miller, Sam Houston State University
Discussants: Robert R. Picard, Idaho State University
            Britt M. Shirley, The University of Tampa

Beautiful Mountain Symphony: What Sells Tickets?
Craig Escamilla, Lamar University
Irfan Ahmed, Sam Houston State University
Vivek S. Natarajan, Lamar University
Kabir Sen, Lamar University

Making the Sale: How Far do I Go?
Scott Hayward, Appalachian State University
Robin Byerly, Appalachian State University

The Colonel Crowther Foundation: Succession Planning in a Non Profit Organization
Bob Edmonds, SUNY Maritime College
CASE RESEARCH
10:45 a.m.–12:00 p.m..................................................LaSalle 2, 7th Floor
Theme: Embryo Case Presentations
Chair: Neil Tocher, Idaho State University
Scribe: Denise Oas, University of Central Missouri
Discussants: Lindsay Meermans, Wittenberg University
Michael McCardle, Idaho State University

Where Have All the Students Gone? Addressing a Retention Challenge at a Small Liberal Arts College
Michael Levas, Carroll University
Dennis Debrecht, Carroll University

Is it Ethical to Pursue False Advertising? An Embryo Case
Michael H. Hogg, Tulane University
Karen M. Foust, Tulane University
Christine P. Smith, Tulane University

Benefits Plan Implementation: An Ethical Dilemma
David Pumphrey, Colorado Mesa University
Donald Carpenter, Colorado Mesa University

CASE RESEARCH
10:45 a.m.–12:00 p.m..................................................LaSalle 3, 7th Floor
Theme: Critical Incident Presentations
Chair: Craig Sasse, Rockhurst University
Scribe: Janell Kurtz, St. Cloud State University
Discussants: Monika Hudson, University of San Francisco
JoAnn L. Atkin, Western Michigan University

LIBOR: A Scandal Waiting to Happen
Marco Pagani, San José State University
Elizabeth Grace, San José State University
Asbjorn Osland, San José State University

Tax Inversions: Maximizing Wealth by Going Abroad
Julio Rivas-Aguilar, Lipscomb University
Andrew Borchers, Lipscomb University
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: Jan-Jo Chen, Chicago State University
Discussant: James Janossy, DePaul University

The Role of Supervisor Support in Determining Outcomes for IS Professionals
Juanita G. Brooks, Middle Tennessee State University
Melinda L. Korzaan, Middle Tennessee State University

Wireless Mesh Networks for Regions in Conflict
Loren Ashayeri, Middle Tennessee State University
Juanita G. Brooks, Middle Tennessee State University

Impact of Digital Technologies on Accounting: Some Evidence
Myung-Ho Yoon, Northeastern Illinois University

INTERNATIONAL BUSINESS
10:45 a.m.–12:00 p.m. .............................................Crystal Room, 3rd Floor
Theme: Culture and Social Media
Chair: Anand Pore, Emporia State University
Discussants: Nathan Jensen, George Washington University
Xueting Sun, Eastern Illinois University
Ishva Minefee, University of Illinois at Urbana-Champaign

Interpersonal Perception, Image Management, and Social Acceptance: The Moderating Effect of Cultural Intelligence
Clark D Johnson, Saint Louis University
Brittney Charmae Bauer, Saint Louis University
Douglas Roy, Saint Louis University
Jase R Ramsey, Saint Louis University
Can Social Media Marketing Improve Customer Relationship Capabilities and Firm Performance? Dynamic Capability Perspective
Zhan Wang, Saint Louis University
Hyun Gon Kim, Rutgers Business School

The Impact of Cultural Differences on International Market Segmentation Strategy in Emerging Markets: A Multilevel Framework
Chuandi Jiang, Saint Louis University
Xing Zhao, Shanghai International Studies University

INTERNATIONAL BUSINESS
10:45 a.m.–12:00 p.m..........................Cresthill Room, 3rd Floor
Theme: Consumer Market and Credit
Chair: David Boggs, Eastern Illinois University
Discussants: John E. Spillan, University of North Carolina at Pembroke
Victor Bahhouth, University of North Carolina at Pembroke
George Liu Yi, University of North Carolina at Pembroke
Paul M. Lane, Grand Valley State University

People in North Korea as Consumers
Sang T. Choe, University of Southern Indiana

The Dynamics of Chinese Expansion in the South China Sea
Peter Geib, Minnesota State University Moorhead
Lucie Pfaff, College of Mount Saint Vincent

Taking a Caribbean Holiday at a Beach Resort, or at a Hospital Targeting International Patients for Medical Treatments?
Christopher Ziemnowicz, University of North Carolina at Pembroke
Lydia Gan, The University of North Carolina at Pembroke
LEGAL STUDIES
10:45 a.m.–12:00 p.m............................................. Wilson Room, 3rd Floor
Theme: Master Teacher Competition
Chair: Abbey R. Stemler, Indiana University

Involve Me and I Learn: Experiential Lessons in Business Law
Christine A. Ladwig, Southeast Missouri State University

The (Role) Play’s the Thing: Role-Playing Exercises and Legal Studies Education
Matthew Hlinak, Dominican University

Teaching the International Legal Environment of Business: A Multi-Media and Case-Based Approach
Mark Blodgett, Suffolk University

Ben & Jerry’s Struggles with Corporate Social Responsibility in an International Context
J. Haskell Murray, Belmont University

MANAGEMENT
10:45 a.m.–12:00 p.m...............................................Burnham 1, 7th Floor
Theme: Diversity
Chair: Ada Duffey, University of Wisconsin-Waukesha
Discussant: Rick Crandall, University of North Carolina at Pembroke

Corporate Boards: What Difference does Board Gender Diversity Make on Firm Performance?
Carolyn Wiley, Roosevelt University
Mireia Monllor-Tormos, Airbus Group, Spain

The Subtleties of Gender Bias: A Retrospective Review
Diane Magary, Hanover College

The Characteristics of Women on Corporate Board of Directors over the Past Decade: What’s Changed and What’s Remained the Same?
Carolyn Wiley, Roosevelt University
Deborah Pavelka, Roosevelt University
Undine Stinnette, Roosevelt University
Program Sessions
Thursday, April 14, 2016

MANAGEMENT
10:45 a.m.–12:00 p.m..................................................Burnham 4, 7th Floor
Theme: Diversity and Culture
Chair: Harry E. Fisher, Eureka College
Discussant: Michele Govekar, Ohio Northern University

The Measurement of Organizational Culture: Problems and Prospects
Patrick Scott, Missouri State University

Life Roles in the West, Latin America, and Asia: Within-Gender Differences and Work-Family Conflict
Ranjan M. J. George, Simpson University
Julia Teahen, Baker College
Edward Murphy, Embry Riddle Aeronautical University
Regina Greenwood, Nova Southeastern University
Jaime Ruiz-Guitierrez, Universidad de los Andes
Silvia Ines Monserrat, Univesidad Nacional del Centro
Neusa Maria Bastos Santos, Pontificia Universidade Catolica de Sao Paulo
Miguel Olivas-Lujan, Clarion University
Sergio Madero, Tec de Monterrey

MANAGEMENT
10:45 a.m.–12:00 p.m..................................................Burnham 2, 7th Floor
Theme: The Academy
Chair: Michael Levas, Carroll University
Discussant: Jeffrey Fahrenwald, Rockford University

Faculty Perceptions on Professional and Student Development in Performance Evaluations
Gyongyi Konyu-Fogel, Walsh College
Valerie Wallingford, Bemidji State University
Carolyn Wiley, Roosevelt University
Ann Saurbier, Walsh College of Accountancy and Business Administration
A Model of Optimal Strategic Planning and Branding Strategy for Colleges and Universities: A Conceptual Exploration
Robert Moussetis, North Central College
Maha Mourad, American University of Cairo and North Central College

Viewing Employers of Students as Customers and the Potential Impact on Business School Performance: Views from Three Management Levels of AACBS Business Schools
Jeanie A. Curry, Ouachita Baptist University
Robert L. Webster, Ouachita Baptist University
Kevin L. Hammond, University of Tennessee-Martin

Extent of Utilization of Human Performance in Manufacturing and Service Organizations: Impact on Financial and Competitive Measures
Mahmoud Yasin, East Tennessee State University
Carlos Gomes, University of Coimbra

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

2016 MMA Marketing Innovator Award Presentation
Dawn Deeter-Schmelz, Kansas State University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
10:45 a.m.–12:00 p.m................................. Indiana Room, 3rd Floor
Theme: Supply Chain Panel Discussions
Chair: Shad Dowlatshahi, University of Missouri-Kansas City

Trust in Supply Chain Partnerships
Sabita Sawhney, Maharishi University of Management
Rajeev Sawhney, Maharishi University of Management
Dennis Heaton, Maharishi University of Management
Shad Dowlatshahi, University of Missouri-Kansas City
Greening the Supply Chain
Rajeev Sawhney, Maharishi University of Management
Sabita Sawhney, Maharishi University of Management
Shad Dowlatshahi, University of Missouri-Kansas City

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. Crystal Room, 3rd Floor
Academy of International Business–Midwest Region Luncheon (Ticket Required)
Theme: Teaching Pedagogy in IB
Keynote Speaker: Roberto Garcia, Indiana University

MANAGEMENT
12:15–1:30 p.m. Empire Room, Off Lobby
NAMS Awards Luncheon (Ticket Required)
MARKETING
12:15–1:30 p.m. ................................................. Wabash Room, 3rd Floor
MMA Business Meeting

ACCOUNTING
1:30–2:45 p.m. ............................................................. Salon 12, 3rd Floor
Theme: Not-For-Profit
Chair: Nancy L. Johnson, Augsburg College

The Effect of Recipient Participation on Aid Agency Goal Achievement
Mary F. Stone, Minnesota State University-Moorhead
Netsai Ngongoni, Minnesota State University-Moorhead

Which Aspects Matter? The Effect of Mentoring Satisfaction on Working Engagement for Female Accounting Faculty Members
Donna Whitten, Purdue University North Central

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

The Value of Relationships in the Study of Accounting
Jolene A. Lampton, Park University

150 Hour: Gap or Opportunity in Accounting Program Design
Megan M. Kalina, St. Catherine University

Using NetSuite in Business Curriculum
Tina Rolling, Alma College
BUSINESS ECONOMICS

1:30–2:45 p.m. ..................................................... Logan Room, 3rd Floor
Theme: Microeconomic Theory
Chair: Zafar Nazarov, Indiana University-Purdue University Fort Wayne

Optimal Design of Name Your Price Auctions
John Wilson, University of Western Ontario

Agent Bargaining
Alex Wagner Roomets, Franklin and Marshall College
William Ingersoll, University of Arizona

A New Methodology for Surveys and Its Application to Forced Response
Timothy Flannery, Eastern Connecticut State University

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. ......................................................... Dearborn 1, 7th Floor
Theme: Health Informatics
Chair: Alberto Coustasse, Marshall University
Discussant: David P. Paul III, Monmouth University

Is the Nationwide Health Information Network Feasible?
Tyler Godby, Marshall University
Christian Gomes, Marshall University
Jazmine Valle, Marshall University
Alberto Coustasse, Marshall University

Evaluation of Glucose Monitoring Technologies for Cost-Effective and Quality Control Management of Diabetes
David P. Paul III, Monmouth University
Stacy Ashworth, Marshall University
Leslie Salyers, Marshall University
Sarah Saldanha, Marshall University
Alberto Coustasse, Marshall University
Big Data Management in United States Hospitals: Benefits and Barriers
Chad Schaeffer, Marshall University
Ariful Haque, Marshall University
Lawrence Booton, Marshall University
Jamey Halleck, Marshall University
Alberto Coustasse, Marshall University

