

# TABLE OF CONTENTS

	PAGE
Program Sessions At A Glance .....	2
Advance Registration .....	3
Hotel Arrangements .....	3
Program 2005 .....	3
Distinguished Paper Awards .....	4
MBAA History and Interesting Facts .....	8
MBAA—A National Conference .....	10
Association Business Meetings and Receptions .....	12
MBAA Program Sessions .....	18
Advisory Council .....	133
MBAA Presidents and Executive Directors .....	134
2004 MBAA Exhibitors .....	135
Professional Division Chairs 2004 .....	136
MBAA Board .....	138
Formal Organizations and Officers .....	140
Academy of Finance .....	140
Business and Health Administration Association .....	140
Marketing Management Association .....	140
Midwest Academy of International Business .....	140
Midwest Academy of Legal Studies in Business .....	140
Midwest Business Economics Association .....	140
North American Accounting Society .....	141
North American Management Society .....	141
Operations Management and Entrepreneurship Association .....	141
Society for Case Research .....	141
Society for the Advancement of Information Systems .....	141
Index of Participants .....	142

## Program Advertisers

South-Western, a part of The Thomson Corporation .....	6
McGraw-Hill/Irwin .....	11
Mid-American Journal of Business .....	17
Houghton Mifflin Company .....	68
Prentice Hall, Inc. ....	116

## PROGRAM SESSIONS AT A GLANCE

### Program Sessions:

Accounting .....	29,38,39,45,46,56,57,70,81,93,98,107,118,119
Business Economics .....	40,46,57,67,82,93,98,107,119
Business and Health Administration .....	18,29,30,38,40,47,48, 49,70,71,72,83,92,93,94,99, 100,108,109,120,121,125,126
Business, Society, and Government .....	48,60,72,84,100
Case Research .....	19,41,49,61,73,84,92,94,101,109,122,127
Finance .....	21,32,33,42,50,61,74,75,85,86,95,96,102,110,111
Information Systems/Quantitative Methods .....	22,34,43, 50,51,62,76,87,96,103,112
International Business .....	23,35,44,52,63, 76,88,97,103,112,122,128
Legal Studies .....	52,53,63,64,76,88, 104,112,114,118,123,128,129
Management .....	24,35,44,45,53,64,65, 76,77,89,97,105,113,124,125,129,130
Marketing .....	25,26,27,28,36,37,38,39,54,55,65,66,77,78,79, 80,90,91,97,113,114,115,125,130,131,132
Operations Management and Entrepreneurship .....	20,28,31,37,41,49,56,61,67, 73,80,85,91,95,97,101,106,110,118

### The MBAA— “The Best Conference Value in America”

Future Conference Dates:

**March 16 through March 18, 2005**

Palmer House Hilton, Chicago, IL

**March 15 through March 17, 2006**

Palmer House Hilton, Chicago, IL

## MAIL ADVANCE REGISTRATION TO:

Jeff Clark, Executive Director  
MBAA  
Middle Tennessee State University  
BAS N360, Box 45  
Murfreesboro, TN 37132

### ADVANCE REGISTRATION

Membership in the MBAA is automatic with a paid primary registration and attendance at the annual meeting. Following the advance registration process facilitates our ability to maintain mailing lists and prepare materials. Indicate on the registration card if you do not plan to attend the meetings.

Advance registration expedites the on-site process at the conference. A packet containing appropriate documents and receipts will be waiting for each registrant at the preregistration booth.

### HOTEL ARRANGEMENTS

The Palmer House Hilton is offering the following special MBAA convention rates:

Singles: \$161.00                  Doubles: \$180.00                  Extra Person: \$25.00

Make all hotel reservations directly with the Palmer House Hilton. To make your reservation online, go to [www.mbaaconference.org/conf.htm](http://www.mbaaconference.org/conf.htm) and click on "Palmer House Information." The Internet option is the fastest way to confirm your reservation. You may also register via phone or fax. Call (312) 726-7500 and ask for the MBAA rate or fax the enclosed "Palmer House Hilton Fax Reservation Form" directly to the hotel.

### EXHIBITS

The MBAA sponsors exhibits of educational material during the conference. The exhibits are located on the 3rd Floor in the Lower Exhibit Hall.

### 2005 MBAA PROGRAM

For information about participating in the 2005 program, scheduled for March 16-18, 2005, at the Palmer House Hilton in Chicago, Illinois, please contact:

Julie Toner Schrader  
W. Fielding Rubel School of Business  
Bellarmine University  
Horigan 012-J • 2001 Newburgh Road  
Louisville, KY 40205  
(502) 452-8494 • [jschrader@bellarmine.edu](mailto:jschrader@bellarmine.edu)

2003 MBAA  
MCGRAW-HILL/IRWIN  
DISTINGUISHED PAPER AWARDS

**BEST OVERALL PAPER ON CONFERENCE THEME**

H. Durward Hofler, Northeastern Illinois University  
Peter W. Stonebraker, Northeastern Illinois University  
Rasoul Afifi, Northeastern Illinois University  
Audrey L. Reynolds, Northeastern Illinois University

“Task-Based vs. Construct-Based Assessment of Ethical Values”

ACADEMY OF FINANCE

Rajarshi (Raj) Aroskar, University of Wisconsin-Eau Claire  
Peggy E. Swanson, University of Texas at Arlington

“Currency Crises and Exchange Rate Behavior: Developed Country  
Markets Versus Emerging Country Markets”

ACADEMY OF INTERNATIONAL BUSINESS, MIDWEST REGION

John E. Spillan, Penn State University-Dubois  
Chris Ziemnowicz, Concord College

“A Comparative Study on Economic Development Using  
Entrepreneurship and Intrapreneurship: The Case of Bolivia and Chile”

BUSINESS AND HEALTH ADMINISTRATION ASSOCIATION

George Swales Jr., Southwest Missouri State University  
John Bowdidge, Southwest Missouri State University

“The World Press Massages the SARS Phenomenon”

BUSINESS, SOCIETY, AND GOVERNMENT

Steven Michael, University of Illinois  
John Pearce, Villanova University

“Innovation as Rationale for Government Support of Entrepreneurship”

MARKETING MANAGEMENT ASSOCIATION

Dee Ann Larson, Mississippi University for Women  
Brian Engelland, Mississippi State University  
Ron Taylor, Mississippi State University

“Information Search and Perceived Risk:  
Are There Differences for In-Home Versus In-Store Shoppers?”

2003 MBAA  
MCGRAW-HILL/IRWIN  
DISTINGUISHED PAPER AWARDS

MIDWEST ACADEMY OF LEGAL STUDIES IN BUSINESS  
Frederick R. Post, University of Toledo

“Use of the Stakeholder Paradigm to Achieve Ethical, Accountable, and  
Socially Responsible Corporate Governance”

NORTH AMERICAN ACCOUNTING SOCIETY  
William Harrison, PricewaterhouseCoopers  
Jennifer Niece, Assumption College  
Gregory Trompeter, Boston College

“Where Did Anderson’s Clients Go? A Study of Fee-Discounts,  
Premia, and Successor Auditors”

MIDWEST BUSINESS ECONOMICS ASSOCIATION  
Peter Cashel-Cordo, University of Southern Indiana  
Dan Friesner, Gonzaga University

“A Game Theoretic Model for Marital Infidelity and Divorce  
in the Presence of Sexually Transmitted Diseases:  
Implications for Social Welfare and Public Policy”

NORTH AMERICAN MANAGEMENT SOCIETY  
Rajeev Sawhney, Western Illinois University  
Steven C. Hunt, Western Illinois University  
K.K. Rathore, Western Illinois University

“Influence of Individual Differences on the Job Search Process”

OPERATIONS MANAGEMENT AND  
ENTREPRENEURSHIP ASSOCIATION  
John J. Withey, Indiana University South Bend

“The Ethical Nature of Selected Marketing Practices Among Small  
Organizations Seeking Competitive Advantages in Regional Markets”

SOCIETY FOR THE ADVANCEMENT OF INFORMATION  
SYSTEMS

Subba S. Rao, University of Toledo  
Mei Cao, Ph.D. candidate, University of Toledo

“E-Commerce Web Site Quality: A Conceptual Framework”

# Southwestern-Thompson Ad

# Southwestern-Thompson Ad

## MBAA HISTORY AND INTERESTING FACTS

The Midwest Business Administration Association (MBAA) was conceived at the 1964 meeting of the American Economic Association in Chicago. A committee consisting of Schuyler F. Otteson and L.L. Waters of Indiana University and Charles Saunders and Sidney Feldman of the University of Kansas planned the MBAA's inaugural meeting in 1965. Their immediate objective was to provide a forum for people who wanted to participate in the fledgling disciplines of business administration. About 200 people attended the first meeting that was held "on the occasion" of the Midwest Economic Association meeting in Kansas City, Missouri. They were treated to eight sessions involving ten presenters. Topics included economic development, marketing, quantitative decision-making, transportation, and public utilities.

The MBAA has become successful beyond the wildest expectations of its founders. The success is rooted in its founding philosophy: "We are convinced that the organization should function as a coordinating body—a sort of holding company—that would not threaten the identity or autonomy of organized groups in finance, accounting, marketing, etc. The MBAA should provide the forum for a single unifying program in addition to any meetings offered by specialized groups. The MBAA should offer a select number of speakers on topics of equal interest and value to all conferees." While some other organizations have adopted our "multidisciplinary experience" approach, the MBAA is proud to remain America's long-term leader in low-cost, high-value integrative professional development.

The MBAA experience is one of collegiality and fellowship, of renewing friendships and making new ones, and of continuing dialogues about teaching and research projects. It is the warm feeling associated with the annual return "home" to the Palmer House Hilton (since 1978). It is the mixture of attendees from large and small, public and private, two- and four-year, and teaching and nonteaching institutions. It is Chicago—a wonderful city with many events, varieties of food, and excitement.



In 2004 eleven formal organizations make up the MBAA: Academy of Finance, Marketing Management Association, Midwest Academy of International Business, Midwest Academy of Legal Studies in Business, Midwest Business Economics, Business and Health Administration Association, North American Management Society, North American Accounting Society, Operations Management and Entrepreneurship Association, Society for Case Research, and the Society for the Advancement of Information Systems. The officers of all organizations are listed near the back of this program, as are members of the MBAA Advisory Council, Presidents, Executive Directors, Exhibitors, and the Executive Board.

Primary registrations for the various MBAA organizations at the 2001, 2002, and 2003 annual meetings were as follows:

	2001	2002	2003
Accounting .....	58	64	64
Case Research .....	37	26	35
Economics .....	27	46	35
Finance and Insurance .....	74	73	66
Health Administration .....	86	89	86
Human Resources .....	24	17	N/A
Information Systems .....	43	47	51
International Business .....	37	37	30
Legal Studies .....	50	33	53
Management .....	32	33	58
Marketing .....	118	129	149
Operations Management and Entrepreneurship .....	50	42	39
MBAA .....	<u>28</u>	<u>19</u>	<u>21</u>
Total .....	<u>664</u>	<u>655</u>	<u>687</u>

These registrations tell only part of the story as some participants support more than one organization through one or more secondary registrations. In 2001, there were 125 secondary registrants; in 2002, 108; and in 2003, 117. The number of sessions in the program continues to show steady growth.

## **MBAA— A NATIONAL CONFERENCE!**

The MBAA is a national conference and we can prove it! We are aware that prestige and resources are often associated with whether a conference is “regional, national, or international” in scope. The name of a conference may say “national” or “international,” but we believe the location of conference participants is a better indicator of geographic scope than the choice of a name.

### **Here are some useful MBAA facts:**

- ❖ In just the last seven years people from all 50 states and 24 foreign countries have participated in the MBAA.
- ❖ Over the last three years alone, 22 states have had 10 or more participants.
- ❖ High quality leaders have been coming together at the MBAA for 40 years.

### **We are proud**

- ❖ of our reach and our reputation!
- ❖ of our leadership and our legacy.
- ❖ to offer a high-value experience at an incredibly low price.
- ❖ to be America’s “Best Conference Value!”

McGraw Hill Irwin Ad

# Business Meetings, Special Meetings, and Receptions

Wednesday, March 17, 2004

## MARKETING

9:00–11:30 a.m. .... MMA President’s Suite  
MMA Executive Committee Meeting

## MARKETING

12:00–1:30 p.m. .... MMA President’s Suite  
MMA Publication Council Meeting

## CASE RESEARCH

1:30–4:15 p.m. .... 6th Floor–Parlor G  
Board of Directors Meeting–Society for Case Research

Presiding: Barbara Nemecek, University of Wisconsin-River Falls

## ACCOUNTING

4:30–6:30 p.m. .... 550 West Jackson Blvd., Suite 900  
North American Accounting Society Board Meeting

Presiding: Gary Johnson, Southeast Missouri State University  
President, North American Accounting Society

Meet in 6th Floor Parlor A by 4:15 p.m. and we will walk to the Board meeting as a group.

## BUSINESS AND HEALTH ADMINISTRATION

4:30–5:30 p.m. .... 7th Floor–Clark 5  
BHAA Board Meeting

Presiding: David P. Paul III, Monmouth University  
BHAA President (2003-2004)

## MARKETING

4:30–6:30 p.m. .... Cresthill 11  
MMA Spring Board Meeting

## MBAA

6:30 p.m. .... Crystal Room  
Appreciation Dinner/Advisory Council Meeting

**MARKETING**

7:00–10:00 p.m. .... MMA President’s Suite  
MMA First Night Reception

**MBAA HOSPITALITY SUITE**

9:00 p.m. .... Room 8-128

**Thursday, March 18, 2004**

**MARKETING**

7:30–9:00 a.m. .... Empire Room  
Awards breakfast and presentation by Valerie Zeithaml, University of North Carolina-Chapel Hill, 2004 “Innovative Contributor to Marketing” honoree of the MMA.

**BUSINESS AND HEALTH ADMINISTRATION**

8:00–9:00 a.m. .... 7th Floor–Clark 10  
**Annual Business Meeting**  
Presiding: David P. Paul III, Monmouth University  
BHAA President (2003-2004)

**CASE RESEARCH**

8:00–9:00 a.m. .... 6th Floor–Parlor G  
**Welcome—Continental Breakfast**  
Host: Cheryl L. Noll, Vice President-2004 Program and Proceedings Editor, Eastern Illinois University

**MBAA COFFEE BREAK**

10:30–10:45 a.m. .... 3rd Floor–Lower Exhibit Hall

**FINANCE**

10:45 a.m.–12:00 p.m ..... 3rd Floor–PDR 6  
**Annual Business Meeting–Academy of Finance**  
Presiding: Michael Robinson, Saint Mary’s College

**BUSINESS ECONOMICS**

12:15–1:15 p.m. .... 3rd Floor–PDR 4  
**Organizational Meeting of the Executive Board of the Midwest Business Economics Association**  
Presiding: Georgine Fogel, Salem International University  
MBEA President (2003–2004)

Thursday, March 18, 2004

**MBAA ANNUAL MEETING**

4:20–5:00 p.m. .... 6th Floor–Parlor H  
MBAA Annual Meeting and McGraw-Hill/Irwin Best Paper Awards  
Presentation

Presiding: George Swales, Southwest Missouri State University

**BUSINESS AND HEALTH ADMINISTRATION**

5:00–6:00 p.m. .... 7th Floor–Clark 10  
BHAA “Incoming” (2003-2004) Board Meeting

Presiding: David Tipton, Duquesne University  
BHAA President (2004-2005)

**CASE RESEARCH**

5:00–6:00 p.m. .... 6th Floor–Parlor G  
SCR Business Meeting

Presiding: Barbara Nemecek, University of Wisconsin-River Falls

**MBAA PRESIDENT’S RECEPTION**

6:00–7:00 p.m. .... Empire Room  
Sponsored by McGraw-Hill/Irwin

“FUN NIGHT IN THE CITY” Chicago Symphony Orchestra OR  
Second City Theatre

7:00 p.m. .... Chicago

**MMBA HOSPITALITY SUITE**

Immediately following “Fun Night” activities ..... Room 8-128

Friday, March 19, 2004

**ACCOUNTING**

7:30–9:15 a.m. .... Palmer House–LaSalle 1  
Breakfast, Speaker, and Annual Business Meeting

(Cost \$15.00—must be preregistered to attend)

Presiding: Gary Johnson, Southeast Missouri State University  
President, North American Accounting Society

Friday, March 19, 2004

**BUSINESS ECONOMICS**

8:00–9:00 a.m. .... 3rd Floor–PDR 4  
Midwest Business Economics Association Annual Business Meeting  
Presiding: Georgine Fogel, Salem International University

**ENTREPRENEURSHIP**

8:00–9:15 a.m. .... 6th Floor–Parlor C  
Theme: Operations Management and Entrepreneurial Association  
Business Meeting  
Presiding: Joseph Khamalah, Indiana University–Purdue  
University Fort Wayne

This meeting will be held at the Beef 'n Brandy Restaurant

**INFORMATION SYSTEMS**

8:00–9:15 a.m. .... 7th Floor–Dearborn 1  
SAIS General Membership Meeting

**INTERNATIONAL BUSINESS**

8:00–9:15 a.m. .... 6th Floor–Parlor F  
Annual AIB Midwest Business Meeting  
Presiding: John E. Spillan, Penn State University-DuBois  
Program Chair 2004: Bindu Vyas, King's College

Continental breakfast will be served and awards for Best Paper and Best Reviewer will be given at this meeting, so make it a point to attend and enjoy the discussions.

**MANAGEMENT**

8:00–9:15 a.m. .... 6th Floor–Parlor H  
Business Meeting and Awards Presentation  
Presiding: Regina Greenwood, Kettering University, President

**MARKETING**

8:00–9:15 a.m. .... Club Floor–PDR 18  
Annual Business Meeting of the Marketing Management Association  
Presiding: Brian Engelland, Mississippi State University, President

Friday, March 19, 2004

**OPERATIONS MANAGEMENT**

8:00–9:15 a.m. .... 6th Floor–Parlor D  
Operations Management and Entrepreneurial Association Business Meeting

Presiding: Joseph Khamalah, Indiana University–Purdue  
University Fort Wayne

This meeting will be held at the Beef 'n Brandy Restaurant.

**INFORMATION SYSTEMS**

9:30–10:45 p.m. .... CTI, DePaul University Campus  
Workshop: Homework Web sites as an Interactive Learning Tool

Patrick G. Paulson, Winona State University

**INFORMATION SYSTEMS**

11:00 a.m.–12:15 p.m. .... CTI, DePaul University Campus  
Workshop: Introduction to CAMS—The Community/Course Action/  
Interaction Management System

Brian G. Mackie, Northern Illinois University  
Norbert L. Ziemer, Northern Illinois University

**LEGAL STUDIES**

11:00 a.m.–12:15 p.m. .... 3rd Floor–PDR 8  
Annual Business Meeting

Presiding: Dan Levin, Minnesota State University-Mankato

**LEGAL STUDIES**

12:30–1:30 p.m. .... 3rd Floor–PDR 7  
Luncheon (Cost \$20)

**MBAA PROGRAM CHAIRS MEETING**

12:30–1:30 p.m. .... 3rd Floor–PDR 5  
Every MBAA area organization must send a representative.

Presiding: Richard J. Sebastian, St. Cloud State University

**MARKETING**

4:30–5:30 p.m. .... MMA Presidential Suite  
SPECIAL SESSION: “It’s Time to Unwind”

Presenter: Cameo Vineyard



# Mid-American Journal of Business ad

**WEDNESDAY, MARCH 17, 2004**

**BUSINESS AND HEALTH ADMINISTRATION**

1:30–2:45 p.m. .... 7th Floor–LaSalle 4

**Theme:** Global Issues

**Co-chairs:** Paul T. Bruder, University of Houston–Clear Lake  
 Ana Queiroz, Centro Universitário Nove de Julho–Uninove

**“Turkey’s Health Status Compared to that of European Union New Members and Applicants”**

Adnan Kisa, Baskent University

**Discussant:** Nashat Zuraikat, Indiana University of Pennsylvania

**“Optimal Health Care Policy in Developing Countries: The Essential Service Package Concept”**

Adnan Kisa, Baskent University

**Discussant:** John Bowdidge, Southwest Missouri State University

**“The Canadian Pharmaceutical Re-importation Set of Issues: Confronting the Denial of Drugs to Americans in Need”**

Don Lynx, University of Illinois at Chicago

J. Warren Salmon, University of Illinois at Chicago

**Discussant:** Mary Helen McSweeney, University of Scranton

**BUSINESS AND HEALTH ADMINISTRATION**

1:30–2:45 p.m. .... 7th Floor–Clark 5

**Theme:** Medication Errors

**Co-chairs:** Peter Fitzpatrick, Clayton College and State University  
 Mary K. Madsen, University of Wisconsin–Milwaukee

**“Medication Errors in an Institutional Setting”**

David Tipton, Duquesne University

Dino Conti, Duquesne University

Patricia Erano, Duquesne University

**Discussant:** Mary K. Madsen, University of Wisconsin–Milwaukee



**“The Response to Medication Errors: Does the Payor Matter?”**

David Tipton, Duquesne University  
Rachel Henderson, Duquesne University  
Greg Wilson, Duquesne University  
Discussant: Nancy Adams, West Virginia University

**“Depression and the Response to Medication Errors”**

David Tipton, Duquesne University  
Kelly Fee, Duquesne University  
Jocelyn Scout, Duquesne University  
Discussant: Gene Wunder, Washburn University

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**BUSINESS AND HEALTH ADMINISTRATION**

1:30–2:45 p.m. .... 7th Floor–Clark 10

**Theme: Pharmaceutical Marketing**  
Co-chairs: Madhu Agrawal, St. John’s University  
Bobby Johnson, Novartis Pharmaceuticals

**“A Study of Appeals Used in Generic Prescription Drug Advertisements in Two Time Frames”**

Gaurav Deshpande, St. John’s University  
Madhu Agrawal, St. John’s University  
Discussant: William B. Stroube, University of Evansville

**“Evaluation of Patient-reported Allergies in a Hospital Setting”**

Nikhil Oltikar, St. John’s University  
Kenneth Wu, St. John’s University  
Nicholas Pantaleo, Jamaica Hospital Medical Center  
Discussant: Sandy Blake, University of Louisiana–Monroe

**“Consumer Perceptions of the Pharmacist: How They Carry Out Their Roles and Responsibilities”**

Ashish Chandra, Marshall University  
Dennis Emmett, Marshall University  
Discussant: Donna A. Redding, Memorial Medical Center



**“Price Discrimination in Pharmaceuticals: Canadian vs. U.S. Markets”**

David A. Dilts, Indiana University–Purdue University Fort Wayne  
Lawrence J. Haber, Indiana University–Purdue University Fort Wayne  
Hedayeh Samavati, Indiana University–Purdue University Fort Wayne  
Discussant: Bobby Johnson, Novartis Pharmaceuticals

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**CASE RESEARCH**

1:30–4:15 p.m. .... 6th Floor–Parlor G  
**Board of Directors Meeting–Society for Case Research**  
Presiding: Barbara Nemecek, University of Wisconsin–River Falls

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**ENTREPRENEURSHIP**

1:30–2:45 p.m. .... 6th Floor–Parlor C  
**Theme: Ethics and Organizational Culture**  
Chair: John J. Withey, Indiana University–South Bend

**“Role of Organizational Culture and Human Resource Management on Effective Strategic Global Sourcing”**

Ashish Thatte, University of Toledo  
Ken Kim, University of Toledo

**“The Ethical Nature of Selected Practices among Small Organizations Seeking Competitive Advantage in Regional Markets”**

John J. Withey, Indiana University–South Bend

**“Ethical Implications of Independent Quality Auditing”**

James E. Walters, Ball State University  
Ramesch Dangol, Ball State University

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**FINANCE**

1:30–2:45 p.m. .... 3rd Floor–PDR 5

**Theme:** Banking

**Chair:** Reza Varjavand, Saint Xavier University

**“Does Market Concentration Preclude Risk-Taking in Banking?”**

Kaniska Dam, Universidad de Guanajuato

Santiago Sanchez-Pages, University of Edinburg

**Discussant:** Mossavar Rahmani Farhang, National University

**“Islamic Banking Products and Services”**

Mossavar Rahmani Farhang, National University

**Discussant:** Katherine L. Jackson, Indiana University–South Bend

**“Developing a New Banking Major With a Little Help from Our Friends”**

Bill N. Schwartz, Indiana University–South Bend

Katherine L. Jackson, Indiana University–South Bend

**Discussant:** Kaniska Dam, Universidad de Guanajuato



**FINANCE**

1:30–2:45 p.m. .... 3rd Floor–PDR 6

**Theme:** Real Estate I

**Chair:** Kevin M. Bahr, University of Wisconsin–Stevens Point

**“The Impact of Range Pricing on Marketing Time and Transaction Price: A Better Mousetrap for the Existing Home Market?”**

Marcus T. Allen, Florida Atlantic University

Sheri Faircloth, University of Nevada–Reno

Ronald C. Rutherford, University of Texas–San Antonio

**Discussant:** Alfred J. Francfort, James Madison University



**“Valuing Income Properties With Existing Non-Standard Leases: A Standardization Model”**

Joseph D. Albert, James Madison University

Alfred J. Francfort, James Madison University

Hugh A. Hobson, James Madison University

Discussant: Marcus T. Allen, Florida Atlantic University

**“Advance Due-Diligence Activities Benefit Contaminated Real Estate Transactions”**

Howard G. Olson, University of Wisconsin–Whitewater

Tom Bergamini, President of BT<sup>2</sup>, Inc

Discussant: Joseph D. Albert, James Madison University

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**INFORMATION SYSTEMS**

1:30–2:45 p.m. .... 7th Floor–Dearborn 1

**Theme: Information Systems Education**

**Chair: Denise Nitterhouse, DePaul University**

**“A Comparison of Live-In Application and Simulated Hands-On Tests of Information Technology Literacy”**

Denise Nitterhouse, DePaul University

**“Contract-Based Learning”**

Ernest E. Nolan, University of Southern Indiana

**“Redesign of the Introduction to Computers Course to a Flexibility Structured Paradigm”**

Patrick Mackin, Black Hills State University

Jean L. Johnson, Black Hills State University

Sharon Paranto, Northern State University

Discussant: Marv Albin, University of Southern Indiana



**INFORMATION SYSTEMS**

1:30–2:45 p.m. .... 7th Floor–Dearborn 2

**Theme:** Managing IS

**Chair:** Judy D. Holmes, Middle Tennessee State University

**“Assessment Activities and the Evolving AACSB Standards”**

Jennifer Clark Williams, University of Southern Indiana

**“The IS Matrix–IS Reality Management”**

Charles W. White, Kettering University

**“Work-integrated Learning in Software Project Management”**

Ann Johansson, University of Trollhattan/Uddevalla

Discussant: Donna M. Chapple, DePaul University



**INFORMATION SYSTEMS**

1:30–2:45 p.m. .... 7th Floor–Dearborn 3

**Panel:** The Implications of Global Software Development on IS Programs

**Chair:** Rami Khasawneh, Lewis University



**INTERNATIONAL BUSINESS**

1:30–2:45 p.m. .... 6th Floor–Parlor F

**SPECIAL JOINT SESSION WITH MARKETING**

**Theme:** Cultural Issues in Global Marketing

**Chair:** Joseph Leonard, Miami University

**“An Assessment of the Portuguese Tourism Market: A Market Share Perspective”**

Jafar Alavi, East Tennessee State University

Mahmoud Yasin, East Tennessee State University

João Lisboa, Universidade de Coimbra

Filipe Sobral, Universidade de Coimbra



**“Interactive Marketing: Bringing Cultures Closer Together”**

Robert H. Luke, Southwest Missouri State University  
Sherry J. Cook, Southwest Missouri State University  
Mary H. Chin, Southwest Missouri State University

**“The IMF Markets Its Poverty Reduction Priorities”**

Alfred C. Holden, Fordham University  
Discussants: Alexander D. Portnyagin, Johnson & Wales University  
Brian Polin, Kent State University

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**MANAGEMENT**

1:30–2:45 p.m. .... 6th Floor–Parlor H  
**Theme: Pedagogy: Enhancing Business Education**  
Chair: Richard A. Barker, Upper Iowa University

**“Physical Aspects in the Adult Learning Environment”**

James Belohlav, DePaul University  
Ray Coye, DePaul University  
Gerhard Plaschka, DePaul University  
Discussant: Frank M Marion, Christian Brothers University

**“Managing Cooperative Education Components in Business Administration Degree Programs”**

Brian R. Hinrichs, Saint Xavier University  
Discussant: Yezdi Godiwalla, University of Wisconsin–Whitewater

**“Measuring Success of an Entrepreneurship Course”**

Richard Leake, Luther College  
Discussant: Jeryl L. Nelson, Wayne State College

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**MANAGEMENT**

1:30–2:45 p.m. .... 6th Floor–Parlor J  
**Theme: International Management Strategies**  
Chair: Gary Keller, Cardinal Stritch University





**“Occupational Safety and Health in Mexico: Another Test for Mexico in the New World Order”**

Foster C. Rinefort, Foster C. Rinefort & Associates, Inc.

