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The MBAA— “The Best Conference Value in America”

Join your colleagues and enjoy the MBAA experience of fellowship, of renewing friendships and making new ones, and of continuing dialogues about teaching and research projects.

In 2005 eleven formal organizations make up the MBAA. You can enrich your MBAA experience by sharing knowledge with and among attendees from colleges (large and small, public and private), governmental agencies, non-profit institutions, and the business community.

Experience Chicago—an incredible city with events, food, and around-the-clock excitement.

The MBAA is proud to remain America’s long-term leader in low-cost, high-value, integrative professional development.



Future Conference Dates:

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

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

Membership in the MBAA is automatic with a paid primary registration and attendance at the annual meeting. Please indicate on your registration card, if you do not plan to attend the meetings.

HOTEL ARRANGEMENTS

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

Singles: \$166.00 Doubles: \$186.00 Extra Person: \$25.00

Please 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 handle 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.

2006 MBAA PROGRAM

For information about participating in the 2006 program, scheduled for March 15-17, 2006, at the Palmer House Hilton in Chicago, Illinois, please contact:

Susan Haugen, 2006 General Program Chair
University of Wisconsin-Eau Claire
105 Garfield Avenue
Eau Claire, WI 54702-4004
shaugen@uwec.edu

2005 MBAA
McGRAW-HILL/IRWIN
DISTINGUISHED PAPER AWARDS

BEST OVERALL PAPER ON CONFERENCE THEME

Michael Quinn, Siena College

P. Raj Devasagayam, Siena College

“Role of Customer Ethnicity in Building Brand Community:
Strategic Implications for Marketers”

ACADEMY OF FINANCE

Sheri Faircloth, University of Nevada-Reno

Ali Nejadmalayeri, University of Nevada-Reno

Manohar Singh, University of Nevada-Reno

“Corporate Ownership Structure and Governance: Is There a Link?”

ACADEMY OF INTERNATIONAL BUSINESS, MIDWEST REGION

John E. Spillan, Pennsylvania State University-DuBois

Christopher Ziemnowicz, Concord College

“Foreign Direct Investment and Globalization In Brazil”

BUSINESS AND HEALTH ADMINISTRATION ASSOCIATION

Ann Hughes Douglas, Jersey Shore Medical Center

David P. Paul III, Monmouth University

“Health Care Rationing and Cost Control:
Perspectives on the American Health Care System”

MARKETING MANAGEMENT ASSOCIATION

Susan Brudvig, Florida State University

Pushkal Raman, Florida State University

“Consumers’ Attitudes to Brand Extensions:
The Role of Fit and Goal Congruency”

2005 MBAA
McGRAW-HILL/IRWIN
DISTINGUISHED PAPER AWARDS

MIDWEST ACADEMY OF LEGAL STUDIES IN BUSINESS

John A. Pearce II, Villanova University
Dennis R. Kuhn, Villanova University
Samuel A. DiLullo, Villanova University

“Employer’s Legal Responsibilities in Preventing Religious
Discrimination in the Workplace:
Respecting Employees’ Religious Beliefs and Avoiding Liability”

NORTH AMERICAN ACCOUNTING SOCIETY

Carol Jessup, University of Illinois at Springfield
“Accountants Reach for the Blog”

MIDWEST BUSINESS ECONOMICS ASSOCIATION

Jason Davis, University of Wisconsin-Stevens Point
“Public Health Insurance Expansions for Parents,
Evidence from Wisconsin”

NORTH AMERICAN MANAGEMENT SOCIETY

David O’Gorman, University of Illinois-Springfield
“Strategic Decision Making: Problems and Prospects”

OPERATIONS MANAGEMENT
AND ENTREPRENEURSHIP ASSOCIATION

Rachel L. Vinson, PHD Inc.
James S. Moore, Indiana University-Purdue University Fort Wayne
“Personnel Scheduling in Customer Service:
A Goal Programming Approach”

SOCIETY FOR THE ADVANCEMENT OF INFORMATION SYSTEMS

William Brown, Minnesota State University
“After the Pilot: Integrating Enterprise Resource Planning Systems
into the College of Business Curriculum”

SOCIETY FOR CASE RESEARCH

Roy A. Cook, Fort Lewis College
J. Larry Goff, Fort Lewis College
“A Case Study of the Case Writing Experience: A Mini-Case Example”

Thomson South-Western is pleased to introduce these NEW titles for 2005!

Accounting

Bieg

Payroll Accounting 2005, 76e

Gilbertson/Lehman/Passalacqua/Ross

Century 21 Accounting Advanced, 8e

Gilbertson/Lehman/Ross

• Century 21 Accounting General Journal, 8e

• Century 21 Accounting Multicolumn Journal, 8e

• Century 21 Accounting Multicolumn Journal, Introductory Student Edition, 8e

Hansen/Mowen

Cost Management: Accounting and Control, 5e

Ingram/Albright/Hill

Managerial Accounting: Information for Decisions, 4e

Jackson/Sawyers/Jenkins

Managerial Accounting: Focus on Decision Making, 5e

Kinney/Prather-Kinney/Raiborn

COST ACCOUNTING, 8e

Maher/Stickney/Weil

Managerial Accounting, 9e

Mowen/Hansen

Management Accounting:
The Cornerstone of Business Decisions

Pahler

Advanced Accounting, 9e

Ricchiute

Auditing and Assurance Services, 8e

Stice/Stice

Financial Accounting Reporting and Analysis, 7e

Stickney/Weil

Financial Accounting: Introduction to Concepts, Methods and Uses, 17e

Taxation

Hoffman/Raabe/Smith/Maloney

• West Federal Taxation 2006: Corporations, 29e

• West Federal Taxation 2006: Corporations, Professional Version, 29e

Hoffman/Smith/Willis

• West Federal Taxation 2006: Individual Income Taxes, 29e

• West Federal Taxation 2006:

Individual Income Taxes, Professional Version, 29e

Murphy/Higgins

Concepts in Federal Taxation 2006, 13e

Raabe/Whittenburg/Sanders

West's Federal Tax Research, 7e

Smith/Raabe/Maloney/Willis

• West Federal Taxation 2006: Business Entities, 29e

• West Federal Taxation 2006: Business Entities, Professional Version, 29e

Whittenburg/Alms-Buller

Income Tax Fundamentals 2005, 29e

Willis/Hoffman/Maloney

• West Federal Taxation 2006: Comprehensive, 29e

• West Federal Taxation 2006: Comprehensive, Professional Version, 29e

Business Communication/Intro to Business

Boone/Kurtz

Contemporary Business 2006

Dlabay/Burrow/Eggland

Intro to Business, 6e

Gitman/McDaniel

The Future of Business: The Essentials, 2e

Greene

Entrepreneurship: Ideas in Action, 3e

Guffey

Business Communication: Process and Product, 5e

Hulbert

Effective English for Colleges, 71e

Ryan

Managing Your Personal Finances, 5e

Schultheis/Kaczmarek

Business Math, 16e

Zaremba

Organizational Communication, 2e

Management

Bamford/Bruton

Small Business Management: A Guide for a Successful Business

Daft

Management, 7e

Jackson/Schuler

Managing Human Resources through Strategic Partnerships, 9e

Mathis/Jackson

Human Resource Management, 17e

Ireland/Hodkinson/Hirt

Understanding Business Strategy

Longenecker/Moore/Petty/Palich

Small Business Management: An Entrepreneurial Emphasis, 13e

Nelson/Quick

Organizational Behavior: Foundations, Reality and Challenges, 5e

Williams

Effective Management, 2e

Decision Science

Anderson/Sweeney/Williams

• Essentials of Statistics for Business and Economics, 4e

• Modern Business Statistics with Microsoft® Excel, 2e

Brechner

Contemporary Mathematics for Business and Consumers, 4e

Coyle

Transportation, 6e

Deitz/Southam

Contemporary Business Mathematics for Colleges, 74e

Gidof/Clements

Project Management, 3e

Mettters/King-Mettters/Pullman/Walton

Successful Service Operations Management, 2e

Real Estate

Clauretie/Sirmans

Real Estate Finance: Theory and Practice, 5e

Jacobus

Real Estate Principles, 70e

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Business Law

Adams

Law for Business and Personal Use, 17e

Bagley

Managers and the Legal Environment: Strategies 21st Century, 5e

Jennings

Business: Its Legal, Ethical and Global Environment, 7e

Maass/Roberts

Smith and Roberson's Business Law, 13e

Meiners/Ringleb/Edwards

The Legal Environment of Business, 9e

Miller/Jentz

• *Business Law Today: Standard, 7e*
• *Business Law Today: Essentials, 7e*

Miller/Jentz/Cross

West Business Law: An Extended Case Study Approach, 2e

Economics

Arnold

• *Economics, 7e*
• *Microeconomics, 7e*
• *Microeconomics, 7e*

Baumol/Blinder

• *Economics: Principles and Policy, 70e*
• *Macroeconomics: Principles and Policy, 70e*
• *Microeconomics: Principles and Policy, 70e*

Burton/Lombra

Financial System and The Economy: Principles of Money and Banking, 4e

Carbaugh

International Economics, 10e

Gwartney/Stroup/Sobel/Macpherson

• *Economics: Private and Public Choice, 17e*
• *Macroeconomics: Private and Public Choice, 17e*
• *Microeconomics: Private and Public Choice, 17e*

McEachern

• *Economics: A Contemporary Introduction, 7e*
• *Macroeconomics: A Contemporary Introduction, 7e*
• *Microeconomics: A Contemporary Introduction, 7e*

Miller/Stafford

Economic Education for Consumers, 3e

Tucker

Survey of Economics, 5e

Finance

Boone/Kurtz/Hearth

Planning Your Financial Future, 4e

Brigham/Buzzard

Cases in Financial Management

Ehrhardt/Brigham

Corporate Finance: A Focused Approach, 2e

Leach/Melicher

Entrepreneurial Finance, 2e

Madura

• *Financial Markets and Institutions, 7e*
• *International Financial Management, 8e*

Mayo

Investments: An Introduction, 8e

Meggison/Smart

Introduction to Corporate Finance

Moyer/McGuigan/Kretlow

Contemporary Financial Management, 70e

Reilly/Norton

Investments, 7e

Shockley

An Applied Course in Real Options Valuation

Marketing

Blackwell/Miniard/Engel

Consumer Behavior, 10e

Boone/Kurtz

Contemporary Marketing, 12e

Burrow

Marketing, 2e

DeSarbo/Zikmund

• *Essentials of Marketing Research, 3e*
• *Exploring Marketing Research, 9e*

Hoffman

Marketing Principles & Best Practices: Advantage Series, 3e

Hoffman/Bateson

Services Marketing, 3e

Ingram/LaForge/Avila/Schwepker/Williams

• *Sales Management, 6e*
• *Professional Selling, 3e*

Lamb/Hair/McDaniel

Marketing, 8e

O'Guinn/Allen/Semenik

Advertising and Integrated Brand Promotion, 4e

Quelch/Bartlett

Global Marketing Management: A Case Book

Quelch/Laidler

The New Global Brands: Managing Non-Government Organizations in the 21st Century

TEXERE

Anderson/Trindle

Outsourcing the Sales Function: The Real Costs of Field Sales

Critchley

Doing Nothing & Not An Option: Facing the Imminent Labor Crisis

Ivanecovich/Lidwell

Guidelines for Excellence in Management: The Manager's Digest

Jackson

The Escher Cycle: Creating Self-Reinforcing Business Advantage

Rosenwald

Accountable Marketing: The Economics of Data-Driven Marketing

Stevens

Trade Show and Event Marketing: Plan, Promote, & Profit

Taleb

Foolish by Randomness: The Hidden Role of Chance in Life and the Markets, 2e

Wu

Inside China: Understanding and Interpreting Chinese Economic Reform

MBAA: ROOTS AND MORE . . .

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's the rich mixture of attendees from colleges (large and small, public and private), governmental agencies, non-profit institutions and the business community. It's Chicago—an incredible city with events, food, and around-the-clock excitement. It's the warm feeling of the familiar and the excitement of the new—it's America's best conference value: the MBAA!

Over four decades ago, at the 1964 meeting of the American Economic Association in Chicago, the idea for the MBAA was conceived. 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 “multi-disciplinary experience” approach, the MBAA is proud to remain America's long-term leader in low-cost, high-value integrative professional development. Nobody's been doing it longer and many believe nobody does it better.

In 2005 eleven formal organizations make up the MBAA. The formal organizations are: 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 2002, 2003, and 2004 annual meetings were as follows:

	2002	2003	2004
Accounting	64	64	71
Case Research.....	26	35	33
Economics.....	46	35	35
Finance	73	66	71
Health Administration	89	86	110
Information Systems.....	47	51	48
International Business	37	30	35
Legal Studies	33	53	55
Management	50	58	63
Marketing.....	129	149	139
Operations Management and Entrepreneurship.....	42	39	25
MBAA	<u>19</u>	<u>21</u>	<u>37</u>
Total.....	<u>655</u>	<u>687</u>	<u>722</u>

These registrations tell only part of the story as some participants support more than one organization through one or more secondary registrations. In 2002, there were 108 secondary registrants; in 2003, 117; and in 2004, 118. 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 actually 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.

A look at some MBAA facts shows us to be

- ▶ a conference with a national (actually, international) constituency!

In the last seven years people from all 50 states and 24 foreign countries have participated in the MBAA.

- ▶ a conference with a geographically distributed constituency!

Over the last three years alone, 22 states have had 10 or more participants.

- ▶ a conference with a long, established history!

Top quality leaders have been coming together at the MBAA for more than 40 years.

No other multidisciplinary business conference has been doing what the MBAA does for as long or as broadly. We are proud of our reach and our reputation! We are proud of our leadership and our legacy!

We are proud to offer a consistently high-value experience at an incredibly low price. We are proud to be America's "Best Conference Value!"

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CPS brings interactivity into the classroom. It's a wireless response system that gives the instructor and students immediate feedback from the entire class. The wireless response pads are essentially remotes that are easy to use and engaging to students. Instructors can count on CPS to: motivate student preparation, interactivity, and active learning; administer quizzes and tests; and create a lecture with intermittent questions.



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Business Meetings, Special Meetings, Meals, and Receptions

MBAA Refreshments Exhibit Hall
Coffee and other refreshments will be available throughout the
conference.

Wednesday, March 16, 2005

MBAA

7:00 p.m. 3rd Floor, Crystal Room
MBAA Advisory Council Dinner

ACCOUNTING

4:30–6:00 p.m. 6th Floor, Parlor A
North American Accounting Society Board Meeting
Presiding: Kenneth Stone, Central Missouri State University

BUSINESS AND HEALTH ADMINISTRATION

4:30–5:30 p.m. 7th Floor, Clark 10
Business and Health Administration Association Board Meeting
Presiding: David Tipton, Duquesne University

BUSINESS AND HEALTH ADMINISTRATION

5:30–6:00 p.m. 7th Floor, Clark 10
Incoming (2005-2006) Board Meeting
Presiding: Madhu Agrawal, St. John's University

CASE RESEARCH

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

MARKETING

4:30–6:00 p.m. 3rd Floor, Cresthill Room
Marketing Management Association Board of Directors Meeting
Presiding: Fred Hoyt, Illinois Wesleyan University

Thursday, March 17, 2005

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: Tim Schibik, University of Southern Indiana

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. 7th Floor, Clark 10
Business and Health Administration Association Annual Business
Meeting
Presiding: David Tipton, Duquesne University

CASE RESEARCH

1:30–2:45 p.m. 6th Floor, Parlor G
Society for Case Research Annual Business Meeting
Presiding: Barbara Nemecek, University of Wisconsin River Falls

FINANCE

10:45–12:00 p.m. 7th Floor, Dearborn 4
Academy of Finance, Annual Business Meeting
Presiding: Monzurul Hoque, St. Xavier University

FINANCE

12:15–1:30 p.m. 6th Floor, Adams Ballroom
Academy of Finance Luncheon
(Cost \$20)

Thursday, March 17, 2005 cont.

MARKETING

10:45 a.m.–1:15 p.m. 6th Floor, Monroe Room
Marketing Management Association Awards Brunch and Annual
Business Meeting

Presiding: Fred Hoyt, Illinois Wesleyan University

Keynote Address by the 2005 MMA Innovative Contributor to Marketing
Award Recipient David Aaker, vice chairman of Prophet, a management
consultant company and professor emeritus, University of California-
Berkeley: "Key Brand Challenges: Achieving Relevance and
Differentiation"

MBAA

4:20 p.m. Salon C, Conference Exhibit Hall
MBAA Annual Business Meeting (includes name change vote)
Awards for best papers announced.

McGraw-Hill/Irwin Presidents' Reception

6:00 p.m. Empire Room

FUN NIGHT IN THE CITY Chicago Symphony Orchestra OR
Second City Theater

Evening Obtain Tickets at the Registration Desk
While Supply Lasts

Friday, March 18, 2005

ACCOUNTING

7:15 a.m. 3rd Floor, Crystal Room
North American Accounting Society Breakfast, Speaker, and Annual Business Meeting
(Cost \$15.00 – must be pre-registered to attend)
Presiding: Kenneth Stone, Central Missouri State University

BUSINESS ECONOMICS

7:15–8:45 a.m. 3rd Floor, PDR 4
Midwest Business Economics Association Annual Business Meeting
Presiding: Tim Schibik, University of Southern Indiana

INFORMATION SYSTEMS/QUANTITATIVE METHODS

8:00–9:15 a.m. 7th Floor, Dearborn 1
Presiding: Ernest Nolan, University of Southern Indiana

INTERNATIONAL BUSINESS

8:00–9:15 a.m. 6th Floor, Parlor F
AIB Midwest Annual Business Meeting, Continental Breakfast, and Awards
Presiding: Bindu Vyas, Kings College, and Juan Meraz, Southwest Missouri State University

LEGAL STUDIES

11:00 a.m.–12:15 p.m. 3rd Floor, PDR 8
Legal Studies Annual Business Meeting
Presiding: Dawn R. Swink, University of St. Thomas

LEGAL STUDIES

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

Friday, March 18, 2005 cont.

MANAGEMENT

8:00–9:15 a.m. 6th Floor, Parlor H
North American Management Society Business Meeting and Awards
Presentation

Presiding: Kathryn Carlson Heler, Manchester College

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

8:00–9:15 a.m. 7th Floor, Sandburg 2
Operations Management and Entrepreneurship Association Business
Meeting

Presiding: Charles Apigian, Middle Tennessee State University

Call for Papers

MAJB

Mid-American Journal of Business

A Journal You Will Want to Read

The *Mid-American Journal of Business* provides an effective medium for academics and practitioners to share and discuss key business developments and issues. The *Journal's* audience is the business community—both academic and practitioner. It is the intent of the *Journal* to publish articles aimed at improving business practices or enhancing instructional efforts through application, transfer and interpretation of knowledge. The *Journal* publishes discipline-based scholarship and welcomes contributions that apply research to practice.

Review Process

The *Journal* follows a double-blind review policy by two or more reviewers. The *Journal's* goal is to provide constructive and timely feedback to authors. In the review process, the Editorial Board of the *Journal* perceives its role to be developmental rather than evaluative. The first review of manuscripts is usually completed within 8-10 weeks of submission. The manuscript acceptance rate is approximately 25 percent.

How to Submit Manuscripts

Send four copies of the manuscript with an abstract and author biography to the Editor-in-Chief. Electronic submissions are preferred. Send two separate files. Include title of manuscript and author(s) identification on first file. Include contents of manuscript in second file. Send to Ashok Gupta at gupta@ohio.edu. Arrange citations and references according to author-date system, The Chicago Manual of Style, 14th edition.

A complete list of directories and submission instructions available on line at :

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WEDNESDAY, MARCH 16, 2005

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. 7th Floor, LaSalle 4

Theme: Health Care Informatics

Co-chairs: Kyusuk Chung, Governors State University
Uday Tate, Marshall University

“Health Care Informatics Research: From Data to Evidence-Based Management”

Thomas T.H. Wan, University of Central Florida

Discussant: Michaeline Skiba, Monmouth University

“Use of Information Systems in Air Force Medical Treatment Facilities in Strategic Planning and Decision-Making”

Glenn Yap, Baylor University

Elena A. Platonova, University of Alabama-Birmingham

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

“Health Care Model in Geographical Information System”

Duckhye Yang, University of Chicago

Discussant: J. Warren Salmon, University of Illinois-Chicago

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. 7th Floor, Clark 5

Theme: Electronic Age

Co-chairs: Peter Fitzpatrick, Clayton College and State University
Robert Spinelli, University of Scranton

“Physician Satisfaction and Use of Electronic Medical Records in Oman”

Mohammed Al Farsi, University of Scranton

Daniel J. West, University of Scranton

Discussant: John Bowdidge, Southwest Missouri State University

“E-Doctor and E-Pharmacy: A Challenge to Traditional Practice”

Francis N. Katch, Public Health Director, Anson County, N.C.