Small Clinic Electronic Health Records Implementations: An Options Thinking View
Joey Helton, Georgia State University
Dawn Sibley, Georgia State University
Rich Erhardt, Georgia State University
Balasubramaniam Ramesh, Georgia State University

BUSINESS AND HEALTH ADMINISTRATION
1:30–2:45 p.m. Dearborn 2, 7th Floor
Theme: Hospital Management
Chair: James Dockins, Rockhurst University
Discussant: Alexander Redlein, Vienna University of Technology

Facilities and their Influence on Healing and Wellbeing of Patients and Employees
Alexander Redlein, Vienna University of Technology
Christine Hax, Vienna University of Technology

Employee Turnover inside Assisted Living Facilities
Andrew Diediker, Bellevue University
Mike Freel, Bellevue University
James Dockins, Rockhurst University

Mentor Program Utilization and Effectiveness Survey and Analysis
Craig Ryan, Bellevue University
Mike Freel, Bellevue University
James Dockins, Rockhurst University
Optimization of a Hospital Claims Management System—A Case Analysis
Kathy Negrete, Bellevue University
Mike Freel, Bellevue University
James Dockins, Rockhurst University

BUSINESS AND HEALTH ADMINISTRATION
1:30–2:45 p.m. Dearborn 3, 7th Floor
Theme: Issues in Nursing
Chair: Rodeen Lechleitner, University of Scranton
Discussant: Kathleen Farrell, Murray State University

Training of the Charge Nurse Delivers Multiple Benefits for all Members of the Healthcare Team
Angalette Briggs, Daytona State College
Jennifer Lee, Daytona State College
Jessica Mahoney, Daytona State College
Amy Turpin, Daytona State College

Enhancing the Quality of Patient Care through Inter-professional Collaboration
Abrar Tayyar, Indiana University of Pennsylvania

A Study Assessing Home Health Nurses from a Carative Perspective
Rodeen Lechleitner, University of Scranton

APRN Entrepreneurship: A Sustainable Model
Kathleen Farrell, Murray State University
Ashish Chandra, University of Houston-Clear Lake
BUSINESS, SOCIETY, AND GOVERNMENT
1:30–2:45 p.m............................... Wilson Room, 3rd Floor
Theme: Joint Panel with Legal Studies
Chair: Abbey R. Stemler, Indiana University
BSG Panelists: Jan Roy, Kaplan University
Diane Sykes, Kaplan University
Mary Ann Reeley, MBA
Ron Kern, Herzing University
MALSB Panelists: Matthew Hlinak, Dominican University
April E. Sellers, Indiana University
Impact of the Obama Administrative Policies on Higher Education

CASE RESEARCH
1:30–2:45 p.m...............................LaSalle 1, 7th Floor
Theme: Critical Incident Presentations
Chair: Jessica A. Magaldi, Pace University
Scribe: Asbjorn Osland, San José State University
Discussants: George Whaley, San José State University
Cara Peters, Winthrop University
Gary and Darla Become Entrepreneurs
Tony Tocco, Rockhurst University
Craig Sasse, Rockhurst University
Turner White, Rockhurst University
Technical Foul: Congratulating Michael Jordan without Permission
Mike Schechter, St. Cloud State University
Janell Kurtz, St. Cloud State University
Woman in the Eye of the Storm
Monika Hudson, University of San Francisco
CASE RESEARCH
1:30–2:45 p.m.............................................................LaSalle 2, 7th Floor
Theme: Embryo Case Presentations
Chair: Craig Davis, Ohio University
Scribe: Bob Edmonds, SUNY Maritime College
Discussants: John J. Vitton, University of North Dakota
Dennis Debrecht, Carroll University

Bolstering the Booster Club
JoAnn L. Atkin, Western Michigan University
Michael McCardle, Idaho State University

Big Decisions on Big Data: The Case of Precision Farming
Xuan Pham, Rockhurst University

Bouncing Back: A Case of Crisis Communication and Image Restoration
Maria A. Moore, Illinois State University
Veronica Arora, Illinois State University

CASE RESEARCH
1:30–2:45 p.m.............................................................LaSalle 3, 7th Floor
Theme: Critical Incident Presentations
Chair: Scott Hayward, Appalachian State University
Scribe: Charles P. Wilson, Rhode Island College
Discussants: Gabriele Lingenfelter, Christopher Newport University
Irfan Ahmed, Sam Houston State University

Country Crock: Healthy Recipe Leaves Bad Taste in Consumers’ Mouths?
Bradley Brooks, Queens University of Charlotte
Steven Cox, Queens University of Charlotte
Timothy E. Burson, Queens University of Charlotte

Patches Enterprises Considers a Name Change
Timothy Brotherton, Ferris State University
Donna A. Smith, Ferris State University
L Brands Challenge  
Rachel Sensmeier, Elmhurst College  
Amanda Muransky, Elmhurst College  
Sarah Lemm, Elmhurst College  
Stephanie Hintz, Elmhurst College  
Kayla Pickens, Elmhurst College  
Sondra Simpson, Elmhurst College  

EXHIBITOR SERIES – Racom Communications  
1:30–2:45 p.m. .............................................................. Clark 10, 7th Floor  
Theme: Covering the World of Marketing Information and Action  
Presenter: Rich Hagle, Editor and Publisher  

Stories about the problems of managing and evaluating the endless stream of information available through all the new media forms are legendary. To start, Hagle explains how *The Language of Marketing Technology: The Dictionary of Marketing Technology* gives marketing practitioners and educators a practical tool for navigating the tricky waters of marketing technology with practical, hands-on definitions of key terms and concepts. He also explains how *The New Media Driver’s License* can be used to put the best of the new media to work for you, both in the classroom and in professional practice. Further, the blending and merging (integration) of many traditional marketing and communications has been occurring at an increasingly rapid pace in recent years, and Hagle describes how the new edition of *The IMC Handbook: Readings & Cases in Integrated Marketing Communications* tracks recent developments in IMC and provides the research base to explore it further. Hagle also explains the growth and development of *The International Journal of Integrated Marketing Communications*, now going into its eighth year, and prospects for the coming years. In addition, he describes other forthcoming Racom titles, such as *Measuring and Managing New Media* by Richard Cole and Allie Siarto and *The Marketing Measurement Toolkit*, by David Raab.
FINANCE
1:30–2:45 p.m. ............................................................ Clark 7, 7th Floor
Theme: Corporate Finance
Chair: Robert Wolf, University of Wisconsin-La Crosse

An Alternative Cash Outflow Discount Rate’s Effect on Capital Budgeting Methodologies
Padmaja Pillutla, Western Illinois University
David DeBoeuf, Western Illinois University
Hongbok Lee, Western Illinois University
Discussant: Muhammad Akram Naseem, University of Lahore

S&Op and Information Technology
Monzurul Hoque, Saint Xavier University
Hamid Mohammadi, Saint Xavier University
Discussant: Janikan Supanvanij, St. Cloud State University

State Ownership and Performance of Chinese Seasoned Equity Offerings
Chien-Chih Peng, Morehead State University
Discussant: James Haskins, University of North Dakota

FINANCE
1:30–2:45 p.m. ............................................................ Clark 3, 7th Floor
Theme: Global Institutions and Banking
Chair: John F Robinson, Drexel University

Economic Sustainability and the Utilization of the Commercial Banking Model In The Microfinancing Industry: A Longitudinal Study of the Opportunity International Bank Of Malawi
Marc McIntosh, Augsburg College
Discussant: Paul Ziegler, University of Mary-Hardin Baylor

Monetary Policies of the Federal Reserve Bank vs. the European Central Bank—Comparison of the Traditional and Nontraditional Tools
Manuela Brown, University of Minnesota-Crookston
Oxana Wieland, University of Minnesota-Crookston
Discussant: John F. Robinson, Drexel University
Role of Financial Institutions in Creating a Just and Value Driven Society: Issues and Challenges
Jamshed Y. Uppal, Catholic University of America
Inayat U. Mangla, Haworth College of Business
Discussant: Yaseen S. Alhaj-Yaseen, The University of Findlay

FINANCE
1:30–2:45 p.m. ................................................................. Clark 9, 7th Floor
Theme: Education
Chair: Jamshed Y. Uppal, Catholic University of America

Is this a Good Time for Households to Pay Down Debt?
Charles W. Johnston, Baker College
Discussant: Jamshed Y. Uppal, Catholic University of America

Teaching Behavioral Finance: Participatory Demonstrations with Students
Brian Porter, Hope College
Discussant: Larry Bauer, Memorial University

Excel: Modeling Issues
Jamshid Mehran, Indiana University South Bend
Robert Balik, Western Michigan University
Discussant: Ingyu Chiou, Eastern Illinois University

Looking beyond the Pale: Evidence that Investors Look Beyond Concurrent Annualized Returns in Assigning Corporate Reputations
Thomas M. Krueger, Texas A&M-Kingsville
Mark A. Wrolstad, Winona State University
Discussant: Robert Wolf, University of Wisconsin-La Crosse
INFORMATION SYSTEMS
1:30–2:45 p.m. ....................................................Kimball Room, 3rd Floor
Theme: Information Systems
Chair: Brandy Davis
Discussant: Janet Roehl, Eastern New Mexico University

Economic Issues between China and U.S.A.—Panel Discussion
Jan-Jo Chen, Chicago State University
Jian-Chern Chen, Northwestern Polytechnic University
Wei-Wei Cheng, Northrop Grumman, Chicago, Illinois

Filling the Digital Divide: Mobile and Cloud Computing
Anu Gokhale, Illinois State University

Identifying Computer Related Academic Programs
Stoney Brooks, Middle Tennessee State University
Stan Gambill, Middle Tennessee State University
Carol Clark, Middle Tennessee State University
Jeff Clark, Middle Tennessee State University

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LEGAL STUDIES
1:30–2:45 p.m. ..................................................... Wilson Room, 3rd Floor
Theme: Joint Panel with Business, Society, and Government:
Chair: Abbey R. Stemler, Indiana University
BSG Panelists: Ron Kern, Herzing University
Jan Roy, Kaplan University
Diane Sykes, Allied American University
MALSB Panelists: Matthew Hlinak, Dominican University
April E. Sellers, Indiana University

Impact of the Obama Administrative Policies on Higher Education

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MANAGEMENT
1:30–2:45 p.m. ..........................................................Burnham 1, 7th Floor
Theme: Teaching Management and The Academy
Chair: Bruce Bloom, Robert Morris University
Discussant: Steve Roussas, Walden University

Degree Audit Reporting System (DARS): What Works and What is Needed
Amanda Wick, Bemidji State University
Valerie Wallingford, Bemidji State University

Students’ Perceptions of Quality in Online Courses
Casimir Barczyk, Purdue University Calumet
Emily Hixon, Purdue University Calumet
Janet Buckenmeyer, Armstrong State University
Penny Ralston-Berg, Penn State World Campus

The Quest for Nudge in Organizational Behavior
Jie McCardle, Idaho State University
Andrew Lyman, Idaho State University
Travis Pattengale, Idaho State University

An Approach to the Effective Teaching of Rigorous Content through the Intersection of Servant Leadership (1970) and Perry Development Theory (1999)
Mary Tarling, Aurora University

MANAGEMENT
1:30–2:45 p.m. ..........................................................Burnham 2, 7th Floor
Theme: HR and Strategic Leadership
Chair: Pamela Shay, Franklin University
Discussant: Regina Greenwood, Nova Southeastern University

The Mediating Role of Organization Change, Perceptions of Politics, and Interpersonal Conflict at Work on the Leader/Member Exchange and Job Satisfaction Relationship
Shawn Keough, Emporia State University
Jeffrey Muldoon, Emporia State University
Eric Liguori, University of Tampa
Global Competitiveness: Trends and Perspectives  
Kenneth Fah, Ohio Dominican University

