

# TABLE OF CONTENTS

	PAGE
Advance Registration .....	3
Hotel Arrangements .....	3
Program 2006 .....	3
Distinguished Paper Awards .....	4
MBAA: Roots and More... ..	8
Association Business Meetings and Receptions .....	12
MBAA Program Sessions .....	18
Wednesday, March 16, 2005 .....	18
Thursday, March 17, 2005 .....	33
Friday, March 18, 2005 .....	88
Advisory Council .....	131
MBAA Presidents .....	132
MBAA Executive Directors .....	133
Professional Division Chairs 2005 .....	134
MBAA Board .....	136
Formal Organizations and Officers .....	138
Academy of Finance .....	138
Business and Health Administration Association .....	138
Marketing Management Association .....	138
Midwest Academy of International Business .....	138
Midwest Academy of Legal Studies in Business .....	138
Midwest Business Economics Association .....	138
North American Accounting Society .....	139
North American Management Society .....	139
Operations Management and Entrepreneurship Association .....	139
Society for Case Research .....	139
Society for the Advancement of Information Systems .....	139
Index of Participants .....	140

## Program Advertisers

Thomson South-Western .....	6-7
McGraw-Hill/Irwin .....	11
Mid-American Journal of Business .....	17
Houghton Mifflin Company .....	62

## 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](http://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*, 23e

**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

**Clauretic/Sirmans**

*Real Estate Finance: Theory and Practice*, 5e

**Jacobus**

*Real Estate Principles*, 70e

<http://www.swlearning.com>

Phone 1.800.423.0563

Fax 1.859.647.5020

Request Texts at

<http://snapshot.swlearning.com>

## 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!"

McGraw-Hill/Irwin is committed to excellence. We are extremely proud of the products and services we offer to educators and professionals all over the world. We know technology is changing the classroom, and we strive to bring innovative electronic publishing solutions to both instructors and students. Here are just some of the ways we can help you keep your course up to date and moving forward.

## Team Learning Assistant



The **Team Learning Assistant (TLA)** is designed to maximize your students' team learning experiences in any course you teach, while also saving professors and students valuable time. Located at [www.mhhe-tla.com](http://www.mhhe-tla.com), the Team Learning Assistant contains readings, resources, and assignments, and features such important advice on integrating teams into the syllabus and grading process, the importance of having a team contract and how to write one, details on peer and instructor evaluations, as well as meeting and conflict management. TLA is a web-based set of tools that provides the structure student teams need to stay on track with projects while developing skills.

## Classroom Performance System (CPS)

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.



## Course Management



We offer complete online courses by partnering with delivery platforms such as **Blackboard**, **WebCT**, and **eCollege**. You have your choice of customizing the McGraw-Hill content or authoring your own materials.

## Online Learning Centers

A secured Instructor Center stores your essential course materials, such as downloadable supplements and exercises. Students can visit these text-specific websites for learning objectives, chapter summaries, videos, interactive quizzes, and more.



These are just a few of the products and innovations McGraw-Hill/Irwin has to offer. To learn about others—including **PageOut**, **NetTutor**, **eBooks**, **Standard & Poor's access**, **PowerWeb**, and **Primis Custom Publishing**—please visit our booth, contact your local McGraw-Hill/Irwin sales representative, or visit [www.mhhe.com](http://www.mhhe.com).

# 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](mailto: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:

[www.bsu.edu/MAJB](http://www.bsu.edu/MAJB)

### Editor-in-Chief      Managing Editor

Ashok K. Gupta, Ph.D.  
College of Business  
Ohio University  
Athens, OH 45701  
740-593-2027  
[gupta@ohio.edu](mailto:gupta@ohio.edu)

Judy Lane, SPHR  
Bureau of Business Research  
Ball State University  
Muncie, IN 47306  
745-265-5926  
[jlane@bsu.edu](mailto:jlane@bsu.edu)

### Editorial Board

Ohio University  
**Ashok Gupta, Ph.D., Editor-in-Chief**  
College of Business  
Athens, OH 45701  
Dean: Glenn Corlett