Discussant: Mike d’Amico, University of Akron



“HIPPA and the Security Rule: Challenges Associated with Privacy in Health Care in the Electronic Information Age”

Young B. Choi, James Madison University
Kathleen E. Capitan, James Madison University
Meredith M. Streeper, James Madison University
Joshua S. Krause, James Madison University
Discussant: Peggy Engelkemier, Roane General Hospital

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. 7th Floor, Clark 10

Theme: Quantitative Models
Co-chairs: Adnan Kisa, Baskent University
Ateequr Rahman, Shenandoah University

“Graphing Tool for Browsing Protein-to-Protein Interaction Data”

Svetlana Pacifico, Wayne State University
Farshad Fotouhi, Wayne State University
Discussant: Russell L. Finley, Wayne State University

“Combining Bayesian Networks and Decision Trees to Predict Drosophila Protein-Protein Interactions”

Jingkai Yu, Wayne State University
Farshad Fotouhi, Wayne State University
Discussant: Vincent Giannetti, Duquesne University

“The Applicability of Bass’s Model of Transformational, Transactional, and Laissez-faire Leadership in the Hospital Administrative Environment”

Robert J. Spinelli, University of Scranton
Discussant: Fevzi Akinci, Washington State University

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. 7th Floor, Dearborn 2

Theme: Panel Discussion TBA



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
JOINT SESSION WITH OPERATIONS MANAGEMENT
Theme: Pedagogical Issues
Chair: Joseph Khamalah, Indiana University-Purdue University,
Fort Wayne

“Students’ Perceptions of Distance Learning”
Gideon Falk, Purdue University Calumet
Anand Krishnamoorthy, Troy University-Atlantic
Casimir Barczyk, Purdue University Calumet

**“Contrasting Views of the Relationships among Students, Professors,
and Universities”**
Rodney M. Walter, Jr., Western Illinois University
James T. Brakefield, Western Illinois University

“Technology-assisted Instruction: Learning About Lean”
Kevin Hall, Western Illinois University

“Resurrecting an Operations Management Major”
James Walters, Ball State University
Ramesh Dangol, State Student Assistance Commission of Indiana

FINANCE

1:30–2:45 p.m. 7th Floor, LaSalle 1
Theme: That Famous Potpourri I
Chair: Gregory Buchholz, Missouri Southern State University

“Asset Allocation Mutual Funds–Style Analysis”
S.P. Uma M. Rao, University of Louisiana-Lafayette
Discussant: John Bowdidge, Southwest Missouri State University



“A Range-based Finite Difference Approach to Valuing Options in Markov Switching Regimes”

Nauzer Balsara, Northeastern Illinois University
Andrea Vidozzi, Northeastern Illinois University
Luca Vidozzi, Northeastern Illinois University

Discussant: Robert Boldin, Indiana University of Pennsylvania

“The Case of Illinois Public Act 93-102 Requiring Cost of Contraceptives to Be Covered by Health Insurance”

Heikki Heino, Governors State University
Anthony Fontana, Governors State University

Discussant: Tanweer Hasan, Roosevelt University



INFORMATION SYSTEMS/QUANTITATIVE METHODS

1:30–2:45p.m. 7th Floor, Dearborn 1

Theme: Curriculum Challenges

Chair: Marvin Albin, University of Southern Indiana

“Using GOMS KLM to Support Cross-platform Prototyping”

Paula Laurent, DePaul University
Adam Steele, DePaul University

“After the Pilot: Integrating Enterprise Resource Planning Systems into the College of Business Curriculum”

William Brown, Minnesota State University

“Assessing Computer Usage and Computer Needs of Faculty”

Robin Blackman, Bethel College

Discussant: Joseph Chan, Roosevelt University





MANAGEMENT

1:30–2:45 p.m. 6th Floor, Parlor H

Panel: Assuring Quality in Online Management Education I

Chair: Edward Heler, Heler² Consultancy, LLC, and Baker College

Panelists: Theodore Alex, University of Findlay
Stephen Kleisath, University of Wisconsin-Platteville
David O’Gorman, University of Illinois, Springfield
Ron Steffel, Steffel and Associates, LLC, and Baker College



MANAGEMENT

1:30–2:45 p.m. 6th Floor, Parlor J

Panel: Assessment Centers: An Experiential Workshop

Chair: J. Michael Tyler, Baker College

Panelists: Catherine Tyler, Oakland University
Peggy Houghton, Baker College



MARKETING

1:30–2:45 p.m. 5th Floor, PDR 17

2005 MMA Master Marketing Teaching Awards Competition

Sponsored by Hormel Foods Corporation, 3rd Annual Event

Chair and Coordinator of the Competition: Jon Hawes, University of Akron

The top three finalists from the 2005 Hormel Meritorious Teaching Award recipients will make presentations of their submitted successful teaching activities to the judges and conference participants. One of the three will be selected as the 2005 Hormel Master Marketing Teacher and recognized at the awards brunch on Thursday. The winner’s name will be announced at the awards brunch.

Judges: Tom Day, Hormel Foods Corp.
Mike d’Amico, University of Akron
Steve Corbin, University of Northern Iowa
Bob Erffmeyer, University of Wisconsin-Eau Claire
Julie Toner, Bellarmine University





MARKETING

1:30–2:45 p.m. 5th Floor, PDR 18

Theme: Explorations in E-Commerce and Technological Innovations

Chair: John Cherry, Southeast Missouri State University

“Supply Chain Restructuring in UK Aerospace”

Susan Grant, University of Portsmouth

Discussant: David Wolshon, Baker College

“Development of a Relational Database System for Consumer Research”

Robert Moore, Mississippi State University

Discussant: Robert Luke, Southwest Missouri State University

“Respondent Personality and the Use of the Internet for Self-administered Questionnaires”

Steven Cox, Meredith College

Discussant: Kathleen Radionoff, Cardinal Stritch University



MARKETING

1:30–2:45 p.m. 5th Floor, PDR 16

Theme: Exploring Issues of Small Colleges: Curriculum, Recruiting, and Alumni

Chair: Mary Albrecht, Maryville University-St. Louis

Panelists: Mary Albrecht, Maryville University-St. Louis

Amy Atwood, University of Wisconsin-Madison

Fred Hoyt, Illinois Wesleyan University

Kimberly Folkers, Wartburg College

Dena Lieberman, Alverno College





OPERATIONS MANAGEMENT

1:30–2:45 p.m. 6th Floor, Parlor D
JOINT SESSION WITH ENTREPRENEURSHIP

Theme: Pedagogical Issues

Chair: Joseph Khamalah, Indiana University-Purdue University,
Fort Wayne

“Students’ Perceptions of Distance Learning”

Gideon Falk, Purdue University Calumet
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**“Contrasting Views of the Relationships among Students, Professors,
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Rodney M. Walter Jr., Western Illinois University
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“Technology-assisted Instruction: Learning About Lean”

Kevin Hall, Western Illinois University

“Resurrecting an Operations Management Major”

James Walters, Ball State University
Ramesh Dangol, State Student Assistance Commission of Indiana

ACCOUNTING

3:00–4:15 p.m. 6th Floor, Parlor A
Panel Discussion: Cheating and Fraud among Business Students

Panel Chair: Susan Haugen, University of Wisconsin-Eau Claire
Panelists: D’Arcy Becker, University of Wisconsin-Eau Claire
Paula Lentz, University of Wisconsin-Eau Claire
Janice Connolly, University of Wisconsin-Eau Claire

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m. 7th Floor, LaSalle 4

Theme: HIPPA

Co-chairs: Donna Redding, Memorial Medical Center
Ahmet Ozturk, CHH Pain Management Center



“An Analysis of Consumers’ Knowledge of the Health Insurance Portability and Accountability Act”

Peggy Engelkemier, Roane General Hospital
Ashish Chandra, Marshall University

Discussant: R. Terry Russell, University of St. Francis

“The Health Insurance Portability and Accountability Act (HIPPA): Does It Live Up to the Promise?”

Debra L. Banks, The Hartford Group/Benefits Division

Discussant: Michael Peters, Baker College

“Some Effects of HIPPA on the U.S. Health Care System”

Christopher Kennedy, Monmouth University
David P. Paul III, Monmouth University

Discussant: William Stroube, University of Evansville



BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m. 7th Floor, Clark 5

Theme: Medical and Medication Errors

Co-chairs: Joseph Kristofik, Duquesne University
David Tipton, Duquesne University

“Medication Errors: The Good Intentions of OBRA”

Joseph Kristofik, Duquesne University
Luke Carroll, Duquesne University

Discussant: Debra Cody, Clayton College

“Coping with Medication Errors: Effects on Personal and Job Functioning Among Hospital Pharmacists”

Jason Markuss, Duquesne University
Vincent Giannetti, Duquesne University
David Tipton, Duquesne University

Discussant: Terri Barrett, West Virginia Office of the Insurance Commissioner



“Medication Errors: Incidence and Causes in Neonatal Care”

Michele Steinhauer, Duquesne University

David Tipton, Duquesne University

Discussant: Sandy Blake, University of Louisiana-Monroe

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m. 7th Floor, Clark 10

Theme: Research in Health Care

Co-chairs: William Stroube, University of Evansville

Suzanne L. Bailey, University of Evansville

“Health Care Ethics: Implications in Human Subjects Research”

Mark Conklin, Duquesne University

Discussant: Adnan Kisa, Baskent University

“Human Subject Protection: Is It a Major Barrier for Parental Involvement in Child Health Education Programs?”

Jay J. Shen, Governors State University

Phyllis Johnson, Governors State University

Constantine Edwards, Governors State University

Amy Malone, Governors State University

Linda Samson, Governors State University

Discussant: Kyusuk Chung, Governors State University

“Age-related Memory Decline and Drug Development: A Survey of Recent Research Advances and Important Industry Players”

Shaudi Hosseini, Massachusetts Institute of Technology

Discussant: Angela Dominelli, Albany College of Pharmacy

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m. 6th Floor, Parlor J

Theme: Economic Issues: Dollar and Sense

Chair: Steven C. Palmer, Eastern New Mexico State University

“Factors that Influence the Adoption of Self-service Options”

Rick Conley, Louisiana State University-Alexandria



“Real Estate Construction Booms in the Midst of an Unemployment Crisis: Searching for the Real Deal”

Angela M. Law, Saint Augustine’s College



ENTREPRENEURSHIP

3:00–4:15 p.m. 6th Floor, Parlor C

Theme: Ecommerce and Entrepreneurial Ventures

Chair: Charles Apigian, Middle Tennessee State University

“The Influence of Owner’s Gender and Firm Size on Having a Web Site”

Sumaria Mohan-Neill, Roosevelt University

“Connecting Universities to the Community: An Examination of the Role of Department-level Entrepreneurial Orientation”

William Todorovich, Indiana University-Purdue University, Fort Wayne

Joseph Khamalah, Indiana University-Purdue University, Fort Wayne

“Entrepreneurship: An Innovative Approach to Product Availability in Rural Retail Markets”

Mary Horstman, Western Illinois University



FINANCE

3:00–4:15 p.m. 7th Floor, LaSalle 1

Theme: Global Finance I

Chair: S.P. Uma M. Rao, University of Louisiana-Lafayette

“A Review of Latin American Social Security Reforms and Their Lessons for the Social Security Debate in the United States”

Gregory Buchholz, Missouri Southern State University

Discussant: John Bowdidge, Southwest Missouri State University

“Hedging the Euro: Evidence from a Dynamic Error Correction Model”

Asim Ghosh, St. Joseph’s University

Robert Boldin, Indiana University of Pennsylvania

Discussant: Nauzer Balsara, Northeastern Illinois University

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

Tanweer Hasan, Roosevelt University

Shakil Quayes, Southeastern Louisiana University

Discussant: S.P. Uma M. Rao, University of Louisiana-Lafayette

INFORMATION SYSTEMS/QUANTITATIVE METHODS**3:00–4:15 p.m. 7th Floor, Dearborn 1****Theme: Disruptive Technology**

Chair: Shamsul Chowdhury, Roosevelt University

“IT Winds of Change: Separating the Probable from the Possible”

Michael D. Mattei, Bellarmine University

“Spam”

Behrooz Saghafi, Chicago State University

Discussant: William Brown, Minnesota State University

INTERNATIONAL BUSINESS**3:00–4:15 p.m. 6th Floor, Parlor F****Theme: International Business in China**

Chair: Juan Meraz, Southwest Missouri State University

“China’s Banking System: Before and After WTO Membership”

Peter Gieb, Minnesota State University

Lucie Pfaff, College of Mount Saint Vincent

Discussant: Raffaele DeVito, Emporia State University

“Could Some New Excitement Be Brought to the World Because of Taiwan?”

George S. Swales Jr., Southwest Missouri State University

C. Edward Chang, Southwest Missouri State University

John S. Bowdidge, Southwest Missouri State University

Discussant: John E. Spillan, Penn State University-DuBois



“American Hospital Firms and the Burgeoning Chinese Private Market”

Blair D. Gifford, University of Colorado-Denver

David Wood, University of Colorado-Denver

Discussant: Sameer Vaidya, Texas Wesleyan University

“Outsourcing to China from NYS: An Exploratory Study”

David McHardy Reid, Rochester Institute of Technology

Discussant: Yezdi Godiwalla, University of Wisconsin-Whitewater



MANAGEMENT

3:00–4:15 p.m. 6th Floor, Parlor H

Theme: Pedagogy: Enhancing Business Education

Chair: Gary Keller, Cardinal Stritch University

“Gender and Entrepreneurial Activity: Does Entrepreneurship Education Matter?”

Richard Leake, Luther College

Discussant: Regina Greenwood, Kettering University

“Building and Managing an Innovative Simulated Business Policy Course”

Brian Hinrichs, Saint Xavier University

Discussant: Paul Leavens, Portland State University

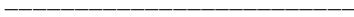
“The 4+2 Strategy for Sustained Success: Does It Apply to Higher Education?”

Jim Maddox, Friends University

Jeff Ehrlich, Friends University

Donna Ehrlich, Friends University

Discussant: Jann Freed, Central College





MANAGEMENT

3:00–4:15 p.m. 6th Floor, Parlor B

Theme: International Management

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

“An International Look at Wal-Mart’s Management and Human Resources”

George S. Swales Jr., Southwest Missouri State University

John S. Bowdidge, Southwest Missouri State University

Discussant: Lynn Isvik, Upper Iowa University

“Organizations Understood as Political Communities”

Richard Barker, Upper Iowa University

Discussant: Jeff Fahrenwald, Rockford College

“Social Responsibility: An Essential Ingredient of Foreign Unit’s Strategy—Conceptual Discussions

Yezdi Godiwalla, University of Wisconsin-Whitewater

Discussant: Allen L. Bures, Radford University



MARKETING

3:00–4:15 p.m. 5th Floor, PDR 16

Theme: Consumers’ Attitudes: Studies of Brand Extensions and Satisfaction in E-Commerce

Chair: Robert Allen, Robert Morris College

“Consumers’ Attitudes to Brand Extensions: The Role of Fit and Goal Congruency”

Susan Brudvig, Florida State University

Pushkal Raman, Florida State University

Discussant: Gloria Thompson, University of Phoenix

“An Exploratory Investigation of Consumer Ability to Identify Trust Cues on E-tailer Web Sites”

Michelle Kunz, Morehead State University

Discussant: Jerry Field, Illinois Institute of Technology



“The Antecedents of Customer E-Satisfaction”

Cuiping Chen, University of Arizona

Discussant: Richard Whiteley, University of Western Ontario

MARKETING

3:00–4:15 p.m. 5th Floor, PDR 18

**Theme: The Role of Cooperative Learning and Learning
Communities in Marketing Education**

Chair: David Wolshon, Baker College

“The Case for Cooperative Learning in Marketing Courses”

Susan Petroschus, Bowling Green State University

Discussant: Charles Pettijohn, Southwest Missouri State University

**“Crossroads: U.S. Business and Latino Cultures: A Learning
Community”**

Diana Henke, University of Wisconsin-Fox Valley

Discussant: Martin Meyers, University of Wisconsin-Stevens Point

“Getting a Running Start Knowing Your Students”

Paul Lane, Grand Valley State University

John Farris, Grand Valley State University

Discussant: Jim Williams, Auburn University-Montgomery

MARKETING

3:00–4:15 p.m. 5th Floor, PDR 17

**Theme: Approaches to Teaching Business Ethics and Moral
Development Theory: Student Exercises and Research
Issues**

Chair: Bert Kellerman, Southeast Missouri State University

Panelists: John Cherry, Southeast Missouri State University

O. C. Ferrell, Colorado State University

Linda Ferrell, University of Wyoming

Sid Konell, University of Wisconsin-Barron County



OPERATIONS MANAGEMENT

3:00–4:15 p.m. 6th Floor, Parlor D

Theme: Application of Optimization Techniques

Chair: Gurram Gopal, Elmhurst College

“The Economic Order Quantity Model: Co-evolution of POM with the Business Curriculum”

William L. Roach, Washburn University

“Safety Stock vs. Slack Time in Cyclical Production Schedules”

Timothy S. Vaughan, University of Wisconsin-Eau Claire

“Personnel Scheduling in Customer Service: A Goal Programming Approach”

Rachel L. Vinson, PHD, Inc.

James S. Moore, Indiana University-Purdue University, Fort Wayne



ACCOUNTING

4:30–6:00 p.m. 6th Floor, Parlor A

North American Accounting Society Board Meeting

Presiding: Kenneth Stone, Central Missouri State University

President, North American Accounting Society



BUSINESS AND HEALTH ADMINISTRATION

4:30–5:30 p.m. 7th Floor, Clark 10

BUSINESS AND HEALTH ADMINISTRATION ASSOCIATION

BOARD MEETING

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



MARKETING

4:30–6:00 p.m. 3rd Floor, Cresthill Room

BOARD OF DIRECTORS MEETING, MARKETING

MANAGEMENT ASSOCIATION

Presiding: Fred Hoyt, Illinois Wesleyan University

THURSDAY, MARCH 17, 2005

ACCOUNTING

8:00–9:00 a.m. 6th Floor, Parlor A

Theme: Taxation

Chair: Sheldon A. Langsam, Western Michigan University

“The Taxable Implications of Owning a Second Home”

Jennifer L. Ryan, North Central College

“Tax Planning for Clean-fuel and Electric Vehicles”

Larry R. Garrison, University of Missouri-Kansas City

ACCOUNTING

8:00–9:00 a.m. 6th Floor, Parlor B

Theme: Systems and Organizational Considerations

Chair: Mostafa Maksy, Northeastern Illinois University

“Accountants Reach for the Blog”

Carol Jessup, University of Illinois at Springfield

“Accounting Advisory Boards: Composition and Use”

Dee Ann Ellingson, University of North Dakota

Arthur A. Hiltner, University of North Dakota

Harold Wilde, University of North Dakota

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. 7th Floor, Clark 10

ANNUAL BUSINESS MEETING

Presiding: David Tipton, Duquesne University

BHAA President (2004–2005)



BUSINESS ECONOMICS

8:00–9:00 a.m. 3rd Floor, PDR 4

Theme: Health Economic Issues

Chair: Peter Cashel-Cordo, University of Southern Indiana

“Do Hospitals Use Service Intensity to Finance Inefficiency?”