Leadership Vision and Foresight: Exploring an Integrated Framework  
Lyna Matesi, University of Wisconsin-Stevens Point

MANAGEMENT  
1:30–2:45 p.m. .......................................................... Burnham 4, 7th Floor  
Theme: General Education: A Seat at the Table for Business Disciplines?  
Chris Ward, The University of Findlay  
Dan Yates, The University of Findlay  
Susan Brooks, The University of Findlay

MARKETING  
1:30–2:45 p.m. ........................................................... Salon 1, 3rd Floor  
Theme: Special Presentation—Sales Education: Past, Present and Future  
Presenter: Dawn Deeter-Schmelz, Kansas State University

MARKETING  
1:30–2:45 p.m. ........................................................... Salon 2, 3rd Floor  
Theme: Cross-Cultural, Ethics and Social Responsibility  
Chair and Discussant: Hector R. Lozada, Seton Hall University  
Recycling: Marketing Success or Costly Mistake?  
Hector R. Lozada, Seton Hall University  
Gary H. Kritz, Seton Hall University  
Alma Mintu-Wimsatt, Texas A&M-Commerce
Determinants of Environmentally Sensitive Purchase Behaviors: A Holistic Perspective
Naz Onel, Stockton University
Avinandan Mukherjee, Clayton State University

Examining the Effects of Eco-labeling on Perceptions of Climate Change: A Comparison of Blue Flag versus Non-Blue Flag Hotel Managers
Musa Pinar, Valparaiso University
Gokhan Karaatli, Valparaiso University
Ibrahim Birkin, Atilim University
Muzaffer Uysal, Virginia Polytechnic Institute and State University

MARKETING
1:30–2:45 p.m. ............................................................... Salon 3, 3rd Floor
Theme: Consumer Behavior
Chair and Discussant: Brent Smith, Saint Joseph’s University

‘Color and Prejudice’: Effect of Color on Willingness to Pay and Willingness to Accept
Ashish Kalra, University of Texas-Arlington

Nobody Understands Me! The Need for Empathy: Exploring the Mind-Set of Consumers with Medical Problems
Omer Topaloglu, Eastern Illinois University

More Giving, Less Happiness: Impact of Online Gaming Sweepstakes on Customer Satisfaction: The Case of HSN’s Spin to Win
Zinaida Taran, Penn State Harrisburg
Douglas C. Friedman, East Stroudsburg University
OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
1:30–2:45 p.m................................................................. Indiana Room, 3rd Floor
Theme:       Teaching/Pedagogy
Chair:       Jim Keyes, University of Wisconsin-Stout

Establishment of an Operations and Management Study Abroad
Program in China
Jim Keyes, University of Wisconsin-Stout
Xuedong David Ding, University of Wisconsin-Stout

Project Management Using Excel worksheets: The Case of the
Gadget Shop
Daryl Webb, Washburn University

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ACCOUNTING
3:00–4:15 p.m................................................................. Salon 12, 3rd Floor
Theme:       Financial Accounting
Chair:       Mostafa M. Maksy, Kutztown University of Pennsylvania

Heptiple-Entry Accounting: Possible Extensions of the Present
Accounting Methodology
Nusrat Farah, Eastern Illinois University

A Phenomenological Study of the Impact of FASB/PCC Changes on
Small Private Companies
Swarooparani Hurli, Indiana University-Purdue University Columbus
Yibing Wang, Indiana University-Purdue University Columbus
Larita Killian, Indiana University-Purdue University Columbus

Chronicle Negative Cash Flow from Operation and the Financial
Health of the Firm
Ahmed El-Zayaty, The University of Findlay

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ACCOUNTING
3:00–4:15 p.m. ............................................................. Salon 10, 3rd Floor
Theme: Teaching and Learning in Accounting
Chair: Kel-Ann S. Eyler, Wesleyan College

A Case Presentation to Discuss the Appropriateness of Cases in Accounting Courses
Cari Burke, Western Michigan University
James Penner, Western Michigan University
Jerry Kreuze, Western Michigan University
Sheldon Langsam, Western Michigan University

Diving Into the Blended Learning Pool: One University’s Experience
Vicki J. Jobst, Benedictine University

Individual Learner Characteristics and the Use of Online Homework Software
Larry R. Davis, University of St. Thomas
Chelley Vician, University of St. Thomas

BUSINESS ECONOMICS
3:00–4:15 p.m. ............................................................. Logan Room, 3rd Floor
Theme: Topics in Finance—Investment and Growth
Chair: Ranajoy Ray-Chaudhuri, Muhlenberg College

Financial Deepening and Economic Growth during the U.S. Antebellum Era 1834–1863
Abdus Samad, Utah Valley University

The Mojo, Dodgy, and Dingy Dominance of Domestic Deeds on Foreign Direct Investment in Emerging and Transition Economies
Sam E. Agbi, Federal University, Dutsin-Ma

Investment Platform for Economic Development
Bharat Malhotra, The University of Findlay
Sanskar Gautam, The University of Findlay
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Africa: The Land of Opportunities for Foreign Investment  
Bishal C. Pandey, The University of Findlay

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BUSINESS AND HEALTH ADMINISTRATION
3:00–4:15 p.m. Dearborn 1, 7th Floor  
Theme: Research Methods in Healthcare- Panel Discussion
Chair: Vivek S. Natarajan, Lamar University  
Moderator: Avinandan Mukherjee, Clayton State University

Goldmine in Public Health Research: Utilizing Secondary Data Sources  
Praphul Joshi, Lamar University

Developing a “Healthy” Economics Research Agenda  
Daniel L. Friesner, North Dakota State University

Let’s Talk: Utilization of Qualitative Research in Public Health  
Marcia Butler, Clayton State University

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BUSINESS AND HEALTH ADMINISTRATION
3:00–4:15 p.m. Dearborn 2, 7th Floor  
Theme: Personnel and Career Issues in Health Management
Chair: Bernardo Ramirez, University of Central Florida
Discussant: Michaeline Skiba, Monmouth University

The Influence of Cultural Competence in Healthcare  
Rita DiLeo, University of Scranton  
Anthony R. DiLeo, University of Scranton

Barefoot, Pregnant, and (Not Very) Happy:” Management and Healthcare Reasons for Paid Parental Leave in the U.S.  
Michaeline Skiba, Monmouth University
Occupational Injury Patterns, and Perceived Training Among Home-based Direct Care Workers in U.S. Home, and Hospice Care Agencies
Hanadi Hamadi, University of North Florida
Janice Probst, University of South Carolina
M. Mahmud Khan, University of South Carolina
Jessica Bellinger, University of South Carolina
Candace Porter, University of South Carolina

Model for Strategically Mapping Early Career Development
Daniel J. West, University of Scranton

Managing Multi-generational Workgroups in Healthcare; Both in Clinical and Administrative Roles
Kendolyn Smith, Clayton State University
Latrina Walden, Clayton State University
Deborah Gritzmacher, Clayton State University

BUSINESS AND HEALTH ADMINISTRATION
3:00–4:15 p.m......................................................... Dearborn 3, 7th Floor
Theme: Policy and Community Issues in Healthcare
Chair: Steven J. Szydlowski, University of Scranton
Discussant: Robert J. Spinelli, University of Scranton

Sustained Sobriety in Addiction Recovery System: Impact on Health Delivery
Steven J. Szydlowski, University of Scranton
Peter P. Amato, Inner Harmony Wellness Center

The Role of Healthcare Administrators in Overcoming the Barriers Preventing Nurse Practitioners from Practicing in Primary Care
William F. Miller, University of Scranton

Mending the Divide: Addressing the Physician-Administrator Relationship in Light of Healthcare Reform
Shannon Browne, University of Scranton
Robert J. Spinelli, University of Scranton
Sloths, Bio-prospecting, and What Nature Can Do to Assist Survival
Elizabeth Reese Gritzmacher, Montana State University
Jovanka Voyich-Kane, Montana State University
Catherine Gritzmacher, Georgia State University

BUSINESS, SOCIETY, AND GOVERNMENT
3:00–4:15 p.m.................................................. Madison Room, 3rd Floor
Theme: Business
Chair: Joni Jackson, Chicago State University

The Graying of Japan: Challenges and Opportunities for Japanese Companies
Masud Chand, Wichita State University

Dynamics in Financing Regimes
William Pratt, Clarion University of Pennsylvania
Dave O. Jackson, University of Texas-Pan American

CASE RESEARCH
3:00–4:15 p.m.................................................. LaSalle 1, 7th Floor
Theme: Critical Incident Presentations
Chair: Diane R. Edmondson, Middle Tennessee State University
Scribe: Timothy Brotherton, Ferris State University
Discussants: Elizabeth Jones, Notre Dame of Maryland University
Xuan Pham, Rockhurst University

A Case of Copyright Infringement: Snowman v. Frozen
Maria A. Moore, Illinois State University
Tracy Widergren, Illinois State University

Lockheed Martin’s Skunk Work’s Stealth Program that Changed Aerial Warfare Tactics
John J. Vitton, University of North Dakota
Nikolaus T. Butz, University of North Dakota
Patrick L. Schultz, University of North Dakota
James Woods and the Twitter War
Jessica A. Magaldi, Pace University

CASE RESEARCH
3:00–4:15 p.m. .............................................................LaSalle 2, 7th Floor
Theme: Embryo Case Presentations
Chair: Timothy Redmer, Regent University
Scribe: Irfan Ahmed, Sam Houston State University
Discussants: Andrew Borchers, Lipscomb University
Issam Ghazzawi, University of LaVerne

The Childfree Lifestyle: Implications for Marketers
John E. Crawford, Lipscomb University

Should there be Concern with Midwestern Community Credit Union’s
Office Operating Expense Ratio?
Robert Tokle, Idaho State University
Neil Tocher, Idaho State University

Intercultural Leadership and Team Challenges in Europe
Deborah Pembleton, College of St. Benedict and St. John’s University

CASE RESEARCH
3:00–4:15 p.m. .............................................................LaSalle 3, 7th Floor
Theme: Critical Incident Presentations
Chair: Sondra Simpson, Elmhurst College
Scribe: Patrick F. Schultz, University of North Dakota
Discussants: Jeffrey R. Miller, Sam Houston State University
Mika Kusar, Fort Lewis College

English Only Controversy at City Market Co-op
Paul E. Olsen, Saint Michael's College
Peter T. Kelly, Saint Michael's College

A Bad Time for Everyone
George Boulware, Lipscomb University
Telecommute: Win-Win or Win-Lose?
John D. Veal Jr., Webster University

FINANCE
3:00–4:15 p.m. ................................................................. Clark 7, 7th Floor
Theme: Finance Issues
Chair: Manuela Brown, University of Minnesota-Crookston

Speculative Behavior and Islamic Investments
Jamshed Y. Uppal, Catholic University of America
Ehsan Ahmed, James Madison University
J. Barkley Rosser Jr., James Madison University
Discussant: K. Matthew Wong, St. John’s University

Roth IRAs Revisited—Minimum Required Distributions?
Robert Wolf, University of Wisconsin-La Crosse
William E. Maas, University of Wisconsin-La Crosse
Discussant: Rizwan Ali, The University of Lahore

The Link Between Reputation and Destiny: Insights Based on Annualized Stock Returns
Thomas M. Krueger, Texas A&M-Kingsville
Mark A. Wrolstad, Winona State University
Discussant: Manuela Brown, University of Minnesota-Crookston

FINANCE
3:00–4:15 p.m. ................................................................. Clark 3, 7th Floor
Theme: Global Finance
Chair: Monzurul Hoque, Saint Xavier University