Joseph A. Petrick, Wright State University

Discussant: William Livingston, Baker College

**“A New Strategy: McDonald’s?”**

Barbara J. Mihm, University of Wisconsin–Stevens Point

Discussant: John S. Bowdidge, Southwest Missouri State University

**“Foreign Subsidiary’s Structural Design and Strategic Focus: Conceptual Models”**

Yezdi H. Godiwalla, University of Wisconsin–Whitewater

Discussant: Jean Clifton, North Central College

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**MARKETING**

1:30–2:45 p.m. .... Club Floor–PDR 16

**Theme: Consumer Behavior Issues**

**Chair: Eleanor Maliche, West Virginia State College**

**“Information Search and Perceived Risk: Are There Differences for In-Home Versus In-Store Shoppers?”**

Dee Ann Larson, Mississippi University for Women

Brian Engelland, Mississippi State University

Ron Taylor, Mississippi State University

Discussant: Martin Meyers, University of Wisconsin–Stevens Point

**“Escape from Self-Awareness: Another Explanation for Compulsive Buying”**

Lin Zhang, Mississippi State University

Discussant: Linda Mullen, Southern Illinois University

**“College Students and Credit Card Usage”**

Beverlee Anderson, California State University, San Marcos

Discussant: John Newbold, Sam Houston State University



**“The Influence of Unrelated Brand Extensions on the Image Association of the Parent Brand”**

Russell Casey, Clayton College and State University

Discussant: Penelope DeJong, Black Hills State University

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**MARKETING**

1:30–2:45 p.m. .... Club Floor–PDR 17

**Theme: Marketing Education: Student Presentations and Assignments**

**Chair:** Jerry J. Field, Illinois Institute of Technology

**“Students Internet Plagiarism: Detection, Prescriptions, and Protections”**

James R. Williams, Auburn University at Montgomery

Cynthia Jasper-Parisey, Cincinnati Country Day School

Discussant: Jerry J. Field, Illinois Institute of Technology

**“Using Student Portfolios for Marketing Program Assessment: A Case Study”**

Carol W. DeMoranville, Northern Illinois University.

Timothy W. Aurand, Northern Illinois University

Tanuja Singh, Northern Illinois University

Sally Wakefield, Northern Illinois University

Discussant: James Hazeltine, Northeastern Illinois University

**“Showcasing Student Skills in an Increasing Competitive Marketplace: Development of Professional Marketing Portfolio”**

Brian Lofman, Ramapo College of New Jersey

Discussant: Melissa Moore, Mississippi State University

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**MARKETING**

1:30–2:45 p.m. .... Club Floor–PDR 18

**Theme: Issues In Marketing Communications**

**Chair:** Carrie Trimble, Illinois Wesleyan University



**“E-Personalization and Consumer Behavior”**

Joseph Correa, Robert Morris University

Discussant: Carrie Trimble, Illinois Wesleyan University

**“The Influence of Print Advertising Visual Strategies on Attitudes and Purchase Intentions: An Exploratory Investigation”**

Karen James, Louisiana State University–Shreveport

Discussant: Paula Sanders, Wright State University

**“Consumer Response to Price Matching Guarantees: Some Possible Moderating Factors”**

Ainsworth Bailey, University of Toledo

Discussant: Jo Ann Roznowski, Western Michigan University

**“Gender Differences in Ad Irritation: Implications for Market Segmentation”**

Subhra Charkrabarty, Mississippi State University

Rama Yelkur, University of Wisconsin–Eau Claire

Gene Brown, University of Missouri–Kansas City

Discussant: Ron Bauerly, Western Illinois University

**“How Do Consumers Process DTC Advertising,”**

Pataradech Tony Srisupandit, Mississippi State University

Discussant: Margaret Klayton-Mi, Mary Washington College

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**MARKETING**

1:30–2:45 p.m. .... 6th Floor–Parlor B

**SPECIAL SESSION**

**Theme: Best Practices in Professor Development**

Moderator: Michelle B. Kunz, Morehead State University

Discussants: Brian Engelland, Mississippi State University

Larry Haase, Central Missouri State University

JoAnn Linrud, Central Michigan University

Barbara Nemecek, University of Wisconsin–River Falls

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**MARKETING**

1:30–2:45 p.m. .... 6th Floor–Parlor F  
**SPECIAL JOINT SESSION WITH INTERNATIONAL BUSINESS**

**Theme:** Cultural Issues in Global Marketing

**Chair:** Joseph Leonard, Miami University

**“An Assessment of the Portuguese Tourism Market: A Market Share Perspective”**

Jafar Alavi, East Tennessee State University

Mahmoud Yasin, East Tennessee State University

João Lisboa, Universidade de Coimbra

Filipe Sobral, Universidade de Coimbra

**“Interactive Marketing: Bringing Cultures Closer Together”**

Robert H. Luke, Southwest Missouri State University

Sherry J. Cook, Southwest Missouri State University

Mary H. Chin, Southwest Missouri State University

**“The IMF Markets Its Poverty Reduction Priorities”**

Alfred C. Holden, Fordham University

Discussants: Alexander D. Portnyagin, Johnson & Wales University

Brian Polin, Kent State University

**OPERATIONS MANAGEMENT**

1:30–2:45 p.m. .... 6th Floor–Parlor D

**Theme:** Scheduling Issues

**Chair:** William L. Roach, Washburn University

**“Improving the Scheduling Efficiency of the U.S. Army’s Military Police”**

Scott J. Seipel, Middle Tennessee State University

Angel Nieves, United States Army

**“Alternative Criteria for Queue-Based Lot Size Analysis”**

Timothy S. Vaughan, University of Wisconsin–Eau Claire



**“Looking at the Economic Order Quantity Model Using the Mathematics of Conic Sections”**

William L. Roach, Washburn University

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**ACCOUNTING**

**3:00–4:15 p.m. .... 6th Floor–Parlor A**

**Special Session: An Analysis of the Demise of Arthur Andersen**

**Chair:** Claude Renshaw, Saint Mary’s College

**Presenters:** Tim Fogarty, Case Western Reserve University  
Joseph Petrick, Wright State University  
Jennifer Pelic, third-year law student at Northwestern University and former senior, Arthur Andersen  
Tony Fuller, recruiter for Grant Thornton and former recruiter for Arthur Andersen

We will walk as a group from this session to the Illinois Society of CPAs office at 550 W. Jackson Blvd., Suite 900, for the NAAS board meeting (4:30–6:00 p.m.).

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**BUSINESS AND HEALTH ADMINISTRATION**

**3:00–4:15 p.m. .... 7th Floor–LaSalle 4**

**Theme:** Global Issues

**Co-chairs:** Paul T. Bruder, University of Houston–Clear Lake  
Manuel Pontes, Rowan University

**“Conflict Management in Public University Hospitals in Turkey: A Pilot Study”**

Dilaver Tengilimoglu, Gazi University

Adnan Kisa, Baskent University

Discussant: Christine Turner, East Tennessee State University

**“Two Views of Patient Health Care Satisfaction in New Zealand”**

Gene Wunder, Washburn University

Discussant: David Dilts, Indiana University–Purdue University Fort Wayne



**“Study Abroad Experiences in Graduate Health Administration: Why Developing Global Competencies Are Necessary”**

Gregory M. Shahum, University of Scranton

Discussant: Stephen Cupps, Marshall University

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**BUSINESS AND HEALTH ADMINISTRATION**

**3:00–4:15 p.m. .... 7th Floor–Clark 5**

**Theme: Medication Errors**

Co-chairs: Kathryn G. Jacobs, VA Medical Center

Charles Pettry Jr., Attorney, Allen Law Offices

**“Managing the Response to Catastrophic Medication Errors”**

David Tipton, Duquesne University

Autumn Stewart, Duquesne University

Chad Schropp, Duquesne University

Discussant: Dennis Emmett, Marshall University

**“Medical Errors: A Validated Survey”**

Vincent Giannetti, Duquesne University

David Tipton, Duquesne University

Erin Lori, Duquesne University

Jenna Olson, Duquesne University

Discussant: Arthur Rubin, ABC Pediatrics, PPLC

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**BUSINESS AND HEALTH ADMINISTRATION**

**3:00–4:15 p.m. .... 7th Floor–Clark 10**

**Theme: Pharmacoeconomics, Pharmaceutical Marketing**

Co-chairs: Madhu Agrawal, St. John’s University

Fevzi Akinci, King’s College

**“The Japanese Pharmaceutical Market”**

Priyanka Deo, St. John’s University

Madhu Agrawal, St. John’s University

Discussant: Mary K. Madsen, University of Wisconsin–Milwaukee



**“The Pharmaceutical Market in the Indian Subcontinent”**

Priya Batheja, St. John’s University  
Madhu Agrawal, St. John’s University

Discussant: Julie Sneath, University of South Alabama

**“What Role May Pharmacoeconomics Play in Pharmaceutical Pricing and Reimbursement in China?”**

Quian Cai, University of Illinois at Chicago  
J. Warren Salmon, University of Illinois at Chicago

Discussant: Pamela Kennett, University of New Orleans

**“A Study of Picture Appeals Used in Generic Prescription Drug Advertisements in Two Time Frames”**

Gaurav Deshpande, St. John’s University  
Madhu Agrawal, St. John’s University

Discussant: William B. Stroube, University of Evansville

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**ENTREPRENEURSHIP**

3:00–4:15 p.m. .... 6th Floor–Parlor C

**Theme: Information Technology**

**Chair: Sumaria Mohan-Neill, Roosevelt University**

**“Analyzing the Effects of Information Technology on White Collar Productivity: An Empirical Macro-Economic Perspective”**

Zachary Leffakis, University of Toledo

**“Entrepreneurs and Technology Commercialization: A Match Made for Economic Development?”**

George Bullion, Indiana University–Purdue University Fort Wayne  
Hedayeh Samavati, Indiana University–Purdue University Fort Wayne  
Francine Segars, Indiana University–Purdue University Fort Wayne

**“The Influence of Owner’s Education and Gender on the Usage of Technology by Small Firms”**

Sumaria Mohan-Neill, Roosevelt University



**FINANCE**

3:00–4:15 p.m. .... 3rd Floor–PDR 5

**Theme:** Ethics–Governance and Conflicts of Interest

**Chair:** Mossavar Rahmani Farhang, National University

**“The Readability of Mutual Fund Prospectuses: Then and Now”**

Don T. Johnson, Western Illinois University

Discussant: John Consler, Le Moyne College

**“Effect of Information Acquisition Cost and Disclosure on Investors’ Informedness”**

Jinhu Qian, Le Moyne College

John Consler, Le Moyne College

Discussant: Jeanne M. David, University of Detroit Mercy

**“Recent Corporate Securities Irregularities: A Distributive Justice Based Ethical Analysis”**

Eugene Swinnerton, University of Detroit Mercy

Jeanne M. David, University of Detroit Mercy

Oswald A. J. Mascarenhas, University of Detroit Mercy

Discussant: Don T. Johnson, Western Illinois University

**FINANCE**

3:00–4:15 p.m. .... 3rd Floor–PDR 6

**Theme:** Personal Financial Planning

**Chair:** Anand Krishnamoorthy, Troy State University–Pacific

**“Philanthropy and the Traditional IRA”**

William E. Maas, University of Wisconsin–Stevens Point

Kevin M. Bahr, University of Wisconsin–Stevens Point

Discussant: William C. Conley, University of Wisconsin–Green Bay

**“Should Investors Phase Out Equities as Retirement Approaches?”**

Donald W. Swanton, Roosevelt University

Discussant: William E. Maas, University of Wisconsin–Stevens Point





**“Try Taking a Longer Route to Financial Security”**

William C. Conley, University of Wisconsin–Green Bay

Discussant: Stewart R. Albertson, Loma Linda University

**“One Unintended Consequence of the Jobs and Growth Tax Relief Reconciliation Act of 2003: Are Passively Managed Index Funds Better Investments than Traditional 401(k)s Built with Mutual Funds for Retirement Purposes?”**

Stewart R. Albertson, Loma Linda University

S. Eric Anderson, Loma Linda University

Discussant: Kevin M. Bahr, University of Wisconsin–Stevens Point

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**FINANCE**

3:00–4:15 p.m. .... 3rd Floor–PDR 4

**Theme:** Global Markets I

**Chair:** Muhammad Chishty, Saint Xavier University

**“European Union II: Stock Market Integration in Accession Countries”**

G.N. Naidu, Illinois State University

Askar Choudhury, Illinois State University

Discussant: Neil Younkin, Saint Xavier University

**“High Abnormal Return in Bangladesh IPOs–Is It an Anomaly or Inefficiency?”**

Monzurl Hoque, Saint Xavier University

Mohammad Musa, East West University

Discussant: Zhenhu Jin, Valparaiso University

**“Economic Activity and Stock Market Performances–Evidence from the Greater China Economies”**

Zhenhu Jin, Valparaiso University

Discussant: Askar Choudhury, Illinois State University



**INFORMATION SYSTEMS**

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

**Theme:** Issues in the News

**Chair:** Constantine Loucopoulos, Northeastern Illinois University

**“Full Story On Microsoft’s Internet Toilet”**

James R. Scott, Southwest Missouri State University

David J. Meinhardt, Southwest Missouri State University

John S. Bowdidge, Southwest Missouri State University

**“Biennial News Capsule Regarding the World of Cyberspace”**

James R. Scott, Southwest Missouri State University

David J. Meinhardt, Southwest Missouri State University

John S. Bowdidge, Southwest Missouri State University

**“An Examination of the Relative Weights of GPA and GMAT in the Admission Process to Graduate Schools of Business”**

Constantine Loucopoulos, Northeastern Illinois University

Charletta F. Gutierrez, Northern Illinois University

Durward Hofler, Northeastern Illinois University

Discussant: Jennifer Williams, University of Southern Indiana



**INFORMATION SYSTEMS**

3:00–4:15 p.m. .... 7th Floor–Dearborn 2

**Theme:** E-Commerce

**Chair:** Marzie Astani, Winona State University

**“Assessment of E-Commerce on Highly Valuable Traditional Products in Thailand”**

Sakuna Vanichvisuttikul, Assumption University

Chamnong Jungthirapanich, Assumption University

**“E-Commerce Web Site Quality: A Conceptual Framework”**

Mei Cao, University of Toledo

Subba S. Rao, University of Toledo



**“A B2B Web Services Based Integration Framework”**

Rami Khasawneh, Lewis University

Discussant: Joseph Chan, Roosevelt University

**INTERNATIONAL BUSINESS**

3:00–4:15 p.m. .... 6th Floor–Parlor F

**Panel Discussion: Global Environmental Management Systems**

Chair: Raj Javalgi, Cleveland State University

Panelists: Chaitanya Daiya, Prolink Consulting  
Sumit Kundu, Florida International University  
Patricia Todd, Lubrizol Corporation  
Robert F. Scherer, Cleveland State University

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**MANAGEMENT**

3:00–4:15 p.m. .... 6th Floor–Parlor H

**Panel: On-Line Development and Instruction of HRM and Management Courses: Experiences at a Small School**

Chair: Cheryl A. Waddington, Wayne State College

Panelists: Patricia Arneson, Wayne State College  
Loren Kucera, Wayne State College  
Gary E. Mullins, University of Wisconsin–Stevens Point

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**MANAGEMENT**

3:00–4:15 p.m. .... 6th Floor–Parlor J

**Theme: Ethics in Business Practice**

Chair: C.R. Marshall, University of Wisconsin–Stevens Point

**“What Can We Learn from the Scandals in Financial Reporting”**

Paul N. Keaton, University of Wisconsin–La Crosse

Timothy O’Brien, SECURA Insurance Companies

Discussant: Steven Hunt, Western Illinois University



**“For Want of Corporate Workplace Responsibility: Pursuing the Imperfect Imitability of People”**

Ed Chung, St. Norbert College  
Kyle Riste, St. Norbert College  
Amy Vanderberg, St. Norbert College

Discussant: Sally Martin Egge, Cardinal Stritch University

**“Assessing Ethical Development in Business Using the Proposed Ethical Judgment Scale-Business (EJS-B)”**

J. Michael Tyler, Baker College  
Catherine L. Tyler, Oakland University

Discussant: James Paradiso, College of Lake County

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**MARKETING**

3:00–4:15 p.m. .... Club Floor–PDR 16  
**SPECIAL SESSION**

**Theme: You Discovered Plagiarism. . . Now What?”**

Panelists: Russell A. Casey, Clayton College and State University  
Gloria Thompson, University of Phoenix  
Steve Corbin, University of Northern Iowa  
Winston Awadzi, Delaware State University

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**MARKETING**

3:00–4:15 p.m. .... Club Floor–PDR 17

**Theme: Marketing Ethics in a Changing World**

Chair: Michelle Kunz, Morehead State University

**“Some Thoughts on Facilitating the Development of Moral Marketing Managers”**

Maria Lai-Ling Lam, Malone College

Discussant: Karen Cayo, Kettering University

**“ISO 14000 Certification: Revolution, Evolution, or Bust?”**

Hector Lozada, Seton Hall University

Discussant: Rama Yelkur, University of Wisconsin–Eau Claire



**“The Ethical Dilemmas of Communicating a University’s Job Placement Rate: Legal Obligation or Moral Responsibility?”**

Oscar McKnight, Ashland University  
Ronald Paugh, Ashland University  
Karen Hagans, Ashland University

Discussant: Robin Luke, Southwest Missouri State University

**“The Changing Role and Responsibility of a Chief Marketing Executive (CME) at the Corporate and Business Unit Levels”**

Ken Kono, Pennsylvania State University–Great Valley  
Discussant: Larry Zigler, Highland Community College

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**MARKETING**

3:00–4:15 p.m. .... Club Floor–PDR 18

**SPECIAL SESSION**

**Theme:** Second Annual Master Teacher Competition  
*Sponsored by Hormel Foods*

**Judges:** Joyce L. Grahn, MMA Past President  
Julie Toner Schrader, MMA Past President  
Robert C. Erffmeyer, MMA Past President  
Thomas R. Day, Vice President of Sales, Foodservice Group,  
Hormel Foods Corporation

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**OPERATIONS MANAGEMENT**

3:00–4:15 p.m. .... 6th Floor–Parlor D

**Theme:** Quantitative Models

**Chair:** Scott J. Seipel, Middle Tennessee State University

**“Data Envelopment Analysis: A Model for Statistical Test of Organizational Efficiency”**

Scott J. Seipel, Middle Tennessee State University  
Mary Whiteside, University of Texas at Arlington



**“Multicriteria Decision Making Approaches: Some Methodological Considerations”**

Alexander I. Mechitov, University of Montevallo  
Helen M. Moshkovich, University of Montevallo

**“An Optimization Model for a Vendor’s Annual Online Advertising Plan with diymall.com: A Case Study”**

Brian Reed, Indiana University–Purdue University Fort Wayne  
James S. Moore, Indiana University–Purdue University Fort Wayne

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**ACCOUNTING**

4:30–6:30 p.m. .... 550 West Jackson Blvd., Suite 900  
**North American Accounting Society Board Meeting**  
Presiding: Gary Johnson, Southeast Missouri State University  
President, North American Accounting Society

Meet in 6th Floor Parlor A by 4:15 p.m. and we will walk to the board meeting as a group.

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**BUSINESS AND HEALTH ADMINISTRATION**

4:30–5:30 p.m. .... 7th Floor–Clark 5  
**BHAA BOARD MEETING**  
Presiding: David P. Paul III, Monmouth University  
BHAA President (2003–2004)

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**MARKETING**

7:00–10:00 p.m. .... MMA President’s Suite  
**MMA First Night Reception**

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**MBAA Hospitality Suite**

9:00 p.m. .... Room 8-128



**THURSDAY, MARCH 18, 2004**

**MARKETING**

7:30–9:00 a.m. .... Empire Room  
 Awards breakfast and presentation by Valerie Zeithaml, University of North Carolina-Chapel Hill, 2004 “Innovative Contributor to Marketing” honoree of the MMA.



**ACCOUNTING**

8:00–9:00 a.m. .... 6th Floor–Parlor A  
**Theme:** Income Tax Accounting  
**Chair:** Bambi Hora, University of Central Oklahoma

**“Tax Planning for Retirement Activities: Hobby vs. Business”**

Larry R. Garrison, University of Missouri–Kansas City  
 Amanda Haslag, University of Missouri–Kansas City

**“Excess Foreign Tax Credits: Problems and Opportunities”**

David Joy, Central Missouri State University  
 Janice Klimek, Central Missouri State University

**“The Economic Impact of Income Tax Legislation, 1993–2001”**

John C. Stroope, University of Illinois at Springfield



**ACCOUNTING**

8:00–9:00 a.m. .... 6th Floor–Parlor B  
**Panel Discussion: Ethics of Business Entities for the 21st Century**  
**Panel Chair:** Mostafa Maksy, Northeastern Illinois University  
**Panelists:** Margaret Combs, Union College  
 Stephen Del Vecchio, Central Missouri State University  
 Joseph Petrick, Wright State University





**BUSINESS ECONOMICS**

8:00–9:00 a.m. .... 3rd Floor–PDR 4

**Theme:** Financial Economic Issues

**Chair:** Vandana Rao, Indiana University–East

**“Agency Costs and Corporate Financial Policies: A Simultaneous Equations Approach”**

Yong Kim, Hansei University

Jong Rhim, University of Southern Indiana

**Discussant:** Hedayah Samavati, Indiana University–Purdue University Fort Wayne

**“Conditional Market Risk-Return Relationship Revisited”**

Chu-Sheng Tai, Texas A&M University–Kingsville

**Discussant:** Jong Rhim, University of Southern Indiana

**“Dispute Resolution and Financial Issues in Public Sector Collective Bargaining”**

David Dilts, Indiana University–Purdue University Fort Wayne

Mashaallah Rahnema-Moghadam, Texas Tech University

**Discussant:** Mohammed Khayum, University of Southern Indiana

**BUSINESS AND HEALTH ADMINISTRATION**

8:00–9:00 a.m. .... 7th Floor–Clark 10

**ANNUAL BUSINESS MEETING**

**Presiding:** David P. Paul III, Monmouth University

BHAA President (2003–2004)

**BUSINESS, SOCIETY, AND GOVERNMENT**

8:00–9:00 a.m. .... 6th Floor–Parlor J

**Theme:** Legal and Government Actions

**Chair:** Don Yates, Louisiana State University–Alexandria





**“Innovation as Rationale for Government Support of Entrepreneurship”**

Steven C. Michael, University of Illinois  
John A. Pearce II, Villanova University

**“Recent Developments in the Travails of the Tobacco Industry: A Filtered Perspective”**

Jim Breyley, University of New England

**“Do Not Call: Legal or Political Decision”**

Steven Palmer, Louisiana State University Alexandria

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**CASE RESEARCH**

8:00–9:00 a.m. .... 6th Floor–Parlor G

**Welcome—Continental Breakfast**

Host: Cheryl L. Noll, Vice President, 2004 Program and  
Proceedings Editor, Eastern Illinois University

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**ENTREPRENEURSHIP**

8:00–9:15 a.m. .... 6th Floor–Parlor C

**Theme: Effective Entrepreneurial Ventures and Strategies**

Chair: Charles H. Apigian, Middle Tennessee State University

**“From Scientific Management through Decision Theory and Operations Research to Franchising”**

Richard Judd, University of Illinois–Springfield

**“Female Leadership Qualities that Contribute to Effective Entrepreneurial Ventures”**

Patricia Jacoby, Purdue University North Central

**“Internet Strategies for the Family Business”**

Charles H. Apigian, Middle Tennessee State University

**FINANCE**

8:00–9:00 a.m. .... 3rd Floor–PDR 5

**Theme: Leverage and Enhancements****Chair:** Michael Robinson, Saint Mary's College**“A Leverage Strategy for Above-Normal Mutual Fund Performance”**

James D. Bogert, Clayton College and State University

**Discussant:** Ashok K. Kapoor, Augsburg College**“Enhancing Your Annual Financial Checkup Using Benchmarks”**

Eddie Ary, Ouachita Baptist University

**Discussant:** James D. Bogert, Clayton College and State University**“Deficits and Debt: Domestic and International Implications”**

Ashok K. Kapoor, Augsburg College

**Discussant:** Eddie Ary, Ouachita Baptist University**FINANCE**

8:00–9:00 a.m. .... 3rd Floor–PDR 6

**Theme: Real Estate II****Chair:** J.D. Oxenford, University of Wisconsin–Platteville**“A REIT Stock Selection Model Utilizing Data Envelopment Analysis”**

Peppi M. Kenny, Western Illinois University

Don T. Johnson, Western Illinois University

**Discussant:** Olgun Fuat Sahin, Minnesota State University Moorhead**“When Do REITs Increase the Performance of Other Assets?”**

Stephen Lee, University of Reading

**Discussant:** Peppi M. Kenny, Western Illinois University**“The Impact of the Standard & Poor's Index Inclusions on Real Estate Investment Trusts”**

Olgun Fuat Sahin, Minnesota State University Moorhead

**Discussant:** Stephen Lee, The University of Reading



**INFORMATION SYSTEMS**

8:00–9:00 a.m. .... 7th Floor–Dearborn 1

**Theme: Issues in IS Education**

**Chair:** Charletta F. Gutierrez, Northern Illinois University

**“Teaching Ethics in a Telecommunications Course: An Evaluation of Student Performance”**

Charletta F. Gutierrez, Northern Illinois University

**“Developing an Instructional Data Warehouse with Oracle: the ETL Component”**

William Wehrs, University of Wisconsin–La Crosse

**“E-Commerce and the Curriculum: An Historical Analysis”**

Linda V. Knight, DePaul University

Theresa A. Steinbach, DePaul University

James D. White, DePaul University

**Discussant:** Bob Dean, Viterbo University

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**INFORMATION SYSTEMS**

8:00–9:00 a.m. .... 7th Floor–Dearborn 2

**Theme: ERP**

**Chair:** Purnendu Mandal, Marshall University

**“Techniques in Enterprise Modeling”**

Joseph O. Chan, Roosevelt University

**“Enterprise Resource Planning: Managing the Paradigm Shift for Success Techniques in Enterprise Modeling”**

Mehmet C. Kocakulah, University of Southern Indiana

Jeramie S. Embry, Electronics Research, Inc.