Ball State University  
**Srinivasan Sundaram, Ph.D.**  
Miller College of Business  
Muncie, IN 47306  
Dean: Lynne D. Richardson

Central Michigan University  
**JoAnn K. Jirud, Ph.D.**  
College of Business Administration  
Mt. Pleasant, MI 49659  
Interim Dean: Daniel Weller

Miami University  
**T.M. Rajkumar, Ph.D.**  
Richard T. Farmer School of Business  
Oxford, OH 45056  
Dean: Roger Jenkins

Northern Illinois University  
**Bill Cummings, Ph.D.**  
College of Business  
DeKalb, IL 60115  
Dean: David Geaf

The University of Toledo  
**Laurence Tink, Ph.D.**  
College of Business Administration  
Toledo, OH 43606  
Dean: Thomas Gutteridge

Western Michigan University  
**Christina Shamber, Ph.D.**  
Haworth College of Business  
Kalamazoo, MI 49008  
Interim Dean: Adrian "Ed" Edwards

# 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





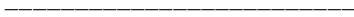
**MANAGEMENT**

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

**Panel: Assuring Quality in Online Management Education I**

Chair: Edward Heler, Heler<sup>2</sup> 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  
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

---

**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

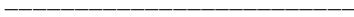
**“The 4+2 Strategy for Sustained Success: Does It Apply to Higher Education?”**

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 Petroschius, 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



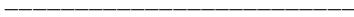
**“Life Cycle Concepts: A Cross Discipline Training Opportunity for Accounting Faculty”**

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

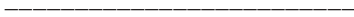
**Discussant:** David P. Paul, III, Monmouth University

**“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: Sabin 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)



# HOUGHTON MIFFLIN BUSINESS

## Leading the Way

Be  
Courageous  
Intuitive  
Daring  
Creative  
Lead

### NEW for 2006!



#### BUSINESS

##### \* Introduction to Business

Julian E. Gaspar · Leonard Bierman · L. Murphy Smith  
James W. Kolari · Richard T. Hise · Antonio Arreola-Risa  
©2006 • 608 page • Student Paperback: 0-618-30636-6  
Library Edition/Exam copy: 0-618-568484

##### E-Business:

##### Strategic Thinking and Practice, 2/e

Brahm Canzer  
©2006 • 384 pages • Hardcover • 0-618-51988-2

##### Personal Finance, 8/e

E. Thomas Garman · Raymond Fargue  
©2006 • 736 pages • Hardcover • 0-618-47142-1

##### Contemporary Business Communication, 6/e

Scot Ober  
©2006 • 672 pages • Hardcover • 0-618-47252-5

#### MANAGEMENT

##### Launching New Ventures, 4/e

Kathleen Allen  
©2006 • 576 pages • Hardcover • 0-618-52807-5

##### Human Resource Management, 6/e

Cynthia D. Fisher · Lyle F. Schoenfeldt · James B. Shaw  
©2006 • 880 pages • Hardcover • 0-0618-52786-9

##### \* Fundamentals of Organizational Behavior

Ricky W. Griffin · Gregory Moorhead  
©2006 • 448 pages • Paperback • 0-618-49270-4

##### Fundamentals of Management:

##### Core Concepts & Applications, 4/e

Ricky W. Griffin  
©2006 • 528 pages • Paperback • 0-618-47242-8

##### Small Business Management:

##### Entrepreneurship and Beyond, 3/e

Timothy S. Hatten  
©2006 • 680 pages • Hardcover • 0-618-507256

##### International Management, 3/e

Dean McFarlin · Paul Sweeney  
©2006 • 576 pages • Hardcover • 0-618-51983-1

##### Human Relations:

##### Principles and Practices, 6/e

Barry L. Reece · Rhonda Brandt  
©2006 • 320 pages • Paperback • 0-618-50209-2

#### MARKETING

##### Marketing, 2006 Edition

William M. Pride · OC Ferrell  
©2006 • 800 pages • Loose-leaf Text: 0-618-47446-3  
Library Edition/Exam copy: 0-618-47445-5