Dan Friesner, Gonzaga University

Chris Stevens, Ohio University-Eastern

Robert Rosenman, Washington State University

Discussant: Jason Davis, University of Wisconsin-Stevens Point

“Public Health Insurance Expansions for Parents: Evidence from Wisconsin”

Jason Davis, University of Wisconsin-Stevens Point

Discussant: Dan Friesner, Gonzaga University

“A Property Rights Theory of the Firm Counter-example Revisited”

Dan Friesner, Gonzaga University

Chris Stevens, Ohio University-Eastern

Robert Rosenman, Washington State University

Discussant: Tim Schibik, University of Southern Indiana

BUSINESS, SOCIETY, AND GOVERNMENT

8:00–9:00 a.m. 6th Floor, Parlor J

Theme: Matters of Ethics, Social Responsibility, and Propriety

Chair: Rick Conley, Louisiana State University-Alexandria

“A Glance at the Oligarchs before It’s Too Late”

John S. Bowdidge, Southwest Missouri State University

George S. Swales Jr., Southwest Missouri State University

“Big Tobacco: No Need to Sympathize”

Jim Breyley, University of New England

“A Guide to Using *John Q* in Business Ethics”

Steven C. Palmer, Eastern New Mexico State University



CASE RESEARCH

8:00–9:00 a.m. 6th Floor, Parlor G

Panel: Case Writing: To Disguise or Not to Disguise?

Chair: Cheryl L. Noll, Eastern Illinois University

Discussants: Kay A. Hodge, University of Nebraska, Kearney
 William E. Stratton, Idaho State University
 Joe G. Thomas, Middle Tennessee State University

FINANCE

8:00–9:00 a.m. 7th Floor, LaSalle 1

Theme: Mergers and Acquisitions

Chair: F. L. Moseley, Minot State University

“Making Investment Decisions Based on Prior Merger and Acquisition Performance in the Preannouncement Period”

George Coontz, Loyola University-Chicago

J. Tim Query, Illinois Wesleyan University

Discussant: Bob Costa, University of Montana

“Characteristics of Acquired Firms: The Case of the Health Services Industry”

Scott Meisel, Morehead State University

Chien-Chih Peng, Morehead State University

Discussant: F. L. Moseley, University of Montana

“Restructuring Seller Financing after a Small Business Buyout”

William Ogden, University of Wisconsin-Eau Claire

Srinivasan Sundaram, Ball State University

Discussant: Keith Jakob, University of Montana

FINANCE

8:00–9:00 a.m. 7th Floor, LaSalle 2

Theme: Global Finance III

Chair: Michael Robinson, St. Marys College

“Do Trade Deficits Affect Exchange Rates? Empirical Evidence from an Error Correction Model for U.S., Japan, and UK”

Asim Ghosh, St. Joseph’s University

Ronnie Clayton, Jacksonville State University

Discussant: Donald Swanton, Roosevelt University

“A Different Approach to Diversification in Latin America”

Rajarshi Aroskar, University of Wisconsin-Eau Claire

Discussant: Raj Kohli, University of Indiana-South Bend

“The Eurozone and Fiscal Policy: An Ongoing Problem Seeking a Solution”

Ralph Pope, California State University

Kivilcim Dogerlioglu-Demir, California State University

Discussant: Christopher Hughen, Bowling Green State University

FINANCE

8:00–9:00 a.m. 7th Floor, Clark 7

Theme: Financial Services

Chair: Aron Afewerki Kidane, University of Pretoria

“The Financial Services Industry in the United States (Recent Trends, Innovations, and Challenges)”

Tarek Saad Zaher, Indiana State University

Discussant: Jamshid Mehran, University of Indiana-South Bend

“Financing of Terrorism”

Shyam Bhandari, Bradley University

Discussant: John Bowdidge, Southwest Missouri State University

“Financial Services Practitioner: Developing Professionalism or Best Practice?”

Jyoti Navare, University of East London

Discussant: Aron Afewerki Kidane, University of Pretoria



FINANCE

8:00–9:00 a.m. 7th Floor, Clark 9

Theme: Global Finance II

Chair: Kevin Bahr, University of Wisconsin-Stevens Point

“Exchange Rate Exposure Faced by the U.S. Department of State”

Anand Krishnamoorthy, Troy State University-Atlantic

David Shetterly, Troy State University-Atlantic

Discussant: Jeong Lee, University of North Dakota-Grand Forks

“A Note on Correlation Analysis of International Equity Markets”

Jianzhou Zhu, University of Wisconsin-Whitewater

Discussant: Kevin Bahr, University of Wisconsin-Stevens Point

“How Big Is the Gain from Home-Made International Diversification?”

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

Discussant: Reza Varjavand (chair), St. Xavier University

INFORMATION SYSTEMS/QUANTITATIVE METHODS

8:00–9:00 a.m. 7th Floor, Dearborn 1

Theme: Chief Information Officer Issues

Chair: Marzie Astani, Winona State University

“It’s Not WHAT You Know, but WHO You Know: Old Lessons for the Modern CIO”

John Fisher, DePaul University

“The Chief Information Officer Role Now and in the Future”

Rami Khasawneh, Lewis University

Discussant: Bob Dean, Viterbo University

INTERNATIONAL BUSINESS

8:00–9:00 a.m. 6th Floor, Parlor F

Theme: International E-business/E-commerce

Chair: Bindu Vyas, Kings College



“Important Considerations for Global E-commerce Markets”

Chen W. Ferguson, Miami University-Ohio

Discussant: Lucie Pfaff, College of Mount Saint Vincent

“E-government Momentum in Asia and Latin America: Lessons from Leaders on Both Sides of the Pacific”

Grace Johnson, Marietta College

Bradley Brannon, Marietta College

Discussant: Christopher Ziemnowicz, Concord College

“Electronic Commerce and International Business Strategy”

David Cray, Carleton University, Ottawa, Canada

Alex Ramirez, Carleton University, Ottawa, Canada

Discussant: Blair D. Gifford, University of Colorado-Denver

MANAGEMENT

8:00–9:00 a.m. 6th Floor, Parlor H

Panel: Assuring Quality in Online Management Education II

Chair: Casimir Barczyk, Purdue University Calumet

Panelists: Yezdi Godiwalla, University of Wisconsin-Whitewater

William Livingston, Baker College

John Spillan, Pennsylvania State University-Dubois

David Strubler, Kettering University

MARKETING

8:00–9:00 a.m. 5th Floor, PDR 17

Theme: Exploring New Frontiers in Marketing Management

Chair: Yezdi Godiwalla, University of Wisconsin-Whitewater

“Advertising, R&D, and Market-based Assets”

Jaeseok Jeong, Indiana University-Purdue University, Fort Wayne

Discussant: Joyce Hicks, Saint Mary’s College



“Assessing Sponsorship through the Intellectual Capital Framework: Spin-off Effects from Integrating Sponsorship in the Management Control System”

Ragnar Lund, Stockholm University

Discussant: Larry Haase, Central Missouri State University

“Brand Equity Analysis in Marketing Research: Past and Future Applications”

Chin-Pei Chen, I-Shou University, Taiwan

Discussant: Yezdi Godiwalla, University of Wisconsin-Whitewater

MARKETING

8:00–9:00 a.m. 5th Floor, PDR 16

Theme: Mu Kappa Tau (MKT) National Honors Program

Chair: Jerry Field, President Chicagoland Chapter

Panelists: Mike d’Amico, former national president
Kathy Hill, national executive secretary

MARKETING

8:00–9:00 a.m. 5th Floor, PDR 18

Theme: Ethics, Moral Development, and Integrated Teaching
Approaches in Marketing Education Services

Chair: Paul Hensel, University of New Orleans

“Ethics Theories and Their Teaching in Marketing Education Revisited: Should I or Could I... That Is the Question”

Robert Luke, Southwest Missouri State University

Sherry Cook, Southwest Missouri State University

Mary Chin, Southwest Missouri State University

Discussant: Karen Norman Kennedy, University of Alabama-Birmingham

“Moral Character Development and Marketing Education”

Maria Lai-Ling Lam, Malone College

Discussant: Dennis Mathern, University of Findlay

“An Integrated Approach to Teaching Market Research, Communication, and Teamwork Skills”

Elizabeth Martin, University of Wisconsin-Stevens Point

Discussant: Gerald Cavello, Fairfield University

OPERATIONS MANAGEMENT**8:00–9:00 a.m. 6th Floor, Parlor D****Theme: Supply Chain Performance**

Chair: Fataneh Taghaboni-Dutta, University of Michigan-Flint

“Improving the Performance of the Supply Chain Using Project Management Methodology”

Shweta Karasingh, University of Toledo

Subba Rao, University of Toledo

“Learning in Supply Chain Teams: Accessing the Impact of Benchmarking, Creativity, Organizational Organicity, and Extent of Supply Chain Integration”

Parag Dhumal, University of Toledo

“Students’ Quantitative Skills: Individual Problem Solving vs. Team Problem Solving”

Gideon Falk, Purdue University Calumet

Casimir Barczyk, Purdue University-Calumet

ACCOUNTING**9:15–10:30 a.m. 6th Floor, Parlor A****Panel: How Accounting Educators Can Benefit from
MERLOT**

Panel Chair: Dee Ann Ellingson, University of North Dakota

Panelists: Carol Jessup, University of Illinois-Springfield

Susan Moncada, Indiana State University

Ingrid Ulstad, University of Wisconsin-Eau Claire



ACCOUNTING

9:15–10:30 a.m. 6th Floor, Parlor B

Theme: Financial Accounting

Chair: Joann Noe Cross, University of Wisconsin-Oshkosh

“Human Resource Accounting: Time for a New Perspective”

John Elfrink, Central Missouri State University

Stephen Delvecchio, Central Missouri State University

“Integrating Earnings and Cash Flows Per Common Share”

Kenneth Stone, Central Missouri State University

Ronald Niemeyer, Central Missouri State University

“Geographic Information Reporting Under SFAS 131: Is There a Standard?”

Paul McGurr, Fort Lewis College



BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. 7th Floor, Clark 10

Theme: Improving Health Care

Co-chairs: Daniel J. West, University of Scranton

Dennis Emmett, Marshall University

“Medical Errors in Oman: Magnitude, System Deficiencies, and Mechanisms for Improvement”

Faras M. Mohamed, University of Scranton

Daniel J. West, University of Scranton

Discussant: Mike d’Amico, University of Akron

“The Toyota Production System: Applying Industry to Health Care”

Andrea Wilson, Duquesne University

David Tipton, Duquesne University

Discussant: Bob Spinelli, University of Scranton



“Patients with Obesity Who Are Seen by a Physician and a Nurse Receive Better Quality Care than Patients Who Are Seen by a Physician Alone—Evidence from NAMCS/NHAMCS Data”

Manuel Pontes, Rowan University

Nancy M.H. Pontes, Rowan University

Discussant: John Bowdidge, Southwest Missouri State University

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. 7th Floor, Dearborn 3

Theme: Issues in Hospital Care

Co-chairs: Debra Cody, Clayton College and State University

Nashat Zuraikat, Indiana University of Pennsylvania

“Hospital Reforms in Oman: A Model for Committee Structure and Process Improvement”

Mohammed Q. Al Balushi, University of Scranton

Daniel J. West, University of Scranton

Discussant: R. Terry Russell, University of St. Francis

“Increasing Hospital Capacity at Jersey Shore University Medical Center: A Hospitalist Program”

Elliot Frank, Jersey Shore Medical Center

David P. Paul III, Monmouth University

Roy Nersesian, Monmouth University

Discussant: Michaeline Skiba, Monmouth University

“The Hospital Strategic Planning Process to Incorporate Diversity and Multicultural Issues in the Organization”

John J. Newhouse, St. Joseph’s University

Discussant: Donna Redding

BUSINESS ECONOMICS

9:15–10:30 a.m. 3rd Floor, PDR 4

Theme: Economic Education and Business Education Issues

Chair: Dan Friesner, Gonzaga University



“Individual Difference Variables Associated with Academic Success in a Microeconomics Internet Course”

Mary Washington, Governors State University

Discussant: Veree Ethridge, University of St. Francis

“The Utilization of Part-time Faculty in Business Schools: Are They Different?”

Tim Schibik, University of Southern Indiana

Discussant: Mary Washington, Governors State University

“Analyses of Personal Income Growth of Counties in the State of Louisiana: From the View of Effective Instruction”

Jungbae Noh, University of Toledo

Paul Hong, University of Toledo

Discussant: Derek Bjonback, Purdue University North Central

“Business Ethics—Perspectives from Christianity and Islam”

Munir Quddus, Prairie View A&M University

Henri Bailey III, Prairie View A&M University

Larry White, Prairie View A&M University

Discussant: John Bowdidge, Southwest Missouri State University

BUSINESS, SOCIETY, AND GOVERNMENT

9:15–10:30 a.m. 6th Floor, Parlor J

Theme: Matters of International Development

Chair: Angela M. Law, Saint Augustine’s College

“Revenue Funds in Resource-rich Countries: Building a Sustainable Institutional Context”

Cesar E. Baena, Bordeaux Business School, France

“Foreign Social Responsibility: Issues for MNCs in Diverse Cultural Environments”

Yezdi Godiwalla, University of Wisconsin-Whitewater



CASE RESEARCH

9:15–10:30 a.m. 6th Floor, Parlor G

Mini-Cases: Theme: Retaining and Satisfying Customers

Chair: James W. Camerius, Northern Michigan University

“Anger at the Pump”

Kay A. Hodge, University of Nebraska-Kearney

“Customer Satisfaction: A Tale of Two Visits”

Nona Jones, Benedictine University

M. Jane Crabtree, Benedictine University

“The Buzz About *The Passion of the Christ*”

Mary Albrecht, Maryville University

Discussants: Jeff W. Totten, Southeastern Louisiana University

William E. Stratton, Idaho State University

Philip C. Fisher, University of Southern Indiana

ENTREPRENEURSHIP

9:15–10:30 a.m. 6th Floor, Parlor C

Theme: Innovative Entrepreneurship: Theory Building

Chair: William Todorovich, Indiana University-Purdue University,
Fort Wayne

“Creating a Culture for Innovation: The Four Rs”

Bruce D. Fischer, Elmhurst College

Lawrence B. Carroll, Elmhurst College

Jessica A. VanDenack, Elmhurst College

**“Do Companies that Support Strong Quality Initiatives Survive Stock
Downturns Better than Other Non-quality Companies?”**

Teresa Friel, Butler University

“Peer-to-Peer Online Entrepreneurship: The OREO Model”

Ram Kesavan, University of Detroit Mercy

Oswald Mascarenhas, University of Detroit Mercy

FINANCE

9:15–10:30 a.m. 7th Floor, LaSalle 1

Theme: Executive Compensation I

Chair: George Coontz, Loyola University-Chicago

“Are CEOs Overcompensated?”

Raj Kohli, Indiana University-South Bend

Discussant: Jyoti Navare, University of East London

“A Comparative Study of Stock Options Granted and CEO Compensation”

Jason Lin, Truman State University

Jeff Romine, Truman State University

Brian Krupich, Truman State University

Discussant: Walt Nelson, Southwest Missouri State University

“The Role of the CFO in Private Companies in Light of Sarbanes-Oxley”

Denise Probert Bloom, Viterbo University

Discussant: Eddie Ary, Oauchita Baptist University

FINANCE

9:15–10:30 a.m. 7th Floor, LaSalle 2

Theme: Investments I

Chair: Ralph Pope, California State University

“Portfolio Allocation, Investment Period, and Investment Returns”

Kevin Bahr, University of Wisconsin-Stevens Point

William E. Maas, University of Wisconsin-Stevens Point

Discussant: Tarek Saad Zaher, Indiana State University

“Designing a Long-term Wealth Maximization Strategy for Hedge Fund Managers”

Keith Black, Illinois Institute of Technology

Discussant: Ronnie Clayton, Jacksonville State University

“The Decline in Predictability and Its Effects on Financial Management”

Aron Afewerki Kidane, University of Pretoria

Discussant: Rajarshi Aroskar, University of Wisconsin-Eau Claire

FINANCE**9:15–10:30 a.m. 7th Floor, Clark 7****Theme: Students in Free Enterprise (SIFE)**

Panel: Reza Varjavand (Chair), St. Xavier University

Al Czachura, Purdue University

Don Rey, Robert Morris College

Gerald Thalmann, North Central College

Others To Be Announced

FINANCE**9:15–10:30 a.m. 7th Floor, Clark 9****Theme: Personal Finance I**

Chair: Kent Ragan, Southwest Missouri State University

“Exchange Traded Funds: A Better Alternative for Index Investing?”

John Aulerich, University of Wisconsin-Whitewater

Howard Olson, University of Wisconsin-Whitewater

Discussant: Kent Ragan, Southwest Missouri State University

“Dollar-cost Averaging: A Simulation Comparison of Interval Length and Timing”

Brian Porter, Hope College

Discussant: Conrad Francis, Nova Southeastern University

“Capitalizing on the Value Line Anomaly Using Sector Funds”

Jerry Oxenford, University of Wisconsin-Platteville

Stephanie Oxenford, University of Wisconsin-Platteville

Discussant: Arthur Young, Central Missouri State University



INFORMATION SYSTEMS/QUANTITATIVE METHODS

9:15–10:30 a.m. 7th Floor, Dearborn 1

Theme: Data and Project Issues

Chair: Judy Holmes, Middle Tennessee State University

“Symbiotic Data Mining: From Concepts to Reality”

Kuriakose Athappilly, Western Michigan University

Patrick Abel, Special Moments Photography

Anoop James, Western Michigan University

“Data-driven Customer Relationship Management”

Joseph Chan, Roosevelt University

“Implementing Large-scale Information Systems Without Leaving the Users in the Dark”

Charlotte Blom, Roosevelt University

Shamsul Chowdhury, Roosevelt University

Discussant: Donna Grant-Chapple, DePaul University

INFORMATION SYSTEMS/QUANTITATIVE METHODS

9:15–10:30 a.m. 7th floor, Dearborn 2

Panel Discussion: The Tenure Process: What Is Valued in Each Type of University Setting

Chair: Charletta Guitierrez, Northern Illinois University

Panel: To be announced

INFORMATION SYSTEMS/QUANTITATIVE METHODS

9:15–10:30 a.m. 7th Floor, LaSalle 4

Theme: Securing Systems

Chair: Timothy Greer, Middle Tennessee State University

“Security Implications for Wireless Networks and Utilizing Wireless Technologies at the University of Wisconsin-Eau Claire”

Susan Haugen, University of Wisconsin-Eau Claire

Julia Bakhtiyarova, University of Wisconsin-Eau Claire

Adam Kersten, Kimberly Clark Corporation



“A Review of Anti-virus Technology”

Thomas Hilton, University of Wisconsin-Eau Claire

Farah Ali, University of Wisconsin-Eau Claire

Discussant: Theresa Steinbach, DePaul University

INTERNATIONAL BUSINESS

9:15–10:30 a.m. 6th Floor, Parlor F

Theme: International Financing and Risk Management

Chair: Sabin Wu, University of Texas-Pan American

“Foreign Direct Investment and Globalization”

John Spillan, Penn State University-DuBois

Christopher Ziemnowicz, Concord College

Discussant: Elizabeth P. Rodriguez, Jose Rizal University, Philippines

“Contagion and Industry Risk”

Chu-Sheng Tai, Texas Southern University

Discussant: Cesar E. Baena, Bordeaux Business School, France

“To Loot or Not to Loot: Incentives and Insider Lending”

Jason Davis, University of Wisconsin-Stevens Point

Tracy Hofer, University of Wisconsin-Stevens Point

H. Scott Wallace, University of Wisconsin-Stevens Point

Discussant: Uday Tate, Marshall University

“Hawala and Terrorist Financing”

Kristen Parker, Southwest Missouri State University

John Bowdidge, Southwest Missouri State University

C. Edward Chang, Southwest Missouri State University

Discussant: Grace Johnson, Marietta College

LEGAL STUDIES

9:15–10:30 a.m. 3rd Floor, PDR 8

Theme: Alternative Dispute Resolution

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



“Mandatory Arbitration Agreements: The Good, the Bad, and the Ugly”

Curtiss K. Behrens, Northern Illinois University

Rebecca Dobbs, Northern Illinois University

“When ‘Good Faith’ Goes Bad”

J. Brad Reich, University of St. Thomas

“The Importance of Fees in the Selection of an Attorney”

Martin Meyers, University of Wisconsin-Stevens Point

William Maas, University of Wisconsin-Stevens Point

“Abu Ghraib: Essay on a Forgotten Basic Fundamental Criminal Principle”

John S. Bowdidge, Southwest Missouri State University

MANAGEMENT

9:15–10:30 a.m. 6th Floor, Parlor H

Theme: Strategic Decisions

Chair: Ronald M. Faust, University of Evansville

“The Economic Consequences and Executive Insights of Professional Sports Franchises in Wisconsin”

Gary Keller, Cardinal Stritch University

Discussant: John E. Spillan, Pennsylvania State University-DuBois

“Stock Options v. Restricted Stock: What Compensation Managers Need to Know”

Ronald R. Rubenfield, Robert Morris University

Michael A. Yahr, Robert Morris University

Discussant: John S. Bowdidge, Southwest Missouri State University

“Strategic Decision Making: Problems and Prospects

David O’Gorman, University of Illinois-Springfield

Discussant: Richard Leake, Central College



MARKETING

9:15–10:30 a.m. 6th Floor, Parlor G

SPECIAL JOINT SESSION WITH SOCIETY FOR CASE RESEARCH

Theme: Mini-Cases: Retaining and Satisfying Customers

Chair: James W. Camerius, Northern Michigan University

“Anger at the Pump”

Kay A. Hodge, University of Nebraska-Kearney

“Customer Satisfaction: A Tale of Two Visits”

Nona Jones, Benedictine University

M. Jane Crabtree, Benedictine University

“The Buzz About *The Passion of the Christ*”

Mary Albrecht, Maryville University

Discussants: Jeff Totten, Southeastern Louisiana University

William Stratton, Idaho State University



MARKETING

9:15–10:30 a.m. 5th Floor, PDR 17

BUSINESS EXECUTIVE SPEAKER SERIES

Information will be in the MMA program distributed at the conference.