How Do Financial Ratios Affect Corporate Performance? Evidence from Bangladesh
Ingyu Chiou, Eastern Illinois University
Sharif Islam, Eastern Illinois University
Discussant: Ash Hossain, Memorial University
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Does Financial Development Create a Significant Cause of Social Development?
Rizwan Ali, School of International Education, Xidian University, China
Inayat U. Mangla, Haworth College of Business
YanPing Liu, Xidian University, Xi’an China
Discussant: Tom Cooper, Memorial University

VC in an Emerging Market: The Case of China
K. Matthew Wong, St. John’s University
Discussant: Charles W. Johnston, Baker College

Did Canada Survive the Financial Crisis Better than the United States?
Ash Hossain, Memorial University
Dao Xuan Nguyen, Memorial University
Discussant: Monzurul Hoque, Saint Xavier University

INFORMATION SYSTEMS
3:00–4:15 p.m. Kimball Room, 3rd Floor
Theme: Information Systems
Chair: Wen-Jang (Kenny) Jih, Middle Tennessee State University
Discussant: Safwan Omari, Lewis University

Integrating Virtualization and Cloud Services into a Multi-Tier, Multi-Location Information Systems Business Continuity Plan
Michael D. Mattei, Bellarmine University
Eric Satterly, Bellarmine University
Brian Henry, Bellarmine University

Integration of Ethics in IT Curriculum—Panel Discussion
Safwan Omari, Lewis University
Faisal Abdullah, Lewis University

A Perspective on Challenges and Solutions to IT Outsourcing in Small Companies
Sudharsan Iyengar, Winona State University
Chandrasekhar (Chandu) Valluri, Saint Mary’s University of Minnesota
INTERNATIONAL BUSINESS
3:00–4:15 p.m. .............................................................Crystal Room, 3rd Floor
Theme: AIB Situations and How to Develop Good AIB Research
Chair: Maasaki (Mike) Kotabe, President, AIB Fellow

MANAGEMENT
3:00–4:15 p.m. .............................................................Burnham 1, 7th Floor
Theme: Innovation and Entrepreneurship
Chair: Erin Rae Fluegge, Southeast Missouri State University
Discussant: Kenneth Fah, Ohio Dominican University

Social Merchants’ Reputation, Survival, and Failure: A Longitudinal Study
In Lee, Western Illinois University

The Expanding Role of Social Media in Traditional Business Marketing. How Emerging Social Media and Big Data are Rapidly Changing the Role and Responsibilities of Marketing Professionals
Richard Vaughan, University of St. Francis

Evolution and Revolution: Trends in MBA Program Design and Delivery
Kenneth Russ, Jackson State University
Ramin Maysami, Jackson State University

MANAGEMENT
3:00–4:15 p.m. .............................................................Burnham 4, 7th Floor
Theme: 101 Things to Know About Being Published
Panelists: Julia Teahen, Baker College
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
Carolyn Wiley, Roosevelt University
Barbara Nemecek, Immediate Past President, MBAA
MANAGEMENT

3:00–4:15 p.m..........................................................Burnham 2, 7th Floor
Theme:          Managing Diversity
Chair:  Jeffrey Fahrenwald, Rockford University
Discussant:  Ada Duffey, University of Wisconsin-Waukesha

Workforce Diversity Management: The Case of Mayo Clinic
Mussie Tessema, Winona State University
Alexis Vlack, Winona State University
Eden Sahle, Winona State University
Erica Stiller, Winona State University
Samantha Theis, Winona State University

The Anatomy of Race-Related Diversity-Incident Escalation (ARRDIE):
Proactively Managing the Root Cause of Race-Related Crises on
College and University Campuses
Jeanetta D. Sims, University of Central Oklahoma
Chaunda Scott, Oakland University
Atoya Sims, University of Central Oklahoma

Elderly Workers in the Workforce
Jitendra Mishra, Grand Valley State University
Bharat Mishra, Western Michigan University

MARKETING

3:00–4:15 p.m.......................................................... Salon 1, 3rd Floor
Theme:          IMC, Promotions, and Digital Marketing
Chair and
Discussant:  Michael Messina, Gannon University

Perceived Congruity between the Image of Homosexual Presenters
and Luxurious Products in Advertising
Sydney Chinchanachokchhai, University of Wisconsin-Eau Claire
Nancy Hanson-Rasmussen, University of Wisconsin-Eau Claire
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How Children Cope with Commercial Messages in an Advergames: A Review of Young Children's Persuasion Knowledge
Eunji Cho, University of Wisconsin-Madison

MARKETING
3:00–4:15 p.m. ............................................................... Salon 2, 3rd Floor
Theme: Branding Strategy and Research
Chair and Discussant: Zinaida Taran, Pennsylvania State University-Harrisburg

Student or Nonstudent? An Empirical Comparison of Different Survey Modes’ Data Quality
B. Zafer Erdogan, Anadolu University
Semra Dogan Cifci, Anadolu University

Face Consciousness, Gender, and Brand Variables
Seung-Hee Lee, Southern Illinois University
Jane E. Workman, Southern Illinois University
Kwangho Jung, Seoul National University

The Effect of Brand Image on Perceived Value and Consumption Intentions for Experiential Goods
Chad Milewicz, University of Southern Indiana
Perry Burnett, University of Southern Indiana

MARKETING
3:00–4:15 p.m. ............................................................... Salon 3, 3rd Floor
Theme: Marketing Education
Chair and Discussant: Alex Milovic, Marquette University

Professor Walks into a Bar: Using Humor and Q-Score to Determine Instructor and Department Appeal
Alex Milovic, Marquette University
Rebecca Dingus, Central Michigan University
Nina Krey, Louisiana Tech University
Sustainability through a Business Lens: A Stakeholder Approach to Exploring People, Planet, and Profits in Chile
Sarah Rand, St. Catherine University
Mary Henderson, St. Catherine University

Course Redesign: Evaluation of Learning Objective, Hybrid Delivery and New Experiential Project
Hulda Black, Illinois State University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
3:00–4:15 p.m. ................................................................ Indiana Room, 3rd Floor
Theme: Supply Chain Practices and Supplier Competitiveness
Chair: Raida Abuizam, Purdue University Calumet

Evaluating Supplier Competitiveness: A Multi Criteria Decision Making Approach
Raida Abuizam, Purdue University Calumet
Aber Elsaleiby, Purdue University Calumet

Measuring and Understanding Consumer Responses to Corporate Social Responsibility Supply Chain Practices
Mahesh Srinivasan, University of Akron

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

"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.
ACCOUNTING
7:30–9:15 a.m. ............................................................. Salon 12, 3rd Floor
North American Accounting Society Breakfast and Business Meeting
(Ticket Required)
Presiding: Carol Jessup, University of Illinois-Springfield

BUSINESS ECONOMICS
8:00–9:15 a.m. ...................................................... Logan Room, 3rd Floor
Theme: Housing Markets
Chair: Daniel L. Friesner, North Dakota State University

Real Estate Agents Are Assisted by Seller’s Assist
Lindsey Nagy, Muhlenberg College

Accounting for User Fees in Government Provision of Mandatory
Regulatory Services: The Case of Allentown’s Rental Program
Trevor M. Knox, Muhlenberg College

A Comparison of Mortgage Delinquencies for Indiana vs. the U.S.
1979–Present
Paul McGrath, Purdue University Calumet

BUSINESS AND HEALTH ADMINISTRATION
8:00–9:15 a.m. ............................................................. Dearborn 1, 7th Floor
Theme: International Issues in Healthcare
Chair: Patrik Christian Cmorej, St. Elizabeth University
Discussant: Peter Fitzpatrick, Clayton State University

Health Risks Associated with Working with Computers: Results from
National Survey in 2013
Branislav Barton, St. Elisabeth University
Alexandra Mamova, St. Elisabeth University
Marian Karvaj, St. Elisabeth University
Mariana Mrázová, St. Elisabeth University
Robert Babela, St. Elisabeth University
Economic Burden of Antidiabetic Treatment in Slovakia
Richard Didič, St. Elisabeth University
Patrik Christian Cmorej, St. Elizabeth University
Vladimir Uraz, St. Elizabeth University
Marian Fasko, St. Elizabeth University
Robert Babela, St. Elizabeth University

Are Refugees for Us a Threat or an Opportunity?
Libusa Radkova, St. Elisabeth University
Lucia Ludvigh Cintulova, St. Elisabeth University
Katarina Bundzelova, St. Elisabeth University

Pricing and Reimbursement Policies across Europe of Antimicrobial Agents
Tanja Novakovic, Pharmaceutical Society of Serbia

BUSINESS AND HEALTH ADMINISTRATION
8:00–9:15 a.m. Dearborn 2, 7th Floor
Theme: Health and Wellness
Chair: Ateequr Rahman, Rosalind Franklin University
Discussant: Iris Buder, Idaho State University

The Contribution of the Lay Theories Approach to the Study of Health Maintenance Decisions: A Research Agenda
Avinandan Mukherjee, Clayton State University

Exploring the Impact of an Interprofessional Care Protocol on the Patient Experience and Outcomes for seniors with Diabetes and its economic impact
Ateequr Rahman, Rosalind Franklin University
Rahul Deshmukh, Rosalind Franklin University

Occupational Ranking, Body Mass Index, and Gender Discrepancies
Iris Buder, Idaho State University

A Long-Term Care Administration Practicum Cohort Model with Adjunctive Applied, Online Coursework
Jennifer Johs-Artisensi, University of Wisconsin-Eau Claire
Douglas Olson, University of Wisconsin-Eau Claire
BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. ................................................................. Dearborn 3, 7th Floor
Theme: Student papers
Chair: Michael Duchaj, Advocate Sherman Hospital
Discussant: Aimee X. Miller, The University of Scranton

Fall Prevention Strategies and The Nurse Manager’s Role In Patient Safety
Abeer Alruwaili, Indiana University of Pennsylvania

Prediction of Catastrophic Falling
Michael Duchaj, Advocate Sherman Hospital
Elizabeth Smith, Northern Illinois University
Stephanie Egan, Northern Illinois University
M. J. Blaschak, Northern Illinois University

Safeguarding Hospitals from Armed Attacks
Aimee X. Miller, University of Scranton
Daniel West Jr., University of Scranton

Improving Quality of Healthcare with Hourly Rounding.
Fatimah Al Hunaidi, Indiana University of Pennsylvania

Marketing in Dental Healthcare Industry
Priyasilpa Ghantasala, The University of Findlay
Shiv K Gupta, The University of Findlay

BUSINESS, SOCIETY, AND GOVERNMENT

8:00–9:15 a.m. ................................................................. Madison Room, 3rd Floor
Theme: Technology, Sustainability, and Risk Management
Chair: Diane Sykes, Kaplan University

Surveillance, Privacy and the Tipping Point
Joni Jackson, Chicago State University

Greenhouse Gas Emissions and Sustainability Practices of Large Commercial Enterprises in Saudi Arabia
M. Anaam Hashmi, Minnesota State University
When the Unexpected Happens: Are Non-Profits Ready to Respond?
John E. Spillan, University of North Carolina at Pembroke

Case Study: Transfer of Employees
John Lucas, Purdue University Calumet

CASE RESEARCH
8:00–9:15 a.m. .............................................................LaSalle 1, 7th Floor
Theme: Critical Incident Presentations
Chair: Maria A. Moore, Illinois State University
Scribe: Leigh W. Cellucci, East Carolina University,
Discussants: Claire L. McCarty, University of Wisconsin-River Falls
George Boulware, Lipscomb University

An “F” for Corporate Citizenship
Gabriele Lingenfelter, Christopher Newport University
Abby Brooks, Christopher Newport University

Is McDonald's "Clowning Around" with Ronald McDonald House Charities?
Diane R. Edmondson, Middle Tennessee State University
Cheryl B. Ward, Middle Tennessee State University
Don Roy, Middle Tennessee State University