##### Internet Marketing, 2/e

Carolyn Siegel  
©2006 • 432 pages • Hardcover • 0-618-519998

#### ACCOUNTING

##### \* Intermediate Accounting:

##### Financial Reporting and Analysis

Curtis L. Norton · Michael Diamond · Donald Pagach  
©2006 • 1104 pages • Hardcover • 0-618-088784

#### ECONOMICS

##### Fundamentals of Economics, 3/e

William Boyes · Michael Melvin  
©2006 • 480 pages • Softcover • 0-618-49630-0

##### \* Doing Economics:

##### A Guide to Understanding and Using

##### Economic Research

Steven A. Greenlaw  
©2005 • 352 pages • Spiralbound • 0-618-379835

\* New Title!



HOUGHTON MIFFLIN

#### To request an examination copy

- Visit the Houghton Mifflin booth
- Consult the College Division: [catalog.college.hmco.com](http://catalog.college.hmco.com)

- Call or fax the Faculty Services Center  
Tel: 800/733-1717 • Fax: 800/733-1810
- Contact your Houghton Mifflin sales representative  
[instructors.college.hmco.com](mailto:instructors.college.hmco.com)



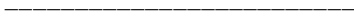
**ACCOUNTING**

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”**

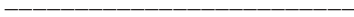
Edward H. Osborne, Marietta College  
Kathryn M. Moriarity, Marietta College

**“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





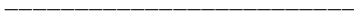
**MANAGEMENT**

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**

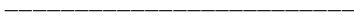
1:30–2:45 p.m. .... 5th Floor, PDR 17

**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 Management

**Co-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**

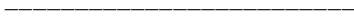
**8:00–9:15 a.m. .... 6th Floor, Parlor F**

**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”**

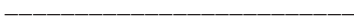
Raymond Elson, Valdosta State University

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”**

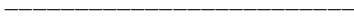
Robert Ping, Jr., Wright State University

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

Thank you  
PEARSON PRENTICE HALL  
for sponsoring  
Cyber Cafe at MBAA





# MBAA

Distinguished Paper Awards



See Pages 4 and 5

Dedicated to

**McGraw-Hill/Irwin**



**“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.



## 2004–2005 Advisory Council

Tim Aurand, Northern Illinois University  
Casimir Barczyk, Purdue University Calumet  
John Bowdidge, Southwest Missouri State University  
Jim Camerius, Northern Michigan University  
Elizabeth Cameron, Alma College  
Bob Curtis, Cardinal Health System, Inc.  
Bob Dean, Viterbo University  
Raffaele DeVito, Emporia State University  
Tom Dock, University of Wisconsin-Eau Claire  
Fred Ebeid, Western Illinois University  
Brian Engelland, Mississippi State University  
Bob Erffmeyer, University of Wisconsin Eau Claire  
Jeffrey Fahrenwald, Rockford College  
Jann Freed, Central College  
Regina Greenwood, Kettering University  
Kathryn Carlson Heler, Manchester College  
Bambi Hora, University of Central Oklahoma  
Joe Horton, University of Central Arkansas  
David Hunger, Iowa State University  
Gary Johnson, Southeast Missouri State University  
Margaret Johnson-Dennis, Hannibal-LaGrange College  
Tom Krueger, University of Wisconsin-La Crosse  
Mary K. Madsen, University of Wisconsin-Milwaukee  
Mostafa Maksy, Northeastern Illinois University  
Eleanor Maliche, West Virginia State University  
Dana Muir, University of Michigan  
Barbara Nemecek, University of Wisconsin-River Falls  
David P. Paul III, Monmouth University  
Donna Redding, Memorial Medical Center  
Richard Sathe, University of St. Thomas  
Tim Schibik, University of Southern Indiana  
Jack Sterrett, Southeast Missouri State University  
Vern Terpstra, University of Michigan  
Marwan Wafa, University of Wisconsin-Parkside  
Jennifer Williams, University of Southern Indiana  
Gene Wunder, Washburn University