Marvin Albin, University of Southern Indiana

**“Critical Success Factors for Enterprise Information Technology Security”**

William C. Brown, Minnesota State University–Mankato

**Discussant:** Jeff Fahrenwald, Rockford College

**INTERNATIONAL BUSINESS**

8:00–9:00 a.m. .... 6th Floor–Parlor F

**Theme:** Regional Economic Outlook**Chair:** Christopher Ziemnowicz, Concord College**“Don’t Cry for Me Argentina: A Case Study Focusing on the Twisted Relationship between the IMF and Argentina”**

Juan Meraz, Southwest Missouri State University

Janis L. Prewitt, Southwest Missouri State University

John Kyle Holmberg, Southwest Missouri State University

**“Argentina’s Economic Crisis: Review of the Pre- and Post-Crisis of Argentina’s Economy”**

John M. Wainwright, Sam Houston State University

Balasundram Maniam, Sam Houston State University

Hadley Leavell, Sam Houston State University

**“Quick Russian Glance at China and North Korea”**

John Bowdidge, Southwest Missouri State University

C.E. Chang, Southwest Missouri State University

**Discussants:** John E. Spillan, Penn State University–DuBois

Kashi Nath Tiwari, KNT’s Academic Financial Research

**“90 Miles from Key West: Time for Another Look at Cuba”**

Walt A. Nelson, Southwest Missouri State University

John S. Bowdidge, Southwest Missouri State University

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**MANAGEMENT**

8:00–9:00 a.m. .... 6th Floor–Parlor H

**Theme:** Administration of Nonprofit and Governmental Organizations**Chair:** Harry Fisher, Central College**“Why It Is a Bad Idea to Run a College Like a Business”**

Richard A. Barker, Upper Iowa University

**Discussant:** Regina Greenwood, Kettering University



**“Applying ‘Fast Track Strategic Planning Technology’ to Improve Effectiveness and Efficiency of Local Government and Nonprofit Organizations”**

Gary Keller, Cardinal Stritch University

Discussant: Michael D. Sanders, Saint Mary’s College

**“The Business of the Church: The Church as Employer”**

William R. Livingston, Baker College

Discussant: Lynn Isvik, Upper Iowa University

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**MANAGEMENT**

8:00–9:00 a.m. .... 7th Floor–Clark 5

**Panel:** NAMS Master Teacher Award Competition

**Chair:** Jeff Fahrenwald, Rockford College

**Panelists:** Kathryn Carlson Heler, Manchester College  
Richard Sebastian, St. Cloud State University

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**ACCOUNTING**

9:15–10:30 a.m. .... 6th Floor–Parlor A

**Theme:** Financial Accounting

**Chair:** Sheldon Langsam, Western Michigan University

**“An Evaluation of Inventory Accounting”**

Ronald D. Niemeyer, Central Missouri State University

**“Business Combinations Goodwill Valuation”**

Thomas Boyd, St. John’s University, New York

James Thompson, St. John’s University, New York

**“Classification of Liabilities: The Forgotten Dimension”**

George Schmelzle, Indiana University-Purdue University Fort Wayne

Janet Papiernik, Indiana University-Purdue University Fort Wayne

**ACCOUNTING****9:15–10:30 a.m. .... 6th Floor–Parlor B****Theme: Auditing****Chair: Joann Noe Cross, University of Wisconsin–Oshkosh****“Where did Andersen’s Clients Go? A Study of Fee-Discounts, Premia and Successor Auditors”**

William Harrison, PricewaterhouseCoopers

Jennifer Niece, Assumption College

Gregory Trompeter, Boston College

**“What Top Financial Managers Need to Know About Canadian and U.S. Fraud Standards”**

Alan Reinstein, Wayne State University

Brian Patrick Green, University of Michigan–Dearborn

**“Rebuilding Public Trust in Accounting Ethics through Enhanced Integrity Capacity Management”**

Joseph A. Petrick, Wright State University

John F. Quinn, University of Dayton

**BUSINESS ECONOMICS****9:15–10:30 a.m. .... 3rd Floor–PDR 4****Theme: International Economic Issues****Chair: Sangwoo Heo, University of Southern Indiana****“To Understand Its Economy, We Must First Check Czech History”**

John Bowdidge, Southwest Missouri State University

Discussant: Joe Horton, University of Central Arkansas

**“EU Enlargement: The Challenges of Integrating Accession Members”**

Georgine Fogel, Salem International University

Discussant: Anusuya Roy, University of Southern Indiana

**“The New Operational Dynamics of Technological Diffusion: An Empirical Study of Innovation Performance”**

Sortiris Karkalakos, University of Illinois at Urbana–Champaign

Discussant: Sudesh Mujumdar, University of Southern Indiana



**“Treasure Island? In 2003, Russia Discovered the Euro”**

John Bowdidge, Southwest Missouri State University

Discussant: Vandana Rao, Indiana University–East

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**BUSINESS AND HEALTH ADMINISTRATION**

9:15–10:30 a.m. .... 7th Floor–Clark 5

**Theme:** Mixed Bag

Co-chairs: Gary Ross, Cardinal Stritch University

Dennis Emmett, Marshall University

**“Mentoring in Professional Nursing—Perceptions and Experiences of the Preceptor and the Preceptee”**

Ashish Chandra, Marshall University

Jason Rardon, Marshall University

Discussant: Donna A. Redding, Memorial Medical Center

**“Worker’s Compensation Claims: What’s an Employer to Do?”**

Zachary D. Frank, Industrial Physical Therapy

Michele L. Bush, Marshall University

Ashish Chandra, Marshall University

Discussant: Terri Barrett, Acordia, Inc.

**“Increasing Patient Diversity: How Is the Health Care Industry to Respond?”**

Michele L. Bush, Marshall University

Kurt E. Olmosk, Marshall University

Discussant: Vickie Schlak, Marshall University

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**BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme:** Professional Practice

Co-chairs: Mickey L. Parsons, University of Texas

Jana Stonestreet, Methodist Healthcare System



**“Risk Management Issues in Withdrawal Occlusions in Venous Access Ports”**

Patricia Banta, Kimball Medical Center

Marianne Brown, Community medical Center

Discussant: Marsha A. Prater, Memorial Medical Center

**“The Nature of Moral Distress As Experienced by the Acute Care Hospital Based Nurse Case Manager”**

Ann L. Ellenson, Seton Hall University

Discussant: Scott Saccomano, Seton Hall University

**“Is Quality of Care Best Determined by Patient Satisfaction?”**

Elizabeth A. Fredeboelling, Robert Wood Johnson Hospital

Discussant: Michael A. DeMasi, Stony Brook University Hospital

**“Nurse Manager: Legal Issues and Reducing the Risk of Litigation”**

Marion Murray, Community Medical Center 99

Nancy Jobses, Community Medical Center 99

Discussant: Phyllis Beck Kritek, Independent Consultant

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**BUSINESS, SOCIETY, AND GOVERNMENT**

**9:15–10:30 a.m. .... 6th Floor–Parlor J**

**Theme: Regulation and Control: Matters of Efficacy and Incidence**

**Chair: Steven Palmer, Louisiana State University–Alexandria**

**“IRS Audits—Are They Effective?”**

Dale D. Pletcher, California State University, Sacramento

Debra A. Miranda, California State University, Sacramento

**“The Effect of Alternate Minimum Tax on Middle Income Persons”**

Sherm Hirschman, Davenport University

**“Deregulation Revisited”**

Jim Breyley, University of New England

**“Workplace Internet Usage: An Employer-Employee Balancing Act”**

Angela Law, St. Augustine’s College



**CASE RESEARCH**

**9:15–10:30 a.m. .... 6th Floor–Parlor G**

**Theme: Critical Incidents**

**Chair: James W. Camerius, Northern Michigan University**

**“Cerner—A Good Place to Work?”**

**“Part A: A Company With Vision and Strong Leadership”**

**“Part B: The E-Mail’s Effect—From a Ripple to a Tidal Wave”**

John F. S. Bunch, Benedictine College

Thomas L. Lyon, Rockhurst University

**“Heart Transplantation Choices”**

Leslie A. Korb, University of Nebraska at Kearney

Discussants: Grant Lindstrom, University of Wyoming

William Stratton, Idaho State University

Martha Fransson, Rensselaer Polytechnic Institute

**ENTREPRENEURSHIP**

**9:15–10:30 a.m. .... 6th Floor–Parlor C**

**Theme: Innovative Entrepreneurship and Its Risks**

**Chair: Richard Judd, University of Illinois at Springfield**

**“Ways to Increase Ideas for Innovations”**

Bruce D. Fischer, Elmhurst College

Lawrence B. Carroll, Elmhurst College

**“A Comparative Study of Risk-Taking Propensities of Entrepreneurs and Corporate Managers”**

Lucas J. Bills, Millikin University

Sharon Alpi, Millikin University

**“Observations by Franchisees about Their Franchisors: Advantages and Disadvantages”**

Richard Judd, University of Illinois at Springfield



**FINANCE**

**9:15–10:30 a.m.** ..... 3rd Floor–PDR 5  
**Panel on Ethics, Connected Intelligence, and Good Organizational Practices**

- Chair: John E. Eber, Saint Xavier University
- Presenter: Susan M. Sanders, Saint Xavier University
- Panelists: Robert J. Balik, Western Michigan University  
 Jerry D. Oxenford, University of Wisconsin–Platteville  
 George S. Swales Jr., Southwest Missouri State University

**FINANCE**

**9:15–10:30 a.m.** ..... 3rd Floor–PDR 6  
**Theme: Valuation I**

- Chair: Donald Swanton, Roosevelt University

**“Stock Market Predictions of the Super Bowl Stock Market Predictor”**

- Thomas M. Krueger, University of Wisconsin–La Crosse
- John M. Sheppard, University of Wisconsin–La Crosse
- Discussant: C. Edward Chang, Southwest Missouri State University

**“Market Timing versus Dollar-Cost Averaging: Evidence Based on Two Decades of Standard & Poor’s 500 Index Values”**

- Kim Johnson, University of Wisconsin–La Crosse
- Tom Krueger, University of Wisconsin–La Crosse
- Discussant: Raj K. Kohli, Indiana University–South Bend

**“Value versus Growth: Risk and Performance Measures of Benchmark Indexes and Exchange-Traded Funds”**

- C. Edward Chang, Southwest Missouri State University
- George S. Swales Jr., Southwest Missouri State University
- Discussant: Thomas M. Krueger, University of Wisconsin–La Crosse

**INFORMATION SYSTEMS**

**9:15–10:30 a.m.** ..... 7th Floor–Dearborn 1  
**Theme: Ethics in Education**

- Chair: Theresa A. Steinbach, DePaul University



**“Ethics in Homework”**

Patrick G. Paulson, Winona State University

**“Business Ethics and Critical Thinking”**

James A. Wright, Chadron State College

Wendy L. Waugh, Chadron State College

**“Teaching Ethics in an Undergraduate Project Management Course”**

Theresa A. Steinbach, DePaul University

Linda V. Knight, DePaul University

James D. White, DePaul University

Discussant: Cathy Poyner, Truman State University

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**INFORMATION SYSTEMS**

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

**Theme: IS and the Organization**

**Chair:** Behrooz Saghafi, Chicago State University

**“Visual C++ .NET and Bill of Materials”**

Xueqing (Clare) Tang, Governors State University

**“The Importance of Computerized Inventory Systems in the 21st Century”**

James R. Maxwell, University at Buffalo–State University of New York

**“XBRL: What Is It, and What Does It Mean for Information Systems and Financial Disclosure Transparency?”**

Karleen Nordquist, College of St. Benedict/St. John’s University

Discussant: C. Lee Clarke, Augsburg College

**“Spam: Legal, Ethical, Technical, and Organizational Issues”**

Mary Giovannini, Truman State University

Cathy Poyner, Truman State University

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## INTERNATIONAL BUSINESS

9:15–10:30 a.m. .... 6th Floor–Parlor F

**Theme:** Regional Studies on Economic Development

**Chair:** Kashi Nath Tiwari, KNT's Academic Financial Research

**“The Case for Sustainable Development: An Oil Company Operating in Nigeria”**

Christy Elliott, Concord College

Jason Fraley, Concord College

Christopher Ziemnowicz, Concord College

**“Eco-Tourism, Microenterprises, and International Business in South Africa: Explorations into an Ethical and Sustainable Partnership”**

Margarita Rose, King's College

**“A Comparative Study on Economic Development Using Entrepreneurship and Intrapreneurship: The Case of Bolivia and Chile”**

John E. Spillan, Penn State University–DuBois

Christopher Ziemnowicz, Concord College

**“An Application of Behavioral Economics: Leibenstein's X-Efficiency and its Application to the Less Developed Economies”**

Hamid Hosseini, King's College

Discussants: Juan F. Meraz, Southwest Missouri State University

Jitendra Mishra, Grand Valley State University

## LEGAL STUDIES

9:15–10:30 a.m. .... 3rd Floor–PDR 8

**Theme:** Small Business and Consumer Protection

**Chair:** Dawn Swink, University of St. Thomas

**“Opening Your Home to the Public: Hospitality Laws and Bed and Breakfasts”**

Cynthia F. Mulliken, Bellarmine University

**“E-Commerce: Pyramid Schemes and Fraudulent Marketing Tactics—The FTC and Consumer Protection”**

Elizabeth A. Cameron, Alma College



**“Take Two Aspirin and Don’t Call Me in the Morning: The Do Not Call List Migraine”**

Alan C. Roline, University of Minnesota Duluth

**“Michigan’s Common Law Right to Government Financial Information”**

Nancy White, Central Michigan University

Tanya Marcum, Central Michigan University

Elizabeth Campbell, Central Michigan University

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**LEGAL STUDIES**

**9:15–10:30 a.m. .... 3rd Floor–PDR 9**

**Theme: Employment Law**

**Chair: William Livingston, Baker College**

**“The Worker Adjustment and Retraining Notification Act: A Closer Look”**

Kenneth P. De Meuse, University of Wisconsin–Eau Claire

Evgeny Dobrovolsky, University of Wisconsin–Eau Claire

**“But Seriously Folks: The Definition of ‘Serious Illness’ under the Family and Medical Leave Act”**

Katrin C. Varner, Illinois State University

**“The Evolution of Fringe Benefits”**

Lynn K. Saubert, Radford University

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**MANAGEMENT**

**9:15–10:30 a.m. .... 6th Floor–Parlor H**

**Theme: Managing Human Resources**

**Chair: Cheryl A. Waddington, Wayne State College**

**“Influence of Individual Differences on the Job Search Process”**

Rajeev Sawhney, Western Illinois University

Steven C. Hunt, Western Illinois University

K.K. Rathore, Western Illinois University

Discussant: Edward Heler, Heler<sup>2</sup> Consultancy, LLC



**“Employees’ Perceptions of Supervisors: The Link with Satisfaction and Commitment”**

M. Jane Crabtree, Benedictine University

Discussant: Paula Wolfmeyer, Winona State University

**“Recoupling Compensation-Performance Relationship: A Mediating Role of Performance”**

Xin Liang, University of Kansas–Lawrence

Sibin Wu, University of Wisconsin–Milwaukee

Discussant: Raman Muralidharan, Indiana University–South Bend

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**MARKETING**

9:15–10:30 a.m. .... Club Floor–PDR 16

**SPECIAL SESSION**

**Theme: The Other Side of the Interview: A Perspective of What Corporate Recruiters See in Marketing Recruits**

Chair: Bob Erffmeyer, University of Wisconsin–Eau Claire

Presenter: Lynelle E. Topp, Hormel Foods Corporation,  
Austin, Minnesota

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**MARKETING**

9:15–10:30 a.m. .... Club Floor–PDR 17

**Theme: Topics in Sales**

Chair: Subhara Chakrabarty, Mississippi State University

**“The Effect of Behaviors and Attitudes on Sales Performance within the Office Products Industry: Does a Self-focused Drive Lead to More Sales”**

Shawn Green, Aurora University

Jeff Gardner, Maximum Performance Group, LLC

Discussant: Richard Plank, Western Michigan University

**“The Influence of Ethical Control Systems and Moral Intensity on Sales Managers’ Ethical Perceptions and Behavioral Intentions”**

James DeConnick, Western Carolina University

John Rapp, University of Dayton

Discussant: Michael D’Amico, University of Akron



**“The Dynamic Effect of Multiple Reference Points on Salesperson Decision and Risk Behavior over Multiple Accounting Periods”**

Frank Fu, University of Houston

Eli Jones, University of Houston

Discussant: Robert Moore, Mississippi State University

**MARKETING**

9:15–10:30 a.m. .... Club Floor–PDR 18

**Theme: Marketing Education: Services to Students and Customers**

**Chair: Gene Wunder, Washburn University**

**“Executives-in-Residence at the Business School: Expectations and Realities”**

Julie Toner Schrader, Bellarmine University

Lee B. Thomas Jr., Bellarmine University

Discussant: Paul Wellon, Roosevelt University

**“The Customer Service Marathon: A Scoreboard-Based Projection for Customer Services and Satisfaction Courses”**

Susan A. Bain, Miami University–Middletown

Discussant: Dan Tomal, Illinois Institute of Technology

**Ethics in the Curriculum: Effect of Ethical Beliefs and Intended Behavior**

Gwen Achenreiner, University of Wisconsin–LaCrosse

Discussant: Tony Faria, University of Windsor

**Adventures in Team Teaching: The Parallel Coursing Strategy**

Paul Lane, Grand Valley State University

John Farris, Grand Valley State University

Discussant: Tanuja Singh, Northern Illinois University



**OPERATIONS MANAGEMENT**

9:15–10:30 a.m. .... 6th Floor–Parlor D

**Theme:** Mass Customization and ERP

**Chair:** James R. Maxwell, University at Buffalo–State University  
of New York

**“The Shift from Mass Production to Mass Customization in the  
Automobile Industry in the 21st Century”**

James R. Maxwell, University at Buffalo–State University of New York

**“Role of Web Services in Mass Customization”**

Vikas Agrawal, University of Toledo

Udayan Nandkeolyar, University of Toledo

**“The Effect of Cultural Differences on ERP Implementation: An  
Exploratory Analysis”**

Jaideep Motwani, Grand Valley State University

Ashok Kumar, Grand Valley State University

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**MBAA COFFEE BREAK**

10:30–10:45 a.m. .... 3rd Floor–Lower Exhibit Hall

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**ACCOUNTING**

10:45 a.m.–12:00 p.m. .... 6th Floor–Parlor A

**Theme:** Education Issues

**Chair:** John Elfrink, Central Missouri State University

**“Meeting the Challenges of Business Education: An Integrated  
Learning Perspective”**

Linvol G. Henry, California State University, San Bernardino

Nabil Y. Razzouk, California State University, San Bernardino

**“Their Version of the Public Trust: A Deconstruction of the  
PricewaterhouseCoopers Position on Accounting Education”**

Timothy J. Fogarty, Case Western Reserve University





**“E-Folio and the Students’ Evaluation of Preparing Electronic Resumes in Accounting Courses”**

Joann Segovia, Minnesota State University Moorhead

George Sanderson, Minnesota State University Moorhead

**“A Key to Online Teaching Success in Accounting”**

Janet Bear Wolverton, Montana State University

Robert H. Wolverton, United States Air Force Academy

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**ACCOUNTING**

10:45 a.m.–12:00 p.m. .... 6th Floor–Parlor B

**Theme:** Ethics and Sarbanes-Oxley Legislation

**Chair:** Alan Reinstein, Wayne State University

**“An Analysis of Fraud at WorldCom: The Influences and Effects of Corporate Fraud”**

Kristin M. Frueh, Central Missouri State University

Stephen C. Del Vecchio, Central Missouri State University

**“The Sarbanes-Oxley Act as a Hologram of Post-Enron Disclosure: A Critical Realist Commentary”**

Ashley Burrowes, University of Wisconsin–La Crosse

Joseph Kastantin, University of Wisconsin–La Crosse

Milorad Novicevic, University of Mississippi

**“The New Sarbanes-Oxley Legislation”**

Melissa Braaksma, Lakeland College

Joseph D. Botana, Lakeland College

**“Sarbanes-Oxley Act of 2002: Ethical Practices Applicable to Nonreporting and Nonprofit Entities”**

Denise C. Probert Bloom, Viterbo University

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**BUSINESS ECONOMICS**

10:45 a.m.–12:00 p.m. .... 3rd Floor–PDR 4

**Theme:** Corporate Economic Issues

**Chair:** David Dilts, Indiana University–Purdue University

Fort Wayne



**“Stock Market Reactions Surrounding CEO Succession: An Empirical Investigation of Market Efficiency”**

Jong Rhim, University of Southern Indiana

Joy Peluchette, Marshall University

Inam Song, Daejeon University

Discussant: Faye Smith, Emporia State University

**“Determinants of Business Sentiment”**

Dan Friesner, Gonzaga University

Mohammed Khayum, University of Southern Indiana

Discussant: Vandana Rao, Indiana University–East

**“Understanding the Wealth Effects of Strategic Alliance Formation and Competitive Strategic Behavior”**

Krishnan Ramaya, North Dakota State University

Jang-Chul Kim, North Dakota State University

Faye Smith, Emporia State University

Discussant: Jong Rhim, University of Southern Indiana

**“The Distribution of Skills in the Labor Force: Policy Implications for Human Capital Formation and Economic Development”**

Vandana Rao, Indiana University–East

Discussant: Mohammed Khayum, University of Southern Indiana

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**BUSINESS AND HEALTH ADMINISTRATION**

10:45 a.m.–12:00 p.m. .... 7th Floor–Clark 10

**JOINT SESSION WITH MARKETING**

**Theme:** Health Care Technology and Education Issues

**Co-chairs:** Uday S. Tate, Marshall University

Mike D’Amico, University of Akron

**“Technology Driven vs. Need Driven New Product Development: Implication for Public Access Defibrillation Programs”**

Julie Z. Sneath, University of South Alabama

Pamela A. Kennett, University of New Orleans

Discussant: Young Choi, James Madison University



**“Education for Integrity: Preparing Professionals for the Special Demands of Health Care Marketing”**

Linda Peeno, University of Louisville Medical School

Barry Padgett, Bellarmine University

Discussant: Ralph Bell, Governors State University

**“A Critical Look at the Advantages, Disadvantages, and Privacy Issues Related to the Computerized Patient Record Systems in Hospitals”**

Kathryn G. Jacobs, VA Medical Center

Ashish Chandra, Marshall University

Kathleen Cleary, King’s Daughters Medical Center

Discussant: Madhu Agrawal, St. John’s University

**“Evaluating the Ethical Dimensions of On-line Communications in Health Services”**

Peggy Engelkemier, Roane General Hospital

Dennis Emmett, Marshall University

Stefan Young, West Virginia Laser Eye Center

Lindsay Dunavant, West Virginia University Institute of Technology

Discussant: Diane Krolkowski, CHS Berwick Hospital Center

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**BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Professional Practice**

Co-chairs: Patricia Banta, Kimball Medical Center

Marianne Brown, Community Medical Center

**“Promoting Staff Nurse Retention Through Participatory Action Research”**

Mickey L. Parsons, University of Texas Health Science Center

Jana Stonestreet, Methodist Healthcare System

Marsha A. Prater, Memorial Medical Center

Discussant: Elizabeth A. Fredeboelling, Robert Wood Hospital



**“The Transformational Leadership Theory and Its Application to Leadership in Public Health Nursing”**

Judith M. Resnick, Johns Hopkins University

Kathleen M. White, Johns Hopkins University

Discussant: Marion Murray, Community Medical Center

**“The Use of Mentoring Programs to Increase the Job Satisfaction and Efficacy”**

Scott Saccomano, Seton Hall University

Discussant: Nancy Jobes, Community Medical Center

**“The Relationship Between Nurse Manager Leadership Behaviors and Staff Nurse Retention”**

Carol Kleinman, Seton Hall University

Discussant: Mickey L. Parsons, University of Texas Health Science Center

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**BUSINESS, SOCIETY, AND GOVERNMENT**

10:45 a.m.–12:00 p.m. .... 6th Floor–Parlor J

Theme: Analyzing and Teaching

Chair: Jim Breyley, University of New England

**“Lights, Camera, Discussion–Use of Theatrical Movies to Study Business Ethics”**

Steven Palmer, Louisiana State University–Alexandria

**“Cultural Diversity in Business: A Case Study into the Effects of Cultural Diversity in Business Courses”**

Juan Meraz, Southwest Missouri State University

Janis L. Prewitt, Southwest Missouri State University

**“Ethical Issues Analyses in International Management Cases: A Framework for Analyses”**

Yezdi H. Godiwalla, University of Wisconsin–Whitewater



**CASE RESEARCH**

10:45 a.m.–12:00 p.m. .... 6th Floor–Parlor G

**Panel:** “Writing Cases for Textbook Publication—What Text Authors Look For”

**Chair:** Joe Thomas, Middle Tennessee State University

**Panelists:** Roy A. Cook, Fort Lewis College  
David Hunger, Iowa State University  
Ed Leonard, Indiana University–Purdue University  
Fort Wayne



**ENTREPRENEURSHIP**

10:45 a.m.–12:00 p.m. .... 6th Floor–Parlor C

**Theme:** Pedagogical Issues

**Chair:** Terry Friel, Butler University

“Comparing Elementary Schools Using Indiana Statewide Testing for Educational Progress”

William G. Ludwin, Indiana University–Purdue University Fort Wayne

“A Simulation Integrating Management Accounting and Operations Courses”

Terry Friel, Butler University  
Sakthi Mahenthiran, Butler University  
Russ Kershaw, Butler University

“Statistics and the Perfectionism of a Student”

Charles H. Apigian, Middle Tennessee State University  
Scott J. Seipel, Middle Tennessee State University



**FINANCE**

10:45 a.m.–12:00 p.m. .... 3rd Floor–PDR 6

**Annual Business Meeting–Academy of Finance**

**Presiding:** Michael Robinson, Saint Mary’s College





**INFORMATION SYSTEMS**

10:45 a.m.–12:00 p.m. .... 7th Floor–Dearborn 1

**Theme:** IS/IT Management

**Chair:** Joseph Chan, Roosevelt University

**“Total Cost of Ownership of Information Technology: An Empirical Study and Prescriptions for Managers”**

Dinesh Mirchandani, University of Missouri–St. Louis

Jian Wang, University of Missouri–St. Louis

**“Developing an Information System Upgrade Policy”**

Judy D. Holmes, Middle Tennessee State University

Carol P. Clark, Middle Tennessee State University

**“Computers and Network Security”**

Behrooz Saghaifi, Chicago State University

**“Computer Security Issues”**

Marzie Astani, Winona State University

Discussant: Andy Borchers, Kettering University



**INFORMATION SYSTEMS**

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

**Theme:** Technology and Society

**Chair:** Nancy L. Russo, Northern Illinois University

**“Girls with Engineering Mindz (GEMz)”**

Donna M. Grant-Chapple, DePaul University

**“Using Technology to Address Social and Gender Issues”**

Chinthu Sachi, Northern Illinois University

Discussant: Nancy L. Russo, Northern Illinois University





**INTERNATIONAL BUSINESS**

10:45 a.m.–12:00 p.m. .... 6th Floor–Parlor F

**Theme:** Corporate Response and Global Strategies

**Chair:** Raffaele DeVito, Emporia State University

**“A Study of the Intangible Assets of Korean Multinational Enterprises”**

Sunghoon Hong, Honam University

**“New Approach in Corporate Response to Environmental Transformation: Survival Strategies for Indian Firms”**

Chetan J. Vyas, Director, Samarth Consultants and Finance Pvt. Ltd.