Staff Utilization—It's More than Just a Metric
Robert R. Picard, Idaho State University
Ann M. Hackert, Idaho State University
CASE RESEARCH
8:00–9:15 a.m. ..................................................LaSalle Room 2, 7th Floor
Theme: Critical Incident Presentations
Chair: George Whaley, San José State University
Scribe: Steven Cox, Queens University of Charlotte
Discussants: Prescott C. Ensign, Wilfrid Laurier University
Asbjorn Osland, San José State University

#GreenPoop—A Drawback or a Selling Point for Burger King's Halloween Whopper?
Timothy Brotherton, Ferris State University
Henry W. L. Ho, Ferris State University

Star Wars Commander: Is there an Ethical Disturbance in the Force?
Michael McCardle, Idaho State University
Jie McCardle, Idaho State University
JoAnn L. Atkin, Western Michigan University

Food Fight
Brad Reid, Lipscomb University
Andrew Borchers, Lipscomb University

CASE RESEARCH
8:00–9:15 a.m. ..................................................LaSalle Room 3, 7th Floor
Theme: Critical Incident Presentations
Chair: Paul E. Olsen, Saint Michael’s College
Scribe: Eric Nelson, University of Central Missouri
Discussants: Jeffrey R. Miller, Sam Houston State University
Sarika Pruthi, San José State University

Moving the Trane
Mika Kusar, Fort Lewis College
Rick Gore, Fort Lewis College

“10 Things I Hate About . . .” Contract Breaches
Jessica A. Magaldi, Pace University
Republic of Tea’s One Cuppa Tea
Joseph Provenza, Elmhurst College
Mitch Morris, Elmhurst College
Pasquale Maranto, Elmhurst College
Kelsey McNeela, Elmhurst College
Sondra Simpson, Elmhurst College

FINANCE
8:00–9:15 a.m. ................................................................. Clark 7, 7th Floor
Theme: Special Topics in Finance
Chair: Duong Le, Marietta College

Exam Time Limits and Student Preparation: Look at the Variance
Walt A. Nelson, Missouri State University
Discussant: Tom Cooper, Memorial University

The Search for a Teaching Chair in Finance: A Case Study
Tom Cooper, Memorial University
Ash Hossain, Memorial University
Discussant: Walt A. Nelson, Missouri State University

Corporate Governance and Performance of Non-Financial Institutions in Pakistan
Rizwan Ali, Xidian University, Xi’an, China
Yanping Liu, Xidian University, Xi’an, China
Juan Shang, Xidian University, Xi’an, China
Gul Rukh, University of Lahore, Pakistan
FINANCE
8:00–9:15 a.m. ................................................................. Clark 5, 7th Floor
Theme: Portfolios and Allocation
Chair: John Stephens, University of Michigan-Flint

Searching for Information Content in Fortune’s List of the 100 Fastest-Growing Companies: A Portfolio Perspective
Tony Loviscek, Seton Hall University
Jennifer Santos, Seton Hall University
Discussant: Pedro D. Sottile, University of Wisconsin-Eau Claire

Portfolio Management Under Nonlinear Process
Jeong Lee, University of North Dakota
Discussant: Alan B. Czyzewski, Indiana State University

A Review of Web-Based Asset Allocation Models
Robert Wolf, University of Wisconsin-La Crosse
Discussant: John Stephens, University of Michigan-Flint

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
Theme: Investor’s Portfolio and GDP
Chair: Robert Moussetis, North Central College
Discussants: Mohammad Rajabi, University of Edinburgh
Aris Boukouras, University of Leiceister
Ouenniche Jamal, University of Edinburgh

In Emerging Markets: Are Stock Trades Influenced by Investors’ Socio-Economic Traits? The Case of China
John E. Spillan, University of North Carolina at Pembroke
Victor Bahhouth, University of North Carolina at Pembroke
George Liu Yi, University of North Carolina at Pembroke
Investigation of the Economic Growth and Wealth Distribution between China and USA with the Top 100 Billionaires Data Analytics
Jan-Jo Chen, Chicago State University
Ben-Chieh Liu, Chicago State University
Jian-Chern Chen, Northwestern Polytechnic University
Wei-Wei Cheng, Northrop Grumman

INTERNATIONAL BUSINESS
8:00–9:15 a.m.......................................................Cresthill Room, 3rd Floor
Theme: Innovation and Social Factors
Chair: Raffaele DeVito, Emporia State University
Discussants: Grace F. Johnson, Marietta College
Peter Geib, Minnesota State University-Moorhead
O. Volkan Ozbek, University of Texas-Arlington
Etienne Musonera, Mercer University

Location Advantages Related to Innovation: Can Cultural Values Predict Innovation Levels?
Brittney Charmae Bauer, Saint Louis University

Innovation and Design Thinking in Nicaragua
Paul M. Lane, Grand Valley State University

A Survey of Consumer Perceptions on Medical Tourism (2015 Study)
Lydia Gan, University of North Carolina at Pembroke
James R. Frederick, University of North Carolina-Pembroke

The High Entrepreneurial Spirit in Poland, but Is it Opportunity-Driven Entrepreneurship?
Christopher Ziemnowicz, University of North Carolina at Pembroke
Michael Menefee, University of North Carolina at Pembroke

Developing Innovation Roadmaps Based on Patent Informatics to Benchmark E-Commerce Payment Management Technologies
Amy J. C. Trappey, National Tsing Hua University
Charles V. Trappey, National Chiao Tung University
Abby P. T. Hsu, National Tsing Hua University
LEGAL STUDIES
8:00–9:15 a.m. ..................................................... Wilson Room, 3rd Floor
Theme: Antitrust and Criminal Law
Moderator: Denise Oas, University of Central Missouri

Antitrust and the Efficient Black Market
Greg Day, Oklahoma State University

Can State Antitrust Law Trump the Contact Lens Industry’s Uniform Price Policy for Retailers?
Steve Smith, Truman State University
(co-author, Bryce Jones, Truman State University)

Prosecuting the Couch Potato—Examining Phishing and Other Electronic Fraudulent Scams
Mason J. Molesky, Alma College

Van Gohn, Van Gone—The Legal War Over Stolen Art
Monroe J. Molesky, Alma College

LEGAL STUDIES
8:00–9:15 a.m. ...............................................Marshfield Room, 3rd Floor
Theme: Teaching
Moderator: Mark A. Huesmann, University of Wisconsin-La Crosse

Legal Environment of Business: Teaching Ethics through Legal Case Analysis—A Collaborative Approach
Elizabeth A. Cameron, Alma College
Michael J. Molesky, Michigan State University

Racism and the Law—The Need to Educate
Tanya M. Marcum, Bradley University
Elizabeth A. Campbell, Central Michigan University

Embedding the Principles for Responsible Management Education Into Business Law Classes
Amy Verbos, University of Wisconsin-Whitewater
Taking Time to Redesign: Implementing New and Improved Technological and Pedagogical Practices in an Introductory Legal Studies Course
Dexter Woods, Ohio Northern University

MANAGEMENT
8:00–9:15 a.m. .......................................................... Burnham 4, 7th Floor
North American Management Society Membership Meeting
Presiding: Jay Young, Ohio Dominican University

MARKETING
8:00–9:15 a.m. .......................................................... Salon 1, 3rd Floor
Theme: Getting Published—Panel Discussion: Meet the Editors
Chair and Discussant: Brian Vander Schee, Aurora University
Panelists: Brian Vander Schee, Editor, Marketing Education Review
Matt Elbeck, Editor, Journal for the Advancement of Marketing Education
Eric Harris, Editor, Journal of Managerial Issues
Gail Zank, Editor, Marketing Management Journal

MARKETING
8:00–9:15 a.m. .......................................................... Salon 2, 3rd Floor
Theme: Marketing Education—Panel Discussion: In an Ideal World, what should Constitute "Scholarship and Research" for Business Faculty? What Most Benefits our Students, Institutions, and Ourselves Professionally?
Chair and Discussant: Fred Hoyt, Illinois Wesleyan University
Panelists: Fred Hoyt, Illinois Wesleyan University
Kim Fulkerson, Wartburg College
Lori Lohman, Augsburg College
Dena Lieberman, Alverno College
MARKETING
8:00–9:15 a.m. ............................................................... Salon 3, 3rd Floor
Theme: Consumer Behavior
Chair and Discussant: Andreas W. Stratemeyer, California State University-Fresno
Product Displacement and the Effects on Brand Substitution
Franklin Tillman, University of Mississippi
Using Prospective Memory in Marketing: An Exploratory Study in Social Incentives
Eyad Youssef, Delta State University
Rebecca Hochradel, Delta State University
The Journey from Consumers to Co-Creators: Exploring Consumers’ Co-Creation Experiences by Means of Neurophysiological Tools
Reem Refai A. Mahmoud, Suez Canal University and University of Michigan
Richard P. Bagozzi, University of Michigan
Wael A. Kortam, Cairo University
Abeer A. Mahrous, Cairo University

ACCOUNTING
9:30–10:45 a.m. ........................................................... Salon 12, 3rd Floor
Theme: Accounting Education Topics
Chair: Phyllis Kapetanakis, Augsburg College
Understanding Academic Program Performance, Evaluation, and Control in a Centralized University
Kevin Devine, Xavier University
M. Christian Mastilak, Xavier University
Michele Matherly, Xavier University
Cynthia J. Rooney, University of New Mexico-Los Alamos
Graduate Student Preparedness to the Impending IFRS Convergence
Angela McCaskill, Saint Martins University
How a Focus on Employers Impacts Business School Performance: A Study of Accounting Department Chairpersons, Deans, and Vice Presidents of AACSB Business Schools
Robert L. Webster, Ouachita Baptist University
Kevin L. Hammond, University of Tennessee-Martin
Jeanie A. Curry, Ouachita Baptist University

ACCOUNTING
9:30–10:45 a.m. ........................................................... Salon 10, 3rd Floor
Theme: Cost Accounting
Chair: Mike Slaubaugh, Indiana University-Purdue University
          Fort Wayne

Does Transfer of Control Rights Following Debt Covenant Violations Affect Sticky Cost Behavior?
Menghistu Sallehu, Eastern Illinois University
Rui Silva, Eastern Illinois University

The Role of Product Market Dynamics on Cost Behavior
Hoyoung Kim, Eastern Illinois University
Menghistu Sallehu, Eastern Illinois University

The Effect of a Firm's Cost Structure on its Earnings Volatility and Competitive Advantage: Evidence from the Healthcare Industry
Essam Elshafie, Northeastern Illinois University
Emmanuel Nyadroh, Northeastern Illinois University

BUSINESS ECONOMICS
9:30–10:45 a.m. ........................................................... Logan Room, 3rd Floor
Theme: Financial Intermediaries
Chair: Paul McGrath, Purdue University Calumet

U.S. Commercial Banks: A Look at Variations in Asset and Leverage Growth Behavior
Marc Schaffer, St. Norbert College
Central Bank Independence and the Conduct of Monetary Policy  
Ranajoy Ray-Chaudhuri, Muhlenberg College

Determinants of Credit Union Net Worth Following the Financial Crisis  
Robert Tokle, Idaho State University  
Teri Peterson, Idaho State University

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**BUSINESS AND HEALTH ADMINISTRATION**  
9:30–10:45 a.m. Dearborn 1, 7th Floor  
**Theme:** Public Health Issues in Slovakia  
**Chair:** Robert Babela, St. Elisabeth University  
**Discussant:** Irfan Ahmed, Sam Houston State University

Screening for Cystic Fibrosis and Subsequent Healthcare Management from the Perspective of Public Health: The First Results of a Nation-Wide Study in Slovakia.  
Branko Takáč, St. Elizabeth University  
Karol Kráľinský, Slovak Medical University  
Ivana Gondová, St. Elizabeth University