# Presidents of the MBAA

- 1965–1966 L.L. Waters, Indiana University  
1966–1967 Sidney Feldman, Indiana University-Northwest  
\*1967–1968 Fremont A. Shull Jr., Southern Illinois University  
1968–1969 Elwyn K. DeVore, Northwest Missouri State University  
1969–1970 N.W. Edwards, University of Missouri  
1970–1971 Richard W. Metcalf, University of Nebraska  
1971–1972 Donald E. Mulvihill, Ball State University  
1972–1973 Dale E. Clement, University of South Dakota  
\*1973–1974 Miles Tommeraasen, Morningside College-Sioux City  
1974–1975 Frank K. Reilly, University of Notre Dame  
1975–1976 William Bonwich, St. Louis University  
\*1976–1977 Harry C. Lyle, Miami University  
\*1977–1978 LaVerne A. Cox, St. Cloud State University  
1978–1979 Donald M. Albanito, Bradley University  
1979–1980 Carl C. Nielsen, Wichita State University  
1980–1981 Eugene F. Drzycimski, University of Wisconsin-Oshkosh  
1981–1982 Donald W. Scotton, Cleveland State University  
1982–1983 F.J. Guerra, St. Louis University  
1983–1984 Marie Madison, Truman College  
1984–1985 William M. Voss, Ohio University  
1985–1986 Darrell F. Wentworth, St. Cloud State University  
\*1986–1987 Donald Shawver, University of Missouri  
1987–1988 Paul C. Thistlethwaite, Western Illinois University  
1988–1989 Philip H. Vorherr, University of Dayton  
\*1989–1990 David Gustafson, University of Missouri-St. Louis  
1990–1991 Frances J. Hill, University of Wisconsin–Whitewater  
1991–1992 Jerry L. Geisler, California State–Stanislaus  
1992–1993 C. L. Abercrombie, Memphis State University  
1993–1994 Carol Anderson, Rollins College  
1994–1995 William G. Zorr, University of Wisconsin-Oshkosh  
1995–1996 Richard J. Judd, University of Illinois-Springfield  
1996–1997 William C. Sturm, University of Wisconsin-Milwaukee  
1997–1998 Jeff Fahrenwald, Rockford College  
1998–1999 Carol Clark, Middle Tennessee State University  
1999–2000 Bert Kellerman, Southeast Missouri State University  
2000–2001 Jacob Wambsganss, University of North Dakota  
2001–2002 Uday S. Tate, Marshall University  
2002–2003 George W. McNary, Creighton University  
2003–2004 George S. Swales Jr., Southwest Missouri State University  
2004–2005 Richard J. Sebastian, St. Cloud State University

## Executive Directors of the MBAA

1965–1966 Sidney Feldman, Indiana University-Northwest

1966–1967 Elwyn K. DeVore, Northwest Missouri State University

1967–1970 William R. Hoskins, Bowling Green State University

\*1970–1976 LaVerne A. Cox, St. Cloud State University

1976–1981 Darrell F. Wentworth, St. Cloud State University

\*1981–1982 Dwight M. Edmonds, University of Wisconsin-Oshkosh

1982–2001 Donald M. Albanito, Bradley University

2001– Jeff Clark, Middle Tennessee State University

\*Deceased

# 2005 Professional Division Chairs

## **ACCOUNTING**

Jerry Kreuze  
Western Michigan University  
Haworth College of Business  
Kalamazoo, MI 49008  
Phone: 269-387-5266  
Fax: 269-387-5710  
jerry.kreuze@wmich.edu

## **CASE RESEARCH**

Martha Fransson  
Rensselaer at Hartford  
275 Windsor Street  
Hartford, CT 06120-2991  
Phone: 860-548-7831  
Fax: 860-547-0866  
fransson@rh.edu