John E. Spillan, Penn State University–DuBois

**“Multinational Enterprises: Cornet Competition to Explain Regionalized Business Strategies”**

John Bowblis, Ph.D. Program, Rutgers University

Discussants: Christopher Ziemnowicz, Concord College

Patricia Todd, Lubrizol Corporation

**“Reshaping Corporate America”**

Peter Geib, Minnesota State University

Lucie Pfaff, College of Mount St. Vincent

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**LEGAL STUDIES**

10:45 a.m.–12:00 p.m. .... 3rd Floor–PDR 8

**Theme:** Cyber Law

**Chair:** Gail McCracken, University of Michigan–Dearborn

**“I Know It When I Don’t See It: Constitutionality and Practicality of the Internet Filtering Provisions of the Children’s Internet Protection Act”**

Dexter R. Woods Jr., Northern Ohio University

**“Issues in Cyberspace: Employee Inappropriate Computer Use, Employer Monitoring, and Workplace Privacy”**

Marvin Newman, Rollins College



**“State Taxation via Cyberspace: Is There a Dormant Privileges and Immunities Clause”**

William Vetter, Prairie View A&M University

**“Who Are You Really? E-Commerce Law and Identity Theft”**

Elizabeth Cameron, Alma College

Dawn Swink, University of St. Thomas

**LEGAL STUDIES**

10:45 a.m.–12:00 p.m. .... 3rd Floor–PDR 9

**Theme:** Ethics and Corporate Governance

**Chair:** J. Brad Reich, University of St. Thomas

**“Use of the Stakeholder Paradigm to Achieve Ethical Accountable and Socially Responsible Corporate Governance”**

Frederick R. Post, University of Toledo

**“The Sky Is Falling: Hot New Topics Not in the Textbooks”**

Cynthia F. Mulliken, Bellarmine University

**“The Business of the Church: The Church as a Legal Entity”**

William Livingston, Baker College

**“WorldCom, Enron: Why?”**

Angela G. Crossin, Purdue University–Calumet

Sashi Sekhar, Purdue University–Calumet

Christine Childers, Jenner and Block

**“21st Century Ethics: 16th Century Advice from William Shakespeare”**

Carson Varner, Illinois State University

**MANAGEMENT**

10:45 a.m.–12:00 p.m. .... 6th Floor–Parlor H

**Theme:** Pedagogy: Ethical Writing and Publishing

**Chair:** J. Michael Tyler, Baker College





**“Reducing Student Plagiarism”**

Elizabeth Martin, University of Wisconsin–Stevens Point

Discussant: David K. Banner, Viterbo University

**“Student Preparation for Ethical Practice in the 21st Century: A Comparison in Different College and University Settings”**

John (Jack) Ruhe, Saint Mary’s College

James Davis, University of Notre Dame

Monle Lee, Indiana University–South Bend

Discussant: Richard Barker, Upper Iowa University

**“The Authorship Analysis of a Business Journal and the Case of Mid-American Journal of Business”**

Roger Y.W. Tang, Western Michigan University

Mimi Coleman, Western Michigan University

Discussant: C.R. Marshall, University of Wisconsin–Stevens Point

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**MANAGEMENT**

10:45 a.m.–12:00 p.m. .... 7th Floor–Clark 5

**Panel: Models, Methods and Techniques for Increasing Student Participation in Class**

Chair: Mary Ann Hazen, University of Detroit Mercy

Panelists: Constance Savage, Ashland University

John Harris, University of Wisconsin–Green Bay

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**MARKETING**

10:45 a.m.–12:00 p.m. .... Club Floor–PDR 17

**SPECIAL SESSION: MARKETING EXCELLENCE**

**Theme: “Marketing You Can Chew On: The Story of Wrigley”**

Chair: JoAnn Linrud, Central Michigan University

Presenter: Stacie Boney, Executive Vice President, BBDO

**MARKETING**

10:45 a.m.–12:00 p.m. .... 7th Floor–Clark 10  
**JOINT SESSION WITH BUSINESS HEALTH AND  
ADMINISTRATION**

**Theme:** Health Care Technology and Education Issues

**Co-chairs:** Uday S. Tate, Marshall University

Mike D’Amico, University of Akron

**“Technology Driven vs. Need Driven New Product Development:  
Implication for Public Access Defibrillation Programs”**

Julie Z. Sneath, University of South Alabama

Pamela A. Kennett, University of New Orleans

Discussant: Young Choi, James Madison University

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Discussant: Ralph Bell, Governors State University

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Peggy Engelkemier, Roane General Hospital

Dennis Emmett, Marshall University

Stefan Young, West Virginia Laser Eye Center

Lindsay Dunavant, West Virginia University Institute of Technology

Discussant: Diane Krolikowski, CHS Berwick Hospital Center



**OPERATIONS MANAGEMENT**

10:45 a.m.–12:00 p.m. .... 6th Floor–Parlor D

**Theme:** Supply Chain Management

**Chair:** Charles H. Apigian, Middle Tennessee State University

**“A Practical Approach of Supply Chain Management to Support Management Decisions”**

Markus Mau, University of Giessen

**“Towards a Theory of Knowledge Management in Supply Chain”**

Shahnawaz Muhammed, The University of Toledo

**“Strategically Aligned Supply Chain Management and IT”**

Suhong Li, Bryant College

Charles H. Apigian, Middle Tennessee State University

T.S. Ragu-Nathan, The University of Toledo



**BUSINESS ECONOMICS**

12:15–1:15 p.m. .... 3rd Floor–PDR 4

**Organizational Meeting of the Executive Board of the Midwest**

**Business Economics Association**

**Presiding:** Georgine Fogel, Salem International University

MBEA President (2003–2004)



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**ACCOUNTING**

1:30–2:45 p.m. .... 6th Floor–Parlor A

**Theme:** Education Issues

**Chair:** Stephen C. Del Vecchio, Central Missouri State University

**“Accounting and the Right Frame of Mind: Teaching Considerations”**

Ingrid Ulstad, University of Wisconsin–Eau Claire

Carrie Walz, Ho-Chunk Nation

**“Changing Habits: Students Taking Responsibility and Accountability”**

Lakshmi U. Tatikonda, University of Wisconsin–Oshkosh

**“Traditional Lecture versus a Cooperative Learning Classroom: An Empirical Study to Determine the Differences in Student Performances and Faculty Evaluations”**

Robert Holtfreter, Central Washington University

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**ACCOUNTING**

1:30–2:45 p.m. .... 6th Floor–Parlor B

**Special Session: Current Analysis of the Computerized CPA Exam**

**Chair:** Ashley Burrowes, University of Wisconsin–La Crosse

**Presenters:** Penelope Yunker, Western Illinois University

Debra Hopkins, Northern Illinois University

Dennis Knutsen, University of Wisconsin–Eau Claire

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**BUSINESS AND HEALTH ADMINISTRATION**

1:30–2:45 p.m. .... 7th Floor–Clark 5

**Theme:** Ethics

**Co-chairs:** Vincent Giannetti, Duquesne University

Mary Helen McSweeney, University of Scranton

**“Home Testing for HIV Infection: Potential Benefits and Ethical Concerns”**

Farah Namath Khan, University of Evansville

William B. Stroube, University of Evansville

**Discussant:** Terri Barrett, Acordia, Inc.



**“Policy Development and Ethical Issues Pertaining to Male Circumcision”**

Matthew Taber, University of Evansville  
William B. Stroube, University of Evansville

Discussant: Kathy Lever, University of Evansville

**“Marketing Issues in Bariatric Surgery”**

Michael D. Thomas, University of Evansville  
William B. Stroube, University of Evansville

Discussant: Matthew Taber, University of Evansville

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**BUSINESS AND HEALTH ADMINISTRATION**

1:30–2:45 p.m. .... 7th Floor–Clark 10

**JOINT SESSION WITH MARKETING**

**Theme: Dark Side of Prescription Drugs and Their Abuse**

Co-chairs: J. Warren Salmon, University of Illinois at Chicago  
Arthur Rubin, ABC Pediatrics, PPLC

**“To Treat or Not to Treat: Whether it Is Better to Prescribe Antibiotics for URI or Nobly Refuse Prescriptions and Lose Patients”**

Manuel C.F. Pontes, Rowan University  
Nancy M.H. Pontes, Rowan University

Discussant: Kyusuk Chung, Governors State University

**“Combining the Abuse of Prescription Drugs: The Ethical Responsibilities of Marketers and Managers”**

Charles K. Braun, Marshall University

Discussant: Natalia Romanova, North Carolina State University

**“A Content Analysis of FDA Warning Letters and FDA Regulations for the Promotion of Prescription Drug Products”**

Gaurav Deshpande, St. John’s University  
Madhu Agrawal, St. John’s University

Discussant: Ugur Yavas, East Tennessee State University

**BUSINESS AND HEALTH ADMINISTRATION**

1:30–2:45 p.m. .... 7th Floor–Dearborn 3

**Theme:** Professional Practice**Co-chairs:** Carol Kleinman, Seton Hall University

Kathleen M. White, Johns Hopkins University

**“Implementation of the Spectra Link Telephone System to Decrease Nurse Response Time to Central Station Telemetry Alarms”**

Michael A. DeMasi, Stony Brook University Hospital

**Discussant:** Amelia Broussard, Clayton College and State University**“New Nursing Roles and Models, The Nurse as Mediator: An Emerging Role”**

Phyllis Beck Kritek, Independent Consultant

**Discussant:** Peter G. Fitzpatrick, Clayton College and State University**“Nursing Diagnosis as a Predictor of LOS: How Standardized Languages Can Pay Off”**

Peg Kraft, Loyola University

**Discussant:** Scott Saccomano, Seton Hall University

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**BUSINESS, SOCIETY, AND GOVERNMENT**

1:30–2:45 p.m. .... 6th Floor–Parlor J

**Theme:** Corporate Governance and Ethics**Chair:** John Bowdidge, Southwest Missouri State University**“An Exploration of Five Stockholders’ Role in the Recruitment Process”**

Lisa Berardino, State University of New York Institute of Technology

Thomas Matthews, State University of New York Institute of Technology

**“Corporate Governance: The Breeden Blueprint”**

Michael A. Yahr, Robert Morris University

Ronald R. Rubenfield, Robert Morris University





**“Pivotal Attributes of Reputation: Empirical Evidence Supporting Importance of Social Disclosure”**

Raymond Figlewicz, in Memoriam  
 Eugene Sz wajkowski, University of Illinois–Chicago  
 Deborah Jones, Wayne State University

**“A Student’s Perspective: Environment and Ethics”**

Gideon Falk, Purdue University Calumet  
 Sashi C. Sekhar, Purdue University Calumet  
 Amlan Mitra, Purdue University Calumet

**CASE RESEARCH**

1:30–2:45 p.m. .... 6th Floor–Parlor G

**Theme: Critical Incidents**

**Chair:** Robert Ross, Wichita State University

**“The Sting”**

Brian G. Gnauck, Northern Michigan University  
 Bruce C. Sherony, Northern Michigan University

**“Legally, Should Sue Have Been Fired?”**

Ron Breshears, Central Missouri State University  
 Karen Waner, Central Missouri State University

**“Ashley Automotive—Is This Sexual Harassment?”**

Claire McCarty Kilian, University of Wisconsin–River Falls  
 Ed Leonard, Indiana University–Purdue University Fort Wayne  
 Roy A. Cook, Fort Lewis College

**Discussants:** John F. S. Bunch, Benedictine College  
 Esther Headley, Wichita State University  
 Barbara Kouskoulas, Lawrence Technological University

**ENTREPRENEURSHIP**

1:30–2:45 p.m. .... 6th Floor–Parlor C

**Theme: Customer Oriented Entrepreneurship**

**Chair:** Roby Thomas, Elmhurst College

**“Service Level Determination: Explaining the Gap Between Theory versus Practice”**

Roby Thomas, Elmhurst College  
 Scott Dickinson, Elmhurst College  
 Becky Hobson, Elmhurst College  
 Eric McMillan, Elmhurst College  
 Mark Lundquist, Elmhurst College

**“Effective Customer Orientation in a Not-for-Profit Operational Setting”**

Mahmoud M. Yasin, East Tennessee State University  
 Marwan A. Wafa, University of Wisconsin–Parkside  
 Phillip E. Miller, East Tennessee State University

**“Peak Selling Industries: Operations and Human Resources Implications for Manufacturing and Service Industries”**

Gideon Falk, Purdue University Calumet  
 Casimir C. Barczyk, Purdue University Calumet

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**FINANCE**

1:30–2:45 p.m. .... 3rd Floor–PDR 5

**Theme:** Financial Education

**Chair:** Ronnie Clayton, Jacksonville State University

**“Developing and Teaching an On-Line Introductory Finance Course”**

David A. Kunz, Southeast Missouri State University

Discussant: Ashok K. Kapoor, Augsburg College

**“Using On-Line Financial Calculators to Broaden the Student Learning Experience: Examples for the Personal Financial Planning Course”**

James Pettijohn, Southwest Missouri State University

Kent P. Ragan, Southwest Missouri State University

Susan J. Crain, Southwest Missouri State University

Discussant: Robert J. Balik, Western Michigan University

**“Teaching Finance On-Line vs. Face-to-Face”**

Ashok K. Kapoor, Augsburg College

Discussant: Susan J. Crain, Southwest Missouri State University

**“Designing Financial Models Using Excel”**

Robert J. Balik, Western Michigan University  
 Jamshid Mehran, Indiana University–South Bend  
 Raj K. Kohli, Indiana University–South Bend

Discussant: Kent P. Ragan, Southwest Missouri State University

**FINANCE**

1:30–2:45 p.m. .... 3rd Floor–PDR 6

**Theme: Risk Management**

John Consler, Le Moyne College

**“The Impact of Hedging on the Exchange Rate Exposure of the Department of Defense During the 2001–02 Fiscal Year”**

Anand Krishnamoorthy, Troy State University  
 David Shetterly, Troy State University

Discussant: Kashi Nath Tiwari, KNT’s Academic Financial Research

**“Exotic Banking: Managing the Value at Risk of the Financial Services Industry in 2004”**

Kashi Nath Tiwari, KNT’s Academic Financial Research

Discussant: Stanley R. Adamson, Southwest Missouri State University

**“Overreaction to September 11? The Case of Property and Liability Reinsurers”**

Stanley R. Adamson, Southwest Missouri State University  
 Kent P. Ragan, Southwest Missouri State University

Discussant: George S. Swales Jr., Southwest Missouri State University

**“Insurance Planet Panorama 2003 with a Spotlight on Re-insurance”**

John E. Patton, Southwest Missouri State University  
 George S. Swales Jr., Southwest Missouri State University  
 John S. Bowdidge, Southwest Missouri State University

Discussant: Anand Krishnamoorthy, Troy State University

**INFORMATION SYSTEMS**

1:30–2:45 p.m. .... 7th Floor–Dearborn 1

**KEYNOTE ADDRESS: “Localization of Web Applications”**

Martin Schray, Microsoft Corporation

**INTERNATIONAL BUSINESS**

1:30–2:45 p.m. .... 6th Floor–Parlor F

**Panel Discussion: The Future of Global Business**

Chair: John E. Spillan, Penn State University–DuBois

Panelists: Jorge Rosado, Deputy Consulate, Peru

David Kouidri, Swiss Trade Commissioner

Richard Tam, Director, Hong Kong Trade and

Development Council

**LEGAL STUDIES**

1:30–2:45 p.m. .... 3rd Floor–PDR 8

**Theme: Teaching with Technology**

Chair: Brian Sullivan, Western Kentucky University

**“Westlaw Campus Demonstration”**

Rob Dewey, Thomson Learning

**“Teaching Law and Ethics Online: Why the Adult Learning Model Works”**

Kenneth Goldsmith, University of Phoenix

Panelists: William Livingston, Baker College

Gail McCracken, University of Michigan–Dearborn

**MANAGEMENT**

1:30–2:45 p.m. .... 6th Floor–Parlor H

**Theme: Ethics in Management**

Chair: Brian Hinrichs, Saint Xavier University



**“Are Managers Bearing the Brunt of Organizational Restructuring?: Evidence from Telecommunications”**

Jean Clifton, North Central College

Discussant: Paul N. Keaton, University of Wisconsin–La Crosse

**“Task-Based Vs. Construct-Based Assessment of Ethical Values”**

H. Durward Hofler, Northeastern Illinois University

Peter W. Stonebraker, Northeastern Illinois University

Rasoul Afifi, Northeastern Illinois University

Audrey L. Reynolds, Northeastern Illinois University

Discussant: J. Michael Tyler, Baker College

**“Corporate Ethics: The Dollars and the (Non)sense”**

Peggy M. Houghton, Baker College

Helen Bojarczyk, Baker College

Discussant: Elizabeth Martin, University of Wisconsin–Stevens Point

**MANAGEMENT**

1:30–2:45 p.m. .... 7th Floor–LaSalle 4

**Panel: On-Line Teaching: Techniques and Tools**

Chair: Julia A. Teahen, Baker College

Panelists: James Paradiso, College of Lake County

Bartlett J. Finney, Park University

Nancy Thannert, Robert Morris College

**MARKETING**

1:30–2:45 p.m. .... Club Floor–PDR 16

**Theme: The Intersection of Finance and Marketing**

Chair: Jerry Field, Illinois Institute of Technology

**“Introductory Accounting as an Example of a Hybrid Course”**

Diana L. Henke, University of Wisconsin–Fox Valley

Discussant: John Twombly, Illinois Institute of Technology

**“Comparing Market Orientation Culture of Business with Public and Private AACSB Schools of Business”**

Robert Webster, Ouachita Baptist University

Kevin L. Hammond, University of Tennessee–Martin

Harry A Harmon, Central Missouri State University

Discussant: Don Hoppa, Roosevelt University

**“Financial Analyses of Marketing Plans”**

Jerry Stiles, Minnesota State University–Mankato

Discussant: Tim Query, Illinois Wesleyan University

**MARKETING**

1:30–2:45 p.m. .... Club Floor–PDR 17

**Theme: Marketing Channels**

Chair: Larry Haase, Central Missouri State University

**“Reputation Building for Retailers”**

Lynn Samsel, University of Nebraska–Lincoln

Carl Witte, Roosevelt University

Raymond Marquardt, Arizona State University–East

Discussant: Tim Aurand, Northern Illinois University

**“An Analysis of Small Business Usage of the Internet for Business-related Activities”**

Sumaria Mohan-Neill, Roosevelt University

Discussant: John Bennett, Stephens College

**“Education and Training Needs of a Southern State’s Logistics Industry”**

Michael Jones, Southeastern Louisiana University

Jeff Totten, Southeastern Louisiana University

Discussant: William Lesch, University of North Dakota

**“Opt-In Email Advertising: Proposal for a Theoretical Framework”**

Helene Yildiz, Universite Nancy

Discussant: Larry Haase, Central Missouri State University



**MARKETING**

1:30–2:45 p.m. .... Club Floor–PDR 18

**Theme:** Services and Not-for-Profit Marketing

**Chair:** Jill Attaway, Illinois State University

**“The Domestic and International Markets for Student Travel: An Assessment of the Applicability of the Perceived Value Model”**

Juan Meng, Southern Illinois University at Carbondale

John H. Summey, Southern Illinois University at Carbondale

Discussant: Susan Petroschus, Bowling Green State University

**“The Insurance Distribution Systems and Efficiency in the Property-Casualty Insurance Industry: Revisited”**

Sukho Lee, Temple University

Jin Park, Illinois Wesleyan University

Discussant: Julie Toner Schrader, Bellarmine University

**“Perceptions of Corporate Partnerships on a University Campus”**

Victor Simental, University of Wyoming

Stacey Menzel Baker, University of Wyoming

Discussant: Kim Folkers, Wartburg College

**“Attitudes and Intentions of Students Regarding Future Alumni Activity”**

Amy Atwood, Illinois Wesleyan University

Frederick B. Hoyt, Illinois Wesleyan University

Discussant: Rick Saucier, St. John’s University

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**MARKETING**

1:30–2:45 p.m. .... 3rd Floor–PDR 9

**SPECIAL SESSION**

**Theme:** Teaching Ethics in a Changing World

**Panelists:** Judy Wiles, Southeast Missouri State University

John Fraedrich, Southern Illinois University at Carbondale

Michael D’Amico, University of Akron

David Marvin, Illinois Wesleyan University

Andrea Matwyshyn, Northwestern University

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**MARKETING**

1:30–2:45 p.m. .... 7th Floor–Clark 10

**JOINT SESSION WITH BUSINESS AND HEALTH****ADMINISTRATION****Theme:** Dark Side of Prescription Drugs and Their Abuse**Co-chairs:** J. Warren Salmon, University of Illinois at Chicago  
Arthur Rubin, ABC Pediatrics, PPLC**“To Treat or Not to Treat: Whether it Is Better to Prescribe Antibiotics for URI or Nobly Refuse Prescriptions and Lose Patients”**

Manuel C. F. Pontes, Rowan University

Nancy M. H. Pontes, Rowan University

**Discussant:** Kyusuk Chung, Governors State University**“Combining the Abuse of Prescription Drugs: The Ethical Responsibilities of Marketers and Managers”**

Charles K. Braun, Marshall University

**Discussant:** Natalia Romanova, North Carolina State University**“A Content Analysis of FDA Warning Letters and FDA Regulations for the Promotion of Prescription Drug Products”**

Gaurav Deshpande, St. John’s University

Madhu Agrawal, St. John’s University

**Discussant:** Ugur Yavas, East Tennessee State University

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**OPERATIONS MANAGEMENT**

1:30–2:45 p.m. .... 6th Floor–Parlor D

**Theme:** The E-Supply Chain**Chair and****Discussant:** Yezdi Godiwalla, University of Wisconsin–Whitewater**“Collaboration in the E-Supply Chain Management”**

Yunus Kathawala, Eastern Illinois University

Ren Zhang, Eastern Illinois University

**“Factors Influencing Corporate E-Supply Chain Adoption”**

Ashish Thatte, University of Toledo

Jeen Lim, University of Toledo





**“Impact of E-Procurement on Supply Chain Performance: Preliminary Results from an Empirical Study”**

Gioconda Quesada, College of Charleston  
Marvin E. Gonzalez, College of Charleston  
Subba S. Rao, University of Toledo

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**ACCOUNTING**

3:00–4:15 p.m. .... 6th Floor–Parlor A

**Theme:** Financial–International Accounting

**Chair:** Jerry Kreuze, Western Michigan University

**“In Search of an Accounting Identity for Postwar Iraq: A Framework for an Accounting Profession”**

John Elfrink, Central Missouri State University  
Issam J. Merai, Naghi Group

**“Accounting Development in China”**

Zheming Wang, University of Wisconsin–Parkside  
Xiaohong Zheng, University of Wisconsin–Parkside

**“The Response of the Accounting Profession to the Terrorist Attacks of September 11, 2001”**

Lynn Spellman White, Trinity Christian College

**“Evaluating Potential Acquisitions”**

Ola Smith, Western Michigan University  
Mimi Coleman, Western Michigan University  
David Hurtt, Western Michigan University

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**ACCOUNTING**

3:00–4:15 p.m. .... 6th Floor–Parlor B

**Theme:** Various Topics

**Chair:** Ronald D. Niemeyer, Central Missouri State University

**“An Investigation into the Value of Professional Certifications for Accounting Professors”**

Gary G. Johnson, Southeast Missouri State University



**“African American Candidates for the CPA Examinations:  
Participation and Performance for 2000–2002”**

Quinton Booker, Jackson State University

**“Porter’s ‘Deficiency Score’ Measure of Satisfaction/Dissatisfaction:  
An Empirical Study That Investigates Its Reliability”**

Robert Holtfreter, Central Washington University

**BUSINESS ECONOMICS**

3:00–4:15 p.m. .... 3rd Floor–PDR 4

**Theme:** Teaching and Miscellaneous Issues

**Chair:** Sudesh Mujumdar, University of Southern Indiana

**“A New Advising Model for Business/Econ Majors: A Nontraditional  
Approach”**

Tim Mahoney, University of Southern Indiana

Tim Schibik, University of Southern Indiana

Discussant: Charles Harrington, University of Southern Indiana

**“Service Learning in the Introductory Statistics Course: A Primer for  
Engagement”**

Charley Harrington, University of Southern Indiana

Tim Schibik, University of Southern Indiana

Discussant: Choon-Shan Lai, University of Southern Indiana

**“Classical Views of the Academy: Education in Adam Smith’s Wealth  
of Nations”**

David Dilts, Indiana University–Purdue University Fort Wayne

Discussant: Munir Quddus, Prairie View A&M University

**“A Comment on Mercy Hospital’s Online Bidding for RN Overtime  
Staffing”**

Chris Stevens, Ohio University–East

Dan Friesner, Gonzaga University

Discussant: Tim Schibik, University of Southern Indiana



**BUSINESS AND HEALTH ADMINISTRATION**

3:00–4:15 p.m. .... 7th Floor–Clark 10

**Theme:** Screwy Ideas

**Co-chairs:** Vincent Giannetti, Duquesne University  
Gary Ross, Cardinal Stritch University

**“A Paradigm for Controlling the Costs of Prescription Drugs in the U.S.: Lessons from the Private Sector”**

William D. Presutti Jr., Duquesne University  
Vincent Giannetti, Duquesne University

**Discussant:** Daniel J. West Jr., University of Scranton

**“A Novel Solution to the Health Care Crisis: Nurses as Primary Care Providers”**

Mark Fuller, Biotechnology Medical Management Association  
**Discussant:** Sandy Blake, University of Louisiana–Monroe