Co-chairs: Linda Mullen, Georgia Southern University

Judy Wiles, Southeast Missouri State University



MARKETING

9:15–10:30 a.m. 5th Floor, PDR 16

Theme: Courage to Teach

Chair: Julie F. Toner, Bellarmine University

Panelists: John T. Byrd, Bellarmine University
Ida Kutschera, Bellarmine University
Julie F. Toner, Bellarmine University





MARKETING

9:15–10:30 a.m. 5th Floor, PDR 18

Theme: Applications of Marketing Strategy

Chair: Laurent Tournois, Negocia, France

“Quality, Productivity, and Profits: Some Anecdotal Evidence from the U.S. Automotive Market”

Daniel Rutledge, Purdue University-North Central

James Wolter, Grand Valley State University

Discussant: Dee Anne Larson, Mississippi University for Women

“New Products for Indiana’s Hardwood Industry”

Newell Chiesl, Indiana State University

Alan Czyzewski, Indiana State University

Discussant: Kevin McDonald, University of Wisconsin-Stout

“Exploring the Generalizability of the Brand Community Construct: Application in Sports Marketing”

P. Raj Devasagayam, Siena College

Cheryl Buff, Siena College

Discussant: Tim Aurand, Northern Illinois University

“The Marketing Savvy of George Steinbrenner”

Allen Marber, Fordham University

Paul Wellen, Roosevelt University

Susan Posluszny, Fordham University

Discussant: Russell Casey, Clayton State University

OPERATIONS MANAGEMENT

9:15–10:30 a.m. 6th Floor, Parlor D

Theme: Outsourcing and Supplier Management

Chair: Eliot Elfner, St. Norbert College

“Landscaping the Outsourcing Models: Issues, with Emphasis to India”

Yunus Kathawala, Eastern Illinois University

Chetan Mehta, Eastern Illinois University



“Just How Good Are We? Combining Benchmarking with Online Supplier Surveys to Focus Buyer-Supplier Relationship Improvement Efforts”

Gurram Gopal, Elmhurst College
Rupal O’Reilly, Life Fitness
Alan Epps, Kraft Foods
Brian Shaw, Vormittag Associates, Inc.
Kelly Young, Kraft Foods

“Target Costing: A New Approach to Supplier Management”

Rajeev Sawhney, Western Illinois University
Sabita Sawhney, Western Illinois University
KumKum Rathore, Rajasthan University, India

ACCOUNTING

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

Panel: What Is the Role of an Accounting Information Systems Course in the Accounting Curriculum?

Panel Chair: Donna Whitten, Purdue University-North Central
Panelists: Stephen Delvecchio, Central Missouri State University
George Schmelzle, Indiana University-Purdue University, Fort Wayne
Ola Smith, Western Michigan University

ACCOUNTING

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

Theme: Individual, Group, and Faculty Accountability and Motivational Issues

Chair: Yezdi Godiwalla, University of Wisconsin-Whitewater

“Promoting Individual Accountability in Group Work”

Paula Lentz, University of Wisconsin-Eau Claire
Ingrid Ulstad, University of Wisconsin-Eau Claire



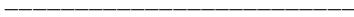
“Life Cycle Concepts: A Cross Discipline Training Opportunity for Accounting Faculty”

Andrew S. Borchers, Kettering University

Mark McKoon, Kettering University

“People in Accounting Organizations: An Empirical Study to Determine How They Are Affected by Positive and Punitive Leadership Styles”

Robert Holtfreter, Central Washington University



BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Multicultural Perspectives

Co-chairs: Manuel Pontes, Rowan University

Angela Dominelli, Albany College of Pharmacy

“Culturally Competent Nursing Care: Toward a Greater Understanding of the Hmong Culture”

Diane Sacco, Indiana University of Pennsylvania

Nashat Zuraikat, Indiana University of Pennsylvania

Discussant: Amelia Broussard, Clayton College and State University

“Barriers to Adequate Prenatal Care Encountered by African American Adolescents”

Terri A. Birt, University of Wisconsin-Milwaukee

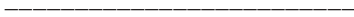
Discussant: David P. Paul, III, Monmouth University

“Employment of Muslim Women in the Healthcare Industry”

Lila Ali, University of Wisconsin-Milwaukee

Mary K. Madsen, University of Wisconsin-Milwaukee

Discussant: Adnan Kisa, Baskent University





BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Hospice Care

Co-chairs: Carol Kleinman, Seton Hall University
 Donna Redding, Memorial Medical Center

“Palliative and Hospice Care in the Slovak Republic: A Model for Patient-Family Centered Care”

Daniel J. West, University of Scranton

Discussant: Ahmet “Ozzie” Ozturk, CHH Regional Pain Management Center

“End of Life Care: Legislative and Regulatory Approaches”

Kyusuk Chung, Governors State University

Discussant: Peter Fitzpatrick, Clayton College and State University

“Analysis of the Medicare Hospice Benefit”

Dennis Lee, Governors State University

Discussant: M. Scott Stegall, University of Wisconsin-Milwaukee

“A Point-of-Care Clinical Documentation System for Hospice Care Providers”

Kyusuk Chung, Governors State University

Ralph Bell, Governors State University

Discussant: John J. Newhouse, St. Joseph’s University



BUSINESS ECONOMICS

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

Theme: Panel Discussion on Problems and Ethics in Teaching Economic Principles

Chair: Tim Schibik, University of Southern Indiana

Panelists: Sudesh Mujumdar, University of Southern Indiana
 Shiv Gupta, University of Findlay
 Veree Ethridge, University of St. Francis





BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: Social Engineering

Chair: Yezdi Godiwalla, University of Wisconsin-Whitewater

“Fannie Mae and Freddie Mac: Incongruous Objectives”

Jim Breyley, University of New England

“The United States Government’s Public-Private Partnership Initiative: Identifying Institutional Barriers and Control Issues Threatening Success for Not-for-Profit and ‘Faith-based’ Partner Organizations”

David V. Rudd, Queens University of Charlotte

Kelly Strong, Iowa State University

CASE RESEARCH

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

Mini-Cases: Theme: Making Business Decisions in a Legal Context

Chair: Bruce C. Sherony, Northern Michigan University

“What a Difference a Word Makes”

J. Larry Goff, Fort Lewis College

Roy A. Cook, Fort Lewis College

“LSI, An Ethical Dilemma”

Steven Cox, Meredith College

Rose Lippard, Meredith College

“Will the Real Lupe Garza Please Stand Up?”

Norm Garrett, Eastern Illinois University

Cheryl L. Noll, Eastern Illinois University

Discussants: Francine S. Segars, Indiana University-Purdue University,
Fort Wayne

Suzanne Wilhelm, Fort Lewis College

Russell Casey, Clayton State University



ENTREPRENEURSHIP

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

Theme: Effective Innovative Ventures and Strategies

Chair: Teresa Friel, Butler University

“An Analysis of Marketing, Operational, and Legal Concerns of a Family-owned Bed and Breakfast”

Betsy Fay Walits, Purdue University-North Central

“Revelations and Recommendations from a For-profit Incubator”

Michael D. Mattei, Bellarmine University

Keith Williams, bCatalyst

Colleen Vance, Bellarmine University

“Whistleblowing in the Post-Enron Age: An Analysis of the Legislation under Sarbanes-Oxley of 2002 as It Pertains to Entrepreneurial Ventures”

Kenneth A. Lavery, High Point University

Robert A. Rabidoux, Argosy University-Sarasota

FINANCE

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

ACADEMY OF FINANCE, ANNUAL BUSINESS MEETING

Presiding: Monzurul Hoque, President, St. Xavier University

INFORMATION SYSTEMS/QUANTITATIVE METHODS

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

Theme: Human Resource Issues

Chair: Timothy Greer, Middle Tennessee State University

“A Conceptual Model of the Relationship Between Project Team Empowerment and IS Development Project Flexibility”

Xiaobo Xu, University of Mississippi

Yuehua She, University of Mississippi



“User Involvement, a Success Factor for Information Systems Development”

Jung Sik Jeong, University of Toledo

Paul Hong, University of Toledo

Discussant: Behrooz Saghafi

INFORMATION SYSTEMS

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

Theme: Using Projects in the Curriculum

Chair: Linda Knight

“Project Risk and Virtual Team Project Success”

April Reed, DePaul University

“Talent Assessment for Project-based Classes”

Ernest Nolan, University of Southern Indiana

“Bringing IT Professionals and Graduate Students Together: A Capstone Project”

Ruth Schwartz, Indiana University-South Bend

Bill Schwartz, Indiana University-South Bend

Discussant: Charles White, Kettering University

INTERNATIONAL BUSINESS

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

Theme: Business in Europe

Chair: H. Scott Wallace, University of Wisconsin-Stevens Point

“The European Union and France’s Role in Its Evolution”

Pegah Hemmasi, Illinois State University

Discussant: Sijin Wu, University of Texas-Pan American

“Revenue Funds in Resource-rich Countries: Building a Sustainable Institutional Context”

Cesar E. Baena, Bordeaux Business School, France

Discussant: Chu-Sheng Tai, Texas Southern University



“Social Capital: How Relevant Is It to Economic Development?”

Hamid Hosseini, King’s College

Discussant: John Bowdidge, Southwest Missouri State University

“Spotlight on People from the Maghrib”

Joseph A. Petrick, Wright State University

Discussant: Chen W. Ferguson, Miami University-Ohio

LEGAL STUDIES

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

Theme: Constitutional Law

Chair: Steven Smith, Truman State University

“The Case of the Bobblehead Governor”

Donna J. Cunningham, Valdosta State University

“Punitive Damage Awards—The Aftermath: A Brief Survey of How the Courts Have Applied State Farm Mutual Automobile v. Campbell”

Karen A. Hosak, Illinois State University

“Same Old, Same Old, Not The Same: A Legal and Business Analysis of Same-Sex Marriage”

Jordan T.L. Halgas, California State University-Sacramento

Dawn R. Swink, University of St. Thomas

LEGAL STUDIES

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

Theme: Pedagogy

Chair: Carol J. Miller, Southwest Missouri State University

“What Impact Does FERPA Have on Student Advising by Faculty and Staff?”

George W. McNary, Creighton University

Steven C. Palmer, Eastern New Mexico State University



“Insurance Law for Undergraduates: A New Course”

Katrin C. Varner, Illinois State University

“Discovering Vocation: Ethics, Society, and the Law”

Elizabeth A. Cameron, Alma College

“Can’t Business Law Be More Fun? Tactics for Lightening the Load”

Ellen B. Rubert, College of Lake County



MANAGEMENT

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

Theme: Human Resources

Chair: Yezdi Godiwalla, University of Wisconsin-Whitewater

“Aging and Performance Factors”

Ronald M. Faust, University of Evansville

Discussant: Karen South Moustafa, Indiana University-Purdue
University, Fort Wayne

“Human Resources Mismanagement: Experiences from the Front Lines”

Jack L. Howard, Illinois State University

Discussant: Gary Keller, Cardinal Stritch University

“Smokers’ Rights in the Workplace”

Suzanne M. Crampton, Grand Valley State University

John W. Hodge, Grand Valley State University

Jitendra M. Mishra, Grand Valley State University

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



MARKETING

10:45 a.m.–1:15 p.m. 6th Floor, Monroe Room
MMA AWARDS BRUNCH AND ANNUAL BUSINESS MEETING
 (Cost \$20)

Chair: Fred Hoyt, president of MMA, Illinois Wesleyan University

Keynote address by the 2005 MMA Innovative Contributor to Marketing Award Recipient, David Aaker, vice chairman of Prophet, a management consultant company and professor emeritus, University of California-Berkeley: “Key Brand Challenges: Achieving Relevance and Differentiation”

Presentation of Awards:

2005 MMA Innovative Contributor to Marketing Award
 2005 Hormel Master Marketing Teacher Award
 Best Paper Awards

MMA Annual Business Meeting**OPERATIONS MANAGEMENT**

10:45 a.m.–12:00 p.m. 6th Floor, Parlor D
Theme: Supply Chain Management and IT
 Chair: Donald Maier, University of St. Francis

“How Wal-Mart and RFID Technology Will Change Supply-Chain Management”

Fataneh Taghaboni-Dutta, University of Michigan-Flint

“Strategically Aligned Supply Chain Management and IT”

Charles Apigian, Middle Tennessee State University
 T.S. Ragu-Nathan, University of Toledo

“Supply Chain Performance—Role of IT”

Yavuz Agan, Western Illinois University



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: Tim Schibik, University of Southern Indiana
MBEA President (2004–2005)



FINANCE

12:15–1:30 p.m. 6th Floor, Adams Ballroom

ACADEMY OF FINANCE LUNCHEON

(Cost \$20)



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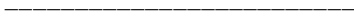
ACCOUNTING

1:30–2:45 p.m. 6th Floor, Parlor A

Panel : The Computerized CPA Exam: A Review and Continuing Assessment

Chair: Ronald Niemeyer, Central Missouri State University

Panelists: Debra R. Hopkins, Northern Illinois University CPA Review
Dennis Knutsen, University of Wisconsin-Eau Claire
Marcia Lucas, Western Illinois University



ACCOUNTING

1:30–2:45 p.m. 6th Floor, Parlor B

Theme: Regulation and Globalization of the Profession

Chair: Peter Iannelli, University of Wisconsin-Stevens Point

“The New Sarbanes-Oxley Legislation: Background, Provisions, and Effects of the Newest Effort to Regulate Public Company Accountability in the United States”

Melissa Braaksma, Shikara Cheadle, Mary Gilsdorf, Eric Hesselink, Joe Steffensmeier, all Wagner Honors Accounting Scholars, Lakeland College
Joseph D. Botana, Lakeland College
Rick Gaumer, Lakeland College

“Reaction to the Sarbanes-Oxley Act by Not-for-Profit Entities”

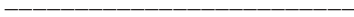
Edward H. Osborne, Marietta College
Kathryn M. Moriarity, Marietta College

“Cultural Influences on the Globalization of Accounting Standards”

Lynn Spellman White, Trinity Christian College

“An Empirical Assessment of Reported Fixed Assets under International Accounting Standards”

Zhemín Wang, University of Wisconsin-Parkside



BUSINESS ECONOMICS

1:30–2:45 p.m. 3rd Floor, PDR 4

Theme: International Economics**Chair:** Shiv Gupta, University of Findlay**“The ANIS-BE (Advanced Neural Identified Social-Business Enterprise) Model in Strategic Corporate Governance Policies”**

Massimo Pollifroni, University of Turin

Discussant: Vandana Rao, Indiana University East**“The Determinants of the Cost of Capital in Emerging Countries”**

Patricia Berbia, Republican University

Discussant: Jorge Guillen, West Virginia University**“The Spot-forward Exchange Rate Relation and International Market Conditions”**

Matt McPherson, Gonzaga University

John Vilasuso, West Virginia University

Discussant: Barbara Kouskoulas, Lawrence Technological University**BUSINESS AND HEALTH ADMINISTRATION**

1:30–2:45 p.m. 7th Floor, Clark 5

Theme: Quality of Life**Co-chairs:** Ahmet “Ozzie” Ozturk, CHH Regional Pain Management Center

Charles Braun, Marshall University

“Complementary Alternative Medicine and the Elderly in Assisted Living Facilities”

Debra Cody, Clayton College and State University

Deborah Gritzmacher, Clayton College and State University

Discussant: Charles Braun, Marshall University**“Assessment of Pain in Acute and Chronic Conditions”**

Pam Rice-Jacobs, Pain Care PLLC, WV

Discussant: Sandy Blake, University of Louisiana-Monroe



“Health Impact of Caregiving for Dementia Patients by Demographics”

Ateequr Rahman, Shenandoah University

Discussant: Ahmet “Ozzie” Ozturk, CHH Regional Pain Management Center

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. 7th Floor, Clark 10

Theme: Compassionate Health Care

Co-chairs: Uday Tate, Marshall University
Manuel Pontes, Rowan University

“The Ethics and Legality of Physician-assisted Suicide and the Ordeal of Dr. Jack Kevorkian”

Hengameh Hosseini, Marywood University

Nooshin Hosseini, Wellesley College

Discussant: Mike d’Amico, University of Akron

“Empowering the Underserved by Serving a Dose of Diabetes Care”

Annie Rakoczy, University of Illinois at Chicago

Discussant: Amelia Broussard, Clayton College and State University

“Homelessness: Prevention and Treatment”

Marsha R. Lawrence, Albany State University

Discussant: Angela Dominelli, Albany College of Pharmacy

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. 7th Floor, Dearborn 3

Theme: Chronic Disease Management

Co-chairs: Michaeline Skiba, Monmouth University
Terri Barrett, West Virginia Office of the Insurance Commissioner



“Identifying Unmet Needs for Health Care Services Using NAMCS/ NHAMCS Data: The Underdiagnosis and Undertreatment of Obesity and Obesity-related Illnesses in the U.S.”

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

Discussant: Gene Wunder, Washburn University

“Recent Attention to the Management-Psychological Link”

George S. Swales Jr., Southwest Missouri State University

Discussant: John S. Bowdidge, Southwest Missouri State University

“Developing a Chronic Disease Management Process in Oman: A Model for Patient-centered Care”

Samra Al Barwani, University of Scranton
Daniel J. West, University of Scranton

Discussant: Robert Spinelli, University of Scranton

“Independent Learning for Living: A Case Study in Diabetes Management in a Retirement Community”

Michaeline Skiba, Monmouth University
Helen Skiba-Powell

Discussant: Daniel J. West, University of Scranton

BUSINESS, SOCIETY, AND GOVERNMENT

1:30–2:45 p.m. 6th Floor, Parlor J

Theme: Student Presentations

Chair: Jim Breyley, University of New England

“Addressing the Health and Social Needs of Youth”

Adrienne D. Law, University of North Carolina-Greensboro

“When College Students and Politics Mix”

Christopher Newtown, University of New England

CASE RESEARCH

1:30–2:45 p.m. 6th Floor, Parlor G
**ANNUAL BUSINESS MEETING OF THE SOCIETY FOR CASE
 RESEARCH**

Presiding: Barbara Nemecek, University of Wisconsin-River Falls

ENTREPRENEURSHIP

1:30–2:45 p.m. 6th Floor, Parlor D
JOINT SESSION WITH OPERATIONS MANAGEMENT

Theme: Ethics and Supplier Management

Chair: Ed Knod, Western Illinois University

Panelists: Subba Rao, University of Toledo

Doug March, Western Illinois University

Donald Maier, University of St. Francis

Rajeev Sawhney, Western Illinois University

Kenneth A. Lavery, High Point University

Robert A. Rabidoux, Argosy University-Sarasota

Eliot Elfner, St. Norbert College

FINANCE

1:30–2:45 p.m. 7th Floor, LaSalle 1

Theme: Price/Earning Ratios and Brokers' Data

Chair: Raj Kohli, University of Indiana-South Bend

“P/E Ratios: What Are the Implications for Stock Indices?”