Health and Public Health Administration View on the Causes of Child Mortality and Morbidity in the Slovak Republic  
Oliver Petrik, St. Elizabeth University, Bratislava  
Karol Kráľinský, Slovak Medical University

Application of Innovative Teaching Methods in Public Health  
Patrik Christian Cmorej, St. Elisabeth University  
Robert Babela, St. Elisabeth University  
Alexandra Mamova, St. Elisabeth University  
Richard Didič, St. Elisabeth University  
Radomir Vlk, St. Elisabeth University

Did we Fail the Public? Social, Medical, and Ethical Reasons for the Anti-Vaccination Movement.  
Eva Grey, St. Elisabeth University of Health and Social Work  
Mariana Mrázová, St. Elisabeth University of Health and Social Work
BUSINESS AND HEALTH ADMINISTRATION
9:30–10:45 a.m. ....................................................... Dearborn 2, 7th Floor
Theme: Training and HR Issues in Nursing
Chair: Nashat M. Zuraikat, Indiana University of Pennsylvania
Discussant: Whitney Kinyua, Washburn University

Effect of Workplace Bullying on Nurses and Healthcare Organizations
Nouf Aldhafeeri, Indiana University of Pennsylvania

Strategies to Increase Enrollment of Hispanic Students in Allied Health and Nursing Programs
Zach Frank, Washburn University
Jean Sanchez, Washburn University
Whitney Kinyua, Washburn University

Social, Cultural, and Educational adjustment of International Graduate Nursing Students at a State System University in Pennsylvania
Nashat M. Zuraikat, Indiana University of Pennsylvania
Catherine Dugan, Indiana University of Pennsylvania

Minimizing Language Barriers for Foreign Nurses and Patients
Ohoud Aldughmi, Indiana University of Pennsylvania

BUSINESS AND HEALTH ADMINISTRATION
9:30–10:45 a.m. ....................................................... Dearborn 3, 7th Floor
Theme: How to Get Published
Chair: Ashish Chandra, University of Houston-Clear Lake
Discussant: David P. Paul III, Monmouth University

Meet the Editors:
Ashish Chandra, Hospital Topics
Avinandan Mukherjee, International Journal of Pharmaceutical and Healthcare Marketing
BUSINESS, SOCIETY, AND GOVERNMENT
9:30–10:45 a.m. ................................................ Madison Room, 3rd Floor
Theme: Education
Chair: John Lucas, Purdue University Calumet

Soft Skill Competencies Are needed in Leadership in Every Field
Jan Roy, Kaplan University
Paulette Howlett, Kaplan University

Elevating Computer Science in Schools: Responding to an Urgent Need
Anu Gokhale, Illinois State University

Remaining Relevant: Is there an App for that?
Diane Sykes, Kaplan University

CASE RESEARCH
9:30–10:45 a.m. ...........................................................LaSalle 1, 7th Floor
Theme: Roundtable Discussion: Transforming Case Assignments into Program Assessments in about 90 Seconds
Panelist: Elizabeth Jones, Notre Dame of Maryland University

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 R. Miller, Sam Houston State University
Discussants: George Schmelzle, Missouri State University
Bob Edmonds, SUNY Maritime College

My Job or My Values
Samantha Gardner, Idaho State University
Neil Tocher, Idaho State University
Alexander R. Bolinger, Idaho State University
What Can Sponsors Do to Correct Corruption in FIFA?
Nanette Clinch, San Jose State University
Marco Pagani, San Jose State University
Asbjorn Osland, San Jose State University

British Petroleum Oil Spill
Trent Howard, Elmhurst College
Evan Leski, Elmhurst College
Alec Datoli, Elmhurst College
D. J. Dial, Elmhurst College
Sondra Simpson, Elmhurst College

CASE RESEARCH
9:30–10:45 a.m. ...............................................LaSalle Room 3, 7th Floor
Theme: Case Writers Workshop
Panelists: Andrew Borchers, Lipscomb University
Leigh W. Cellucci, East Carolina University,
Kay Hodge, University of Nebraska-Kearney

FINANCE
9:30–10:45 a.m. .............................................................. Clark 5, 7th Floor
Theme: Financial Markets
Chair: Han B. Kang, Illinois State University

Intra-Day Volatility in U.S. Stock Market Indexes due to ETF Trading Practices Causing Large Opening Bell Bid-Ask Spreads that Disappear Early in the Trading Day
John Stephens, University of Michigan-Flint
Peter Bush, University of Michigan-Flint
Seyed Mehdian, University of Michigan-Flint
Discussant: Mostafa M. Maksy, Kutztown University of Pennsylvania

Role of Financial Growth Over the Decades
Gul Rukh Niazi, University Of Lahore
Discussant: Ruixiang Wang, University of San Diego
An R&D Intensive Portfolio
Li Cai, Illinois Institute of Technology
Chaohua He, University of International Business and Economics
Discussant: B. Paul Choi, Howard University

A Review of Money Laundering and its Impact on Financial Markets
Ryan Stack, Memorial University
Tom Cooper, Memorial University
Discussant: Han B. Kang, Illinois State University

FINANCE
9:30–10:45 a.m. ........................................................................... Clark 3, 7th Floor
Theme: Investments
Chair: Walt A. Nelson, Missouri State University

Equilibrium Relationship between Expected Return and Skewness
Nalinaksha Bhattacharyya, University of Alaska-Anchorage
Leyuan You, University of Alaska-Anchorage
Discussant: Pedro D. Sottile, University of Wisconsin-Eau Claire

Price Volatility in the Natural Gas Market
Duong Le, Marietta College
Discussant: Alex Meisami, Indiana University South Bend

Sensitivity Coefficients for Investments
Kashi Nath Tiwari, KNT’s Academic Financial Research
Discussant: Walid Ben Omrane, Brock University

INTERNATIONAL BUSINESS
9:30–10:45 a.m. ........................................................................... Crystal Room, 3rd Floor
Theme: Frontier and Emerging Markets
Chair: Chuandi Jiang, Saint Louis University
Discussants: Chuandi Jiang, Saint Louis University
Jie Yang, Saint Louis University
Douglas Roy, Saint Louis University
Emerging Technologies in Emerging Markets: The Case of the Drones Industry
David Boggs, Eastern Illinois University
Xueting Sun, Eastern Illinois University

Diversification Benefits from Investing in Frontier Markets: Evidence from the Markets of Africa and the Middle East
Akash Dania, Alcorn State University
Ramin Maysami, Jackson State University

Entrepreneurship Education: A Global View
Ramin Maysami, Jackson State
Kennet (Randy) Russ, Jackson State University
Micah Crump, Jackson State University

Factors Effect on Online Purchase Intention in the Theory of Planned Behavior
Gaye Acikdilli, Basket University Ankara, Turkey

Creating Business Incubators through Universities will Grow Economy Fast in Africa
Zafar A. Bokhari, Chicago State University

INTERNATIONAL BUSINESS
9:30–10:45 a.m. ...............................................................Cresthill Room, 3rd Floor
Theme: Economic Performance and Corporate Governance
Chair: Jan-Jo Chen, Chicago State University
Discussants: Ben-Chieh Liu, Chicago State University
Jia-Chern Chen, Northwestern Polytechnic University
Wei-Wei Cheng, Northrop Grumman

An Outlook of Economic Performance, Institutional Environment, Innovation, and Spillovers in Turkey
Ramazan Hamza Arikan, Saint Louis University

The Effects of Corporate Governance on Earnings Management-A Multi-country Analysis
Rosey Bao, Elon University
The Effects of Firm Size and Service Characteristics on Mode of Offshoring
Anand Pore, University of Houston-Downtown

LEGAL STUDIES
9:30–10:45 a.m. ............................................... Wilson Room, 3rd Floor
Theme: Contract and Criminal Law
Moderator: Jamie Prenkert, Indiana University

The Criminalization of Compliance
Todd Haugh, Indiana University

Corporate Liability Under International Criminal Law
Caroline Kaeb, University of Connecticut

Product Misuse or Failure to Warn?: The Unusual Case of a Consumer Product that Causes Personal Injury
Richard J. Hunter Jr., Seton Hall University

Public Policy Considerations Concerning Forum Selection Clauses in Insurance Contracts
Chad Marzen, Florida State University

The Consumer As Sisyphus: Should We Be Happy With ‘Why Bother’ Consent?
Angie Raymond, Indiana University

LEGAL STUDIES
9:30–10:45 a.m. ............................................... Marshfield Room, 3rd Floor
Theme: Potpourri
Moderator: Christine A. Ladwig, Southeast Missouri State University

Ripped from the Headlines: Teaching Contract Law with Scandal, Intrigue, and Gossip
Jessica A. Magaldi, Pace University
Teaching the International Legal Environment of Business: A Multi-Media and Case-Based Approach  
Mark Blodgett, Suffolk University

Legal Bullying, the Dark Side of Legal Strategy  
David Orozco, Florida State University

Global Tax Shelters, the Ethics of Interpretation, and the Need for a Pragmatic Jurisprudence  
Daniel T. Ostas, University of Oklahoma

Technology “Uber” Alles: Legal Challenges in the Sharing Economy  
Katrin C. Varner, Illinois State University  
Carson H. Varner, Illinois State University

MANAGEMENT
9:30–10:45 a.m. ........................................................Burnham 1, 7th Floor
Theme: Human Resources
Chair: Regina Greenwood, Nova Southeastern University
Discussant: Casimir Barczyk, Purdue University Calumet

Socialization Efficiency: Decreasing Time Allocated to Socialization and Role Adjustment Processes  
Elyse Podwojski, Eastern Illinois University

The Impact of the Designed Work Environment on Recruitment and Retention of Knowledge Workers  
David Boggs, Eastern Illinois University  
Joe Story, Eastern Illinois University

Employer/Employee Perceptions of Performance Appraisal and Organizational Outcomes: The power and impact received through the use of basic quality tools  
Steve Roussas, University of Phoenix  
Olatubosun Emanuell Jewoola, University of Phoenix
MANAGEMENT
9:30–10:45 a.m. .........................................................Burnham 2, 7th Floor
Theme: Human Resources
Chair: Jay Johnson, Fontbonne University
Discussant: John Grant, Ohio Dominican University

Rewards, Motivation and Creativity: A Test of Competing Theories
Mark Bayer, Eastern Illinois University
Ben Feltes, Eastern Illinois University

Workplace Learning Outcomes, Self-Directed Learning, Age, Gender, and Occupation: Preliminary Research Questions
Karen Blotnicky, Mount Saint Vincent University
Paulette Cormier-MacBurnie, Mount Saint Vincent University
Peter Mombourquette, Mount Saint Vincent University
Jeffrey Young, Mount Saint Vincent University

The Relationship of Action Identification Theory and Style of Processing and its implications for Managing Employees
Tim Bode, Wittenburg University

MANAGEMENT
9:30–10:45 a.m. .........................................................Burnham 4, 7th Floor
Theme: Team Building Activities and the Impact on an MBA Cohort Experience
Presenters: Jaclyn Barnhill, Purdue University North Central
Cynthia Roberts, Purdue University North Central
MARKETING
9:30–10:45 a.m. ............................................................. Salon 1, 3rd Floor
Theme: IMC, Promotions and Digital Marketing
Chair and
Discussant: Judy Wiles, Southeast Missouri State University

Mobile vs. In-Store Purchases: An Empirical Investigation of Consumer Purchasing Behavior
Colin Scherff, Siena College
Raj Devasagayam, Siena College

Captured by the Client?: An Exploration of the Effects of Incivility in the Client-Agency Relationship
Tracy R. Blasdel, Rockhurst University