## **BUSINESS ECONOMICS**

Dan Friesner  
School of Business Administration  
Gonzaga University  
502 East Boone Avenue  
Spokane, WA 99258  
Phone: 509-323-3415  
Fax: 509-323-5811  
friesner@jepson.gonzaga.edu

## **FINANCE**

Don T. Johnson  
Western Illinois University  
430 Stipes  
Macomb, IL 61455  
Phone: 309-298-1026  
Fax: 309-298-2198  
dt-johnson@wiu.edu

## **BUSINESS AND HEALTH ADMINISTRATION**

Madhu Agrawal  
St. John's University  
College of Pharmacy  
Jamaica, NY 11439  
Phone: 718-990-6270  
Fax: 718-990-6316  
agrawalm@stjohns.edu

## **INFORMATION SYSTEMS/ QUANTITATIVE METHODS**

Patrick Paulson  
Winona State University  
Eighth and Johnson  
Somsen 324M  
Winona, MN 55987  
Phone 507-457-5581  
Fax: 507-457-5602  
ppaulson@winona.edu

## **BUSINESS/SOCIETY/ GOVERNMENT**

Jim Breyley  
University of New England  
11 Hills Beach Road  
Biddeford, ME 04005  
Phone: 207-283-0170, ext. 2273  
Fax: 207-282-6379  
jbreyley@une.edu

## **INTERNATIONAL BUSINESS**

Juan Meraz  
Southwest Missouri State University  
College of Business Administration  
901 National  
Springfield, MO 65804  
Phone 417-836-5566  
Fax: 417-836-6224  
Jumo72t@smsu.edu

# 2005 Professional Division Chairs

## **LEGAL STUDIES IN BUSINESS**

Dexter Woods  
Ohio Northern University  
College of Business Administration  
Ada, OH 45810  
Phone: 419-772-2075  
Fax: 419-772-3125  
d-woods@onu.edu

## **MANAGEMENT**

Harry Fisher  
Eureka College  
300 East College Avenue  
Eureka, IL 61530  
Phone: 309-467-6450  
Fax: 309-467-6349  
hfisher@eureka.edu

## **MARKETING**

Judy Wiles  
Southeast Missouri State University  
Management and Marketing  
Department 5875  
Cape Girardeau, MO 63701  
Phone: 573-651-2913  
Fax: 573-651-2909  
jwiles@semovm.semo.edu

## **OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

Rajeev Sawhney  
Western Illinois University  
College of Business and Technology  
One University Circle  
Macomb, IL 61455  
Phone: 309-298-1625  
Fax: 309-298-1019  
rsawhney@wiu.edu

# MBAA Officers and Executive Board



**George S. Swales Jr.**  
Southwest Missouri State University  
Immediate Past President



**Richard J. Sebastian**  
St. Cloud State University  
President



**Julie E. Toner**  
Bellarmine University  
President-Elect



**Jeff Clark**  
Middle Tennessee  
State University  
Executive Director



**Susan Haugen**  
University of  
Wisconsin-Eau Claire  
Vice President



**Ashish Chandra**  
Marshall University  
Board Member



**Linda Knight**  
DePaul University  
Board Member



## Officers and Executive Board

**President:** Richard J. Sebastian  
Chair and Professor of Management  
St. Cloud State University (320) 308-3226

**President-Elect and 2005 Program Chair:** Julie F. Toner  
Associate Professor of Marketing  
Director of Graduate Studies and Director of Brown Scholars  
Leadership Program  
Bellarmine University (502) 452-8494

**Vice President:** Susan Haugen  
Professor of Accounting  
University of Wisconsin-Eau Claire (715) 836-2952

**Immediate Past President:** George S. Swales Jr.  
Professor and Head of Finance and General Business  
Southwest Missouri State University (417) 836-5504

**Board Members-at Large:**  
Ashish Chandra  
Associate Professor, Health Care Administration  
Marshall University (304) 746-1964

Linda Knight  
Associate Dean  
School of Computer Science, Telecommunications,  
and Information Systems  
DePaul University (312) 362-5165