Charles Rayhorn, Northern Michigan University

William Wilson, Massey University

Discussant: J. Tim Query, Illinois Wesleyan University

**“The Rationality of Using a Growth Plus Dividend Yield Valuation
 Approach in Stock Selection”**

David DeBoeuf, Western Illinois University

Padmaja Pillutla, Western Illinois University

Discussant: John Aulerich, University of Wisconsin-Whitewater

“A New Distribution Test Applied to Brokerage Data”

William Conley, University of Wisconsin-Green Bay

Discussant: Conrad Francis, Nova Southeastern University

FINANCE

1:30–2:45 p.m. 7th Floor, LaSalle 2

Theme: Investments II

Chair: A. H. Moini, University of Wisconsin-Whitewater

“Fund Trading Strategies Using Daily Net Asset Values”

Christopher Hughen, Bowling Green State University

Prem Matthew, Oregon State University

Kent Ragan, Southwest Missouri State University

Discussant: Keith Black, Illinois Institute of Technology

“Do Stock Indexes Have Abnormal Performance?”

Bruce Costa, University of Montana

Keith Jakob, University of Montana

Discussant: A. H. Moini, University of Wisconsin-Whitewater

“Stock Repurchases and Dividends, 1999–2003”

John Consler, Le Moyne College

Greg Lepak, Le Moyne College

Discussant: Alfred Francfort, James Madison University

FINANCE

1:30–2:45 p.m. 7th Floor, Clark 7

Theme: Financial Education I

Chair: Jerry Oxenford, University of Wisconsin-Platteville

“Attitudes toward Online Financial Services”

Don T. Johnson, Western Illinois University

Ronald J. Bauerly, Western Illinois University

Lawrence Andrew, Western Illinois University

Paul C. Thistlethwaite, Western Illinois University

Discussant: Howard Olson, University of Wisconsin-Whitewater



“Are College Students Clueless? An Analysis of College Students’ Perception of Important Financial Knowledge”

Siaw-Peng Wan, Elmhurst College

Joan Vilim, Elmhurst College

Discussant: Walt Nelson, Southwest Missouri State University

“Some Aspects of Electronic Cheating in Finance Classes”

Allen Rappaport, University of Northern Iowa

Robert Wyatt, University of Northern Iowa

Discussant: William Maas, University of Wisconsin-Stevens Point



FINANCE

1:30–2:45 p.m. 7th Floor, Clark 9

Theme: Insurance and Risk Management

Chair: Brian Porter, Hope College

“Deposit Insurance and Moral Hazard”

Donald Swanton, Roosevelt University

Discussant: Aron Afewerki Kidane, University of Pretoria

“Predicting Downgrades of A.M. Best’s Ratings for Property and Casualty Insurance Companies”

Arthur Young, Central Missouri State University

Raja Bouzouita, Central Missouri State University

Discussant: William Ogden, University of Wisconsin-Eau Claire

“The Quickly Evolving Risk Management Scene Regarding Long-term Care for the Elderly”

John Bowdidge, Southwest Missouri State University

John Patton, Southwest Missouri State University

George S. Swales Jr., Southwest Missouri State University

Discussant: Robert Balik, Western Michigan University





INFORMATION SYSTEMS/QUANTITATIVE METHODS

1:30–2:45p.m. 7th Floor, Dearborn 1

Theme: Mobile and Global Issues

Chair: Theresa Steinbach, DePaul University

“The Impact of Perceived Innovation Characteristics on the Intention to Engage in M-commerce”

Timothy Greer, Middle Tennessee State University

Charles Apigian, Middle Tennessee State University

Steve Morris, Middle Tennessee State University

Mirza Murtaza, Middle Tennessee State University

“Internships: Benefits through Distance Education”

Thomas Bodnovich, Youngstown State University

“Outsourcing—Is There Anything We Should Do?”

Marv Albin, University of Southern Indiana

Mehmet Kocakülâh, University of Southern Indiana

Discussant: William Brown, Minnesota State University

INFORMATION SYSTEMS

1:30–2:45 p.m. 7th Floor, Dearborn 3

Workshop: “Making Your Web Pages Section 508 Compliant”

Chair: Charletta Guitierrez, Northern Illinois University

This workshop will discuss Section 508 certification requirements. Two tools, Bobby and A-prompt, to help with the certification process will be demonstrated. Bring a Web page that you would like to make accessible.

INTERNATIONAL BUSINESS

1:30–2:45 p.m. 6th Floor, Parlor F

Theme: India and the Philippines

Chair: Yezdi Godiwalla, University of Wisconsin-Whitewater

“The Filipino Overseas Worker: The Comparative Advantage of the Philippines in International Business”

Elizabeth P. Rodriguez, Jose Rizal University, Philippines

Discussant: David McHardy Reid, Rochester Institute of Technology



“Beliefs about Social Responsibility, Pricing, and New Products: A Comparative Study of Indian and American Students”

Avinash Waikar, Southeastern Louisiana University

Uday Tate, Marshall University

Discussant: H. Scott Wallace, University of Wisconsin-Stevens Point

“Does Age Matter? An Empirical Analysis of Indian International Joint Ventures (IJVs)”

Sameer Vaidya, Texas Wesleyan University

Discussant: Joseph A Petrick, Wright State University

LEGAL STUDIES

1:30–2:45 p.m. 3rd Floor, PDR 8

Theme: **Miscellaneous**

Chair: James Jarrard, University of Dubuque

“An Insider’s Guide to the Legal Liability of Sports Contest Officials”

Richard Hunter, Seton Hall University

“The Servicemember’s Civil Relief Act: Contemporary Revisions to the Soldier’s and Sailor’s Civil Relief Act of 1940 Regarding Rights and Responsibilities of the Military, Their Dependents, and Those Who Do Business with Them”

Michael A. Katz, Delaware State University

“A Lynching Eyewitness Account from When the American Legal System Was Sleeping”

Wayne L. Anderson, Southwest Missouri State University

John S. Bowdidge, Southwest Missouri State University

“Liability for School Sexual Harassment under Title IX: The Meaning of ‘Deliberate Indifference’”

Sandra J. Perry, Bradley University

LEGAL STUDIES

1:30–2:45 p.m. 3rd Floor, PDR 9

Theme: Commercial Transactions**Chair:** Denise Smith, Missouri Western State College**“Magnusson-Moss and Merchantability”**

Daniel Botz, Kansas Wesleyan University

“Check 21: Moving Checks into the 21st Century”

Bryce Jones, Truman State University

“Puffery or Statement of Fact—What Is Deceptive under the Lanham Act?”

Carol J. Miller, Southwest Missouri State University

MANAGEMENT

1:30–2:45 p.m. 6th Floor, Parlor H

Theme: Management Insights and Outcomes**Chair:** Karen South Moustafa, Indiana University-Purdue University, Fort Wayne**“Pros and Cons of Outsourcing”**

Stephen C. Del Vecchio, Central Missouri State University

Discussant: Michael Sanders, Saint Mary’s College**“Small Business Owners/Managers: Exploring Workplace Learning and Its Outcomes”**

Wendy Doyle, Mount Saint Vincent University

Jeffrey D. Young, Mount Saint Vincent University

Discussant: Dennis Mathern, University of Findlay**“A Comprehensive Approach to the Consumer-driven Healthcare Model: The Case of Logan Aluminum”**

Robert D. Hatfield, Western Kentucky University

Brian G. Sullivan, Western Kentucky University

Discussant: Donald Maier, University of St. Francis



MANAGEMENT

1:30–2:45 p.m. 7th Floor, LaSalle 4

Panel: New Realities and New Challenges: Are Academic Institutions Becoming Banana Republics?

Chair: Harry Fisher, Eureka College

Panelists: Debela Birru, Central College
Jann Freed, Central College
Jeff Fahrenwald, Rockford College

MARKETING

1:30–2:45 p.m. 5th Floor, PDR 17

BUSINESS EXECUTIVE SPEAKER SERIES

Theme: Targeting the Hispanic Market

Presentation by Santiago Torres, The San Jose Group, a consortium of marketing communication companies specializing in reaching Hispanic and non-Hispanic markets of the U.S. and Latin America

Co-chairs: Stevie Watson, University of Wisconsin-Superior
Judy Wiles, Southeast Missouri State University

MARKETING

1:30–2:45 p.m. 5th Floor, PDR 18

Theme: Marketing for Not-for-Profits and Health Care

Chair: Eleanor Maliche, West Virginia State University

“Market Orientation in Certain Not-for-Profit Organizations: A Study of Business Schools”

Robert Webster, Ouachita Baptist University
Kevin Hammond, University of Tennessee-Martin
Harry Harmon, Central Missouri State University

Discussant: Donald Roy, Middle Tennessee State University

“The American Health Care System: Is an Implosion Imminent?”

Gene Wunder, Washburn University
Michael Kongs, Washburn University
Discussant: Fred Hoyt, Illinois Wesleyan University



“Marketing the Health Benefits of Cranberries Utilizing a Niche Marketing Approach”

Nora Ganim Barnes, University of Massachusetts-Dartmouth

Discussant: David P. Paul III, Monmouth University

MARKETING

1:30–2:45 p.m. 5th Floor, PDR 16

Theme: Using Live Field Selling Experiences in the Advanced Sales Course

Chair: Bill Hannaford, University of Wisconsin-Eau Claire

Panelists: Bob Erffmeyer, University of Wisconsin-Eau Claire
Bill Hannaford, University of Wisconsin-Eau Claire
Jon Hawes, University of Akron
Robert Montgomery, University of Evansville

OPERATIONS MANAGEMENT

1:30–2:45 p.m. 6th Floor, Parlor D

JOINT SESSION WITH ENTREPRENEURSHIP

Theme: Ethics and Supplier Management

Chair: Ed Knod, Western Illinois University

Panelists: Subba Rao, University of Toledo
Doug March, Western Illinois University
Donald Maier, University of St. Francis
Rajeev Sawhney, Western Illinois University
Kenneth A. Lavery, High Point University
Robert A. Rabidoux, Argosy University-Sarasota
Eliot Elfner, St. Norbert College



ACCOUNTING

3:00–4:15 p.m. 6th Floor, Parlor A

Panel: Preparer Versus User Approach in Principles of Accounting: Where Are We Now?

Panel Chair: Kenneth E. Stone, Central Missouri State University

Panelists: David N. Hurtt, Western Michigan University
 Janet Papiernik, Indiana University-Purdue University,
 Fort Wayne
 Zheming Wang, University of Wisconsin-Parkside

ACCOUNTING

3:00–4:15 p.m. 6th Floor, Parlor B

Theme: Education Issues

Chair: Janet McKnight, University of Wisconsin-Stevens Point

“Participation in Introductory Analytical Courses”

Kelly Berry, University of Wisconsin-Eau Claire

Ingrid Ulstad, University of Wisconsin-Eau Claire

“Using Physical Experience to Teach Cost Concepts”

Carolyn R. Polodna, University of Wisconsin-Fond du Lac

“People in Accounting Classrooms: An Empirical Study to Determine How They Are Affected by Active and Passive Leadership Styles”

Robert E. Holtfreter, Central Washington University

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m. 7th Floor, Clark 10

Theme: Improving Health Care Systems

Co-chairs: Gene Wunder, Washburn University
 Vincent Giannetti, Duquesne University

“The Need for a National Center for Biotechnology Assessment”

Mark G. Fuller, Biotech Medical Management Association

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

“Challenging Health Care Sustainability in Oman”

Ali A. Al Dhawi, University of Scranton

Daniel J. West, University of Scranton

Discussant: Adnan Kisa, Bashkent University

“Tell Me Again, I Have Forgotten: Fostering Professional Excellence”

Suzanne L. Bailey, University of Evansville

Gary R. Bailey, Evansville-Vanderburgh School Corporation

Discussant: Peggy Engelkemier, Roane General Hospital

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m. 7th Floor, Dearborn 3

Theme: Health Care Marketing

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

John J. Newhouse, St. Joseph’s University

“The Hearing Aid Market: An Analysis of Marketing Mix and Product Strategy”

Angela Price, University of Evansville

William B. Stroube, University of Evansville

Discussant: Mike d’Amico, University of Akron

“A Small-scale Study of What Elderly Consumers Think about Vitamin and Mineral Products”

Katherine Miller, Marshall University

Ashish Chandra, Marshall University

Discussant: William B. Stroube, University of Evansville

“Vytorin: When Lightning Strikes Cholesterol”

Vinod R. Kalathiveetil, Albany College of Pharmacy

Joel Joseph, Albany College of Pharmacy

Mohammed Vhora, Albany College of Pharmacy

Michelle Mebert, Albany College of Pharmacy

Ying-Chia Chang, Albany College of Pharmacy

Kuanqiang Gao, Albany College of Pharmacy

Joanne Stubbings, Albany College of Pharmacy

Discussant: Angela Dominelli, Albany College of Pharmacy

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m. 7th Floor, LaSalle 4

Theme: Health Care ManagementCo-chairs: Vincent Giannetti, Duquesne University
Ateequr Rahman, Shenandoah University**“Staff Nurse Role Conflict: A Preliminary View”**

Carol Kleinman, Seton Hall University

Discussant: David P. Paul III, Monmouth University

“Six Sigma and Health Care Management and Strategy”

Martin Carrigan, University of Findlay

David Kujawa, Medical College of Ohio

Discussant: Nashat Zuraikat, Indiana University of Pennsylvania

“Outsourcing to India: Health and Other Implications”

Meghana Desai, University of Illinois-Chicago

J. Warren Salmon, University of Illinois-Chicago

Discussant: Uday Tate, Marshall University

“Hospice Utilization: A Selective Analysis of Physicians’ Attitudes”

Amelia Broussard, Clayton State University

Discussant: Daniel West, Scranton University

BUSINESS ECONOMICS

3:00–4:15 p.m. 3rd Floor, PDR 4

Theme: Entrepreneurship and Regional Economic Growth

Chair: John Bowdidge, Southwest Missouri State University

“Establishing a Small Business: Pursuing the American Dream or Just Taking Excessive Risk?”

Hedayeh Samavati, Indiana University-Purdue University, Fort Wayne

Carolyn Stumph, Indiana University-Purdue University, Fort Wayne

Discussant: Mohammed Khayum, University of Southern Indiana



“Short Line Rail Transportation, Competitive Advantage, and Regional Growth”

Derek Bjonback, Purdue University-North Central

Discussant: Mohammed Khayum, University of Southern Indiana

“How Patient Are Entrepreneurs?”

Mohammed Khayum, University of Southern Indiana

Joy Peluchette, University of Southern Indiana

William Wilding, University of Southern Indiana

Discussant: Hedayah Samavati, Indiana University-Purdue University,
Fort Wayne

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m. 6th Floor, Parlor J

**Theme: Information Exchange, Convergent, Divergent and
Otherwise**

Chair: Marcel T. Ngambi, Saint Augustine’s College

“Issues in the Current Business Environment Regarding Nonbusiness Use of the Internet in the Workplace”

Angela M. Law, Saint Augustine College

**“Four Stakeholder Perspectives: A Test of Information Convergence/
Divergence”**

Eugene Sz wajkowski, University of Illinois-Chicago

Deborah K. Jones, Wayne State University

CASE RESEARCH

3:00–4:15 p.m. 6th Floor, Parlor G

Mini-Cases: Theme: Organizational Behavior

Chair: Karen Foust, Tulane University

“No Place for Women in the Maintenance Department”

Francine S. Segars, Indiana University-Purdue University, Fort Wayne

Ed Leonard, Indiana University-Purdue University, Fort Wayne



“Masseuse or Masseur: Should it Make a Difference to an Employer?”

Suzanne Wilhelm, Fort Lewis College

“Beating Vegas: A Case of the MIT Blackjack Team and Motivation Theory”

Russell Casey, Clayton State University

Discussants: Robyne Hart, Hanover College
Roy A. Cook, Fort Lewis College
Steven Cox, Meredith College



ENTREPRENEURSHIP

3:00–4.15 p.m. 6th Floor, Parlor C

Theme: Knowledge Management

Chair: Ram Kesavan, University of Detroit Mercy

“Managing Knowledge in Organizational Operations”

Muhammad Naveed Baqir, Eastern Illinois University

Yunus Kathawala, Eastern Illinois University

“Sources of Knowledge Acquisition by Chinese Managers: An Empirical Analysis”

Cindy Liu, Grand Valley State University

Jaideep Motwani, Grand Valley State University

Haibiao Zhang, University of North Dakota

“Non-Western Ethical Frameworks and HRIR: Confucianism in East Asia”

John Lawler, University of Illinois

Xiang Yi, Western Illinois University



FINANCE

3:00–4:15 p.m. 7th Floor, LaSalle 1

Theme: Banking I

Chair: Lawrence Andrew, Western Illinois University

“Canadian Bank Profitability, Growth, or Decline and its Relationship to the Banking Industry of the United States”

Conrad Francis, Nova Southeastern University

Discussant: Scott Meisel, Morehead State University

“Internet Banking: Informational vs. Transactional Web Sites”

A. H. Moini, University of Wisconsin-Whitewater

Discussant: Lawrence Andrew, Western Illinois University

“Comparative Performance of Internet-only Banks and Conventional Banks”

Tarek Saad Zaher, Indiana State University

Discussant: Jason Lin, Truman State University

FINANCE

3:00–4:15 p.m. 7th Floor, LaSalle 2

Theme: Hedging and Energy Issues

Chair: Shyam Bhandari, Bradley University

“Improving Hedge Fund Risk Exposures by Hedging Equity Market Volatility or How the VIX Ate My Kurtosis”

Keith Black, Illinois Institute of Technology

Discussant: Shyam Bhandari, Bradley University

“A ‘Top Down’ Approach for Applying Modern Portfolio Theory to Oil and Gas Property Investments”

D. D. Faulder, Colorado School of Mines

F. L. Moseley, Minot State University

Discussant: Siaw-Peng Wan, Elmhurst University



“Improving Hedging Performance Using Energy Futures”

Jeong Lee, University of North Dakota-Grand Forks

Shari Hensrud-Ellingson, Alerus Financial

Discussant: Arthur Young, Central Missouri State University



FINANCE

3:00–4:15 p.m. 7th Floor, Clark 7

Theme: Real Estate I

Chair: Charles Rayhorn, Northern Michigan University

“Forecasting Apartment Construction through 2015”

Walt Nelson, Southwest Missouri State University

Discussant: Robert Wyatt, University of Northern Iowa

“Consumer-driven Real Estate Advertising”

Kenneth Henderson, Morehead State University

Lary Cowart, Morehead State University

Discussant: Ronald J. Bauerly, Western Illinois University

“The Real Estate Lease as a Derivative Contract”

Alfred Francfort, James Madison University

Joseph Albert, James Madison University

Hugh Hobson, James Madison University

Discussant: Anand Krishnamoorthy, Troy State University-Atlantic

“Dockominiums: Legal Issues and Directions”

Curt Weber, University of Wisconsin-Whitewater

Howard Olson, University of Wisconsin-Whitewater

Discussant: Kenneth Henderson, Morehead State University





FINANCE

3:00–4:15 p.m. 7th Floor, Clark 9

Theme: Financial Education II

Chair: Rajarshi Aroskar, University of Wisconsin-Eau Claire

“Principles of Finance Requirements”

Don T. Johnson, Western Illinois University

Joseph Panici, Western Illinois University

Ember Keithley, Western Illinois University

Steve Gray, Western Illinois University

Discussant: Jerry Oxenford, University of Wisconsin-Platteville

“Using Scams in the Introductory Finance Classroom”

Allen Rappaport, University of Northern Iowa

Discussant: Curt Weber, University of Wisconsin-Whitewater

“Using Financial and Accounting Data on the Web in Excel”

Robert Balik, Western Michigan University

Jamshid Mehran, Indiana University-South Bend

Discussant: Denise Probert Bloom, Viterbo University



INFORMATION SYSTEMS/QUANTITATIVE METHODS

3:00–4:15 p.m. 7th Floor, Dearborn 1

Theme: Technology Tools

Chair: Jean Johnson, Black Hills State University

“Tools and Techniques for Exploring Business Problems and Solutions and Attaining as Well as Retaining Business Intelligence”

Shamsul Chowdhury, Roosevelt University

“Electronic Surveys: The Biggest Bang for the Buck”

Theresa Steinbach, DePaul University

Linda Knight, DePaul University

Donna Grant-Chapple, DePaul University



“An Assessment of Power-line Technology as a Viable Network”

Rami Khasawneh, Lewis University

Discussant: Jim Newton, Baker College



INTERNATIONAL BUSINESS

3:00–4:15 p.m. 6th Floor, Parlor F

Panel: The State of Global Business

Chair: Bindu Vyas, Kings College

Panelists: Representatives from International Consulates



LEGAL STUDIES

3:00–4:15 p.m. 3rd Floor, PDR 8

Theme: Pedagogy and All-time Favorite Cases and Teaching Techniques

Chair: George W. McNary, Central Michigan University

“Number 1—With an Infringement Suit”

Bruce Batterson, Peru State College

“The Stella Awards, Tort Reform, and Urban Legend—Is Our Legal System Really Out of Control?”