Listening to the Drumbeats of Consumer Opinion: A Primer on Social Media and Consumer Review Monitoring Tools
Paul Chaney, Web Marketing Today
Kathleen Fealy, Web Marketing Today
James B. Pettijohn, Missouri State University
Charles Pettijohn, Drury University

MARKETING
9:30–10:45 a.m. ............................................................. Salon 2, 3rd Floor
Theme: Marketing Education
Chair and
Discussant: John Cherry, Southeast Missouri State University

Student and Client Perceptions of Experiential Learning for Marketing Education with Two Non-Profit Organizations
Allison M. Wolfe, Elmira College
MARKETING

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

Theme: Sports, Events, and Recreation Marketing and Other Promotional Mix Issues

Chair and Discussant: Pamela Kennett-Hensel, University of New Orleans

Improving College Football Attendance with Demographic Analysis: Understanding the Importance of Benchmarking in Sport Marketing
Oscar McKnight, Ashland University
Ronald Paugh, Ashland University
Jamie Waltz, Ashland University
Elena Kirkbride, Ashland University

Consumer Reactions to Destination Marketing Campaigns: A Qualitative Analysis of Web and Social Media Content
Cuauhtemoc Luna-Nevarez, Sacred Heart University

Digital Billboard Advertising on Highways: Perceptions of Digital Billboards Amongst Marketing Practitioners in South Korea
Hye-Hyung Hwang, Ewha Womans University
Joomi Lee, OOH Advertising Center of Korea
ii-Gi Shin, Incheon Catholic University
Seung-Chul Yoo, Ewha Womans University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: Ethics and Cultural Issues in Entrepreneurship and Enterprises

Chair: David Price, Washburn University

A Study of the Values of Generational, Gender, Age, and Ethics Influences on Study and Learning
David M. Plum, University of Wisconsin-Stout
Daniel Meinen, University of Wisconsin-Stout, undergraduate student
Susan Fanning, University of Wisconsin-Stout, undergraduate student
Do Resources Vary Across Cultures? The Relationship of Resources Used by SMEs in the United States, Australia, and China
David Price, Washburn University
Michael Stoica, Washburn University
Li Na, WuHan University, China

ACCOUNTING
11:00 a.m.–12:15 p.m. ................................................. Salon 12, 3rd Floor
Theme: Financial Accounting
Chair: Ahmed El-Zayaty, The University of Findlay

Industry Analysis of Declining Cash Effective Tax Rates
Steven Hanke, Indiana University-Purdue University Fort Wayne
Hui Di, Indiana University-Purdue University Fort Wayne

Transparency and Accountability for Non-Profits: The Case of Long Island College Hospital
Ellen J. Lippman, University of Portland
Teri Grimmer, University of Portland

The Rise and Impact of the Sustainability Accounting Standards Board
Grace F. Johnson, Marietta College
Andrew Billingsley, Marietta College
Aaron Tice, Marietta College

ACCOUNTING
11:00 a.m.–12:15 p.m. ................................................. Salon 10, 3rd Floor
Theme: Roundtable Discussion
Chair: Blake Pickart, St. Mary’s University of Minnesota

Transaction Based Lending and Real Earnings Management
Stephen S. Gray, University of Wisconsin-Whitewater
Charles R. Pryor, Western Illinois University
BUSINESS ECONOMICS

11:00 a.m.–12:15 p.m. Logan Room, 3rd Floor
Theme: Topics in Finance—Stock Markets and Prices
Chair: Mohsen Bahmani-Oskooee, University of Wisconsin-Milwaukee

On the Relation between Exchange Rates and Stock Prices: A Non-Linear ARDL Approach
Sujata Saha, University of Wisconsin-Milwaukee
Mohsen Bahmani-Oskooee, University of Wisconsin-Milwaukee

A Study of Pricing Bias in Fractional Black-Scholes Quadratic Approximations Model with Respect to Interest Rates
Sangwooo Heo, University of Southern Indiana
Jong C. Rhim, University of Southern Indiana
Peter Cashel-Cordo, University of Southern Indiana

Discrimination in Financial Beauty Contests
Brenda Kahn, University of Tampa

How Much Credit (or Blame) Should Management Receive when a Firm's Price-Earnings Ratio Improves (or Weakens)?
John S. Walker, Kutztown University of Pennsylvania
Jonathan K. Kramer, Kutztown University of Pennsylvania

BUSINESS, SOCIETY, AND GOVERNMENT

11:00 a.m.–12:15 p.m. Madison Room, 3rd Floor
Theme: Publishing Panel
Chair: Diane Sykes, Kaplan University

John E. Spillan, Ph.D., Editor-in-Chief, International Journal of Sustainable Strategic Management
Masud Chand, Ph.D., Associate Editor, South Asian Journal of Global Business Research
CASE RESEARCH
11:00 a.m.–12:15 p.m. .................................................LaSalle 1, 7th Floor
Theme: Critical Incident Presentations
Chair: Timothy Brotherton, Ferris State University
Scribe: Prescott C. Ensign, Wilfrid Laurier University
Discussants: Shirley A. Wilson, Bryant University
Claire L. McCarty, University of Wisconsin-River Falls

TrintMe: Perseverance a Friend or Enemy?
Sarika Pruthi, San José State University

What Should San Jose Do About the Erotic Massage Parlors
Asbjorn Osland, San Jose State University
Charles P. Wilson, Rhode Island College

Alpha Beta Gamma at Brighton University: Leadership, Ethics, Motivation, and Decision Making
Natalie Monte, Elmhurst College
Panagiota Melonas, Elmhurst College
Eleni Eliopoulos, Elmhurst College
Dan Muisenga, Elmhurst College
Sondra Simpson, Elmhurst College

CASE RESEARCH
11:00 a.m.–12:15 p.m. .................................................LaSalle 2, 7th Floor
Theme: Critical Incident Presentations
Chair: Ann M. Hackert, Idaho State University
Scribe: Eric Nelson, University of Central Missouri
Discussants: Karen M. Foust, Tulane University
Tracy R. Blasdel, Rockhurst University

The Miami Dolphins’ Offended Lineman: Richie Incognito vs. Jonathan Martin
Zachary A. Lloyd, Ohio University
Craig Davis, Ohio University
Global Blood Therapeutics, Inc.: The Future is Now  
George Whaley, San Jose State University  
Akshay Gupta, San Jose State University  
Siddhesh Raorane, San Jose State University

A Hand Up or A Hand Out? – An Initiative in Nicaragua  
Deborah Pembleton, College of St. Benedict and St. John's University

CASE RESEARCH
11:00 a.m.–12:15 p.m. .................................................LaSalle 3, 7th Floor  
Theme: Case Writers Workshop  
Panelists: Andrew Borchers, Lipscomb University  
Leigh W. Cellucci, East Carolina University  
Kay Hodge, University of Nebraska-Kearney

FINANCE
11:00 a.m.–12:15 p.m. .................................................... Clark 5, 7th Floor  
Theme: Global Finance  
Chair: Nalinaksha Bhattacharyya, University of Alaska-Anchorage

The effects of Product Recalls on Group Companies: Evidence from a Korean Chaebol  
Ingyu Chiou, Eastern Illinois University  
Hoyoung Kim, Eastern Illinois University  
William C. Minnis, Eastern Illinois University  
Discussant: Sung C. Bae, Bowling Green State University

Spillovers or Contagion?  
Chu-Sheng Tai, Texas Southern University  
Discussant: Li Cai, Illinois Institute of Technology

Determinants and Valuation Effects of Foreign Currency Debt Financing  
Sung C. Bae, Bowling Green State University  
Discussant: Nalinaksha Bhattacharyya, University of Alaska-Anchorage
FINANCE
11:00 a.m.–12:15 p.m.................................................... Clark 3, 7th Floor
Theme: Special Topics
Chair: Tony Loviscek, Seton Hall University

Are There Differences in the Readability of Management Discussion and Analysis, Footnotes, and Auditor Opinion’s Before and After the 1998 SEC Plain English Rule?
Alan B. Czyzewski, Indiana State University
Kelly Wilkinson, Indiana State University
Discussant: John F. Robinson, Drexel University

Impact of Founder CEO on Radical Innovation and Firm Performance
Ruixiang Wang, University of San Diego
Rangapriya Kannan-Narasimhan, University of San Diego
Discussant: Gul Rukh Niazi, University of Lahore

Affordable Care: Financial gains and Losses
Kashi Nath Tiwari, KNT’s Academic Financial Research
Discussant: Tony Loviscek, Seton Hall University

Factors Associated with Student Performance in Introductory Finance: An Empirical Study at a Commuter Public University
Mostafa M. Maksy, Kutztown University of Pennsylvania
Rasoul Rezvanian, Northeastern Illinois University of Chicago
Discussant: Duong Le, Marietta College
FINANCE
11:00 a.m.–12:15 p.m. .................................................... Clark 9, 7th Floor
Theme: Global Finance
Chair: Robert Wolf, University of Wisconsin-La Cross

Low Volume and Subsequent Return Distributions in International Stock Markets
Paul Bursik, St. Norbert College
Ben Socha, St. Norbert College
Discussant: John F. Robinson, Drexel University

Does Superstition Play a Role in the Chinese Stock Market?
Hui Yang, Indiana University South Bend
Alex Meisami, Indiana University South Bend
Discussant: Robert Wolf, University of Wisconsin-La Cross

Change Rate Volatility Response to Macroeconomic News: Evidence From The Great Recession
Walid Ben Omrane, Brock University
Tanseli Savaser, Bilkent University
Discussant: Paul Bursik, St. Norbert College

Is Islamic Banking Really Better?
Alex Faseruk, Memorial University
Ash Hossain, Memorial University
Baist Baig, Memorial University
Discussant: Mostafa M. Maksy, Kutztown University of Pennsylvania

FINANCE
11:00 a.m.–12:15 p.m. .................................................... Clark 7, 7th Floor
Theme: Risk Management and Insurance
Chair: Tom Cooper, Memorial University

Advertising Intensity in the U.S. Property and Liability Insurance Industry: Market Power or Profits?
B. Paul Choi, Howard University
Discussant: Tom Cooper, Memorial University
Financial Derivatives and Gun Derivatives—Do the Twain Meet?  
Monzurul Hoque, Saint Xavier University  
Bruce Lipman, Saint Xavier University  
Discussant: Han B. Kang, Illinois State University

Fund-generating Coefficients and Underwriting Profits In Property-casualty Insurance  
Han B. Kang, Illinois State University  
Discussant: Hui Yang, Indiana University South Bend

Sovereign Default Risk via a Revisited Structural Model  
Pedro D. Sottile, University of Wisconsin-Eau Claire  
Lu Zhu, University of Wisconsin-Eau Claire  
Discussant: B. Paul Choi, Howard University

LEGAL STUDIES
11:00 a.m.-12:15 p.m.................................Marshfield Room, 3rd Floor  
Theme: MALSB Annual Meeting  
Presiding: Matthew Hlinak, Dominican University, President,  
Midwest Academy of Legal Studies

MANAGEMENT
11:00 a.m.—12:15 p.m......................................Burnham 1, 7th Floor  
Theme: Human Resources  
Chair: Casimir Barczyk, Purdue University Calumet  
Discussant: Jeffrey Young, Mount St. Vincent University

Right-to-Work Laws Revisited: The New Wave of an Old Law  
David M. Savino, Ohio Northern University
MANAGEMENT

11:00 a.m.–12:15 p.m. .......................................................Burnham 2, 7th Floor
Theme: General Management
Chair: Carolyn Wiley, Roosevelt University
Discussant: Carlotta Walker, Madonna University