**“Health Care Management: Illusion and Reality”**

Stephen Cupps, Marshall University  
**Discussant:** Gregory M. Shahum, University of Scranton

**“Evolutionary Eugenics and the Holocaust: Contributions of Junk Science to the Death of Millions”**

Paul T. Bruder, University of Houston–Clear Lake  
**Discussant:** Peggy Engelkemier, Roane General Hospital

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**BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme:** Professional Practice

**Co-chairs:** Fevzi Akinci, King’s College  
Diane Krolkowski, CHS Berwick Hospital Center

**“Information Literacy: A New Look at Computer Training”**

Sandra Wiktor, Loyola University  
**Discussant:** Michael A. DeMasi, Stony Brook University Hospital



**“Branding: An Inside Look”**

Deb Konicek, Loyola University

Discussant: Phyllis Beck Kritek, Independent Consultant

**“Resistance to Change in Surprising Places”**

Mary Dominiak, Loyola University

Discussant: Carol Kleinman, Seton Hall University

**BUSINESS, SOCIETY, AND GOVERNMENT**

3:00–4:15 p.m. .... 6th Floor–Parlor J

**Theme:** Foreign Affairs

**Chair:** Yezdi H. Godiwalla, University of Wisconsin–Whitewater

**“Africa Growth and Opportunity Act (AGOA): Who Benefits?”**

Mathias Materu, St. Augustine’s College

John Roberts, Paul Quinn College

**“Even Before the War, 2003 A.D. Was Significant for Turkey”**

Mark A. Bowdidge, Brewton-Parker College

John S. Bowdidge, Southwest Missouri State University

**“Pre-Iraq, the French and German Press Did a Hatchet Job on the Bush Administration”**

John S. Bowdidge, Southwest Missouri State University

**“The Political Economy of Nigeria Since Independence: An Analysis”**

James S. Guseh, North Carolina Central University

Emmanuel Oritsejafor, North Carolina Central University

**CASE RESEARCH**

3:00–4:15 p.m. .... 6th Floor–Parlor G

**Theme:** Case Research and SCR

**Chair:** Cheryl L. Noll, Eastern Illinois University

**“Cases as a Form of Academic Research—Has Anything Changed?”**

Robert Ross, Wichita State University

Esther Headley, Wichita State University



**Student-Developed Case Award—Sponsored by *BusinessWeek*, a Division of McGraw-Hill**

Deborah Bressoud Parker, Director of Education and Corporate Marketing, *BusinessWeek*

Discussants: Barbara Nemecek, University of Wisconsin–River Falls  
James W. Camerius, Northern Michigan University

**ENTREPRENEURSHIP**

3:00–4:15 p.m. .... 6th Floor–Parlor D

**JOINT SESSION WITH OPERATIONS MANAGEMENT**

**Theme:** Teaching Supply Chain Management in the Classroom

**Chair:** Subba S. Rao, University of Toledo

**Panelists:** James R. Maxwell, University at Buffalo–State University of New York

Roby Thomas, Elmhurst College

Bruce D. Fischer, Elmhurst College

Other panelists may be announced later

**FINANCE**

3:00–4:15 p.m. .... 3rd Floor–PDR 5

**Theme:** Valuation II

**Chair:** Jamshid Mehran, Indiana University–South Bend

**“Shareholder Returns and Executive Compensation: Some Recent Evidence”**

George S. Swales Jr., Southwest Missouri State University

John S. Bowdidge, Southwest Missouri State University

Joseph P. Regan, Springfield Catholic Schools

Discussant: William E. Maas, University of Wisconsin–Stevens Point

**“The Effects of War on United States Stock Market Volatility”**

Kevin M. Bahr, University of Wisconsin–Stevens Point

William E. Maas, University of Wisconsin–Stevens Point

Discussant: Austin George, Truman State University

**“Analyzing the Dogs of the Dow Investment Strategy over a Shorter Time Frame”**

Alan W. Middleton, Ohio University–Lancaster

Discussant: George S. Swales Jr., Southwest Missouri State University

**“Statistical Analysis of Trends in the Major Stock Market Indices”**

Austin George, Truman State University

Discussant: Alan W. Middleton, Ohio University–Lancaster

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**FINANCE****3:00–4:15 p.m. .... 3rd Floor–PDR 6****Theme: Corporate Finance****Chair: David A. Kunz, Southeast Missouri State University****“Corporate Dividends and Earnings: Is There a Long-Run Equilibrium Relationship?”**

Asim Ghosh, Saint Joseph’s University

Robert Boldin, Indiana University of Pennsylvania

Christopher Coyne, Saint Joseph’s University

Discussant: Ralph A. Pope, California State University

**“Dynamic Long-Term Equilibrium Relationship Between the T-Bond Rate and the Mortgage Interest Rates”**

Asim Ghosh, Saint Joseph’s University

Ronnie Clayton, Jacksonville State University

Discussant: Skander Lazrak, York University

**“The Credit Spreads of Brady Bonds”**

Skander Lazrak, York University

Discussant: Asim Ghosh, Saint Joseph’s University

**“Investment Tax Credits: A Study of Small Firms”**

Ralph A. Pope, California State University

Discussant: Ronnie Clayton, Jacksonville State University



**INFORMATION SYSTEMS**

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

**Theme:** Educational Issues and E-Learning

**Chair:** Norbert L. Ziemer, Northern Illinois University

**“A Study of Outcome, Input and In Process Measures for Students in IS Programs “**

Andrew Borchers, Kettering University

**“CAMS: Collaborative/Interactive Learning”**

Brian G. Mackie, Northern Illinois University

Norbert L. Ziemer, Northern Illinois University

**“Business Perceptions of the Value of Distance Education: A Survey Instrument”**

Steven P. Johnson, Middle Tennessee State University

Robin Blackman, Bethel College

Phyllis Campbell, Bethel College

**Discussant:** Pat Paulson, Winona State University

**INFORMATION SYSTEMS**

3:00–4:15 p.m. .... 7th Floor–Dearborn 2

**Theme:** Organizational Knowledge

**Chair:** Shamsul Chowdhury, Roosevelt University

**“Knowledge Extraction and Reuse: From Research to Application”**

Shamsul Chowdhury, Roosevelt University

Joseph Chan, Roosevelt University

**“Data Mining at Cross Roads: A Retailer’s Story”**

Kuriakose Athappilly, Western Michigan University–Kalamazoo

Anoop P. James, Western Michigan University–Kalamazoo

**“Enterprise Information Portals: Issues to Consider”**

Kelly Grogan, Middle Tennessee State University

Timothy H. Greer, Middle Tennessee State University

**Discussant:** Sohail Subhani, Winona State University

**INTERNATIONAL BUSINESS**

3:00–4:15 p.m. .... 6th Floor–Parlor F

**Theme: International Business and Cross-Cultural Issues****Chair:** Alexander D. Portnyagin, Johnson & Wales University**“Understanding Culture in China: The Importance of Saving Face”**

Joseph Leonard, Miami University

**“What Are Global Ethical Organizational Practices of the 21st Century when We Have Eastern and Western Cultural Divergence?”**

Cedric Chau, University College Dublin

Claudine Kearney, University College Dublin

**“Global Virtual Teams—Reality and Challenges”**

Vikrant Viniak, Federal Signal Corporation

**Discussant:** Jafar Alavi, East Tennessee State University**LEGAL STUDIES**

3:00–4:15 p.m. .... 3rd Floor–PDR 8

**Theme: Pedagogy and All-Time Favorite Cases and Teaching Techniques****Chair:** Alan Roline, University of Minnesota–Duluth**“One Nation under Wal-Mart: A Case Study Examining Wal-Mart’s Already Pervasive and Still Growing Presence in American Business”**

Michael Katz, Delaware State University

**“An Active Learning Class Project for Business Law Classes: On-Campus Legal Help for Students”**

Mary Virginia Moore Johnson, Southeast Missouri State University

**“Scales and BLAW Honors: Using Observation of State Supreme Court Proceedings to Educate College Students About the Judicial Branch of Government”**

Lara Womack, Middle Tennessee State University

**“A Sequential Exercise in Demonstrating the Dangers of Arbitration”**

Dawn Swink, University of St. Thomas





**“Elizabethan Drama, Modern English, and the Language of the Law”**

Dan Levin, Minnesota State University–Mankato

**“State Farm v. Campbell: A Cornucopia of Legal Concepts? You Can ‘Bet the Farm’ ”**

Karen Hosack, Illinois State University

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**MANAGEMENT**

**3:00–4:15 p.m. .... 6th Floor–Parlor H**

**Theme: Perspectives on Management**

**Chair: Regina Greenwood, Kettering University**

**“Building the Bridge between Civility, Respect, and Corporate America”**

Sally Martin Egge, Cardinal Stritch University

**Discussant: Barbara J. Mihm, University of Wisconsin–Stevens Point**

**“Was Dale Carnegie the Father of Modern Management?”**

C.R. Marshall, University of Wisconsin–Stevens Point

Robert E. Allen, Robert Morris College

**Discussant: Kathryn Carlson Heler, Manchester College**

**“The NIH Syndrome: An Exploration of Causes”**

Jeryl L. Nelson, Wayne State College

John Paxton, Wayne State College

**Discussant: Bruce Bloom, DeVry University**

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**MANAGEMENT**

**3:00–4:15 p.m. .... 7th Floor–Clark 5**

**Panel: Using Cases in Management Classes**

**Chair: Michael D. Sanders, Saint Mary’s College**

**Panelists: Brian Hinrichs, Saint Xavier University**

Raman Muralidharan, Indiana University–South Bend

David Hunger, Iowa State University

**MARKETING**

3:00–4:15 p.m. .... Club Floor–PDR 16

**Theme:** Market Priorities and Branding Issues

**Chair:** Barbara Nemecek, University of Wisconsin–River Falls

**“Branding and Competitive Advantage of Foreign Goods in the U.S. Marketplace—A Perspective from Resource-Advantage Theory”**

Henry Yu Xie, Saint Louis University

Paul Boughton, Saint Louis University

**Discussant:** Rama Yelkur, University of Wisconsin–Eau Claire

**“Marketing Global Brands: The New Reality”**

Jeremy Sweat, Missouri Western State College

Shiva Nandan, Missouri Western State College

**Discussant:** Tanuja Singh, Northern Illinois University

**“Brand Positioning in the Estonian Food Industry”**

Lele Aak, EMOR, Ltd.

Alan Brokaw, Michigan Technological University

Mait Miljan, University of Tartu

**Discussant:** Kim Folkers, Wartburg College

**MARKETING**

3:00–4:15 p.m. .... Club Floor–PDR 17

**Theme:** Internet Retailing and Shopping

**Chair:** Susan M. Petroschus, Bowling Green State University

**“An Examination of Trust Cues on Top-Rated Web Retailers”**

Michelle B. Kunz, Morehead State University

**Discussant:** John Newbold, Sam Houston State University

**“The Influence of Existing Retailer Store Image on Online Expectations: Shopping Orientation Perspective”**

Robert S. Moore, Mississippi State University

Brian Kinard, Mississippi State University

Melissa L. Moore, Mississippi State University

**Discussant:** Susan Petroschus, Bowling Green State University



**“Internet Usage for Comparison Shopping: An Elderly Perspective”**

Rajesh Iyer, Valdosta State University

Jacqueline K. Eastman, Valdosta State University

Discussant: Russell Casey, Clayton College and State University

**“Can Internet Marketing Replace Traditional Marketing?”**

Oswald A.J. Mascarenhas, University of Detroit Mercy

Ram Kesavan, University of Detroit Mercy

Discussant: Tim Aurand, Northern Illinois University

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**MARKETING**

3:00–4:15 p.m. .... Club Floor–PDR 18

**Theme: “Marketing Excellence at the Museum of Science and Industry”**

Chair: Judy Wiles, Southeast Missouri State University

Presenter: Valerie Waller, VP Marketing, Museum of Science and Industry, Chicago

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**OPERATIONS MANAGEMENT**

3:00–4:15 p.m. .... 6th Floor–Parlor D

**JOINT SESSION WITH ENTREPRENEURSHIP**

**Theme: Teaching Supply Chain Management in the Classroom**

Chair: Subba S. Rao, University of Toledo

Panelists: James R. Maxwell, University at Buffalo–State University of New York

Roby Thomas, Elmhurst College

Bruce D. Fischer, Elmhurst College

Other panelists may be announced later

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**MBAA ANNUAL MEETING**

4:20–5:00 p.m. .... 6th Floor–Parlor H

**MBAA Annual Meeting and McGraw-Hill/Irwin Best Paper Awards Presentation**

Presiding: George Swales, Southwest Missouri State University



**BUSINESS AND HEALTH ADMINISTRATION**

5:00–6:00 p.m. .... 7th Floor–Clark 10

**BHAA INCOMING (2003–2004) BOARD MEETING**

Presiding: David Tipton, Duquesne University  
BHAA President (2004–2005)

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**CASE RESEARCH**

5:00–6:00 p.m. .... 6th Floor–Parlor G

**SCR BUSINESS MEETING**

Presiding: Barbara Nemecek, University of Wisconsin–River Falls

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**MBAA PRESIDENT’S RECEPTION**

6:00–7:00 p.m. .... Empire Room

Sponsored by McGraw-Hill/Irwin

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**“FUN NIGHT IN THE CITY”** Chicago Symphony Orchestra OR  
Second City Theatre

7:00 p.m. .... Chicago

**MBAA HOSPITALITY SUITE**

Immediately following “Fun Night” activities ..... Room 8-128

Sponsored by McGraw-Hill/Irwin



# FRIDAY, MARCH 19, 2004

## ACCOUNTING

7:30–9:15 a.m. .... Palmer House–LaSalle I  
**Breakfast, Speaker, and Annual Business Meeting**  
(Cost \$15.00–must be preregistered to attend)

Presiding: Gary Johnson, Southeast Missouri State University  
President, North American Accounting Society

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## BUSINESS ECONOMICS

8:00–9:00 a.m. .... 3rd Floor–PDR 4  
**Midwest Business Economics Association Annual Business Meeting**

Presiding: Georgine Fogel, Salem International University

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## BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. .... 7th Floor–Clark 10  
**Theme: Quality of Life**

Co-chairs: Ahmet Ozturk, CHH Regional Pain Management. Center  
Natalia Romanova, North Carolina State University

### “What Do Potential Blood Donors Perceive of the American Red Cross?”

Ashish Chandra, Marshall University  
Melissa Musick, Marshall University  
Uday S. Tate, Marshall University

Discussant: Linda Peeno, University of Louisville

### “Self-Referral by Consumers Seeking a Second Medical Opinion to Improve Quality of Life”

Vickie Schlak, Marshall University  
Ashish Chandra, Marshall University  
David P. Paul III, Monmouth University

Discussant: Barry Padgett, Bellarmine University



**“West Virginia Tax Payers’ Perceptions of Health Benefits Provided to Prison Inmates—An Exploratory Study”**

Ashish Chandra, Marshall University

Stephen E. Ventura, Marshall University

Discussant: Manuel Pontes, Rowan University

**BUSINESS AND HEALTH ADMINISTRATION**

8:00–9:15 a.m. .... 7th Floor–LaSalle 4

**Theme: Nursing Administration**

Co-chairs: Carol Kleinman, Seton Hall University

Christine Turner, East Tennessee State University

**“Nursing Staffing Levels and Quality of Care in Northeastern Pennsylvania Nursing Homes”**

Fevzi Akinci, King’s College

Diane Krolikowski, CHS Berwick Hospital Center

Discussant: Nancy M.H. Pontes, Rowan University

**“Assessing the Transition from Student Nurse to Registered Nurse: An Interactive Seminar”**

Donna A. Redding, Memorial Medical Center

Marsha A. Prater, Memorial Medical Center

Discussant: Charles K. Braun, Marshall University

**“CAM: Traditional Medicine’s Hidden Pleasures”**

Deborah Gritzmacher, Clayton College and State University

Debra Cody, Clayton College and State University

Peter Fitzpatrick, Clayton College and State University

Discussant: Donna A. Redding, Memorial Medical Center

**CASE RESEARCH**

8:00–9:15 a.m. .... 6th Floor–Parlor G

**Theme: Critical Incidents**

Chair: Bruce C. Sherony, Northern Michigan University



**“A Question of Ethics or Quality When Dealing with Suppliers”**

Steve Lyman, Ferris State University

Carol Rewers, Ferris State University

**“Can They Do That? The Case of the Uncomfortable Intern”**

Curt Richards, Bellarmine University

Ida Kutschera, Bellarmine University

Theresa A. Feldman, Bellarmine University

Michael R. Luthy, Bellarmine University

**“A Real Kick in the Teeth”**

Robyne Hart, Hanover College

Discussants: Thomas L. Lyon, Rockhurst University

Leslie Korb, University of Nebraska at Kearney

Elinor Rahm, Central Missouri State University

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**ENTREPRENEURSHIP**

8:00–9:15 a.m. .... 6th Floor–Parlor C

**Theme: Operations Management and Entrepreneurial Association  
Business Meeting**

Presiding: Joseph Khamalah, Indiana University–Purdue University  
Fort Wayne

This meeting will be held at the Beef ’n Brandy Restaurant

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**FINANCE**

8:00–9:15 a.m. .... 3rd Floor–PDR 5

**Theme: Asset Pricing**

Chair: Raj Kohli, Indiana University–South Bend

**“Security Analysis at Equity Mutual Funds: Additional Empirical  
Results”**

Iqbal A. Memon, Fort Lewis College

John E. (Skip) Cave, Fort Lewis College

Discussant: Chu-Sheng Tai, Texas A&M University–Kingsville

**“A Study of Security Price and Return Behavior”**

Jeong W. Lee, University of North Dakota

Discussant: Iqbal A. Memon, Fort Lewis College

**“Long-Term Performance of American Depository Receipts”**

Robert J. Balik, Western Michigan University

Lalitha Kadiyala, Western Michigan University

Discussant: Jeong W. Lee, University of North Dakota

**“On the Pricing of Credit Risk in Eurocurrency Market”**

Chu-Sheng Tai, Texas A&M University–Kingsville

Discussant: Lalitha Kadiyala, Western Michigan University

**FINANCE**

8:00–9:15 a.m. .... 3rd Floor–PDR 6

**Theme:** Global Markets II

**Chair:** Neil Younkin, Saint Xavier University

**“Linkages between the Kuala Lumpur Stock Returns and Macroeconomic Variables: Cointegration, Error-Correction, and Causality Tests”**

Mazhar M. Islam, Sultan Qaboos University

Discussant: Tanweer Hasan, Roosevelt University

**“An Empirical Analysis of Stock Prices in the Transitional Countries of Europe and the United States”**

Tanweer Hasan, Roosevelt University

M. Shakil Quayes, Southeastern Louisiana University

Discussant: Stephen Lee, The University of Reading Business School

**“The Cyclical Behaviour of Sector and Regional Diversification Benefits in the UK”**

Stephen Lee, The University of Reading Business School

Discussant: Mazhar M. Islam, Sultan Qaboos University





**INFORMATION SYSTEMS**

8:00–9:15 a.m. .... 7th Floor–Dearborn 1  
SAIS General Membership Meeting

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**INTERNATIONAL BUSINESS**

8:00–9:15 a.m. .... 6th Floor–Parlor F  
Annual AIB Midwest Business Meeting

Presiding: John E. Spillan, Penn State University–DuBois  
Program Chair 2004, Bindu Vyas, King’s College

**CONTINENTAL BREAKFAST WILL BE SERVED AND AWARDS FOR BEST PAPER AND BEST REVIEWER WILL BE GIVEN AT THIS MEETING SO MAKE IT A POINT TO ATTEND AND ENJOY THE DISCUSSIONS.**

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**MANAGEMENT**

8:00–9:15 a.m. .... 6th Floor–Parlor H  
Business Meeting and Awards Presentation

Presiding: Regina Greenwood, Kettering University, President

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**MARKETING**

8:00–9:15 a.m. .... Club Floor–PDR 18  
Annual Business Meeting of the Marketing Management Association  
Brian Engelland, Mississippi State University, President

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**OPERATIONS MANAGEMENT**

8:00–9:15 a.m. .... 6th Floor–Parlor D  
Theme: Operations Management and Entrepreneurial Association  
Business Meeting

Presiding: Joseph Khamalah, Indiana University–Purdue University  
Fort Wayne

This meeting will be held at the Beef ’n Brandy Restaurant

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**ACCOUNTING**

9:30–10:45 a.m. .... 6th Floor–Parlor A

**Special Session: Internet Teaching—Best Practices**

Chair: Susan Haugen, University of Wisconsin–Eau Claire

Presenters: Robert Erffmeyer, University of Wisconsin–Eau Claire

Other Participant(s) To Be Announced

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**ACCOUNTING**

9:30–10:45 a.m. .... 6th Floor–Parlor B

**SPECIAL JOINT SESSION WITH LEGAL STUDIES**

Topic: **Integrating Sarbanes-Oxley into the Accounting and Business Curriculum**

Chair: Gary G. Johnson (Accounting), Southeast Missouri State University

Presenters: Dexter R. Woods (Legal Studies), Ohio Northern University

Grace Johnson (Accounting), Marietta College

Peter L. Banfe (Legal Studies), Ohio Northern University

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**BUSINESS ECONOMICS**

9:30–10:45 a.m. .... 3rd Floor–PDR 4

Theme: **Economics of Higher Education**

Chair: Choon-Shan Lai, University of Southern Indiana

**“An Assessment of MBA Curricula in Indiana: Do They Reflect the Realities of the New Economy?”**

Abbas Foroughi, University of Southern Indiana

Nancy Kovanic, University of Southern Indiana

Brian McGuire, University of Southern Indiana

Greg Murphey, University of Southern Indiana

Discussant: David Dilts, Indiana University–Purdue University Fort Wayne

**“Some Difficulties in the Evolution of a Market for Higher Education”**

Denton Marks, University of Wisconsin–Whitewater

Discussant: Charles Harrington, University of Southern Indiana



**“Tuition Hikes and Student Performance”**

Sudesh Mujumdar, University of Southern Indiana

Tim Schibik, University of Southern Indiana

Dan Friesner, Gonzaga University

Mohammed Khayum, University of Southern Indiana

Discussant: S. Eric Anderson, Loma Linda University

**“Foreign Born Professoriate in American Institutions”**

Munir Quddus, Prairie View A&M University

Discussant: Tim Schibik, University of Southern Indiana

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**BUSINESS AND HEALTH ADMINISTRATION**

9:30–10:45 a.m. .... 7th Floor– Clark 10

**Theme: Quality of Life**

Co-chairs: Ahmet Ozturk, CHH Regional Pain Mgmt. Center

Donna A. Redding, Memorial Medical Center

**“Perceptions of Quality of Life, and Outcome Expectations of Patients with Chronic Non-Malignant Pain”**

Ahmet Ozturk, CHH Regional Pain Management Center

Ashish Chandra, Marshall University

Discussant: Uday S. Tate, Marshall University

**“Quality of Life and Numerical Pain Scale as Treatment Outcome Indicators in Chronic Non-Malignant Pain Syndrome”**

Ahmet Ozturk, CHH Regional Pain Management Center

Sharri Butcher, CHH Regional Pain Management Center

Ashish Chandra, Marshall University

Discussant: Fevzi Akinci, King’s College

**“Barriers to Hospice Utilization: A Literature Review”**

Amelia Broussard, Clayton College and State University

Peter G. Fitzpatrick, Clayton College and State University

Discussant: Diane Krolikowski, CHS Berwick Hospital Center



**BUSINESS AND HEALTH ADMINISTRATION**

**9:30–10:45 a.m. .... 7th Floor–LaSalle 4**

**Theme: Health Care Administration**

**Co-chairs:** Robert S. Curtis, Cardinal Health System, Inc.  
Nancy Adams, West Virginia University

**“Health Care for Employees of Small Businesses: Problems and Potential Solutions”**

Charles K. Braun, Marshall University

Discussant: Mary K. Madsen, University of Wisconsin–Milwaukee

**“Role of Alcohol in Business Negotiations”**

Frank Coronado, Grand Valley State University

Jitendra M. Mishra, Grand Valley State University

Discussant: Vickie Schlak, Marshall University

**“The Electronic Medical Office”**

Arthur B. Rubin, ABC Pediatrics, PLLC

Discussant: Michele L. Bush, Marshall University

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**BUSINESS, SOCIETY, AND GOVERNMENT**

**9:30–10:45 a.m. .... 6th Floor–Parlor J**

**Theme: Potpourri**

**Chair:** Mathias Materu, St. Augustine’s College

**“Entropy of the United States and the Erosion of Her Safe-Haven Status”**

Festus Oguhebe, Alcorn State University

**“Geographic Decision Support Systems: Using Geographic Mapping Software to Analyze Marketing Data”**

Rick Conley, Louisiana State University–Alexandria

**“Increasing IT Value Chain Using a Knowledge Paradigm”**

Don Yates, Louisiana State University–Alexandria

Selwyn Ellis, Louisiana Tech University



**“Getting Big on the Job? Everybody’s Doing It!”**

Adrienne Denise Law, University of North Carolina at Greensboro

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**CASE RESEARCH**

**9:30–10:45 a.m. .... 6th Floor–Parlor G**

**Theme: Critical Incidents**

**Chair: Elinor Rahm, Central Missouri State University**

**“The Coffee Shop Exit Interview”**

Ann M. Hackert, Idaho State University

Dennis Krumwiede, Idaho State University

**“The Lauderdale City Police Department: A Prisoner In-Processing Problem”**

Jeffrey Lloyd Seaton, University of Tennessee at Martin

John E. Timmerman, Abilene Christian University

**“Using E-Service Recovery to Deal With Brick and Mortar Failure: A Critical Incident at the Palmer House”**

Michael R. Luthy, Bellarmine University

Curt Richards, Bellarmine University

Discussants: Robyne Hart, Hanover College

Roy A. Cook, Fort Lewis College

Claire McCarty Kilian, University of Wisconsin–River Falls

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**ENTREPRENEURSHIP**

**9:30–10:45 a.m. .... 6th Floor–Parlor C**

**Theme: Certification and Quality Initiatives**

**Chair: James R. Maxwell, University at Buffalo–State University of New York**

**“ISO 14000 and Its Impact on Corporate Performance”**

Ahmad Karim, Indiana University–Purdue University Fort Wayne

Prasad Bingi, Indiana University–Purdue University Fort Wayne

David Turnispeed, Indiana University–Purdue University Fort Wayne



**“ISO 9000: Its Role in Organization”**

Ahmad Karim, Indiana University–Purdue University Fort Wayne  
David Turnispeed, Indiana University–Purdue University Fort Wayne

**“The Legal Aspect of OSHA and Workplace Violence”**

James R. Maxwell, University at Buffalo–State University of New York

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**FINANCE**

**9:30–10:45 a.m.** ..... 3rd Floor–PDR 5

**Theme:** Ethics—Disclosures and Teaching

**Chair:** G.N. Naidu, Illinois State University

**“The Ethics of Evaluating Mutual Funds Using Risk-Adjusted Performance Measures While Ignoring the Survival Bias”**

Ajay Samant, Haworth College of Business  
Ed Edwards, Haworth College of Business