Karen A. Hosak, Illinois State University

“Introducing Property”

Daniel Levin, Minnesota State University-Mankato

“The Woolly World of Tort Law: Krasnecky v. Meffen”

“The Vicarious Criminal Liability of an Employer”

Linda Reid, University of Wisconsin-Whitewater





MANAGEMENT

3:00–4:15 p.m. 6th Floor, Parlor H

Theme: Knowledge, Performance, and Training

Chair: Regina Greenwood, Kettering University

“Improving Performance Ratings Based on Leader-Member Exchange Using Impression Management Tactics”

Douglas L. Westerfield, Webster University

Donald L. Westerfield, Webster University

Discussant: Stephen C. Del Vecchio, Central Missouri State University

“Transfer of Organizational Working Knowledge: Framework for Building a Competitive Advantage”

Karen South Moustafa, Indiana University-Purdue University, Fort Wayne

Coy A. Jones, University of Memphis

Discussant: Barbara Mihm, University of Wisconsin-Stevens Point

“Diffusion of Innovation: Communicating to Improve Training and Employee Development”

Claretha H. Banks, University of Arkansas

Discussant: Yezdi Godiwalla, University of Wisconsin-Whitewater



MANAGEMENT

3:00–4:15 p.m. 7th Floor, Clark 5

Panel: A Multidiscipline Model for Teaching Ethical Decision Making

Chair: Rob K. Larson, Luther College

Panelists: Ramona Nelson, Luther College

Wade Shilts, Luther College

Richard Leake, Luther College

Julie Jensen, Luther College





MARKETING

3:00–4:15 p.m. 5th Floor, PDR 16

Theme: Discoveries in Global Marketing and Cross-cultural Understanding

Chair: John McGrath, University of Pittsburgh-Johnstown

“The Effect of Attribute Information and Involvement on the Evaluation of Foreign-made Products”

Khaled Aboulnasr, Fairfield University

Discussant: Mary Albrecht, Maryville University

“Role of Customer Ethnicity in Building Brand Community: Strategic Implications for Marketers”

Michael Quinn, Siena College

P. Raj Devasagayam, Siena College

Discussant: Laurent Tournois, Negocia, France

“Marketing a Country: Investment Promotion Agencies and the WWW”

Hector Lozada, Seton Hall University

Richard Fishler, Seton Hall University

Discussant: John McGrath, University of Pittsburgh-Johnstown

MARKETING

3:00–4:15 p.m. 5th Floor, PDR 18

Theme: Ethical Marketing: Look on the Bright Side

Chair: Thomas Klein, University of Toledo

Panelists: Thomas Klein, University of Toledo

Gene Lacznia, Marquette University

Patrick E. Murphy, University of Notre Dame



MARKETING

3:00–4:15 p.m. 5th Floor, PDR 17

**Theme: Using an Immediate Response System to Engage Students:
Clicking in Class**

Chair: Michelle B. Kunz, Morehead State University

Panelists: Michelle B. Kunz, Morehead State University
JoAnn Linrud, Central Michigan University
Dan Silverburg, McGraw-Hill Companies

OPERATIONS MANAGEMENT

3:00–4:15 p.m. 6th Floor, Parlor D

Theme: Sourcing and Productivity

Chair: B.P. Lingaraj, Indiana University-Purdue University,
Fort Wayne

**“Global Outsourcing with Special Emphasis on China: Some Thoughts
to Consider”**

Yunus Kathawala, Eastern Illinois University
Ren Zhang, University of Alabama
Jing Shao, Eastern Illinois University

“Strategic Sourcing—A Change Management Perspective”

Vikrant Viniak, CSC Consulting

**“Enhancing Customer Productivity and Satisfaction in Service
Delivery”**

Zoher E. Shipchandler, Indiana University-Purdue University, Fort Wayne

POTPOURRI

3:00–4:30 p.m. 7th Floor, Dearborn 2

Theme: Learning

Chair: Ida Kutschera, Bellarmine University

“Cooperative Learning: Examining the Epistemological Foundations”

Donald F. Geren, Northeastern Illinois University
Ruth Goran, Northeastern Illinois University
Peter W. Stonebraker, Northeastern Illinois University



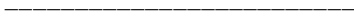
“Lessons Learned from the Implementation of an Electronic Portfolio System in an MBA Program”

George A. Thoma, Elmhurst College

“Small Business Owners/Managers: Exploring Workplace Learning and its Outcomes”

Wendy Doyle, Mount Saint Vincent University

Jeffrey D. Young, Mount Saint Vincent University



MBAA ANNUAL BUSINESS MEETING

4:20 p.m. Salon C, Conference Exhibit Hall

Awards for best papers announced

Vote on name change to be taken



BUSINESS AND HEALTH ADMINISTRATION

5:30–6:00 p.m. 7th Floor, Clark 10

BHAA “INCOMING” (2005–2006) BOARD MEETING

Presiding: Madhu Agrawal, St. John’s University

BHAA President (2005–2006)

FRIDAY, MARCH 18, 2005

BUSINESS ECONOMICS

7:15–8:45 a.m. 3rd Floor, PDR 4
MIDWEST BUSINESS ECONOMICS ASSOCIATION ANNUAL
BUSINESS MEETING

Presiding: Tim Schibik, University of Southern Indiana

ACCOUNTING

7:30–9:15 a.m. 3rd Floor, Crystal Room
BREAKFAST, SPEAKER, AND ANNUAL BUSINESS MEETING
(Cost \$15.00—must be preregistered to attend)

Presiding: Kenneth Stone, Central Missouri State University
President, North American Accounting Society

BUSINESS ECONOMICS

8:00–9:15 a.m. 3rd Floor, PDR 4

Theme: Miscellaneous Issues

Chair: Joe Horton, University of Central Arkansas

“Costs of Arbitration: Economics of Dispute Resolution”

David Dilts, Indiana University-Purdue University, Fort Wayne

Clarence Deitsch, Ball State University

Discussant: Tim Schibik, University of Southern Indiana

“Academic Freedom and Post-Tenure Review: Economic Motivation”

David Dilts, Indiana University-Purdue University, Fort Wayne

Hedayeh Samavati, Indiana University-Purdue University, Fort Wayne

Discussant: Ismail Shariff, University of Wisconsin-Green Bay

“What’s All This Talk about Power from Windmills?”

Juan Meraz, Southwest Missouri State University

Margaret Swales, Southwest Missouri State University

John Bowdidge, Southwest Missouri State University

Discussant: Shiv Gupta, University of Findlay



“An Economic Glance at Far Distant Bulgaria”

John Bowdidge, Southwest Missouri State University

Discussant: Carolyn Stumph, Indiana University-Purdue University,
Fort Wayne

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. 7th Floor, Clark 10

Theme: Nurses and Nursing Care

Co-chairs: Carol S. Kleinman, Seton Hall University

“Retention of Nurses Will Avoid Costly Recruitment”

Hannah Maldony, Seton Hall University

Joan Scialpi, Seton Hall University

Discussant: Scott J. Saccomano, Seton Hall University

“The Importance of Mentoring in the Transition of Men Nurses to the Professional Nursing Role”

Scott J. Saccomano, Seton Hall University

Carol S. Kleinman, Seton Hall University

Discussant: Charles Braun, Marshall University

“Patient Falls: Getting to Excellence from a Nursing Home Administrator’s Perspective”

Matthew Joseph, Duquesne University

David J. Tipton, Duquesne University

Discussant: Uday S. Tate, Marshall University

“Maximizing Facility Bed Capacity”

Matthew D. Taber, University of Evansville

Discussant: William B. Stroube, University of Evansville

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. 7th Floor, LaSalle 4

Theme: Health Care Professionals

Co-chairs: Robert Curtis, Cardinal Health System
Dennis Emmett, Marshall University



“The Personality Traits of Medical Technologists: Implications for Recruitment, Retention, and Practice”

Angela Dominelli, Albany College of Pharmacy

Elyse Wheeler, Albany College of Pharmacy

Discussant: Michaeline Skiba, Monmouth University

“Pharmacist Turnover in Retail Drug Stores—Strategies for Retention”

Maricris Miller, Marshall University

Ashish Chandra, Marshall University

Discussant: Terri Barrett, West Virginia Office of the Insurance Commissioner

“An Assessment of the Factors that Impact Patient-Physician Relationships in Managed Care Approaches of Health Care Delivery”

William K. Willis, King’s Daughters Medical Center

Ashish Chandra, Marshall University

Discussant: William B. Stroube, University of Evansville

“Are We Any Closer toward Bridging the ‘Gap’ in Healthcare Careers for Minorities?”

Terri Barrett, West Virginia Office of the Insurance Commissioner

Discussant: John J. Newhouse, St. Joseph’s University

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. 7th Floor, Clark 5

Theme: Panel Discussion TBA

CASE RESEARCH

8:00–9:15 a.m. 5th Floor, PDR 18

Special Joint Track With Marketing Management Association

Chair: Thomas L. Lyon, Rockhurst University

“Stonehenge FC Goes Undercover”

Kevin McNeilly, Miami University

Mark Evans, Clarke Fire Protection Products, Inc.



“Gap Analysis and Repositioning: The Case of Sunrise Chemicals”

Tim Aurand, Northern Illinois University
Tanuja Singh, Northern Illinois University

“The President Is AWOL”

Raymond Elson, Valdosta State University
Phyllis G. Holland, Valdosta State University

Discussants: Marilyn L. Taylor, University of Missouri-Kansas City
Nona Jones, Benedictine University
Clifton D. Petty, Drury University

ENTREPRENEURSHIP

8:00–9:15 a.m. 7th Floor, Sandburg 2

**OPERATIONS MANAGEMENT AND ENTREPRENEURIAL
ASSOCIATION BUSINESS MEETING**

Presiding: Charles Apigian

FINANCE

8:00–9:15 a.m. 7th Floor, LaSalle 1

Theme: Altman Z, Plus One

Chair: Jinhu Qian, LeMoyne University

“Efficacy of Altman Z-Scores for Bankruptcy Predictions”

Jeong Lee, University of North Dakota-Grand Forks

Discussant: Jinhu Qian, LeMoyne University

**“Application of Altman’s Z-Model in Predicting Bankruptcy of Rural
Hospitals”**

Ibrahim Affaneh, Indiana University of Pennsylvania

Omar Almwajeh, Indiana University of Pennsylvania

Discussant: Twila-Mae Logan, Messiah College

**“An Examination of the Net Present Value Approach for Capital
Budgeting”**

Kee Kim, Southwest Missouri State University

Discussant: Muhammad Chisty, St. Xavier University



FINANCE

8:00–9:15 a.m. 7th Floor, LaSalle 2

Theme: Global Finance IV

Chair: Farhang Mossaver-Rahmani, National University

“Turkey’s Accession to the EU: An Assessment of Economic Integration”

G. N. Naidu, Illinois State University

Askar Choudhury, Illinois State University

Discussant: Charles Johnston, Baker University

“Investigating an Accounting/Financial Relationship: The Yen’s Value and the Japanese Economy”

A. Craig Keller, Southwest Missouri State University

George S. Swales Jr., Southwest Missouri State University

John S. Bowdidge, Southwest Missouri State University

Discussant: Ashok Kapoor, Augsburg College

“Trends, Volatility, and Tests of Market Efficiency in Muscat Security Market”

Mazhar M. Islam, Alabama A&M University

Discussant: Ahmed El-Zayaty, University of Findlay

FINANCE

8:00–9:15 a.m. 7th Floor, Clark 7

Theme: Real Estate II

Chair: Jim Tripp, Western Illinois University

“Real Estate Investing through Exchange-traded Funds”

Robert Owens, Southwest Missouri State University

C. Edward Chang, Southwest Missouri State University

Discussant: Raymond Hughes, University of Wisconsin-Eau Claire

“An Empirical Study of the Housing Market in Chicago and Cleveland”

Jamshid Mehran, Indiana University-South Bend

Robert Balik, Western Michigan University

Hongxai Wang, Indiana University-South Bend

Discussant: Lary Cowart, Morehead State University

“Financial Aspects of Oak Forest Management: An Example of Long-term Project Analysis”

Thomas Krueger, University of Wisconsin-Whitewater

Discussant: Walt Nelson, Southwest Missouri State University

FINANCE

8:00–9:15 a.m. 7th Floor, Clark 9

Theme: Investments III

Chair: Peppi M. Kenny, Western Illinois University

“Market Efficiency: Changes in the Federal Funds Rate and Short-term Movements in United States Stock Market Indexes”

Kevin Bahr, University of Wisconsin

Discussant: Inayat U. Mangla, Western Michigan University

“Do Investors Correct Expectations around Analyst Revisions of SEO Firms?”

Deepika Bagchee, Northeastern Illinois University

Discussant: Jim Haskins, University of North Dakota-Grand Forks

“Searching for the Best Free Online Investment Portfolio Simulation”

Eddie Ary, Oauchita Baptist University

Discussant: Peppi M. Kenny, Western Illinois University

INFORMATION SYSTEMS/QUANTITATIVE METHODS

8:00–9:15 a.m. 7th Floor, Dearborn 1

SOCIETY FOR THE ADVANCEMENT OF INFORMATION SYSTEMS BUSINESS MEETING

President: Ernest Nolan, University of Southern Indiana



INTERNATIONAL BUSINESS

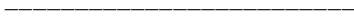
8:00–9:15 a.m. 6th Floor, Parlor F

ANNUAL AIB MIDWEST BUSINESS MEETING

Presiding: Bindu Vyas, Midwest AIB President, Kings College

Program Chair 2005: Juan Meraz, Southwest Missouri State University

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: Kathryn Carlson Heler, Manchester College



MARKETING

8:00–9:15 a.m. 5th Floor, PDR 18

SPECIAL JOINT SESSION WITH SOCIETY FOR CASE RESEARCH

Chair: Thomas L. Lyon, Rockhurst University

“Stonehenge FC Goes Undercover”

Kevin McNeilly, Miami University

Mark Evans, Clarke Fire Protection Products, Inc.

“Gap Analysis and Repositioning: The Case of Sunrise Chemicals”

Tim Aurand, Northern Illinois University

Tanuja Singh, Northern Illinois University

“The President Is AWOL”

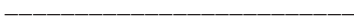
Raymond Elson, Valdosta State University

Phyllis Holland, Valdosta State University

Discussants: Marilyn Taylor, University of Missouri-Kansas City

Nona Jones, Benedictine University

Clifton D. Petty, Drury University



MARKETING

8:00–9:15 a.m. 5th Floor, PDR 16

Theme: Marketing Ethics and Social Issues

Chair: Hemant Patwardhan, Winthrop University

“The NFL Salary Cap: Creating More Competition or Not?”

Sanjay Mehta, Sam Houston State University

Subhash Mehta, University of Southern Maine

Mike Hammonds, Sam Houston State University

Discussant: Rex McClure, Southern Illinois University-Carbondale

“Consumer Evaluation of Ethicality of Marketing Practices”

D. S. Sundaram, Northeastern Illinois University

Discussant: Juan Meng, University of Virginia

“Exchange Theory and Alcohol Advertising”

Michael J. Messina, Gannon University

John F. Wellington, Indiana University-Purdue University, Fort Wayne

Discussant: Ram Kesavan, University of Detroit Mercy

MARKETING

8:00–9:15 a.m. 5th Floor, PDR 17

Theme: Marketing Education Potpourri

Chair: Larry Zigler, Highland Community College

“A New Paradigm in Student Course Evaluation: From Instructor Satisfaction to Course Content”

Oscar McKnight, Ashland University

Ronald Paugh, Ashland University

Maria Manzo, Ashland University

Discussant: Elizabeth Martin, University of Wisconsin-Stevens Point

“Using Advertising Principles to Help Marketing Students Land Their First Job”

Ronald Paugh, Ashland University

Oscar McKnight, Ashland University

Setor Danku, Ashland University

Discussant: Melodie Phillips, Middle Tennessee State University



“A Note on ‘Web Versions’ of Principles of Marketing”

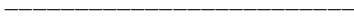
Robert Ping, Jr., Wright State University

Discussant: Larry Zigler, Highland Community College

“Students’ Price Points for Textbook Alternatives: A Preliminary Analysis”

Jim Williams, Auburn University-Montgomery

Discussant: Gene Wunder, Washburn University



OPERATIONS MANAGEMENT

8:00–9.15 a.m. 7th Floor, Sandburg 2

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

Presiding: Charles Apigian



ACCOUNTING

9:30–10:45 a.m. 6th Floor, Parlor A

Panel Discussion: Teaching Fraud/Forensic Accounting

Chair: Carol Normand, University of Wisconsin-Whitewater

Panelists: William J. Kresse, Saint Xavier University
Stan C. Lindquist, Grand Valley State University
David H. Sinason, Northern Illinois University



ACCOUNTING

9:30–10:45 a.m. 6th Floor, Parlor B

Panel: Transforming Ideas into Publishable Articles

Panel Chair: Cornelia Alsheimer, Santa Barbara City College

Panelists: Timothy J. Fogarty, Case Western Reserve University
Alan Reinstein, Wayne State University
Gregory M. Trompeter, Boston College





BUSINESS AND HEALTH ADMINISTRATION

9:30–10:45 a.m. 7th Floor, Clark 10

Theme: Organizational Issues

Co-chairs: R. Terry Russell, University of St. Francis
Donna A. Redding, Memorial Medical Center

“The Balanced Scorecard (BSC) Approach in a Texas Hospital: Experience with Organizational Culture Change and Patient Satisfaction (PS)”

Alberto Coustasse, University of North Texas Health Science Center
Douglas Mains, University of North Texas Health Science Center
Sue Lurie, University of North Texas Health Science Center
Kristine Lykens, University of North Texas Health Science Center
Fernando Trevino, University of North Texas Health Science Center

Discussant: David P. Paul III, Monmouth University

“Creating your Organization’s Future Today”

Stephen Cupps, Marshall University

Discussant: Gene Wunder, Washburn University

“Social Responsibility in a Framework for Resource Allocation Decisions by Small-firm Clinicians in a Managed Care Context”

Richard J. Judd, University of Illinois-Springfield
Dyanne J. Ferik, University of Illinois-Springfield

Discussant: Adnan Kisa, Bashkent University

“Home Health Care: Does Organizational Form Make a Difference?”

M. Scott Stegall, University of Wisconsin-Milwaukee
Terrie C. Reeves, University of Wisconsin-Milwaukee
Mary K. Madsen, University of Wisconsin-Milwaukee

Discussant: Debra Cody, Clayton College and State University

BUSINESS AND HEALTH ADMINISTRATION

9:30–10:45 a.m. 7th Floor, LaSalle 4

Theme: Health Care Costs and Coverage

Co-chairs: Dennis Emmett, Marshall University
Vincent Giannetti, Duquesne University



“Government ‘Assistance’ in Providing Health Care Coverage to Employees in Small Firms: Help or Hindrance?”