Once Bitten, Twice Shy? An Examinations of Factors Affecting Desire to Negotiate Again
Roger Volkema, IAG/PUC-Rio
Denise Fleck, Federal University of Rio de Janeiro-UFRJ
Sergio Pereira, IAG/PUC-Rio

Unitas: Toward a Holistic Understanding of Knowledge in Organizations—A Case-based Analysis
Jamie O’Brien, St. Norbert College
Rebecca Purcell, St. Patricks College

In the Land of the Most Profitable and Most Innovative Companies in the World, Which Strategy and Which Innovation Worked?
Hanan Alhaddi, Baker College

MARKETING

11:00 a.m.–12:15 p.m. ....................................................... Salon 1, 3rd Floor
Theme: Branding Strategy and Research
Chair and
Discussant: Stacey Hills, Southern Vermont College

Water Conservation on Campus: Experimental Study Examining the Role of Advertising and Technology in Promoting Water Conservation Among College Students
Janna Parker, James Madison University
Amit Poddar, Salisbury University
Doreen Sams, Georgia College and State University
Kalina Manoylov, Georgia College and State University
The Unfortunate Decline of Blogging Among the Fortune 500: The Downside of Adopting Substitute Innovations
Stephanie Jacobsen, University of Rhode Island
Nora Ganim Barnes, University of Massachusetts-Dartmouth

An Evaluation of Brand Associations' Strength and Its Drivers in Services Industry
Semra Dogan Cifci, Anadolu University
Sertac Cifci, Abant Izzet Baysal University

MARKETING
11:00 a.m.–12:15 p.m. .................................................. Salon 2, 3rd Floor
Theme: Consumer Behavior
Chair and Discussant: Maxwell K. Hsu, University of Wisconsin-Whitewater

When Shock Advertising Hurts…Analysis of Types of Shock Appeals and their Impact on Two Diverse Cultures
Prachi Gala, University of Mississippi

Consumer Attributions for Goal Progress Co-Produced with a Service Provider
Amy R. Rodie, University of Nebraska-Omaha
Ellyn Bass, University of Nebraska-Omaha
John Erickson, University of Nebraska-Omaha

A Study of the Effect of Brand Community Participation on Sharing Intention
Janelle K. Curry, Indiana University South Bend
Brynn A. Curry, Indiana University South Bend
Vishal M. Bindroo, Indiana University South Bend
MARKETING
11:00 a.m.–12:15 p.m................................................... Salon 3, 3rd Floor
Theme: Marketing Education
Chair and Discussant: Charles Pettijohn, Drury University

Embracing Smart Phones in the Marketing Classroom: An Androgogical Action Research Approach to Increase Student Engagement and Learning
Sondra Simpson, Elmhurst College
J. R. Jackson, Chicago State University

An Internet-Based Term Project for the Marketing Course Including Pedagogically Sound Suggestions for Enhancing Project Complexity
James B. Pettijohn, Missouri State University
Charles Pettijohn, Drury University
Linda L. Pettijohn, Drury University
Gay A. Ragan, Missouri State University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
11:00 a.m.–12:15 p.m........................................ Indiana Room, 3rd Floor
Theme: Social Entrepreneurship and Creativity
Chair: Paul M. Lane, Grand Valley State University

Social Entrepreneurship: Design Thinking and Analysis
David C. Chou, Eastern Michigan University
Stephen A. Lewis, Mongrel Works, LLC.

Culture Clash Unleashing Creativity: The Advantages and Disadvantages of Learning about Innovation across the Disciplines
Paul M. Lane, Grand Valley State University

Joint Inventory and Pricing Model for Coupon Books
John Wilson, University of Western Ontario, Canada
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
2017 Program Track Chairs Planning Workshop
Presiding: Rama Yelkur, Saginaw Valley State University
           Jeff Clark, Middle Tennessee State University

MBAA International 2017 Program Chair, Rama Yelkur, and Executive Director, Jeff Clark, will meet with the program track chairs from each of the twelve tracks. Each track should have their 2017 program chair present. 2016 program chairs may also attend to provide continuity. In the event that a 2017 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)

ACCOUNTING
1:45 p.m.–3:00 p.m. ........................................... Salon 10, 3rd Floor
Theme: Learnings and Education
Chair: Carl Gahala, University of Wisconsin-Washington County

Lone Wolf Tendencies and Student Team Projects
Konrad Gunderson, Missouri Western State University
Vivek Madupu, University of Wisconsin- Green Bay

Fraud in the Public Sector
Emily Piontek, Alma College
BUSINESS ECONOMICS
1:45–3:00 p.m...................................................... Logan Room, 3rd Floor
Theme: Topics in Economics and Finance Education
Chair: Trevor M. Knox, Muhlenberg College

The Effectiveness of Finance Labs in Higher Education
Eshani Bhalla, Muhlenberg College (Undergraduate)

Flipping an Economics Classroom—Presentation followed by discussion
Ileana Brooks, Aurora University

CASE RESEARCH
Friday 1:45-3:00 p.m...............................LaSalle Room 1, 7th Floor
Theme: Critical Incident Presentations
Chair: Tracy R. Blasdel, Rockhurst University
Scribe: Elizabeth Jones, Notre Dame of Maryland University
Discussants: Deborah Pembleton, College of St. Benedict and St. John's University
Cheryl B. Ward, Middle Tennessee State University

How Should One Deal with Silicon Valley’s Diversity?
Asbjorn Osland, San Jose State University

Draft Kings: Ethical Questions
John Baughman, Missouri State University
George Schmelzle, Missouri State University

Blurred Lines: Their Business or Ours?
Monika Hudson, University of San Francisco
Keith Hunter, University of San Francisco
LEGAL STUDIES
1:45–3:00 p.m. .................................................. Wilson Room, 3rd Floor
Theme: Panel Discussion—Corporate Governance: Innovations in Teaching and Research
Chair: Norman D. Bishara, University of Michigan

Learning Corporate Governance Through Barbarians at the Gate
Seletha Butler, Georgia Tech

Legal Bullying, the Dark Side of Legal Strategy
David Orozco, Florida State University

Teaching Legal Strategy as a Management Tool to Executive MBA Students
Lydie Pierre-Louis, University of Miami

International Banking Law as an Undergraduate Class
David Zaring, University of Pennsylvania

Challenges of Teaching in an Integrated Semester
Norman D. Bishara, University of Michigan

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MARKETING
1:45–3:00 p.m. .................................................. Salon 1, 3rd Floor
Theme: Services, Sales and Retailing
Chair and Discussant: Lyle Wetsch, Memorial University of Newfoundland

Influence of Professional Commitment and Person-Job Fit on Job Outcomes: An Investigation of Pharmaceutical Salespersons
Avinash Mulky, Indian Institute of Management Bangalore

An Investigation of Service Failures, Recovery Efforts, and Customer Satisfaction within the Tourism Industry
Andreas W. Stratemeyer, California State University-Fresno
Susan Geringer, California State University-Fresno
Program Sessions
Friday, April 15, 2016

Ignored Ethnic Market: Restricted Choice and Venue Shopping
Wootae Chun, Saint Louis University
Woojong Sim, Saint Louis University

MARKETING
1:45–3:00 p.m. ............................................................... Salon 2, 3rd Floor
Theme: Cross-Cultural, Ethics and Social Responsibility
Chair and Discussant: Michelle B. Kunz, Morehead State University

Buy 1 Give 1 or Buy 1 Get 1? A Study of their Effects on Subjective Wellbeing
Prachi Gala, University of Mississippi

A Proposed Investigation of Corporate Social Responsibility Reporting on Fortune 500 Corporate Websites
Michelle B. Kunz, Morehead State University

A Picture Can Be Worth a Thousand Stories: Interpreting Advertising Differently in 10 Countries
Eliane Karsaklian, Universite Sorbonne

MARKETING
1:45–3:00 p.m. ............................................................... Salon 3, 3rd Floor
Theme: Panel Discussion: Embedded SPSS and AMOS Tricks
Chair and Discussant: Maxwell K. Hsu, University of Wisconsin-Whitewater
Panelists: G. David Shows, Appalachian State University
Maxwell K. Hsu, University of Wisconsin-Whitewater
Dennis A. Kopf, University of Wisconsin-Whitewater
Robert Boostrom Jr., University of Wisconsin-Whitewater
OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP
1:45–3:00 p.m. ..................................................... Indiana Room, 3rd Floor
Theme: Competitive Sourcing Practices and Concepts
Chair: John T. Simon, Governors State University

Trends and Impact of Outsourcing and Offshoring
John T. Simon, Governors State University

A Case Study for Securing Competitive Advantage Through Supply Chain Management and IT Collaboration
John M. Aaron, Elmhurst College
Bruce D. Fischer, Elmhurst College

Motivations Behind Reshoring Decisions in Manufacturing
Bill White, Capella University
Andrew Borchers, Lipscomb University

BUSINESS ECONOMICS
3:00–4:15 p.m. ..................................................... Logan Room, 3rd Floor
Theme: Undergraduate Session
Chair: Lindsey Nagy, Muhlenberg College

An Exploratory Investigation into Consumer Awareness and Associated Purchasing Behavior in Regard to Conflict Diamonds and the Kimberley Process for Diamond Certification
Maddie Western, Muhlenberg College

The Physician as an Entrepreneur: Effect of Physician Ownership of Ambulatory Medical Centers on Healthcare Resource Utilization
Priyanka Prasad, Butler University

An Analysis of Digital Markets: The Profitability of Video Game Economies
Max Safran, Muhlenberg College
MARKETING
3:00–4:15 p.m............................................................... Salon 1, 3rd Floor
Theme: Sports, Events and Recreation Marketing
Chair and Discussant: E. Newton Jackson Jr., University of North Florida

The Effects of Domestic Violence Incidents on the NFL’s Public Image
Jennifer M. Collins, Florida A&M University
Yvette Holmes, University of Houston-Downtown

A Review of Sport Marketing Textbooks Used in Today’s Classroom
Fritz Polite, Shenandoah University
E. Newton Jackson Jr., University of North Florida
Robert Lyons Jr., Queens University of Charlotte
Charles Crowley, California University of Pennsylvania

How Did You Hear About Us? An Empirical Study of the Most Important Marketing Communications Sources for Heritage Tourists in Pennsylvania
John M. McGrath, University of Pittsburgh at Johnstown
David Primm, Primm Research, LLC
William Lafe, Lafe Consulting, LLC

MARKETING
3:00–4:15 p.m............................................................... Salon 2, 3rd Floor
Theme: Services, Sales and Retailing
Chair and Discussant: Ursula Y. Sullivan, Northern Illinois University

Will Showing Images Sell My Food?: Impact of Cognitive Load in Menu Items on Consumer Purchase Intention
Prachi Gala, University of Mississippi
The Impact of Mutual Respect and Mutual Trust on Relationship Commitment within Channels of Distribution
Kevin L. Hammond, University of Tennessee-Martin
Ashley Kilburn, University of Tennessee-Martin
Brandon Kilburn, University of Tennessee-Martin
Nathan L. Hammond, Mississippi State University
Morgan P. Miles, University of Canterbury

A Preliminary Examination of the Impact of Advertising on Investor Returns in the Packaged Food and Beverage Industry
Richard A. Heiens, University of South Carolina Aiken
Robert T. Leach, University of South Carolina Aiken
Leanne C. McGrath, University of South Carolina Aiken
Paul D. Newsom, University of South Carolina Aiken

MARKETING
3:00–4:15 p.m. ............................................................... Salon 3, 3rd Floor
Theme: Panel Discussion—Using Macros in Developing and Modifying PowerPoint Presentations: Demonstrated via a Marketing Example
Chair and Discussant: Larry J. McCarthy, Slippery Rock University
Panelists: Larry J. McCarthy, Slippery Rock University
Theresa A. Wajda, Slippery Rock University

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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