**Discussant:** Muhammad R.K. Chishty, Saint Xavier University

**“Current Opinion on the Status of Financial Reporting”**

Robert W. Owens, Southwest Missouri State University

**Discussant:** Ajay Samant, Haworth College of Business

**“Teaching Ethics in Core Finance Classes”**

Monzurl Hoque, Saint Xavier University  
Muhammad R.K. Chishty, Saint Xavier University

**Discussant:** Robert W. Owens, Southwest Missouri State University

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**FINANCE**

**9:30–10:45 a.m.** ..... 3rd Floor–PDR 6

**Theme:** Hedging and Insurance

**Chair:** Hamid Mohammadi, Saint Xavier University

**“The World Seriously Considers Off-Shore Outsourcing of Health and Insurance Benefits”**

John E. Patton, Southwest Missouri State University  
John S. Bowdidge, Southwest Missouri State University

**Discussant:** Jason West, University of Technology, Sydney, Australia



**“Intraday Empirical Modeling of Commodity Price Behavior”**

Jason West, University of Technology, Sydney, Australia

Discussant: Reza Varjavand, Saint Xavier University

**“What in the World Are the World Bank and the IMF Doing?”**

Mark A. Bowdidge, Brewton-Parker College

John S. Bowdidge, Southwest Missouri State University

Discussant: John E. Patton, Southwest Missouri State University

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**INFORMATION SYSTEMS**

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

**Tutorial: Create a Virus to Protect Your Computer from Viruses**

Rami Khasawneh, Lewis University

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**INFORMATION SYSTEMS**

9:30–10:45 a.m. .... CTI, DePaul University Campus

**Workshop: Homework Web Sites as an Interactive Learning Tool**

Patrick G. Paulson, Winona State University

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**INTERNATIONAL BUSINESS**

9:30–10:45 a.m. .... 6th Floor–Parlor F

**Theme: Foreign Exchange Markets**

**Chair:** Sabin Wu, University of Wisconsin–Milwaukee

**“Conditional Risk Premium in Asia-Pacific Currency Forward Markets”**

Chu-Sheng Tai, Department of Economics and Finance, MSC

**“Ecuador’s Adoption of the U.S. Dollar”**

Eric Anderson, Loma Linda University

Stewart R. Albertson, Loma Linda University



**“Identifying and Managing Exposures for the Currency Sensitive Firms”**

Kashi Nath Tiwari, KNT’s Academic Financial Research

Discussants: Peter Geib, Minnesota State University  
Hamid Hosseini, King’s College

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**LEGAL STUDIES**

9:30–10:45 a.m. .... 3rd Floor–PDR 8

**Theme: Alternate Dispute Resolution**

**Chair:** Heidi Noonan-Day, University of Northern Iowa

**“Is Court-Ordered Mediation Really ‘Alternate Dispute Resolution’ or Has It Become Just Another Step in the Litigation Process?”**

J. Brad Reich, University of St. Thomas

**“The Potential Utility of Internal Conflict Management and ADR Processes in Preventing and Resolving Incidents of Workplace Bullying: An Ethical Collage for Decision-Makers in Organizations”**

Suzy Fox, Loyola University Chicago  
Lamont Stallworth, Loyola University Chicago

**“Avoidance of Mandatory Employment Arbitration Through the Doctrine of Unconscionability: Or, ‘Stop the Train, I Want to Get Off!’ ”**

Donna J. Cunningham, Valdosta State University

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**LEGAL STUDIES**

9:30–10:45 a.m. .... 6th Floor–Parlor B

**SPECIAL JOINT SESSION WITH ACCOUNTING**

**Topic: Integrating Sarbanes-Oxley into the Accounting and Business Curriculum**

**Chair:** Gary Johnson, Southeast Missouri State University

**Panelists:** Grace Johnson, Marietta College  
Dexter R. Woods Jr., Ohio Northern University  
Peter Banfe, Ohio Northern University

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**LEGAL STUDIES**

9:30–10:45 a.m. .... 3rd Floor–PDR 9

**Theme: Torts and Contract Law**

**Chair:** Tanya Marcum, Central Michigan University

**“Liability Is Leaning on the Doorbell of a University Near You—How Will You Answer?”**

Heidi Noonan-Day, University of Northern Iowa

**“Assumption of the Risk: What is ‘Open and Obvious?’”**

Gail McCracken, University of Michigan–Dearborn

**“State Farm v. Campbell: An Exploration of the Supreme Court’s Ruling on Punitive Damages”**

Karen Hosack, Illinois State University

**“Protecting Merchantability: A Case and Statutory Comparison”**

Daniel Botz, Kansas Wesleyan University

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**MANAGEMENT**

9:30–10:45 a.m. .... 6th Floor–Parlor H

**Theme: Pedagogy: Faculty in Management**

**Chair:** Lynn Isvik, Upper Iowa University

**“Instructional Technology Preferences: A Profile of Management Faculty”**

Joy V. Peluchette, Marshall University

Kathleen G. Rust, Elmhurst College

**Discussant:** Andy Borchers, Kettering University

**“‘Real’ World vs. ‘Perceived’ World: Interfacing Project Management with the College Faculty”**

Frank M. Marion, Christian Brothers University

**Discussant:** Jeff Fahrenwald, Rockford College

**“The Self-Fulfilling Prophecy of the Tenure/Promotion Policies in Institutions of Higher Education”**

Nessim Hanna, Roosevelt University

Ralph Haug, Roosevelt University

Alan Krabbenhoft, Roosevelt University

Discussant: Harry Fisher, Central College

**MARKETING**

9:30–10:45 a.m. .... Club Floor–PDR 18

**Theme: “Marketing Excellence: Having a (Foot) Ball with Marketing”**

Chair: Charles E. Pettijohn, Southwest Missouri State University

Presenter: Ray Compton, Sr. VP Sales and Marketing, Indianapolis Colts

**OPERATIONS MANAGEMENT**

9:30–10:45 a.m. .... 6th Floor–Parlor D

**Theme: Forecasting and Cost Analysis**

Chair and

Discussant: Yezdi Godiwalla, University of Wisconsin–Whitewater

**“Developing New Models of Forecasting to Suit Specific Demand Patterns”**

Ashok Kumar, Grand Valley State University

Jaideep Motwani, Grand Valley State University

**“Identifying the Unknown Differentiating Cost of Product Variety Beyond Manufacturing Performance”**

Zachary Leffakis, University of Toledo

**“Evaluation of a Reliability Cost Metric for Communication Network Designs for Supply Chain Information Systems”**

Suresh Chalasani, University of Wisconsin–Parkside

Jayavel Sounderbandian, University of Wisconsin–Parkside

Marwan A. Wafa, University of Wisconsin–Parkside



**ACCOUNTING**

11:00 a.m.–12:15 p.m. .... 6th Floor–Parlor A

**Special Session: How to Publish and Changes Needed in Publishing Opportunities for Accounting Professors**

- Chair: Harold Wilde, University of North Dakota
- Presenters: Alan Reinstein, Wayne State University
- Susan Haugen, University of Wisconsin–Eau Claire
- Tim Fogarty, Case Western Reserve University
- Kenneth Stone, Central Missouri State University

**ACCOUNTING**

11:00 a.m.–12:15 p.m. .... 6th Floor–Parlor B

**Panel Discussion: Realistic Assessment of Accounting Programs**

- Panel Chair: Jack Armitage, University of Nebraska at Omaha
- Panelists: John Elfrink, Central Missouri State University
- Sandra Weber, Truman State University
- Joann Noe Cross, University of Wisconsin–Oshkosh

**BUSINESS ECONOMICS**

11:00 a.m.–12:15 p.m. .... 3rd Floor–PDR 4

**Theme: Labor Economics**

- Chair: Eric Dodge, Hanover College

**“Leisure versus Labor: What Do Recent Labor Market Trends Tell us about the ‘Overworked’ American?”**

- Susanne Schmidt, Elmhurst College
- Paul Gabriel, Loyola University–Chicago
- Discussant: Sudesh Mujumdar, University of Southern Indiana

**“Do Poor Get Poorer? Women, Children, and America’s Jobless Recovery”**

- Hedayeh Samavati, Indiana University–Purdue University Fort Wayne
- Carolyn Stumph, Indiana University–Purdue University Fort Wayne
- Discussant: Chris Stephens, Ohio University–East



**“College Education and the Transmission of Income between Generations”**

Marcel Ngambi, St. Augustine’s College

Discussant: Denton Marks, University of Wisconsin–Whitewater

**“The Application of the Theory of Power Law Distributions to U.S. Wealth Accumulation”**

Bill Wilding, University of Southern Indiana

Mohammed Khayum, University of Southern Indiana

Discussant: Dan Friesner, Gonzaga University

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**BUSINESS AND HEALTH ADMINISTRATION**

11:00 a.m.–12:15 p.m. .... 7th Floor–Clark 10

**Theme: Health Care Education**

Co-chairs: Daniel J. West Jr., University of Scranton

Barry Padgett, Bellarmine University

**“Evidence-Based Management and Competency Development for an Administrative Residency in Medical Practice Management”**

Joseph Fruhman, University of Scranton

Daniel J. West Jr., University of Scranton

Discussant: Ana Queiroz, Centro Universitário Nove de Julho–Uninove

**“International Health Care Competencies and Global Markets”**

Brinder Singh, University of Scranton

Daniel J. West Jr., University of Scranton

Discussant: Frank Coronado, Grand Valley State

**“A Question of Ethics? Limiting the Effects Disability Has on Productivity in West Virginia”**

Terri Barrett, Acordia, Inc.

Ashish Chandra, Marshall University

David P. Paul III, Monmouth University

Discussant: Jeff Totten, Southeastern Louisiana University



**BUSINESS AND HEALTH ADMINISTRATION**

11:00 a.m.–12:15 p.m. .... 7th Floor–LaSalle 4

**Theme:** Health Care Administration

**Co-chairs:** Mary K. Madsen, University of Wisconsin–Milwaukee  
Gary Ross, Cardinal Stritch University

**“Multihospital Organizations: Alternative Formulations of an Effectiveness Measure”**

Ugur Yavas, East Tennessee State University  
Natalia Romanova, North Carolina State University  
Discussant: Jitendra Mishra, Grand Valley State University

**“Changes in the Supply of Primary Care Physicians in Rural Areas in the U.S., 1990–2000”**

Kyusuk Chung, Governors State University  
Ralph Bell, Governors State University  
Discussant: Ugur Yavas, East Tennessee State University

**“New Trend of GIS Applications in Health Care”**

Young B. Choi, James Madison University  
Kyusuk Chung, Governors State University  
Discussant: Kathryn G. Jacobs, VA Medical Center

**“Influence of Payment Sources on the Diagnostic Tests Prescribing for Type 2 Diabetes”**

Ateequr Rahman, St. John’s University  
Discussant: Gaurav Deshpande, St. John’s University

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**CASE RESEARCH**

11:00 a.m.–12:15 p.m. .... 6th Floor–Parlor G

**Theme:** Critical Incidents

**Chair:** William Stratton, Idaho State University

**“VMI at Airmaster Fan Company”**

Steven B. Lyman, Ferris State University  
Dave Taylor, CPM  
Donald Jackson, Ferris State University



**“You Can Do It. Can We Help?”**

Stephen V. Senge, Simmons College

**“Ashley Automotive—Changing Times”**

Claire McCarty Kilian, University of Wisconsin–River Falls  
 Ed Leonard, Indiana University Purdue University–Fort Wayne  
 Roy A. Cook, Fort Lewis College

Discussants: Robert Ross, Wichita State University  
 Bruce C. Sherony, Northern Michigan University  
 David Hunger, Iowa State University

**ENTREPRENEURSHIP**

**11:00 a.m.–12:15 p.m. .... 6th Floor–Parlor D**  
**JOINT SESSION WITH OPERATIONS MANAGEMENT**

**Theme: System Standards and Awards—Their Relevance,  
 Implications, and Future Directions**

Chair: Terry Friel, Butler University  
 Panelists: Douglas Leonard, Quality Consulting International  
 William L. Roach, Washburn University  
 Charles H. Apigian, Middle Tennessee State University

Other panelists may be announced later.

**FINANCE**

**11:00 a.m.–12:15 p.m. .... 3rd Floor–PDR 5**

**Theme: Global Markets III**

Chair: Neil Younkin, Saint Xavier University

**“Information and Search Costs for Multinational Firms”**

Kashi Nath Tiwari, KNT’s Academic Financial Research

Discussant: Raj K. Kohli, Indiana University–South Bend

**“Seasonal Anomalies in the Currency Markets: An Empirical Analysis  
 for the Last Decade of Last Millennium”**

Raj K. Kohli, Indiana University–South Bend

Discussant: Muhammad R.K. Chishty, Saint Xavier University



**“Currency Crises and Exchange Rate Behavior: Developed Country Markets Versus Emerging Country Markets”**

Rajarshi Aroskar, University of Wisconsin

Peggy Swanson, University of Texas at Arlington

Discussant: Kashi Nath Tiwari, KNT’s Academic Financial Research

**“International Portfolio Diversification: U.S., Brazil, and the Latin G-3 Equity Markets”**

Tanweer Hasan, Roosevelt University

Muhammad R.K. Chishty, Saint Xavier University

Discussant: Rajarshi Aroskar, University of Wisconsin

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**FINANCE**

11:00 a.m.–12:15 p.m. .... 3rd Floor–PDR 6

**Theme:** Derivatives

**Chair:** Jason West, University of Technology

**“The Impact of Trading Party on the Execution Spread: Evidence from Futures Markets”**

Pattarake Sarajoti, Minnesota State University Moorhead

Olgun Fuat Sahin, Minnesota State University Moorhead

Discussant: Jeong W. Lee, University of North Dakota

**“Hedging in Interest Rate Markets: Options on Futures versus Futures”**

Susan J. Crain, Southwest Missouri State University

Jae Ha Lee, Sung Kyun Kwan University

Discussant: Olgun Fuat Sahin, Minnesota State University Moorhead

**“Evidence on Normal Backwardation and Forecasting Theory in Futures Markets”**

Jeong W. Lee, University of North Dakota

Discussant: Susan J. Crain, Southwest Missouri State University

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**INFORMATION SYSTEMS**

11:00 a.m.–12:15 p.m. .... CTI, DePaul University Campus  
**Workshop: Introduction to CAMS—The Community/Course Action/  
Interaction Management System**

Brian G. Mackie, Northern Illinois University  
 Norbert L. Ziemer, Northern Illinois University

**INTERNATIONAL BUSINESS**

11:00 a.m.–12:15 p.m. .... 6th Floor–Parlor F  
**Theme: Global Management Processes**

Chair: John Bowdidge, Southwest Missouri State University

**“Grape ‘N Hops: Transforming Planning and Processes in the  
 Beverage Industry”**

Carolann McLarney, Dalhousie University

**“Communication Approaches in Successful International SMEs:  
 A Longitudinal Study”**

Myrna M. Cornett-DeVito, Emporia State University  
 Raffaele DeVito, Emporia State University  
 James A. Stephens, Emporia State University

**“Implementation of Global Environmental Management Systems:  
 Ethical Practices for the 21st Century”**

Rajshekhar G. Javalgi, Cleveland State University  
 Patricia Todd, Lubrizol Corporation  
 Robert F. Scherer, Cleveland State University

**“Factors Affecting Business Loan Approval at Gujarati State Banks”**

Don Saylards, Winona State University  
 Discussants: Brian Polin, Kent State University  
 Sibin Wu, University of Wisconsin–Milwaukee

**LEGAL STUDIES**

11:00 a.m.–12:15 p.m. .... 3rd Floor–PDR 8  
**ANNUAL BUSINESS MEETING**

Presiding: Dan Levin, Minnesota State University–Mankato





**MANAGEMENT**

**11:00 a.m.–12:15 p.m. .... 6th Floor–Parlor H**  
**Panel: Lessons Learned from Teaching Ethics at Private, Public, and Proprietary Colleges**

- Chair: Jill L. Vihtelic, Saint Mary’s College
- Panelists: John (Jack) Ruhe, Saint Mary’s College
- Raffaele DeVito, Emporia State University
- Richard A. Barker, Upper Iowa University

**MARKETING**

**11:00 a.m.–12:15 p.m. .... Club Floor–PDR 16**  
**Theme: Advertising Issues**

- Chair: Nancy Marlow, Eastern Illinois University

**“Direct to Consumer Prescription Drug Advertising: An Exploratory Study of Consumer Attitudes and Behavioral Intentions”**

Tanuja Singh, Northern Illinois University

Discussant: Paul Herbig, Tri-State University

**“The Influence of Print Advertising Visual Strategies on Attitudes and Purchase Intentions: An Exploratory Investigation”**

Kris Kranenburg, Southern Illinois University–Carbondale

Kenneth Clow, University of Louisiana–Monroe

Discussant: Kimberly Folkers, Wartburg College

**“Mob It and Sell It: Creating Marketing Opportunity through the Replication of Flash Mobs”**

Nora Ganin Barnes, University of Massachusetts Dartmouth

Discussant: Mary Albrecht, Maryville University

**“Baby Boomers: A Study in Buying Behaviors,”**

Laura Portolese Dias, Shoreline Community College

Discussant: John Bowdidge, Southwest Missouri State University

**MARKETING**

11:00 a.m.–12:15 p.m. .... Club Floor–PDR 17

**Theme: On the Web: Usage, Infrastructure, and New Product Development**

**Chair:** T. Rick Whiteley, University of Western Ontario

**“An Exploratory Investigation: Of the Factors that Influence the Usage or Non-Usage of Web Site”**

Ramendra Thakur, Southern Illinois University–Carbondale

**Discussant:** Yezdi Godiwalla, University of Wisconsin–Whitewater

**“The Relationship between Personality Type and Web Site Design”**

Rick Saucier, St. John’s University

**Discussant:** Michael D’Amico, University of Akron

**“The Impact of Information Technology Infrastructure on Marketing Proficiency”**

Elisa Fredericks, Northern Illinois University

**Discussant:** Larry Haase, Central Missouri State University

**“Graduate Students Teach Faculty the Benefit of E-Commerce in the New Product Development Process”**

Paul Lane, Grand Valley State University

John Farris, Grand Valley State University

Kurt Carlson, Consumers Energy Company

Jody Diehl, Steelcase, Inc.

**Discussant:** T. Rick Whiteley, University of Western Ontario





**MARKETING**

11:00 a.m.–12:15 p.m. .... Club Floor–PDR 18

**Theme: Entrepreneurship: A Marketing Frontier Rediscovered**

**Chair:** William C. Lesch, University of North Dakota

**“Rural America Redefined: Entrepreneurship and Economic Development Realities in ‘Rural-Rural’ America”**

Craig Silvernagel, University of North Dakota

Jacob Wambsgans, University of North Dakota

**Discussant:** Patrick Schultz, University of North Dakota

**“Critical Success Factors and Problem Business Areas: A Comparison of Family Owned and Incorporated Small Business”**

Sudhir K. Chawla, Angelo State University

Mary F. Hazeldine, Georgia Southern University

Richard J. Lawrence, FAA Automated Flight Service Station

William B. McKinney, Angelo State University

**Discussant:** Russell A. Casey, Clayton College and State University

**“Social Capital: Its Five Proposed Dimensions and Its Role in Family Business Competitive Advantage”**

Mark Hoelscher, Illinois State University

**Discussant:** William Lesch, University of North Dakota

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**MARKETING**

11:00 a.m.–12:15 p.m. .... 3rd Floor–PDR 9

**SPECIAL SESSION**

**Theme: Sports and Marketing at the Collegiate Level**

**Panelists:** Tim Aurand, Northern Illinois University

Melissa Moore, Mississippi State University

Robert Moore, Mississippi State University

JoAnn Linrud, Central Michigan University

Ray Compton, Indianapolis Colts

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COMING SOON

**ACCOUNTING**

- Horngren/Harrison/Bamber, *Accounting, 6/e*
- Horngren/Sundem/Stratton, *Introduction to Management Accounting, 13/e*
- Revsine/Collins/Johnson, *Financial Reporting & Analysis, 3/e*
- Slater, *College Accounting, 9/e*
- Terrell/Terrell, *Accounting: Making Sense of Business*

**DECISION SCIENCE &  
OPERATIONS MANAGEMENT**

- Groebner/Shannon/Fry/Smith, *Business Statistics, 6/e*
- Heizer/Render, *Operations Management, FLEXIBLE VERSION, 7/e*
- Krajewski/Ritzman, *Operations Management, 7/e*
- Laguna/Marklund, *Business Process Modeling: Simulation and Design*
- Levine/Stephan/Krehbiel/Berenson, *Statistics for Managers Using Microsoft Excel, 4/e*

**FINANCE**

- Fabozzi, *Bond Markets: Analysis and Strategies, 5/e*
- Holden, *Excel Modeling Texts for Corporate Finance and Investments, 2/e*
- Keown, *Personal Finance, 3/e, Update*
- Keown/Petty/Martin/Scott, *Financial Management: Principles and Applications, 10/e*
- Weston/Mitchell/Mulherin, *Takeovers, Restructuring, and Corporate Governance, 4/e*

**ECONOMICS**

- Ayers/Collinge, *Economics: Explore & Apply, Enhanced Edition*
- Blanchard, *Macroeconomics, 3/e*
- Case/Fair, *Principles of Economics, 7/e*
- O'Sullivan/Sheffrin, *Economics: Principles & Tools, 3/e*
- Pindyck/Rubinfeld, *Microeconomics, 6/e*

**MANAGEMENT &  
GENERAL BUSINESS**

- Bovée/Thill, *Excellence in Business Communication, 6/e*
- Bovée/Thill/Mescon, *Excellence in Business, 11/e, Revised*
- David, *Strategic Management, Concepts & Cases, 10/e*
- Ebert/Griffin, *Business Essentials, 5/e*
- Greenberg, *Managing Behavior in Organizations, 4/e*
- Griffin/Ebert, *Business, 7/e*
- Griffin/Pustay, *International Business: A Managerial Perspective, 4/e*
- Mondy/Noe, *Human Resource Management, 9/e*
- Robbins/Coulter, *Management, 8/e*
- Zimmerer/Scarborough, *Essentials of Entrepreneurship and Small Business Management, 4/e*

**MARKETING**

- Armstrong/Kotler, *Marketing: An Introduction, 7/e*
- Mohr, *Marketing of High-Technology Products and Innovations, 2/e*
- Shank, *Sports Marketing, 3/e*
- Spiller/Baier, *Contemporary Direct Marketing: Emergence to E-Commerce*

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**OPERATIONS MANAGEMENT**

**11:00 a.m.–12:15 p.m. .... 6th Floor–Parlor D**  
**JOINT SESSION WITH ENTREPRENEURSHIP**

**Theme: System Standards and Awards—Their Relevance,  
Implications, and Future Directions**

**Chair: Terry Friel, Butler University**

**Panelists: Douglas Leonard, Quality Consulting International**  
**William L. Roach, Washburn University**  
**Charles H. Apigian, Middle Tennessee State University**

Other panelists may be announced later

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**LEGAL STUDIES**

**12:15–1:30 p.m. .... 3rd Floor–PDR 7**  
**Luncheon (Cost \$20)**

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**ACCOUNTING**

**1:45–3:00 p.m. .... 6th Floor–Parlor A**

**Theme: Managerial**

**Chair: Jacob R. Wambsgans, University of North Dakota**

**“Environmental Accounting and Reporting Systems: An  
Organizational Change Perspective”**

Seleshi Sisaye, Duquesne University

**“The Balanced Scorecard Comes Home: Evaluating Academic  
Departments with a Multi-Dimensional Instrument”**

Tim Fogarty, Case Western Reserve University

**“Implementing the Theory of Constraints on a Food Service Products  
Manufacturing Line”**

Sandra Weber, Truman State University

Debra Kerby, Truman State University

Jeiting Cai, Truman State University

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**ACCOUNTING**

1:45–3:00 p.m. .... 6th Floor–Parlor B

**Theme:** Potpourri: Accounting Marketing, Hiring, History

**Chair:** Robert Dosch, University of North Dakota

**“Marketing Accounting Services in the U.S. and Norway: How Different?”**

Dee Ann Ellingson, University of North Dakota

Arthur A. Hiltner, University of North Dakota

Mary Loyland, University of North Dakota

Dennis J. Elbert, University of North Dakota

**“Greek Contributions to the Development of Accounting”**

William Violet, Minnesota State University Moorhead

M. Wayne Alexander, Minnesota State University Moorhead

**“A Comparison of Hiring Criteria: Newspaper Advertisements and Internet Position Announcements”**

Carol Normand, University of Wisconsin–Whitewater

Richard Cummings, University of Wisconsin–Whitewater

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**BUSINESS ECONOMICS**

1:45–3:00 p.m. .... 3rd Floor–PDR 4

**Theme:** Modeling

**Chair:** Jason Davis, University of Wisconsin–Stevens Point

**“Accuracy of Bayesian VAR in Forecasting the Economy of Indiana”**

Choon-Shan Lai, University of Southern Indiana

Anusuya Roy, University of Southern Indiana

Discussant: Dan Friesner, Gonzaga University

**“A Game Theoretic Model of Marital Infidelity and Divorce in the Presence of Sexually Transmitted Diseases: Implications for Social Welfare and Public Policy”**

Peter Cashel-Cordo, University of Southern Indiana

Dan Friesner, Gonzaga University

Discussant: Tim Schibik, University of Southern Indiana



**“How the Motion Picture Industry Miscalculates Box Office Receipts”**

S. Eric Anderson, Loma Linda University

Discussant: Eric Dodge, Hanover College

**“Identifying Latent Outcome Measures in Inpatient Physical Therapy”**

Donna Neufelder, St. Mary’s Rehabilitation Center

Janet Raisor, St. Mary’s Rehabilitation Center

Mohammed Khayum, University of Southern Indiana

Dan Friesner, Gonzaga University

Discussant: Chris Stephens, Ohio University–East

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**BUSINESS AND HEALTH ADMINISTRATION**

1:45–3:00 p.m. .... 7th Floor–Clark 5

**Theme: Health Care Education**

Co-chairs: Daniel J. West Jr., University of Scranton

Julie Sneath, University of South Alabama

**“Educating for Integrity: Preparing Professionals for the Special Demands of Health Care Marketing”**

Linda Peeno, University of Louisville Medical School

Barry Padgett, Bellarmine University

Discussant: Vincent Giannetti, Duquesne University

**“Evaluation of an Inpatient Diabetes Education Program Among Jordanian Patients”**

Nashat Zuraikat, Indiana University of Pennsylvania

Discussant: William B. Stroube, University of Evansville

**“Developing Global Competencies in the Applied Professions Using an Elective Graduate Level Course”**

Daniel J. West Jr., University of Scranton

Discussant: Gene Wunder, Washburn University





**BUSINESS AND HEALTH ADMINISTRATION**

1:45–3:00 p.m. .... 7th Floor–Clark 10

**Theme:** Health Care Policy

**Co-chairs:** Nancy Adams, West Virginia University  
Joseph S. Coyne, Washington State University

**“The World Press Massages the SARS Phenomenon”**

George S. Swales Jr., Southwest Missouri State University  
John S. Bowdidge, Southwest Missouri State University