Charles Braun, Marshall University

Discussant: Michaeline Skiba, Monmouth University

“The Effect of the Availability of Health Insurance on the Decision to Retire”

Jennie Bullard, Indiana University of Pennsylvania

Kristern Marie Valerio

Discussant: Stephen Cupps, Marshall University

“The Cost of Pharmacists and Technicians as Related to Service”

Dennis Emmett, Marshall University

Discussant: J. Warren Salmon, University of Illinois-Chicago

BUSINESS, SOCIETY, AND GOVERNMENT

9:30–10:45 a.m. 6th Floor, Parlor J

Theme: Out of Africa

Chair: John S. Bowdidge, Southwest Missouri State University

“African Growth Opportunity Act”

Mathias Materu, St. Augustine’s College

“Economic Integration, Ujima, and 21st Century Africa”

Marcel T. Ngambi, Saint Augustine’s College

Baruti I. Katembo, Edward Waters College

“The Political Economy of Nigeria: 1960–2000”

Emmanuel Oritsejfor, North Carolina Central University

BUSINESS ECONOMICS

9:30–10:45 a.m. 3rd Floor, PDR 4

Theme: Financial Economics

Chair: Ismail Shariff, University of Wisconsin-Green Bay



“The Effects of Macroeconomic News Announcements on Stock Returns”

Choon-Shan Lai, University of Southern Indiana

Anasuya Roy, University of Southern Indiana

Discussant: Matt McPherson, Gonzaga University

“Basel II: Implications for Financial Institutions”

Vandana Rao, Indiana University East

Discussant: Jong Rhim, University of Southern Indiana

“Forecasting American Stock Option Prices”

Sangwoo Heo, University of Southern Indiana

Choon-Shan Lai, University of Southern Indiana

Discussant: Matt McPherson, Gonzaga University

“The Relationship between R&D Expenditures and Firm Performance”

Jong Rhim, University of Southern Indiana

Peter Cashel-Cordo, University of Southern Indiana

Mohammed Khayum, University of Southern Indiana

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

CASE RESEARCH

9:30–10:45 a.m. 5th Floor, PDR 18

SPECIAL JOINT SESSION WITH MARKETING MANAGEMENT ASSOCIATION

Panel: How to Get Started in Case Research

Chair: Kay A. Hodge, University of Nebraska-Kearney

Discussants: Robyne Hart, Hanover College
Kenneth S. Rhee, Northern Kentucky University
Jeff W. Totten, Southeastern Louisiana University
Thomas L. Lyon, Rockhurst University



ENTREPRENEURSHIP

9.30–10.45 a.m. 6th Floor, Parlor C
Theme: **Developing Financial Plans for New Businesses**
Chair: Teresa Friel, Butler University
Panelists: To be announced.

FINANCE

9.30–10.45 a.m. 7th Floor, LaSalle 1
Theme: **Executive Compensation II**
Chair: Mazhar M. Islam, Alabama A&M University

“The Effect of Stock Options on a Manager’s Project Choices”

Peter Woodlock, Youngstown State University
 Sheen Liu, Youngstown State University
 Chunchi Wu, Syracuse University
 Haiyang Chen, William Paterson University
Discussant: Kee Kim, Southwest Missouri State University

“An Event Study: Equity Market Reactions to Stock-based Compensation Accounting Changes”

Feng-Shun Bin, University of Illinois-Springfield
 Leonard Branson, University of Illinois-Springfield
 Dar-Hsin Chen, National Chiao-Tung University
Discussant: Jinhu Qian, LeMoyne University

“Equity-based Compensation and Long-run Performance of Acquiring Firms”

Nont Dhiensiri, University of Pittsburgh
 Olgun F. Sahin, Minnesota State University-Moorhead
 Pattarake Sarajoti, Chulalongkorn University
Discussant: Ahmed El-Zayaty, University of Findlay

FINANCE

9:30–10:45 a.m. 7th Floor, LaSalle 2

Theme: Global Finance Potpourri

Chair: G. N. Naidu, Illinois State University

“Islamic Banking and Islamic Financial Instruments Recent Innovations”

Farhang Mossavar-Rahmani, National University

Discussant: Sheri Faircloth, University of Nevada-Reno

“The Long-term Effects of MSCI Index Rebalancing on Asian Companies”

Ingyu Chiou, Eastern Illinois University

Steve Larson, Eastern Illinois University

Discussant: G. N. Naidu, Illinois State University

“When We Discovered that Medical and Retirement Benefits Were Diminishing Worldwide”

John Patton, Southwest Missouri State University

Stanley Adamson, Southwest Missouri State University

John Bowdidge, Southwest Missouri State University

Discussant: Jeong Lee, University of North Dakota-Grand Forks

FINANCE

9:30–10:45 a.m. 7th Floor, Clark 7

Theme: Banking II

Chair: William J. Trainor Jr., Western Kentucky University

“An Examination of Community Credit Union Efficiency and Performance: The Members’ and Regulators’ Perspectives”

James D. Tripp, Western Illinois University

Peppi M. Kenny, Western Illinois University

Don T. Johnson, Western Illinois University

Discussant: John White, Georgia Southern University



“Basel Capital Accord and the Efficiency of United Arab Emirates Banks”

Inayat U. Mangla, Western Michigan University
Bruce Budd, Zayed University
Catherine Budd, Edith Cowan University
Discussant: Thomas Berry, DePaul University

“The Historical Behavioral Performance of the Banking Industry and the Effects of Securitization: Evidence from the United States”

Conrad Francis, Nova Southeastern University
Discussant: Susan Crain, Southwest Missouri State University

FINANCE

9:30–10:45 a.m. 7th Floor, Clark 9

Theme: Investments IV
Chair: Jill Vihtelic, St. Marys College

“Which Retirement Investment Vehicle Option Generates the Greatest Net Worth?”

John Aulerich, University of Wisconsin-Whitewater
Discussant: Anthony Lovisceck, Seton Hall University

“The Disappearing January Effect and the Tax Loss Selling Hypothesis”

Cliff Moll, University of Wisconsin-Oshkosh
Discussant: Robert Owens, Southwest Missouri State University

“Heuristics and Biases in Investment Decision Making: Does Academic Achievement Matter?”

Ehsan Nikbakht, Hofstra University
Brian Bowman, Bowman Consultants
Discussant: John Bowdidge, Southwest Missouri State University

INTERNATIONAL BUSINESS

9:30–10:45 a.m. 6th Floor, Parlor F

Theme: International Potpourri
Chair: Janis Prewitt, Drury University



“National Culture and National Entrepreneurial Activity”

Sibin Wu, University of Texas-Pan American
Xuemei Su, University of Wisconsin-Milwaukee
Dongqing Yao, Towson University
Jung-Hoon Lim, University of Texas-Pan American

Discussant: Balasundram Maniam, Sam Houston State University

“Using the Internet to Introduce Introduction to Business Students to the Global Business Environment”

James B. Pettijohn, Southwest Missouri State University
Juan Meraz, Southwest Missouri State University

Discussant: John Spillan, Penn State University-DuBois

“Understanding and Teaching International Business Ethics: A Challenge for Schools of Business”

Raffaele DeVito, Emporia State University

Discussant: Peter Gieb, Minnesota State University

“The Fascinating Saga of Peru’s Alberto Fujimori”

A. Craig Keller, Southwest Missouri State University
John S. Bowdidge, Southwest Missouri State University

Discussant: Anthony Koh, University of Toledo

LEGAL STUDIES

9:30–10:45 a.m. 3rd Floor, PDR 8

Theme: International Law

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

“Sarbanes-Oxley: German Implications?”

Cornelia Alsheimer, Santa Barbara City College
M.K. Boss, California State University-Los Angeles
Cheryl Cruz, California State University-Los Angeles

“The Death Penalty: An International Issue That Is Indeed Not Dead”

Holly Bowdidge Stone, Staff Attorney, U.S. Court of Appeals
John S. Bowdidge, Southwest Missouri State University



“The New International Constitutional ‘Common Law’”

Steven Smith, Truman State University

“Intellectual Property: Genetic Resources, Traditional Knowledge, and Folklore—A View from New Zealand”

Brian Sullivan, Western Kentucky University

LEGAL STUDIES

9:30–10:45 a.m. 3rd Floor, PDR 9

Theme: Assessment Tools to Quantify Legal Learning

Chair: Dexter Woods, Ohio Northern University

“ETS Major Field Test on Legal and Social Environment”

Michele Govekar, Ohio Northern University

“CPA Exam on Regulation”

Elizabeth A. Cameron, Alma College

“ALSB National Assessment Instrument”

Mark Usry, James Madison University

“Textbook Publishers and Assessment Tools”

Rob Dewey, Thomson Publishing

Steve Silverstein, Thomson Publishing

MANAGEMENT

9:30–10:45 a.m. 6th Floor, Parlor H

Theme: Online Education and the Internet

Chair: Barbara Mihm, University of Wisconsin-Stevens Point

“Deconstructing AL: Winter, Spring, Summer, or Fall?”

James Paradiso, College of Lake County

Discussant: Donald L. Westerfield, Webster University



“The Paradigm Shift in Higher Education: Impact of Online Degrees on Institutions with a High Percentage of Part-time Students”

David O’Gorman, University of Illinois-Springfield

Colleen Dunn, Bucks County Community College

Discussant: J. Michael Tyler, Baker College

“A Critical Reflection on Our Use of Cyberspace: Towards a Post-modern Ethic of Internet Use”

William Crandall, University of North Carolina-Pembroke

John A. Parnell, University of North Carolina-Pembroke

Christopher Ziemnowicz, Concord University

John E. Spillan, Pennsylvanian State University-DuBois

Discussant: Jeff Ehrlich, Friends University

MARKETING

9:30–10:45 a.m. 5th Floor, PDR 18

SPECIAL JOINT SESSION WITH SOCIETY FOR CASE RESEARCH

Theme: How to Get Started in Case Research

Chair: Kay A. Hodge, University of Nebraska-Kearney

Panelists: Robyne Hart, Hanover College

Kenneth S. Rhee, Northern Kentucky University

Jeff W. Totten, Southeastern Louisiana University

Thomas L. Lyon, Rockhurst University

MARKETING

9:30–10:45 a.m. 5th Floor, PDR 16

Theme: Exploring Services Marketing

Chair: Dennis L. Pedrick, Central College

“Gender Differences in Service Quality Expectations in the Fast Food Industry”

Rama Yelkur, University of Wisconsin-Eau Claire

Subhra Chakrabarty, Mississippi State University

Discussant: Nora Ganim Barnes, University of Massachusetts-Dartmouth



“Perceptions of Bank Services: A Comparison of Bank Personnel vs. Mystery Shoppers”

Musa Pinar, Pittsburg State University

Henry L. Crouch, Pittsburg State University

Discussant: Mary Ann Edwards, College of Mount St. Joseph

“The Moderating Effect of Price on Service Quality and Satisfaction: An Amusement/Theme Park Study”

Rajesh Iyer, Valdosta State University

Discussant: Susan Petroschius, Bowling Green State University

MARKETING

9:30–10:45 a.m. 5th Floor, PDR 17

BUSINESS EXECUTIVE SPEAKER SERIES

Theme: What Marketing Competencies Do Students Need to Enter the Rapidly Growing IT Industry?

Chair: Jerry Field, Illinois Institute of Technology

Panelists: Joel Simon, COMPITAP
Michael Weir, Enterasys
Robin North, Oracle
Richard Landman, Executive Search
David Gimbel, Corporate Disk Company

OPERATIONS MANAGEMENT

9:30–10:45 a.m. 6th Floor, Parlor D

Theme: “Experiences in Implementing ERP”

Chair: Subba Rao, University of Toledo

Panelists: Ashok Kumar, Grand Valley State University
Ed Knod, Western Illinois University
Shad Dowlatshahi, University of Missouri-Kansas City

ACCOUNTING

11:00 a.m.–12:15 p.m. 6th Floor, Parlor A

Theme: Education and System Issues

Chair: Jacob Wambsgans, University of North Dakota

“Stimulating Discussion by Using Cases and Simulations in Online Graduate Courses: Successes and Failures”

Jay Holmen, University of Wisconsin-Eau Claire

“Protecting the Solution: A ‘High-Tech’ Method to Guarantee Individual Effort in Accounting Classes”

Timothy J. Fogarty, Case Western Reserve University

Paul M. Goldwater, University of Central Florida

“The Use of Work Teams in Management Controls Systems Innovation: A Cultural Systems Change Perspective”

Seleshi Sisaye, Duquesne University

ACCOUNTING

11:00 a.m.–12:15 p.m. 6th Floor, Parlor B

Theme: Auditing and Public Accounting

Chair: Larry R. Garrison, University of Missouri-Kansas City

“Helping Bank Audit Committees Find Financial Experts”

Alan Reinstein, Wayne State University

Mohamed E. Bayou, University of Michigan-Dearborn

“A Study of State Board of Accountancy Members’ Perceptions Regarding the Need for a Cooling-off Period”

Carl N. Wright, Virginia State University

Quinton Booker, Jackson State University

“Public Accounting and the Government, 1896-1996: 100 Years of Controversy and Compromise”

Jennifer M. Niece, Assumption College

Gregory M. Trompeter, Boston College

“Peer Review Effectiveness: A Descriptive Analysis of Potential Loopholes within the AICPA Peer Review Program”

Jack Armitage, University of Nebraska-Omaha

Joshua Russell, Deloitte and Touche



BUSINESS ECONOMICS

11:00 a.m.–12:15 p.m. 3rd Floor, PDR 4
**SPECIAL JOINT SESSION WITH BUSINESS AND HEALTH
ADMINISTRATION**

Theme: Global Health Care and Pharmaceuticals
Chair: Jason Davis, University of Wisconsin-Stevens Point

“The Market Structure of the Pharmaceutical Industry in Iran”

Mohammad Reza Fakhrabadi, Tehran University
Discussant: Hedayah Samavati, Indiana University-Purdue University,
Fort Wayne

**“Overutilization of Health Care Services and Effects on Quality and
Sustainability of Health Care in Oman”**

Salim M. Al-Abri, University of Scranton
Daniel J. West, University of Scranton
Discussant: Dan Friesner, Gonzaga University

**“Analysis of the Indian Pharmaceutical Industry and Its Role in the
Future Global Drug Market”**

Meghana Desai, University of Illinois-Chicago
J. Warren Salmon, University of Illinois-Chicago
Discussant: Anasuya Roy, University of Southern Indiana

**“Money Well Spent? An Examination of Government Expenditures for
HIV/AIDS Prevention and Treatment in South Africa”**

Dan Friesner, Gonzaga University
Sudesh Mujumdar, University of Southern Indiana
Peter Cashel-Cordo, University of Southern Indiana
Discussant: Chris Stevens, Ohio University-Eastern

BUSINESS AND HEALTH ADMINISTRATION

11:00 a.m.–12:15 p.m. 7th Floor, Clark 10
Theme: Health Care Evaluation
Co-chairs: J. Warren Salmon, University of Illinois-Chicago
Peter Fitzpatrick, Clayton College and State University

“Health Care Rationing and Cost Control: Perspectives on the American Health Care System”

Ann Hughes Douglas, Jersey Shore Medical Center

David P. Paul, III, Monmouth University

Discussant: Uday S. Tate, Marshall University

“Facilitating Outcomes Assessments Disease State Management Programs: International Implications”

David Baker, University of Illinois-Chicago

Navery Eap, University of Illinois-Chicago

J. Warren Salmon, University of Illinois-Chicago

Discussant: Peter Fitzpatrick, Clayton College and State University

“Civic Engagement: Using a Faith-based Model for Graduate Health Administration Education”

Daniel J. West, University of Scranton

Discussant: Gene Wunder, Washburn University

BUSINESS AND HEALTH ADMINISTRATION

11:00 a.m.–12:15 p.m. 7th Floor, LaSalle 4

Theme: Global/Multicultural Perspectives

Co-chairs: R. Terry Russell, University of St. Francis

Ateequr Rahman, Shenandoah University

“Overcoming Barriers for Pharmacy Practice in Taiwan’s Health Care System”

Hsiang-Wen Lin, University of Illinois-Chicago

J. Warren Salmon, University of Illinois-Chicago

Discussant: Kyusuk Chung, Governors State University

“The Structure of Amish Health Care: A Case Study in One Community”

Amanda S. Nicholson, University of Evansville

William B. Stroube, University of Evansville

Discussant: Nashat Zuraikat, Indiana University of Pennsylvania



“Developing a Hospital Accreditation Model in Oman: Current Issues, Problems, and Factors to Be Considered”

Adil S. Al Ansari, University of Scranton

Discussant: Daniel J. West, University of Scranton

“Utilizing an International Collaboration Model for Community Development in Mexico”

S. Szydowski, T. Collins, and E. Jacobs, University of Scranton

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



BUSINESS AND HEALTH ADMINISTRATION

11:00 a.m.–12:15 p.m. 3rd Floor, PDR 4
SPECIAL JOINT SESSION WITH BUSINESS ECONOMICS

Theme: Global Health Care and Pharmaceuticals

Chair: Jason Davis, University of Wisconsin-Stevens Point

“The Market Structure of the Pharmaceutical Industry in Iran”

Mohammad Reza Fakhrebadi, Tehran University

Discussant: Hedayeh Samavati, Indiana University-Purdue University,
Fort Wayne

“Overutilization of Health Care Services and Effects on Quality and Sustainability of Health Care in Oman”

Salim M. Al-Abri, University of Scranton

Daniel J. West, University of Scranton

Discussant: Dan Friesner, Gonzaga University

“Analysis of the Indian Pharmaceutical Industry and Its Role in the Future Global Drug Market”

Meghana Desai, University of Illinois-Chicago

J. Warren Salmon, University of Illinois-Chicago

Discussant: Anasuya Roy, University of Southern Indiana



“Money Well Spent? An Examination of Government Expenditures for HIV/AIDS Prevention and Treatment in South Africa”

Dan Friesner, Gonzaga University
Sudesh Mujumdar, University of Southern Indiana
Peter Cashel-Cordo, University of Southern Indiana
Discussant: Chris Stevens, Ohio University-Eastern

BUSINESS AND HEALTH ADMINISTRATION

11:00 a.m.–12:15 p.m. 7th Floor, Clark 5
Theme: Panel Discussion TBA

BUSINESS, SOCIETY, AND GOVERNMENT

11:00 a.m.–12:15 p.m. 6th Floor, Parlor J
Theme: Panel Discussion
Co-Chairs: J.D. Botana, Lakeland College
Brandon R. Kooi, Lakeland College

“Evaluating Higher Educational Response to Terrorism and Enron: A Business/Criminal Justice Department Survey Response”

CASE RESEARCH

11:00 a.m.–12:15 p.m. 6th Floor, Parlor G
Papers: Theme: Writing Cases
Chair: Marilyn L. Taylor, University of Missouri-Kansas City

“Survey Results: How SCR Members Got Started Writing Cases”

Robert H. Ross, Wichita State University
Esther Headley, Wichita State University

“A Case Study of the Case Writing Experience: A Mini-Case Example”

Roy A. Cook, Fort Lewis College
J. Larry Goff, Fort Lewis College

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See Pages 4 and 5

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“Of Mice and Men: Individual and Institutional Perspective in the Case Study”

Clifton D. Petty, Drury University

Discussants: Philip C. Fisher, University of Southern Indiana
J. David Hunger, Iowa State University
Cheryl L. Noll, Eastern Illinois University

ENTREPRENEURSHIP

11:00 a.m.–12.15 p.m. 6th Floor, Parlor C

**Theme: Entrepreneurial Ventures–Private, Public, and
Community Development**

Chair: Michael D. Mattei, Bellarmine University

“Issues of Significance to SME’s Considering Pursuit of Public Sector Clients”

John J. Withey, Indiana University-South Bend

“Marketing Small Communities: A Successful Strategy”

Sabita Sawhney, Western Illinois University
Christian Tscheschlok, Executive Director, Rock Falls Community
Development Corporation

**“Real Business Experiences of Students at Butler University:
Preliminary Findings”**

Craig Caldwell, Butler University
Mark Uchida, Butler University
Teresa Friel, Butler University
Larry Lad, Butler University

FINANCE

11:00 a.m.–12:15 p.m. 7th Floor, LaSalle 1

**Theme: Increase Student Opportunities with a Financial Planning
Curriculum Registered with the CFP Board**

**Presenter: Kathryn K. Ioannides, JD, CLU, ChFC, CFP
Director, Education and Examination, CFP Board
Others To Be Announced**

INFORMATION SYSTEMS/QUANTITATIVE METHODS

11:00 a.m.–12:15 p.m. 7th Floor, Dearborn 1

Theme: Creating Successful Information Systems

Chair: Linda Knight, DePaul University

“A Microeconomic Perspective on IT Investment and Competitive Advantage”

Amy Hennington, University of Memphis

Jeff Clark, Middle Tennessee State University

“Tracing the Evolution of Thought for Information Systems Success”

Judy Holmes, Middle Tennessee State University

Carol Clark, Middle Tennessee State University

“No Question About It: Microsoft Gets Plenty of Press Coverage in Europe”

John Bowdidge, Southwest Missouri State University

David Meinhardt, Southwest Missouri State University

James Scott, Southwest Missouri State University

Discussant: Nazim Ahmed, Ball State University

INTERNATIONAL BUSINESS

11:00 a.m.–12:15 p.m. 6th Floor, Parlor F

Theme: Changes in Asia

Chair: Juan Meraz, Southwest Missouri State University

“Prescribing Culturally-Sensitive Lenses: Conducting Consumer Marketing Research in Southeast Asia”

Anthony Koh, University of Toledo

Sarah Zimmerman, University of Toledo

Discussant: Christopher Ziemnowicz, Concord College

“Internationalization of RMB and its Role in Asia”

Zhong Wang, Sam Houston State University

Balasundram Maniam, Sam Houston State University

Discussant: Raffaele DeVito, Emporia State University



LEGAL STUDIES

11:00 a.m.–12:15 p.m. 3rd Floor, PDR 8
ANNUAL BUSINESS MEETING

Presiding: Dawn R. Swink, University of St. Thomas

MANAGEMENT

11:00 a.m.–12:15 p.m. 6th Floor, Parlor H
Theme: Enhancing Management Education

Chair: Allen L. Bures, Radford University

“Using a Contract to Enhance the Small-group Experience in a Management Course”

Barbara Mihm, University of Wisconsin-Stevens Point

Discussant: Brian Hinrichs, Saint Xavier University

“Teaching SWOT Analysis”

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

Gary Mullins, University of Wisconsin-Stevens Point

Robert E. Allen, Robert Morris University

Discussant: Ronald M. Faust, University of Evansville

“The Future of Management Education: Seeking the Wisdom of Sages”

Jann Freed, Central College

Discussant: Jeffrey D. Young, Mount Saint Vincent University

“Considering Graduate Students Perceptions of Stress: Can Opportunities Be Identified to Improve the Academic Experience?”

