

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 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

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

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

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

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



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 BT², Inc

Discussant: Joseph D. Albert, James Madison University

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

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

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

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

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

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

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



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

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.).

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

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

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

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

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

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

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

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

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

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

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

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

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.



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 Rahnama-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

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

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

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

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

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

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

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

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

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

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

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

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

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, Heler² 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

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

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

MBAA COFFEE BREAK

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

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

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

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

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

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

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

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

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

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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Barry Padgett, Bellarmine University

Discussant: Ralph Bell, Governors State University

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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 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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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



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

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

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

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
Brian Engelland, Mississippi State University, President

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

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

ACCOUNTING

9:30–10:45 a.m. 6th Floor–Parlor B

SPECIAL JOINT SESSION WITH LEGAL STUDIESTopic: **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

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

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

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

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

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

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

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

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

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

INTERNATIONAL BUSINESS

9:30–10:45 a.m. 6th Floor–Parlor F

Theme: Foreign Exchange Markets

Chair: Sibin 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

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

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



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

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 Sounderpandian, 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

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

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

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

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”**

Carolan 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

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

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

LEGAL STUDIES

12:15–1:30 p.m. 3rd Floor–PDR 7
Luncheon (Cost \$20)

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



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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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	L	
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, Shahnawaz	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
S		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, Pataradech 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, Carlyne	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
Swinerton, 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	Ziemnowicz, 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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