**Discussant:** Charles K. Braun, Marshall University

**“Determinants of Primary Care Physicians’ Referral Pattern: A Structural Equation Model Approach”**

Kyusuk Chung, Governors State University

**Discussant:** Sandy Blake, University of Louisiana–Monroe

**“Perceptions of Long-Term Care Insurance: Nursing Home and Home Care Services Administrators in the State of Pennsylvania”**

Mary Helen McSweeney, University of Scranton

**Discussant:** Adnan Kisa, Bashkent University

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**BUSINESS AND HEALTH ADMINISTRATION**

1:45–3:00 p.m. .... 7th Floor–LaSalle 4

**Theme:** Health Care Administration

**Co-chairs:** Robert S. Curtis, Cardinal Health System, Inc.  
Bobby Johnson, Novartis Pharmaceuticals

**“XML: The Emerging Technology for Health Care Operations”**

Christine H. Turner, East Tennessee State University

**Discussant:** Eric McLaughlin, California State Polytechnic University

**“Physician-Hospital Integration”**

Arthur B. Rubin, ABC Pediatrics, PLLC

**Discussant:** Robert S. Curtis, Cardinal Health System, Inc.

**“Organizations, Reliability, and Technology”**

Ana Carolina S. Queiroz, Centro Universitário Nove de Julho–Univove

**Discussant:** Manuel Pontes, Rowan University



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**CASE RESEARCH**

1:45–3:00 p.m. .... 6th Floor–Parlor G

**Theme:** Critical Incidents

**Chair:** Esther L. Headley, Wichita State University

**“Falling off the Bicycle”**

Curt Richards, Bellarmine University

Michael R. Luthy, Bellarmine University

**“You Can Have It All”**

Cheryl L. Noll, Eastern Illinois University

Jane P. Wayland, Eastern Illinois University

**“To Sunday, or Not to Sunday?”**

Grant Lindstrom, University of Wyoming

Matt Palmer, University of Wyoming

**Discussants:** Joe Thomas, Middle Tennessee State University

James W. Camerius, Northern Michigan University

Stephen V. Senge, Simmons College

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**INTERNATIONAL BUSINESS**

1:45–3:00 p.m. .... 6th Floor–Parlor F

**Theme:** Global Financial Practices

**Chair:** Juan Meraz, Southwest Missouri State University

**“Insider Lending in Ukraine: A Historical and Institutional Perspective”**

H. Scott Wallace, University of Wisconsin–Stevens Point

Tracy Hofer, University of Wisconsin–Stevens Point

**“Financial Dimensions for Business in 2004”**

Kashi Nath Tiwari, KNT’s Academic Financial Research

**“Vietnamese Stock Market”**

Jason Lin, Truman State University



**“Comparative Analysis of Stock Market Operation in Iran”**

Mahmood Moghimzadeh, Piedmont Virginia Community College

Discussants: Joseph Leonard, Miami University

Margarita Rose, King’s College

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**LEGAL STUDIES**

1:45–3:00 p.m. .... 3rd Floor–PDR 8

**Theme:** Sarbanes-Oxley Act

**Chair:** Cynthia Mulliken, Bellarmine University

**“Implications for the Sarbanes-Oxley Act for Fiduciary Duties”**

Eleanor Henry, Southeast Missouri State University

Mary Virginia Moore Johnson, Southeast Missouri State University

**“Utility of Sarbanes-Oxley in a Morally Challenged Environment: The Interplay of Law and Ethics in Big Accounting”**

Peter Banfe, Ohio Northern University

Dexter R. Woods Jr., Ohio Northern University

**“What Do I Do Now? A Look at the Evolving Ethical Obligations of Counsel in Light of Sarbanes-Oxley”**

Paul Lokken, University of Wisconsin–Stout

**“A Lawyer and an Accountant Look at Sarbanes-Oxley”**

Maria Kathleen Boss, California State University–Los Angeles

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**LEGAL STUDIES**

1:45–3:00 p.m. .... 3rd Floor–PDR 9

**Theme:** Constitutional Law and Bankruptcy

**Chair:** Michael A. Katz, Delaware State University

**“Is Affirmative Action a Sound Educational Policy?”**

George McNary, Creighton University

Steven Palmer, Louisiana State University–Alexandria



**“Diversity and the Law: Recent Legal Developments in Affirmative Action, Education, and Business”**

Juan Meraz, Southwest Missouri State University  
Janis L. Prewitt, Southwest Missouri State University

**“The Law and University Speech Codes”**

Steve Smith, Truman State University

**“Nevada Department of Human Resources v. Hibbs: The Continuing Pursuit by the Supreme Court of Balance between Congressional Authority and State Sovereignty”**

Joseph M. Pellicciotti, Indiana University–Northwest

**“Student Loan Discharge in Bankruptcy”**

Bryce Jones, Truman State University

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**MANAGEMENT**

1:45–3:00 p.m. .... 6th Floor–Parlor J

**Theme:** Managing Critical Events

**Chair:** Jeff Fahrenwald, Rockford College

**“Another Look at Crisis Management: Re-Assessing the Assessment of Worst-Case Scenarios”**

John E. Spillan, Pennsylvania State University–Dubois  
William (Rick) Crandall, University of North Carolina at Pembroke  
John A. Parnell, University of North Carolina at Pembroke  
Christopher Ziemnowicz, Concord College

Discussant: Robert Allen, Robert Morris College

**“Does the Presence of a Visiting VIP Adversely Affect Strategic Decisions?”**

David E. O’Gorman, University of Illinois at Springfield  
Discussant: Scott Wallace, University of Wisconsin–Stevens Point

**“The 2003 General Electric Strike that the World Was Watching”**

John S. Bowdidge, Southwest Missouri State University  
Discussant: Peggy Houghton, Baker College



**MANAGEMENT**

1:45–3:00 p.m. .... 6th Floor–Parlor H  
**Panel:** Using Cases in Human Resource Management Classes  
**Chair:** Allen N. Shub, Northeastern Illinois University  
**Panelists:** Paul N. Keaton, University of Wisconsin–La Crosse  
 Richard Leake, Luther College  
 Steve Norton, Indiana University–South Bend  
 Yezdi Godiwalla, University of Wisconsin–Whitewater

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**MARKETING**

1:45–3:00 p.m. .... Club Floor–PDR 17  
**Theme:** “Marketing Excellence: You Can Book It”  
**Chair:** JoAnn Linrud, Central Michigan University  
**Speaker:** William Dowdy, Sr. VP Marketing, Follett Corporation

**MARKETING**

1:45–3:00 p.m. .... Club Floor–PDR 18  
**SPECIAL SESSION**  
**Theme:** “Marketing Is the Driver on the Road to Excellence”  
**Chair:** Brian Engelland, Mississippi State University  
 Paul Sellers, Director of Marketing, Hyundai Corporation

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**BUSINESS AND HEALTH ADMINISTRATION**

3:00–4:15 p.m. .... 7th Floor–Clark 5  
**Theme:** “Mixed Bag”  
**Co-chairs:** Vincent Giannetti, Duquesne University  
 Barry Padgett, Bellarmine University

**“The Ethical Issues Involved with Emergency Contraception”**

Kathy A. Lever, University of Evansville  
**Discussant:** Deborah Gritzmacher, Clayton College and State University

**“Building Ethical Foundations in Nursing Education”**

Jane P. Allen, University of Evansville  
**Discussant:** Peter Fitzpatrick, Clayton College and State University

**“Hospice: A Caring Concept with Multiple Organizational Forms”**

M. Scott Stegal, University of Wisconsin–Milwaukee

Terrie Reeves, University of Wisconsin–Milwaukee

Mary K. Madsen, University of Wisconsin–Milwaukee

Discussant: Sandy Blake, University of Louisiana–Monroe

**“A Cost Benefit Analysis of International Programs: A Program Administrator’s Perspective”**

Joseph S. Coyne, Washington State University

Eric McLaughlin, California State Polytechnic University

Discussant: Bill Presutti, Duquesne University

**BUSINESS AND HEALTH ADMINISTRATION**

3:00–4:15 p.m. .... 7th Floor–Clark 10

**Theme: Ethics**

Co-chairs: William B. Stroube, University of Evansville

Amelia Broussard, Clayton College and State University

**“Comparison of Appeals Used in the Advertising of Prescription Drugs in Two Different Time Frames”**

Gaurav Deshpande, St. John’s University

Madhu Agrawal, St. John’s University

Discussant: Donna A. Redding, Memorial Medical Center

**“The Agency-Principal Problem with Moral Hazard: The Price of Health Care”**

Sahand Rahnama-Moghadam, University of Michigan

David A. Diltz, Indiana University–Purdue University Fort Wayne

Discussant: Eric McLaughlin, Washington State University

**BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Student Led Papers**

Chair: Nashat Zuraikat, Indiana University of Pennsylvania



**“Overview of Administrative Simplification Provisions of HIPAA”**

Yang-Hee Joo, Governors State University  
Lisa Aponte-Soto, Governors State University  
Shilpa Gupta, Governors State University  
Kyusuk Chung, Governors State University

Discussant: Yezdi Godiwalla, University of Wisconsin–Whitewater

**“Policy Tracking: State Children’s Health Insurance Program”**

Robert J. Shaughnessy, Governors State University  
Kyusuk Chung, Governors State University

Discussant: Fevzi Akinci, King’s College

**“The Evolution of Medicare Reform: The Enactment of the Medicare Choice Program”**

Lisa Aponte-Soto, Governors State University  
Kyusuk Chung, Governors State University

Discussant: Yezdi Godiwalla, University of Wisconsin–Whitewater

**“Racial Differences in Health Care Use Among Medicare Only and Dual Eligibles”**

Sangho Moon, Tennessee State University  
Kyusuk Chung, Governors State University  
J. Shin, Governor’s State University

Discussant: Young Choi, James Madison University

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**CASE RESEARCH**

3:00–4:15 p.m. .... 6th Floor–Parlor G

Panel: **“The Role of the Reviewer—Are You Dr. Jekyll or Mr. Hyde?”**

Chair: Claire McCarty Kilian, University of Wisconsin–River Falls

Discussants: Martha Fransson, Rensselaer Polytechnic Institute  
William Stratton, Idaho Sate University  
Marilyn Taylor, University of Missouri–Kansas City  
Cheryl L. Noll, Eastern Illinois University  
Ed Leonard, Indiana University–Purdue University  
Fort Wayne

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**INTERNATIONAL BUSINESS**

3:00–4:15 p.m. .... 6th Floor–Parlor F

**Theme: Contemporary Issues in International Business**

**Chair:** Tracy Hofer, University of Wisconsin–Stevens Point

**“Country of Origin Effect: Resolving the Unresolved Issue of Multifactor Interactions”**

Brian Polin, Kent State University

**“Women on Global Assignments”**

Jitendra Mishra, Grand Valley State University

**“The Richest People in World: What Do They Tell Us?”**

Sibin Wu, University of Wisconsin–Milwaukee

Xin Liang, University of Kansas–Lawrence

**Discussants:** Raffaele DeVito, Emporia State University

Rick Crandall, Concord College

**“Pre- and Post-Measurement of Knowledge on International Business”**

Gideon Falk, Purdue University–Calumet

Amlan Mitra, Purdue University–Calumet

Kasia Firliej, Purdue University–Calumet

**LEGAL STUDIES**

3:00–4:15 p.m. .... 3rd Floor–PDR 8

**Theme: Criminal Law and Tax Law**

**Chair:** Dan Levin, Minnesota State University Mankato

**“The Media of the World Conduct Their Own Trial of Kobe Bryant”**

Wayne Anderson, Southwest Missouri State University

John Bowdidge, Southwest Missouri State University

**“What Is Happening Around the World to an Eye for an Eye and a Tooth for a Tooth?”**

John Bowdidge, Southwest Missouri State University

Wayne Anderson, Southwest Missouri State University





**“Intermediate Sanctions: How Do the Final Regulations and New Cases and Rulings Impact Future IRS Enforcement Against Nonprofits?”**

Terry Knoepfle, North Dakota State University

**“IRC Section 43: A Useful Tax Incentive for Establishing Small Business Plans?”**

R. Wayne Saubert, Radford University

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**LEGAL STUDIES**

3:00–4:15 p.m. .... 3rd Floor–PDR 9

**Theme:** International and Environmental Law

**Chair:** Mary Virginia Moore Johnson, Southeast Missouri State University

**“The Schengen System and E.U. Enlargement”**

Richard J. Hunter Jr., Seton Hall University

**“Food Fight: E.U. v. U.S.A., GMO and Hormones in Beef”**

Brian Sullivan, Western Kentucky University

**“The Ecological Challenges of War”**

Cindy A. Schipani, University of Michigan

Timothy L. Fort, University of Michigan

**“Regulating Adjacent Wetlands and Tributaries Under the Clean Water Act: How Far Does Federal Jurisdiction Extend?”**

Lynda Oswald, University of Michigan

Valerie Suslow, University of Michigan

Margaret Levenstein, University of Michigan

---

**MANAGEMENT**

3:00–4:15 p.m. .... 6th Floor–Parlor H

**Theme:** Challenges and Realities in Human Resources

**Chair:** Sally Martin Egge, Cardinal Stritch University



**“The Marginal Employee Enhancement Model”**

David J. Wolshon, Baker College

Discussant: M. Jane Crabtree, Benedictine University

**“Work System Design to Improve Economic Performance of the Firm”**

James R. Maxwell, University at Buffalo–State University of New York

Discussant: Brian Hinrichs, Saint Xavier University

**“Successfully Managing Your Career to Survive and Thrive:  
21st Century Workplace”**

Bruce Bloom, DeVry University

Discussant: Cheryl A. Waddington, Wayne State College

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**MANAGEMENT**

3:00–4:15 p.m. .... 6th Floor–Parlor J

**Panel: Steps Business Educators Can Take So They Aren’t Perceived  
as Silent Partners to Today’s Business Scandals**

Chair: David K. Banner, Viterbo University

Panelists: David K. Banner, Viterbo University  
Joseph A. Petrick, Wright State University  
Kathryn Carlson Heler, Manchester College

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**MARKETING**

3:00–4:15 p.m. .... Club Floor–PDR 16

**Theme: Global Marketing Revisited**

Chair: John Planchon, Rhodes College

**“The Organizational Set-up of Global Account Management  
(GAM)—A Case Study”**

Svend Hollensen, University of Southern Denmark

Discussant: Margaret Klayton-Mi, Mary Washington College



**“An Examination of Domestic Purchasing Behavior in a High-Growth Transitional Economy”**

Irena Vida, University of Ljubljana

James Reardon, Visiting Professor, Universiteit Antwerpen, Belgium

Discussant: Eleanor Maliche, West Virginia State College

**“How Do Indian versus American Consumers Perceive Pricing and New Products? A Cross-Cultural Analysis”**

Uday S. Tate, Marshall University

Ashish Chandra, Marshall University Graduate College

Discussant: John Planchon, Rhodes College

**“Europe Watches The Marketing Miracle: Wal-Mart”**

John S. Bowdidge, Southwest Missouri State University

Discussant: Karen Kennedy, University of Alabama–Birmingham

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**MARKETING**

3:00–4:15 p.m. .... Club Floor–PDR 17

**Theme: Marketing Miscellany**

**Chair:** Shiva Nandan, Missouri Western State College

**“Does Information from High-Tech Always Drive Online Consumers’ Satisfaction?”**

Chulko Kim, University of Southern Mississippi

Discussant: Michael D’Amico, University of Akron

**“Conceptual Framework: Consumer Behavior, Product Safety, and Perceived Risk with Wireless Technology”**

Michael D. Santonino III, Nova Southeastern University

Discussant: Michelle Kunz, Morehead State University

**“A Note on Post Hoc Probing for Latent Variable Interactions and Quadratics in Survey Data”**

Robert Ping, Wright State University

Discussant: Melissa Moore, Mississippi State University



**“Consumer Trust: A Contradiction in Trade”**

James H. Davis, University of Notre Dame

Monle Lee, Indiana University–South Bend

Jack Ruhe, Saint Mary’s College

Discussant: Larry Zigler, Highland Community College

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**MARKETING**

3:00–4:15 p.m. .... Club Floor–PDR 18

**SPECIAL SESSION**

**Theme: The Marketing of Academic Associations**

- Panelists: Julie Toner Schrader, Bellarmine University
- Robert Erffmeyer, University of Wisconsin–Eau Claire
- Brian Engelland, Mississippi State University
- John Summey, Southern Illinois University at Carbondale

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# MBAA 2004 Participants

## A

Aak, Lele .....	90
Aak, Lele .....	90
Abercrombie, C.L. ....	134
Achenreiner, Gwen .....	55
Adams, Nancy .....	19, 100, 121
Adamson, Stanley R. ....	75
Affi, Rasoul .....	4, 77
Agrawal, Madhu .....	19, 30, 31, 59, 66, 71, 80, 126, 140
Agrawal, Vikas .....	56
Akinci, Fevzi .....	30, 83, 94, 99, 127
Alavi, Jafar .....	23, 28, 88
Albanito, Donald M. ....	134
Albert, Joseph D. ....	22
Albertson, Stewart R. ....	33, 103
Albin, Marvin .....	22, 43
Albrecht, Mary .....	113
Alexander, M. Wayne .....	119
Allen, Jane P. ....	125
Allen, Marcus T. ....	21, 22
Allen, Robert .....	89, 124
Alpi, Sharon .....	49
Anderson, Beverlee .....	25
Anderson, Carol .....	134
Anderson, Eric .....	33, 99, 103, 120
Anderson, Wayne .....	128
Apigian, Charles. ....	41, 61, 67, 110, 118, 137, 141
Aponte-Soto, Lisa .....	127
Armitage, Jack .....	107, 141
Arneson, Patricia .....	35
Aroskar, Rajarshi .....	4, 111
Ary, Eddie .....	42
Astani, Marzie .....	34, 62, 141
Athappilly, Kuriakose .....	87
Attaway, Jill .....	79
Atwood, Amy .....	79
Aurand, Tim .....	26, 78, 91, 115, 133
Awadzi, Winston .....	36

## B

Bahr, Kevin M. ....	21, 32, 33, 85
Bailey, Ainsworth .....	27
Baim, Susan A. ....	55
Baker, Stacey Menzel .....	79
Balik, Robert J. ....	50, 74, 75, 96
Banfe, Peter .....	98, 104, 123
Banner, David K. ....	65, 130
Banta, Patricia .....	48, 59

Barczyk, Casimir .....	74, 133
Barker, Richard A. ....	24, 44, 65, 113
Barnes, Nora Ganin .....	113
Barrett, Terri .....	47, 70, 108
Batheja, Priya .....	31
Bauerly, Ron .....	27
Bell, Ralph .....	59, 66, 109
Belohlav, James .....	24
Bennett, John .....	78
Berardino, Lisa .....	72
Bergamini, Tom .....	22
Bills, Lucas J. ....	49
Bingi, Prasad .....	101
Blackman, Robin .....	87
Blake, Sandy .....	19, 83, 121, 126
Bloom, Bruce .....	89, 130
Bloom, Denise C. Probert .....	57
Bogert, James D. ....	42
Bojarczyk, Helen .....	77
Boldin, Robert .....	86
Boney, Stacie .....	65
Bonwich, William .....	134
Booker, Quinton .....	82
Borchers, Andrew .....	62, 87, 105
Boss, Maria Kathleen .....	123
Botana, Joseph D. ....	57
Botz, Daniel .....	105
Boughton, Paul .....	90
Bowblis, John .....	63
Bowdidge, John S. ....	4, 18, 25, 34, 44, 46, 47, 72, 75, 84, 85, 102, 103, 112, 113, 121, 124, 128, 131, 133
Bowdidge, Mark A. ....	84, 103
Boyd, Thomas .....	45
Braaksma, Melissa .....	57
Braun, Charles K. ....	71, 80, 94, 100, 121
Breshears, Ron .....	73
Breyley, Jim .....	41, 48, 60
Brokaw, Alan .....	90
Broussard, Amelia .....	72, 99, 126
Brown, Gene .....	27
Brown, Marianne .....	48, 59
Brown, William C. ....	43
Bruder, Paul T. ....	18, 29, 83, 133
Bullion, George .....	31
Bunch, John F. S. ....	49, 73
Burrowes, Ashley .....	57, 70
Bush, Michele L. ....	47, 100
Butcher, Sharri .....	99

# MBAA 2004 Participants

## C

Cai, Jeiting .....	118
Cai, Quian .....	31
Camerius, James W. ....	49, 85, 122, 133
Cameron, Elizabeth .....	52, 64, 133, 140
Campbell, Elizabeth .....	53
Campbell, Phyllis .....	87
Cao, Mei .....	5, 34
Carlson, Kurt .....	114
Carroll, Lawrence B. ....	49
Casey, Russell .....	26, 36, 91, 115
Cashel-Cordo, Peter .....	5, 119
Cave, John E. (Skip) .....	95
Cayo, Karen .....	36
Chakrabarty, Subhara .....	54
Chalasan, Suresh .....	106
Chan, Joseph .....	35, 43, 62, 87
Chandra, Ashish .....	19, 47, 59, 66, 93, 94, 99, 108, 131, 138, 139
Chang, C. Edward .....	44, 50
Chapple, Donna M. ....	23
Charkrabarty, Subhra .....	27
Chau, Cedric .....	88
Chawla, Sudhir K. ....	115
Childers, Christine .....	64
Chin, Mary H. ....	24, 28
Chishty, Muhammad R.K. ....	33, 102, 110, 111
Choi, Young .....	58, 66, 109, 127
Choudhury, Askar .....	33
Chowdhury, Shamsul .....	87
Chung, Ed .....	36
Chung, Kyusuk .....	71, 80, 109, 121, 127
Clark, Carol .....	62, 134
Clark, Jeff .....	3, 134, 138, 139
Clarke, C. Lee .....	51
Clayton, Ronnie .....	74, 86
Cleary, Kathleen .....	59, 66
Clement, Dale E. ....	134
Clifton, Jean .....	25, 77
Clow, Kenneth .....	113
Cody, Debra .....	94
Coleman, Mimi .....	65
Coleman, Ola .....	81
Combs, Margaret .....	39
Compton, Ray .....	106, 115
Conley, Rick .....	100
Conley, William C. ....	32, 33
Consler, John .....	32, 75
Conti, Dino .....	18

Cook, Roy A. ....	61, 73, 101, 110
Cook, Sherry J. ....	24, 28
Corbin, Steve .....	36
Cornett-DeVito, Myrna M. ....	112
Coronado, Frank .....	100, 108
Correa, Joseph .....	27
Cox, LaVerne A. ....	134
Coye, Ray .....	24
Coyne, Christopher .....	86
Coyne, Joseph S. ....	121, 126
Crabtree, M. Jane .....	54, 130
Crain, Susan J. ....	74, 111
Crandall, Rick .....	128
Crandall, William (Rick) .....	124
Cross, Joann Noe .....	46, 107
Crossin, Angela G. ....	64
Cummings, Richard .....	119
Cunningham, Donna J. ....	104
Cupps, Stephen .....	30, 83
Curtis, Robert S. ....	100, 121, 133

## D

Daiya, Chaitanya .....	35
Dam, Kaniska .....	21
D'Amico, Michael .....	54, 58, 66, 79, 114, 131
Dangol, Ramesch .....	20
David, Jeanne M. ....	32
Davis, James .....	65, 132
Davis, Jason .....	119
Day, Thomas R. ....	37
De Meuse, Kenneth P. ....	53
Dean, Bob .....	43, 133
DeConnick, James .....	54
DeJong, Penelope .....	26
Del Vecchio, Stephen. ....	39, 57, 70
DeMasi, Michael A. ....	48, 72, 83
DeMoranville, Carol W. ....	26
Deo, Priyanka .....	30
Deshpande, Gaurav .....	19, 31, 71, 80, 109, 126
DeVito, Raffaele .....	63, 112, 113, 128, 133
DeVore, Elwyn K. ....	134
Dewey, Rob .....	76
Dias, Laura Portolese .....	113
Dickinson, Scott .....	74
Diehl, Jody .....	114
Dilts, David .....	20, 29, 40, 57, 82, 98, 126
Dobrovolsky, Evgeny .....	53
Dodge, Eric .....	107, 120

# MBAA 2004 Participants

Dominiak, Mary ..... 84  
 Dosch, Robert ..... 119  
 Dowdy, William ..... 125  
 Drzycimski, Eugene F ..... 134  
 Dunavant, Lindsay ..... 59, 66

## E

Eastman, Jacqueline K ..... 91  
 Ebeid, Fred ..... 133  
 Eber, John E. .... 50  
 Edmonds, Dwight M. .... 134  
 Edwards, Ed ..... 102  
 Edwards, N.W. .... 134  
 Egge, Sally Martin ..... 36, 89, 129  
 Elbert, Dennis J. .... 119  
 Elfrink, John ..... 56, 81, 107  
 Ellenson, Ann L. .... 48  
 Ellingson, Dee Ann ..... 119, 141  
 Elliott, Christy ..... 52  
 Ellis, Selwyn ..... 100  
 Embry, Jeramie S. .... 43  
 Emmett, Dennis ..... 19, 30, 47, 59, 66  
 Engelkemier, Peggy ..... 59, 66, 83  
 Engelland, Brian ..... 4, 15, 25, 27,  
 97, 125, 132, 133, 140  
 Erano, Patricia ..... 18  
 Erffmeyer, Robert ..... 37, 54, 98,  
 132, 133, 140

## F

Fahrenwald, Jeff ..... 43, 45, 105,  
 124, 133, 134  
 Faircloth, Sheri ..... 21  
 Falk, Gideon ..... 73, 74, 128  
 Farhang, Mossavar Rahmani ..... 21, 32  
 Faria, Tony ..... 55  
 Farris, John ..... 55, 114  
 Fee, Kelly ..... 19  
 Feldman, Sidney P. .... 134  
 Feldman, Theresa A. .... 95  
 Field, Jerry J. .... 26, 77, 137  
 Figlewicz, Raymond ..... 73  
 Finney, Bartlett J. .... 77  
 Firlej, Kasia ..... 128  
 Fischer, Bruce D. .... 49, 85, 91  
 Fisher, Harry ..... 44, 106, 141  
 Fitzpatrick, Peter ..... 18, 72, 94, 99, 125  
 Fogarty, Tim ..... 29, 107, 118  
 Fogarty, Timothy J. .... 56  
 Fogel, Georgine ..... 13, 15, 46, 67, 93, 140

Folkers, Kim ..... 79, 90, 113  
 Foroughi, Abbas ..... 98  
 Fort, Timothy L. .... 129  
 Fox, Suzy ..... 104  
 Fraedrich, John ..... 79  
 Fraley, Jason ..... 52  
 Francfort, Alfred J. .... 21, 22  
 Frank, Zachary D. .... 47  
 Fransson, Martha ..... 49, 127  
 Fredeboelling, Elizabeth A. .... 48, 59  
 Fredericks, Elisa ..... 114  
 Freed, Jann ..... 133  
 Friel, Terry ..... 61, 110, 118  
 Friesner, Dan ..... 5, 58, 82,  
 99, 108, 119, 120  
 Frueh, Kristin M. .... 57  
 Fruhman, Joseph ..... 108  
 Fu, Frank ..... 55  
 Fuller, Mark ..... 83  
 Fuller, Tony ..... 29