William C. Minnis, Eastern Illinois university

Heather Hartke, Eastern Illinois University

Discussant: Bruce Bloom, DeVry University

MARKETING

11:00 a.m.–12:15 p.m. 5th Floor, PDR 17

Theme: Organizing Degree Program Assessment to Please Both Faculty and the AACSB

Chair: Brian Engelland, Mississippi State University

Panelists: Bob Erffmeyer, University of Wisconsin-Eau Claire

Dan LeClair, AACSB

JoAnn Linrud, Central Michigan University

Nancy Thannert, Robert Morris College

MARKETING

11:00 a.m.–12:15 p.m. 5th Floor, PDR 16

Theme: Active and Passive Consumers in the New Millennium

Chair: Paul Herbig, Tri-State University

“Applied Ethnographic Market Analysis: An Examination of Two Arctic Adventure Expedition Consumption Experiences”

John Summey, Southern Illinois University-Carbondale

Discussant: Carrie Trimble, Illinois Wesleyan University

“The Experiential Consumer: In-depth Explorations into Theatergoers”

Jean West, California State University

Discussant: Michelle Kunz, Morehead State University

“Passive Consumption of Harmful Products: Theoretical Perspectives and Managerial Implications”

Oswald Mascarenhas, University of Detroit Mercy

Ram Kesavan, University of Detroit Mercy

Michael Bernacchi, University of Detroit Mercy

Discussant: Robert Allen, Robert Morris College



MARKETING

**11:00 a.m.–12:15 p.m. 5th Floor, PDR 18
BUSINESS EXECUTIVE SPEAKER SERIES**

**Theme: Managing the Interface between Marketing
Analytics and Creative Marketing**

Moderator: Dale M. Lewison, University of Akron
Data Expert: AnneMarie Scarisbrick-Hauser, KeyCorp
Creative Expert: Lance Davis, InfoCision Management Corporation
Change Discussant: William Hauser, University of Akron



OPERATIONS MANAGEMENT

11:00 a.m.–12:15 p.m. 6th Floor, Parlor D

Theme: Contemporary Issues in Operations Management

Chair: James S. Moore, Indiana University-Purdue University,
Fort Wayne

“A Successful ERP Implementation”

Shad Dowlatshahi, University of Missouri-Kansas City

“Exponential Smoothing Models: A Set of Paradoxes”

Ashok Kumar, Grand Valley State University
Arnold Reisman, Reisman and Associates

“A Brownfield Mass to Lean Conversion: An Opel Belgium Case Study”

William M. Mothersell, Grand Valley State University
Michael L. Moore, Michigan State University
Mark Strolle, GM Lansing Auto Body Assembly



LEGAL STUDIES

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



BUSINESS ECONOMICS

1:45–3:00 p.m. 3rd Floor, PDR 4

Theme: Miscellaneous Issues

Chair: Mohammed Khayum, University of Southern Indiana

“Ricardian Equivalence with Threshold Analysis”

Jorge Guillen, West Virginia University

Discussant: Sudesh Mujumdar, University of Southern Indiana

“Evaluation and Measurement of Marketing”

Georgine Fogel, Salem International University

Discussant: Tim Schibik, University of Southern Indiana

“The Utilization of Course Management Systems in Business Schools: Some Recent Evidence”

Charles Harrington, University of Southern Indiana

Tim Schibik, University of Southern Indiana

Scott Gordon, University of Southern Indiana

Discussant: Vandana Rao, Indiana University East

CASE RESEARCH

1:45–3:00 p.m. 6th Floor, Parlor G

Mini-Case and Paper

Themes: Pedagogical Cases and The Summer Workshop

Chair: Francine S. Segars, Indiana University-Purdue University, Fort Wayne

“Who Is Minding the Store: Absence of Teamwork?”

Kenneth S. Rhee, Northern Kentucky University

“Participants’ Satisfaction with the 2004 SCR Summer Workshop”

Jeff W. Totten, Southeastern Louisiana University

Discussants: Robert H. Ross, Wichita State University

Esther Headley, Wichita State University



FINANCE

1:45–3:00 p.m. 7th Floor, LaSalle 1

Theme: Corporate Finance

Chair: Eddie Ary, Ouachita Baptist University

“Cash Flows from Credit Sales: It’s Not What You Think!”

John White, Georgia Southern University

Discussant: John Consler, LeMoyne University

“A Model for Calculating the Effective Cost of Factoring”

William Ogden, University of Wisconsin-Eau Claire

John Zietlow, Lee University

Discussant: Keith Howe, DePaul University

“The Google.com IPO”

Muhammad Chisty, St. Xavier University

Discussant: Sheen Liu, Youngstown State University



FINANCE

1:45–3:00 p.m. 7th Floor, LaSalle 2

Theme: Financial Education III

Chair: Charles Johnston, Baker University

“A Practical Approach to Teaching Commercial Bank Management: Experiential Learning and More”

James Tripp, Western Illinois University

Patti Calvert, Western Illinois University

Discussant: Donald Swanton, Roosevelt University

“Online Behavior of the Graduate Finance Student”

Thomas Krueger, University of Wisconsin-La Crosse

Discussant: William Trainor Jr., Western Kentucky University

“Starting an Undergraduate Student Investment Management Program on a Shoestring”

Raymond Hughes, University of Wisconsin-Eau Claire

Discussant: Charles Johnston, Baker University



FINANCE

1:45–3:00 p.m. 7th Floor, Clark 7

Theme: Global Investments

Chair: Jim Haskins, University of North Dakota-Grand Forks

“A Comparative Study of Risk and Performance Measures of Closed-end Country Funds and Country-specific Exchange-traded Funds”

George S. Swales Jr., Southwest Missouri State University

Discussant: Feng-Shun Bin, University of Illinois-Springfield

“The Pricing Transmission of the Yen-Dollar Exchange Rates in London, New York, and Tokyo”

Ingyu Chiou, Eastern Illinois University

James Jordan-Wagner, Eastern Illinois University

Discussant: Hongbok Lee, Western Illinois University

“Relationship between Speed of Adjustment and the Type of Market the Security Is Traded In: An Empirical Investigation”

Padmaja Pillutla, Western Illinois University

Discussant: Deepika Bagchee, Northeastern Illinois University

FINANCE

1:45–3:00 p.m. 7th Floor, Clark 9

Theme: That Famous Potpourri II

Chair: William Conley, University of Wisconsin-Green Bay

“Factors that Influence the 2004 Presidential Election Futures Contract: It’s the Economy Stupid—Or Is It?”

Susan Crain, Southwest Missouri State University

Kent Ragan, Southwest Missouri State University

Rakesh Bharati, Southern Illinois University-Edwardsville

Discussant: Eric C. Chang, University of Hong Kong

“Axe the Federal Corporate Income Tax”

Ashok Kapoor, Augsburg College

Discussant: John Bowdidge, Southwest Missouri State University



“Private Equity Sales: A Contracting Cost”

Twila-Mae Logan, Messiah College

Discussant: Thomas Howe, Illinois State University

LEGAL STUDIES

1:45–3:00 p.m. 3rd Floor, PDR 8

Theme: Business Associations and Taxation

Chair: Cyrus K. Motlagh, University of Detroit Mercy

“The Stormy Waters of Zubulake: Implications for Corporate Policies on Record Retention”

Penny Herickhoff, Minnesota State University-Mankato

Vicki M. Luoma, Minnesota State University-Mankato

“Should Do-gooders Do Better? The Legal Duties of Nonprofit Organizations and Their Volunteers”

Michele Govekar, Ohio Northern University

Paul Govekar, Ohio Northern University

Dexter Woods, Ohio Northern University

“Nonprofit Hospitals and the ‘Charitable Trust’ Controversy: Banner Health’s South Dakota Experience”

Jack E. Karns, East Carolina University

“Is Your Tax Preparer Really Prepared?”

Tanya M. Marcum, Central Michigan University

LEGAL STUDIES

1:45–3:00 p.m. 3rd Floor, PDR 9

Theme: Employment Law

Chair: Daniel Levin, Minnesota State University-Mankato

“Employer’s Legal Responsibilities in Preventing Religious Discrimination in the Workplace: Respecting Employees’ Religious Beliefs and Avoiding Liability”

John A. Pearce II, Villanova University

Dennis R. Kuhn, Villanova University

Samuel A. DiLullo, Villanova University



“Developments in the Employer’s Right to Make Disability-related Inquiries under the Americans with Disabilities Act”

Frederick R. Post, University of Toledo

“National Origin Discrimination Since 9/11”

Denise Smith, Missouri Western State College

“Fair Pay Day... Yea or Nay? Management, Legal, and Political Implications of the Department of Labor’s New Overtime Rules”

David Savino, Ohio Northern University

Dexter Woods, Ohio Northern University

MANAGEMENT

1:45–3:00 p.m. 6th Floor, Parlor H

Theme: Those Pesky Millennials: How Our Teaching Must Change to Meet Their Needs

Chair: Kathryn Carlson Heler, Manchester College

Panelists: Richard Barker, Upper Iowa University
Brian Hinrichs, Saint Xavier University
Allen N. Shub, Northeastern Illinois University
Catherine Tyler, Oakland University

MARKETING

1:45–3:00 p.m. 5th Floor, PDR 16

Theme: Meet the Editors of Journals

Chair: Susan Petroschius, co-editor of *JAME–Journal for Advancement of Marketing Education*

Panelists: Mike d’Amico, co-editor, *Marketing Management Journal*
Dale M. Lewison, co-editor, *Marketing Management Journal*
Charles Pettijohn, co-editor, *Marketing Management Journal*
Julie Toner, co-editor of *JAME–Journal for Advancement of Marketing Education*



MARKETING

1:45–3:00 p.m. 5th Floor, PDR 18

Theme: Retailing Studies: Internationalization and Shopping Behavior—E-tail to Physical Stores

Chair: Melissa Moore, Mississippi State University

“The Case of Retail Internationalization in Central and Southeast Europe”

Mateja Vodlan, University of Ljubljana

Irena Vida, University of Ljubljana

Discussant: Richard Whiteley, University of Western Ontario

“Perceived Risk and Its Components: Are There Differences between Catalog, Internet, and Retail Store Shoppers?”

Dee Anne Larson, Mississippi University for Women

Brian Engelland, Mississippi State University

Ronald D. Taylor, Mississippi State University

Discussant: Bård Stillerud, University of North Dakota

“Consumer Trust in an E-retailer: Its Sources and Impact on Consumer Patronage Behavior”

Cuiping Chen, University of Arizona

Matthew O’Brien, Bradley University

Soyeon Shim, University of Arizona

Discussant: Bert Kellerman, Southeast Missouri State University



MARKETING

1:45–3:00 p.m. 5th Floor, PDR 17

Theme: Understanding Customers and Competition: Investigations by Graduate Students

Chair: Karen Norman Kennedy, University of Alabama-Birmingham

“An Empirical Study of the Structure of Competition in General Merchandise Retailing”

Jianfeng Jiang, University of Mississippi

Discussant: Pamela Kennett, University of New Orleans



“The Importance of Understanding Consumption Urges for Marketers to Profit from Consumer Impulse Purchasing”

Alexandra Aguirre-Rodriguez, University of Illinois at Urbana-Champaign

Discussant: Pamela Kennett, University of New Orleans

“Antecedents of Flow: A Study on Online Consumer Behavior”

Yuehua She, University of Mississippi

Xiaobo Xu, University of Mississippi

Discussant: Julie Sneath, University of South Alabama

“Customer Relationship Management: A State of the Art Review”

Don Barnes, Clemson University

Michael Dorsch, Clemson University

Discussant: Julie Sneath, University of South Alabama

CASE RESEARCH

3:15–4:30 p.m. 6th Floor, Parlor G

Mini-Cases: Theme: Accounting

Chair: William E. Stratton, Idaho State University

“The Vending Break-Even”

Brian G. Gnauck, Northern Michigan University

Bruce C. Sherony, Northern Michigan University

“Northside Day Care: Should a CPA Buy a Day Care Center?”

Robin Chase, Clark University

Discussants: Karen Foust, Tulane University

Martha C. Fransson, Rensselaer Polytechnic Institute

FINANCE

3:15–4:30 p.m. 7th Floor, LaSalle 1

Theme: Private Information

Chair: Padmaja Pillutla, Western Illinois University



“Public Information Disclosure and Differential Private Information Costs”

Jinhu Qian, Le Moyne University

Discussant: Twila-Mae Logan, Messiah College

“Private Information and Market Movements: New Evidence from the Wednesday Market Closings”

Thomas Berry, DePaul University

Keith Howe, DePaul University

Discussant: Padmaja Pillutla, Western Illinois University

“Corporate Ownership Structure and Governance: Is There a Link?”

Sheri Faircloth, University of Nevada-Reno

Ali Nejadmalayeri, University of Nevada-Reno

Manohar Singh, University of Nevada-Reno

Discussant: Ashok Kapoor, Augsburg College

FINANCE

3:15–4:30 p.m. 7th Floor, LaSalle 2

Theme: Corporate Finance Potpourri

Chair: Olgun F. Sahin, Minnesota State University-Morehead

“Futures Contract Introductions: A Study of Firm Characteristics Before and After”

Susan Crain, Southwest Missouri State University

Jacky So, Texas A&M International

Rakesh Bharati, Southern Illinois University-Edwardsville

Discussant: William Ogden, University of Wisconsin-Eau Claire

“The Long-run Stock Performance of Preferred Stock Issuers”

Hongbok Lee, Western Illinois University

John Howe, University of Missouri–Columbia

Discussant: Olgun F. Sahin, Minnesota State University-Morehead



“Turning Our Financial Focus to the People’s Republic of China”

John Bowdidge, Southwest Missouri State University

James Scott, Southwest Missouri State University

Discussant: Ehsan Nikbakht, Hofstra University



FINANCE

3:15–4:30 p.m. 7th Floor, Clark 7

Theme: Personal Finance II

Chair: Patti Calvert, Western Illinois University

“Searching for Information Content: Portfolio Performance of *Business Week’s* Top 50 Stocks”

Anthony Loviscek, Seton Hall University

Discussant: Jill Vihtelic, St. Mary’s University

“A GARP Model for Developing and Managing Online a Diversified Stock Portfolio for Individual Investors Using Financial Ratios Analysis”

Charles Johnston, Baker University

Discussant: Ibrahim Affaneh, Indiana University of Pennsylvania

“Utilization of Estate Planning Techniques under Current Federal Estate Tax Exclusions”

Curt Weber, University of Wisconsin-Whitewater

John Aulerich, University of Wisconsin-Whitewater

Discussant: Patti Calvert, Western Illinois University



FINANCE

3:15–4:30 p.m. 7th Floor, Clark 9

Theme: Volatility

Chair: William Conley, University of Wisconsin-Green Bay

“A Study of Mutual Fund Flow and Market Return Volatility”

Charles Q. Cao, Pennsylvania State University

Eric C. Chang, University of Hong Kong

Ying Wang, Pennsylvania State University

Discussant: Thomas Krueger, University of Wisconsin-La Crosse

“Conditional Testing of Beta and the CAPM during 1993-2002”

William J. Trainor Jr., Western Kentucky University

Discussant: William Conley, University of Wisconsin-Green Bay

“Detection of Multiple Beta Shifts”

Thomas Howe, Illinois State University

Discussant: Ingyu Chiou, Eastern Illinois University

MANAGEMENT

3:15–4:30 p.m. 6th Floor, Parlor H

Theme: Management Potpourri

Chair: Brian Hinrichs, Saint Xavier University

“Career Planning: A Model for a Diverse Workforce”

Margaret F. Karsten, University of Wisconsin-Platteville

Frank P. Igou, University of Wisconsin-Platteville

Discussant: Claretha H. Banks, University of Arkansas

“Managing a Hyper Growth Organization: A First-person Perspective”

Jeff Fahrenwald, Rockford College

Discussant: Frank Gaskill, University of St. Francis

“Determinants of Employee Work Motivation and Organization Loyalty”

Pegah Hemmasi, Illinois State University

Discussant: James Paradiso, College of Lake County

MARKETING

3:15–4:30 p.m. 5th Floor, PDR 17

Theme: Explorations in Integrated Marketing Communications and Sales Management

Chair: Mandeep Singh, Western Illinois University

“The Role of Sponsorship Beliefs in Consumer Response to Sports Sponsorships”

Donald Roy, Middle Tennessee State University

Benjamin Goss, Southwest Missouri State University

Colby Jubenville, Middle Tennessee State University

Discussant: Brian Engelland, Mississippi State University

“The Spirit of Communiqué in the Plethora of Communication Materials for Higher Educational Institutions”

Rubeena Cetin, Ajman University of Science and Technology Network, UAE

Discussant: Robert Moore, Mississippi State University

“In Sales, Is There a Difference Between Like and Love? The Work Attitude-Altitude Connection”

Shawn Green, Aurora University

Jeff Gardner, Maximum Performance Group

Discussant: Rick Shannon, Western Kentucky University

MARKETING

3:15–4:30 p.m. 5th Floor, PDR 18

Theme: The Impact of Sports on Marketing at the Collegiate Level

Chair: Allen Marber, Fordham University

Panelists: Alfred C. Holden, Fordham University

Allen Marber, Fordham University

Chaim Ehrman, Loyola University

Paul Wellen, Roosevelt University



MARKETING

3:15–4:30 p.m. 5th Floor, PDR 16

Theme: Exploring Micro and Macro Marketing Topics: Services Marketing, Service Quality, Place Marketing, and Store Loyalty

Chair: Rama Yelkur, University of Wisconsin-Eau Claire

“Design and Application of a Cost-to-Serve Model”

Gurram Gopal, Elmhurst College

Discussant: Ken Bahn, James Madison University

“Measuring Functional Service Quality Using SERVQUAL in a Dependent, Ongoing Health Service Relationship”

Leigh Anne Clark, Southern Illinois University-Carbondale

Randy Clark, Southern Illinois University-Carbondale

Discussant: Holt Wilson, Central Michigan University

“Place Marketing, National Identity and the Global Economy: The Case of Museo de Arte de Puerto Rico”

Tomas Lopez-Pumarejo, Brooklyn College

Discussant: Mike, University of Akron

“Drivers of Consumer’s Store Choice and Store Loyalty—Building a Sustainable Competitive Advantage”

Ivan-Damir Anic, Indiana University

Discussant: Bård Stillerud, University of North Dakota



MARKETING

4:30–6:30 p.m.

Post-conference Experience

Chair: Judy Wiles, Southeast Missouri State University

Information will be in the MMA program distributed at the conference.



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