## G

Gabriel, Paul ..... 107  
 Gardner, Jeff ..... 54  
 Garrison, Larry R. .... 39  
 Geib, Peter ..... 63, 104  
 Geisler, Jerry L. .... 134  
 George, Austin ..... 85, 86  
 Ghosh, Asim ..... 86  
 Giannetti, Vincent ..... 30, 70, 83, 120, 125  
 Giovannini, Mary ..... 51  
 Gnauck, Brian G. .... 73  
 Godiwalla, Yezdi ..... 24, 25, 60, 80,  
 84, 106, 114, 125, 127  
 Goldsmith, Kenneth ..... 76  
 Gonzalez, Marvin E. .... 81  
 Grahn, Joyce L. .... 37  
 Grant-Chapple, Donna M. .... 62  
 Green, Brian Patrick ..... 46  
 Green, Shawn ..... 54  
 Greenwood, Regina ..... 15, 44, 89,  
 97, 133, 141  
 Greer, Timothy H. .... 87  
 Gritzmacher, Deborah ..... 94, 125  
 Grogan, Kelly ..... 87  
 Guerra, F.J. .... 134  
 Gupta, Shilpa ..... 127  
 Guseh, James S. .... 84  
 Gustafson, David ..... 134  
 Gutierrez, Charletta F. .... 34, 43, 136, 141



# MBAA 2004 Participants

## H

Haase, Larry .....	27, 78, 114
Haber, Lawrence J. ....	20
Hackert, Ann M. ....	101
Hagans, Karen .....	37
Hammond, Kevin L. ....	78
Hanna, Nessim .....	106
Harmon, Harry A .....	78
Harrington, Charles .....	82, 99
Harris, John .....	65
Harrison, William .....	5, 46
Hart, Robyne .....	95, 101
Hasan, Tanweer .....	96, 111
Haslag, Amanda .....	39
Haug, Ralph .....	106
Haugen, Susan .....	98, 107, 138, 139
Hazeldine, Mary F. ....	115
Hazeltine, James .....	26
Hazen, Mary Ann .....	65
Headley, Esther .....	73, 84, 122
Heler, Edward .....	53, 137, 141
Heler, Kathryn Carlson .....	45, 89, 130, 137, 141
Henderson, Rachel .....	19
Henke, Diana L. ....	77
Henry, Eleanor .....	123
Henry, Linvol G. ....	56
Heo, Sangwoo .....	46
Herbig, Paul .....	113
Hill, Frances J. ....	134
Hiltner, Arthur A. ....	119
Hinrichs, Brian .....	24, 76, 89, 130
Hirschman, Sherm .....	48
Hobson, Becky .....	74
Hobson, Hugh A. ....	22
Hoelscher, Mark .....	115
Hofer, Tracy .....	122, 128
Hofler, Durward .....	4, 34, 77
Holden, Alfred C. ....	24, 28
Hollensen, Svend .....	130
Holmberg, John Kyle .....	44
Holmes, Judy D. ....	23, 62
Holtfreter, Robert .....	70, 82
Hong, Sunghoon .....	63
Hopkins, Debra .....	70
Hoppa, Don .....	78
Hoque, Monzurl .....	33, 102, 136, 140
Hora, Bambi .....	39, 133, 141
Horton, Joe .....	46, 133
Hosack, Karen .....	89, 105
Hoskins, William R. ....	134

Hosseini, Hamid .....	52, 104
Houghton, Peggy .....	77, 124
Hoyt, Frederick B. ....	79, 137, 140
Hunger, David .....	61, 89, 110, 133
Hunt, Steven C. ....	5, 35, 53
Hunter, Richard J. Jr. ....	129
Hurttt, David .....	81

## I

Islam, Mazhar M. ....	96
Isvik, Lynn .....	45, 105
Iyer, Rajesh .....	91

## J

Jackson, Donald .....	109
Jackson, Katherine L. ....	21
Jacobs, Kathryn G. ....	30, 59, 66, 109
Jacoby, Patricia .....	41
James, Anoop P. ....	87
James, Karen .....	27
Jasper-Parisey, Cynthia .....	26
Javalgi, Rajshekhar G. ....	35, 112
Jin, Zhenhu .....	33
Jobes, Nancy .....	48, 60
Johansson, Ann .....	23
Johnson, Bobby .....	19, 20, 121
Johnson, Don T. ....	32, 42, 140
Johnson, Gary .....	12, 14, 38, 81, 93, 98, 104, 133, 141
Johnson, Grace .....	98, 104
Johnson, Jean L. ....	22
Johnson, Kim .....	50
Johnson, Mary Virginia Moore .....	88, 123, 129
Johnson, Steven P. ....	87
Johnson-Dennis, Margaret .....	133
Jones, Bryce .....	124
Jones, Deborah .....	73
Jones, Eli .....	55
Jones, Michael .....	78
Joo, Yang-Hee .....	127
Joy, David .....	39
Judd, Richard .....	41, 49, 134, 141
Jungthirapanich, Chamnong .....	34

## K

Kadiyala, Lalitha .....	96
Kapoor, Ashok K. ....	42, 74
Karim, Ahmad .....	101, 102
Karkalakos, Sortiris .....	46

# MBAA 2004 Participants

Kastantin, Joseph .....	57	Kunz, David A. ....	74, 86
Kathawala, Yunus .....	80	Kunz, Michelle .....	27, 36, 90, 131, 140
Katz, Michael .....	88, 123	Kutschera, Ida .....	95
Kearney, Claudine .....	88		
Keaton, Paul N. ....	35, 77, 125	<b>L</b>	
Keller, Gary .....	24, 45	Lai, Choon-Shan .....	82, 98, 119
Kellerman, Bert .....	134	Lam, Maria Lai-Ling .....	36
Kennedy, Karen .....	131	Lane, Paul .....	55, 114
Kennett, Pamela A. ....	31, 58, 66	Langsam, Sheldon .....	45
Kenny, Peppi M. ....	42	Larson, Dee Ann .....	4, 25
Kerby, Debra .....	118	Law, Adrienne Denise .....	101
Kershaw, Russ .....	61	Law, Angela .....	48
Kesavan, Ram .....	91	Lawrence, Richard J. ....	115
Khamalah, Joseph .....	15, 16, 95, 97, 141	Lazrak, Skander .....	86
Khan, Farah Namath .....	70	Leake, Richard .....	24, 125
Khasawneh, Rami .....	23, 35, 103	Leavell, Hadley .....	44
Khayum, Mohammed .....	40, 58, 99, 108, 120, 140	Lee, Jae Ha .....	111
Kilian, Claire McCarty .....	73, 101, 110, 127	Lee, Jeong W. ....	95, 96, 111
Kim, Chulko .....	131	Lee, Monle .....	65, 132
Kim, Jang-Chul .....	58	Lee, Stephen .....	42, 96
Kim, Ken .....	20	Lee, Sukho .....	79
Kim, Yong .....	40	Leffakis, Zachary .....	31, 106
Kinard, Brian .....	90	Leonard, Douglas .....	110, 118
Kisa, Adnan .....	18, 29, 121	Leonard, Ed .....	61, 73, 110, 127
Klayton-Mi, Margaret .....	27, 130	Leonard, Joseph .....	23, 28, 88, 123
Kleinman, Carol .....	60, 72, 84, 94	Lesch, William .....	78, 114, 115
Klimek, Janice .....	39	Levenstein, Margaret .....	129
Knight, Linda V. ....	43, 51, 133	Lever, Kathy .....	71, 125
Knoepfle, Terry .....	129	Levin, Dan .....	16, 89, 112, 128, 140
Knutsen, Dennis .....	70	Li, Suhong .....	67
Kocakulah, Mehmet C. ....	43	Liang, Xin .....	54, 128
Kohli, Raj K. ....	50, 75, 95, 110, 140	Lim, Jeen .....	80
Konicek, Deb .....	84	Lin, Jason .....	122
Kono, Ken .....	37	Lindstrom, Grant .....	49, 122
Korb, Leslie .....	49, 95	Linrud, JoAnn .....	27, 65, 115, 125
Koudiri, David .....	76	Lisboa, João .....	23, 28
Kouskoulas, Barbara .....	73	Livingston, William .....	25, 45, 53, 64, 76
Kovanic, Nancy .....	98	Lofman, Brian .....	26
Krabbenhof, Alan .....	106	Lokken, Paul .....	123
Kraft, Peg .....	72	Lori, Erin .....	30
Kranenburg, Kris .....	113	Loucopoulos, Constantine .....	34
Kreuzer, Jerry .....	81, 141	Loyland, Mary .....	119
Krishnamoorthy, Anand .....	32, 75	Ludwin, William G. ....	61
Kritek, Phyllis Beck .....	48, 72, 84	Luke, Robert H. ....	24, 28, 37
Krolikowski, Diane .....	59, 66, 83, 94, 99	Lundquist, Mark .....	74
Krueger, Thomas M. ....	50, 133	Luthy, Michael R. ....	95, 101, 122
Krumwiede, Dennis .....	101	Lyle, Harry C. ....	134
Kucera, Loren .....	35	Lyman, Steve .....	95, 109
Kumar, Ashok .....	56, 106	Lynx, Don .....	18
Kundu, Sumit .....	35, 140	Lyon, Thomas L. ....	49, 95

# MBAA 2004 Participants

## M

Maas, William E. ....	32, 85
Mackie, Brian G. ....	16, 87, 112
Mackin, Patrick .....	22
Madison, Marie .....	134
Madsen, Mary K. ....	18, 30, 100, 109, 126, 133
Mahenthiran, Sakthi .....	61
Mahoney, Tim .....	82
Maksy, Mostafa .....	39, 133
Maliche, Eleanor .....	25, 131, 133
Mandal, Purnendu .....	43
Maniam, Balasundram .....	44
Marcum, Tanya .....	53, 105
Marion, Frank M .....	24, 105
Marks, Denton .....	99, 108
Marlow, Nancy .....	113
Marquardt, Raymond .....	78
Marshall, C.R. ....	35, 65, 89, 141
Martin, Elizabeth .....	65, 77
Martin, David .....	79
Mascarenhas, Oswald A. J. ....	32, 91
Materu, Mathias .....	84, 100
Matthews, Thomas .....	72
Matwyslyn, Andrea .....	79
Mau, Markus .....	67
Maxwell, James R. ....	51, 56, 85, 91, 101, 102, 130
McCracken, Gail .....	63, 76, 105, 140
McGuire, Brian .....	98
McKinney, William B. ....	115
McKnight, Oscar .....	37
McLarney, Carolan .....	112
McLaughlin, Eric .....	121, 126
McMillan, Eric .....	74
McNary, George .....	123, 134, 138, 139, 140
McSweeney, Mary Helen .....	18, 70, 121
Mechitov, Alexander I. ....	38
Mehran, Jamshid .....	75, 85
Meinhardt, David J. ....	34
Memon, Iqbal A. ....	95
Meng, Juan .....	79
Meraz, Juan .....	44, 52, 60, 122, 124
Merei, Issam J. ....	81
Metcalf, Richard W. ....	134
Meyers, Martin .....	25
Michael, Steven .....	4, 41
Middleton, Alan W. ....	86
Mihm, Barbara J. ....	25, 89
Miljan, Mait .....	90

Miller, Phillip E. ....	74
Miranda, Debra A. ....	48
Mirchandani, Dinesh .....	62
Mishra, Jitendra .....	52, 100, 109, 128
Mitra, Amlan .....	73, 128
Moghimzadeh, Mahmood .....	123
Mohammadi, Hamid .....	102
Mohan-Neill, Sumaria .....	31, 78
Moon, Sangho .....	127
Moore, James S. ....	38
Moore, Melissa .....	26, 90, 115, 131
Moore, Robert .....	55, 90, 115
Moshkovich, Helen M. ....	38
Motwani, Jaideep .....	56, 106
Muhammed, Shah Nawaz .....	67
Muir, Dana .....	133
Mujumdar, Sudesh .....	46, 82, 99, 107
Mullen, Linda .....	25
Mulliken, Cynthia F. ....	52, 64, 123
Mullins, Gary E. ....	35
Mulvihill, Donald E. ....	134
Muralidharan, Raman .....	54, 89
Murphey, Greg .....	98
Murray, Marion .....	48, 60
Musa, Mohammad .....	33
Musick, Melissa .....	93

## N

Naidu, G.N. ....	33, 102
Nandan, Shiva .....	90, 131
Nandkeolyar, Udayan .....	56
Nelson, Jeryl L. ....	24, 89
Nelson, Walt .....	44, 140
Nemecek, Barbara .....	12, 14, 20, 27, 85, 90, 92, 141
Neufelder, Donna .....	120
Newbold, John .....	25, 90
Newman, Marvin .....	63
Ngambi, Marcel .....	108
Niece, Jennifer .....	5, 46
Nielsen, Carl C. ....	134
Niemeyer, Ronald D. ....	45, 81
Nieves, Angel .....	28
Nitterhouse, Denise .....	22
Nolan, Ernest .....	22, 141
Noll, Cheryl L. ....	13, 41, 84, 122, 127, 136, 141
Noonan-Day, Heidi .....	104, 105
Nordquist, Karleen .....	51

# MBAA 2004 Participants

Normand, Carol .....	119
Norton, Steve .....	125
Novicevic, Milorad .....	57

## O

O'Brien, Timothy .....	35
O'Gorman, David E. ....	124
Oguhebe, Festus .....	100
Olmosk, Kurt E. ....	47
Olson, Howard G. ....	22
Olson, Jenna .....	30
Oltikar, Nikhil .....	19
Orife, John .....	133
Oritsejafor, Emmanuel .....	84
Orwig, Robert .....	141
Oswald, Lynda .....	129
Otteson, Schuyler .....	8
Owens, Robert W. ....	102
Oxenford, Jerry D. ....	42, 50
Ozturk, Ahmet .....	93, 99

## P

Padgett, Barry .....	59, 66, 93, 108, 120, 125
Palmer, Matt .....	122
Palmer, Steven .....	41, 48, 60, 123, 136
Pantaleo, Nicholas .....	19
Papiernik, Janet .....	45
Paradiso, James .....	36, 77
Paranto, Sharon .....	22
Park, Jin .....	79
Parker, Deborah Bressoud .....	85
Parnell, John A. ....	124
Parsons, Mickey L. ....	47, 59, 60
Patton, John E. ....	75, 102, 103
Paugh, Ronald .....	37
Paul, David P. III .....	12, 13, 38, 40, 93, 108, 133, 140
Paulson, Patrick G. ....	16, 51, 87, 103
Paxton, John .....	89
Pearce, John .....	4, 41
Peeno, Linda .....	59, 66, 93, 120
Pelic, Jennifer .....	29
Pellicciotti, Joseph M. ....	124
Pelluchette, Joy .....	58
Peluchette, Joy V. ....	58, 105
Patrick, Joseph A. ....	25, 29, 39, 46, 130
Petroshius, Susan .....	79, 90
Pettijohn, Charles E. ....	106, 140
Pettijohn, James .....	74
Petry, Charles Jr. ....	30

Pfaff, Lucie .....	63
Ping, Robert .....	131
Planchon, John .....	130, 131
Plank, Richard .....	54
Plaschka, Gerhard .....	24
Pletcher, Dale D. ....	48
Polin, Brian .....	24, 28, 112, 128
Pontes, Manuel .....	29, 71, 80, 94, 121
Pontes, Nancy .....	71, 80, 94
Pope, Ralph A. ....	86
Portnyagin, Alexander D. ....	24, 28, 88
Post, Frederick R. ....	5, 64
Poyner, Cathy .....	51
Prater, Marsha A. ....	48, 59, 94
Presutti, William D. Jr. ....	83, 126
Prewitt, Janis L. ....	44, 60, 124

## Q

Qian, Jinhu .....	32
Quayes, M. Shakil .....	96
Quddus, Munir .....	82, 99
Queiroz, Ana .....	18, 108, 121
Query, Tim .....	78
Quesada, Gioconda .....	81
Quinn, John F. ....	46

## R

Ragan, Kent P. ....	74, 75
Ragu-Nathan, T.S. ....	67
Rahm, Elinor .....	95, 101
Rahman, Ateequr .....	109
Rahnama-Moghadam, Mashaallah .....	40
Rahnama-Moghadam, Sahand .....	126
Raisor, Janet .....	120
Ramaya, Krishnan .....	58
Rao, Subba .....	5, 34, 81, 85, 91, 141
Rao, Vandana .....	40, 47, 58, 133
Rapp, John .....	54
Rardon, Jason .....	47
Rathore, K.K. ....	5, 53
Razzouk, Nabil Y. ....	56
Reardon, James .....	131
Redding, Donna A. ....	19, 47, 94, 99, 126, 140
Reed, Brian .....	38
Reeves, Terrie .....	126
Regan, Joseph P. ....	85
Reich, J. Brad .....	64, 104
Reilly, Frank K. ....	134
Reinstein, Alan .....	46, 57, 107

# MBAA 2004 Participants

Renshaw, Claude .....	29	Scherer, Robert F. ....	35, 112
Resnick, Judith M. ....	60	Schibik, Tim .....	82, 99, 119, 136, 140
Rewers, Carol .....	95	Schipani, Cindy A. ....	129
Reynolds, Audrey L. ....	4, 77	Schlak, Vickie .....	47, 93, 100
Rhim, Jong .....	40, 58	Schmelzle, George .....	45
Richards, Curt .....	95, 101, 122	Schmidt, Susanne .....	107
Rinefort, Foster C. ....	25	Schrader, Julie Toner .....	3, 37, 55, 79, 132, 138, 139
Riste, Kyle .....	36	Schray, Martin .....	76
Roach, William L. ....	28, 29, 110, 118	Schropp, Chad .....	30
Roberts, John .....	84	Schultz, Patrick .....	115
Robinson, Michael .....	13, 42, 61, 140	Schwartz, Bill N. ....	21
Roline, Alan .....	53, 88	Scott, James R. ....	34
Romanova, Natalia .....	71, 80, 93, 109	Scotton, Donald W. ....	134
Rosado, Jorge .....	76	Scout, Jocelyn .....	19
Rose, Margarita .....	52, 123	Seaton, Jeffrey Lloyd .....	101
Ross, Gary .....	47, 83, 109, 140	Sebastian, Richard J. ....	16, 45, 138, 139
Ross, Robert .....	73, 84, 110	Segars, Francine .....	31
Roy, Anusuya .....	46, 119	Segovia, Joann .....	57
Roznowski, Jo Ann .....	27	Seipel, Scott J. ....	28, 37, 61
Rubenfield, Ronald R. ....	72	Sekhar, Sashi .....	64, 73
Rubin, Arthur .....	30, 71, 80, 100, 121	Sellers, Paul .....	125
Ruhe, John (Jack) .....	65, 113, 132	Senge, Stephen V. ....	110, 122
Russo, Nancy L. ....	62	Shahum, Gregory M. ....	30, 83
Rust, Kathleen G. ....	105	Shaughnessy, Robert J. ....	127
Rutherford, Ronald C. ....	21	Shawver, Donald .....	134
<b>S</b>		Sheppard, John M. ....	50
Saccomano, Scott .....	48, 60, 72	Sherony, Bruce C. ....	73, 94, 110
Sachi, Chinthu .....	62	Shetterly, David .....	75
Saghafi, Behrooz .....	51, 62, 141	Shin, J. ....	127
Sahin, Olgun Fuat .....	42, 111	Shub, Allen N. ....	125
Sahwney, Rajeev .....	141	Shull, Fremont A. Jr. ....	134
Salmon, J. Warren .....	18, 31, 71, 80	Silvernagel, Craig .....	115
Samant, Ajay .....	102	Simental, Victor .....	79
Samavati, Hedayah .....	31, 40, 107, 120	Singh, Brinder .....	108
Samsel, Lynn .....	78	Singh, Tanuja .....	26, 55, 90, 113
Sanchez-Pages, Santiago .....	21	Sisaye, Seleshi .....	118
Sanders, Michael D. ....	45, 89	Smith, Faye .....	58
Sanders, Paula .....	27	Smith, Ola .....	81
Sanders, Susan M. ....	50	Smith, Steve .....	124
Sanderson, George .....	57	Sneath, Julie .....	31, 58, 66, 120
Santonino, Michael D. III .....	131	Sobral, Filipe .....	23, 28
Sarajoti, Pattarake .....	111	Song, Inam .....	58
Sathe, Richard .....	133	Souderpandian, Jayavel .....	106
Saubert, Lynn K. ....	53	Spillan, John E. ....	4, 15, 44, 52, 63, 76, 97, 124, 140
Saubert, R. Wayne .....	129	Srisupandit, Pataradach Tony .....	27
Saucier, Rick .....	79, 114	Stallworth, Lamont .....	104
Saunders, Charles .....	8	Stegal, M. Scott .....	126
Savage, Constance .....	65	Steinbach, Theresa A. ....	43, 50, 51
Sawhney, Rajeev .....	5, 53	Stephens, Chris .....	107, 120
Saylards, Don .....	112		

# MBAA 2004 Participants

Stephens, James A. ....	112	Thompson, Gloria .....	36
Sterrett, Jack .....	133	Thompson, James .....	45
Stevens, Chris .....	82	Timmerman, John E. ....	101
Stewart, Autumn .....	30	Tipton, David .....	14, 18, 19, 30, 92, 136, 140
Stiles, Jerry .....	78	Tiwari, Kashi Nath .....	44, 52, 75, 104, 110, 111, 122
Stone, Kenneth .....	107, 136, 141	Todd, Patricia .....	35, 63, 112
Stonebraker, Peter W. ....	4, 77	Tomal, Dan .....	55
Stonestreet, Jana .....	47, 59	Tommeraaasen, Miles .....	134
Stratton, William .....	49, 109, 127	Topp, Lynelle E. ....	54
Stroope, John C. ....	39	Totten, Jeff .....	78, 108
Stroube, William B. ....	19, 31, 70, 71, 120, 126	Trimble, Carrie .....	26, 27
Stumph, Carolyne .....	107	Trompeter, Gregory .....	5, 46
Sturm, William C. ....	134	Turner, Christine .....	29, 94, 121
Subhani, Sohail .....	87	Turnispeed, David .....	101, 102
Sullivan, Brian .....	76, 129	Twombly, John .....	77
Summey, John .....	79, 132	Tyler, Catherine L. ....	36
Suslow, Valerie .....	129	Tyler, J. Michael .....	36, 64, 77
Swales, George .....	4, 14, 50, 75, 85, 86, 91, 121, 134, 138, 139	U	
Swanson, Peggy .....	4, 111	Ulstad, Ingrid .....	70
Swanton, Donald .....	32, 50	V	
Sweat, Jeremy .....	90	Vanderberg, Amy .....	36
Swink, Dawn .....	52, 64, 88, 137, 140	Vanichvisuttikul, Sakuna .....	34
Swinnerton, Eugene .....	32	Varjavand, Reza .....	21, 103
Szawajkowski, Eugene .....	73	Varner, Carson .....	64
T		Varner, Katrin C. ....	53
Taber, Matthew .....	71	Vaughan, Timothy S. ....	28
Tai, Chu-Sheng .....	40, 95, 96, 103	Ventura, Stephen E. ....	94
Tam, Richard .....	76	Vetter, William .....	64
Tang, Roger Y.W. ....	65	Vida, Irena .....	131
Tang, Xueqing (Clare) .....	51	Vihetelic, Jill L. ....	113
Tate, Uday S. ....	58, 66, 93, 99, 131, 134	Viniak, Vikrant .....	88
Tatikonda, Lakshmi U. ....	70	Violet, William .....	119
Taylor, Dave .....	109	Vorherr, Philip H. ....	134
Taylor, Marilyn .....	127	Voss, William M. ....	134
Taylor, Ron .....	4, 25	Vyas, Bindu .....	15, 136, 140
Teahen, Julia A. ....	77	Vyas, Chetan J. ....	63
Tenglimoglu, Dilaver .....	29	W	
Terpstra, Vern .....	133	Waddington, Cheryl A. ....	35, 53, 130
Thakur, Ramendra .....	114	Wafa, Marwan A. ....	74, 106, 133
Thannert, Nancy .....	77	Wainwright, John M. ....	44
Thatte, Ashish .....	20, 80	Wakefield, Sally .....	26
Thisstethwaite, Paul C. ....	134	Wallace, Scott .....	122, 124
Thomas, Joe .....	61, 122	Waller, Valerie .....	91
Thomas, Lee B. Jr. ....	55	Walters, James E. ....	20
Thomas, Michael D. ....	71		
Thomas, Roby .....	73, 74, 85, 91		

# MBAA 2004 Participants

Walz, Carrie .....	70	Womack, Lara .....	88
Wambsganss, Jacob .....	115, 118, 134	Woods, Dexter R. Jr. ....	63, 98, 104, 123, 140
Waner, Karen .....	73	Wright, James A. ....	51
Wang, Jian .....	62	Wu, Kenneth .....	19
Wang, Zheming .....	81	Wu, Sibin .....	54, 103, 112, 128
Waters, L.L. ....	134	Wunder, Gene .....	19, 29, 55, 120, 133
Waugh, Wendy L. ....	51		
Wayland, Jane P. ....	122		
Weber, Sandra .....	107, 118	X	
Webster, Robert .....	78	Xie, Henry Yu .....	90
Wehrs, William .....	43		
Wellon, Paul .....	55	Y	
Wentworth, Darrell F. ....	134	Yahr, Michael A. ....	72
West, Daniel J. Jr. ....	83, 108, 120	Yasin, Mahmoud .....	23, 28, 74
West, Jason .....	102, 103, 111	Yates, Don .....	40, 100
White, Charles W. ....	23	Yavas, Ugur .....	71, 80, 109
White, James D. ....	43, 51	Yelkur, Rama .....	27, 36, 90
White, Kathleen M. ....	60, 72	Yildiz, Helene .....	78
White, Lynn Spellman .....	81	Young, Stefan .....	59, 66
White, Nancy .....	53	Younkin, Neil .....	33, 96, 110
Whiteley, T. Rick .....	114	Yunker, Penelope .....	70
Whiteside, Mary .....	37		
Wiktor, Sandra .....	83	Z	
Wilde, Harold .....	107	Zeithaml, Valerie .....	13, 39
Wilding, Bill .....	108	Zhang, Lin .....	25
Wiles, Judy .....	79, 91	Zhang, Ren .....	80
Williams, James R. ....	26	Zheng, Xiaohong .....	81
Williams, Jennifer .....	23, 34, 133	Ziemer, Norbert L. ....	16, 87, 112
Wilson, Greg .....	19	Ziennowicz, Christopher .....	4, 44, 52, 63, 124, 140
Withey, John J. ....	5, 20	Zigler, Larry .....	37, 132
Witte, Carl .....	78	Zorr, William G. ....	134
Wolfmeyer, Paula .....	54	Zuraikat, Nashat .....	18, 120, 126
Wolshon, David J. ....	130		
Wolverton, Janet Bear .....	57		
Wolverton, Robert H. ....	57		

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