**Executive Director:** Jeff Clark  
Professor of Computer Information Systems and  
Coordinator of IS Graduate Studies  
Middle Tennessee State University (615) 898-2838

# Formal Organizations and Officers

## **ACADEMY OF FINANCE**

President: Monzurul Hoque, Saint Xavier University  
President-Elect and Program Chair: Don T. Johnson, Western Illinois University  
Secretary/Associate Program Chair: Kevin Bahr,  
University of Wisconsin-Stevens Point,  
Proceedings Editor: Raj Kohli, Indiana University South Bend  
Past President: Michael L. Robinson, Saint Mary's College

## **BUSINESS AND HEALTH ADMINISTRATION ASSOCIATION**

President: David Tipton, Duquesne University  
President-Elect and Program Chair: Madhu Agrawal, St. John's University  
Proceedings Editor and Program Chair Elect: Mary K. Madsen,  
University of Wisconsin-Milwaukee  
Proceedings Co-Editor: Peter Fitzpatrick, Clayton College and State University  
Past President: David P. Paul III, Monmouth University

## **MARKETING MANAGEMENT ASSOCIATION**

President: Frederick B. Hoyt, Illinois Wesleyan University  
President-Elect and Program Chair: Judy Wiles, Southeast Missouri State University  
Executive Director: Charles E. Pettijohn, Southwest Missouri State University  
Proceedings Editor: Michelle Kunz, Morehead State University  
Past President: Brian Engelland, Mississippi State University

## **MIDWEST ACADEMY OF INTERNATIONAL BUSINESS**

President: Bindu Vyas, Kings College  
President-Elect and Program Chair: Juan Meraz, Southwest Missouri State University  
Proceedings Editor: Christopher Ziemnowicz, Concord College  
Past President: John Spillan, Penn State University-DuBois

## **MIDWEST ACADEMY OF LEGAL STUDIES IN BUSINESS**

President: Dawn Swink, University of St. Thomas  
Vice President and Program Chair: Dexter Woods Jr., Ohio Northern University  
Secretary and Proceedings Editor: Tanya Marcum, Central Michigan University  
Treasurer: George W. McNary, Creighton University  
Past President: Daniel Levin, Minnesota State University-Mankato

## **MIDWEST BUSINESS ECONOMICS ASSOCIATION**

President: Timothy Schibik, University of Southern Indiana  
President-Elect and Program Chair: Dan Friesner, Gonzaga University  
Proceedings Editor: Mohammed Khayum, University of Southern Indiana  
Past President: Georgine Fogel, Salem International University

# Formal Organizations and Officers

## **NORTH AMERICAN ACCOUNTING SOCIETY**

President: Kenneth E. Stone, Central Missouri State University  
President-Elect and Program Chair: Jerry Kreuze, Western Michigan University  
Vice President-Academics: Dee Ann Ellingson, University of North Dakota  
Secretary: Doug Johnson, Southeast Community College  
Treasurer: Bambi Hora, University of Central Oklahoma  
Past President: Gary Johnson, Southeast Missouri State University

## **NORTH AMERICAN MANAGEMENT SOCIETY**

President: Kathryn Carlson Heler, Manchester College  
President-Elect and Program Co-Chair:  
Program Chair: Harry E. Fisher, Eureka College  
Journal Editor: Edward Heler, Heler<sup>2</sup> Consultancy, LLC  
Proceedings Editor: C. R. Marshall, University of Wisconsin-Stevens Point  
Secretary: Jeff Fahrenwald, Rockford College  
Treasurer: William Walsh, Illinois Wesleyan University  
Past President: Regina Greenwood, Kettering University

## **OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION**

President: Charles Apigian, Middle Tennessee State University  
President-Elect and Program Chair: Rajeev Sawhney,  
Western Illinois University  
Program Co-Chair: Teresa Friel, Butler University  
Treasurer/Secretary: Richard Judd, University of Indiana-Springfield  
Past President: Joseph Khamalah, Indiana University-Purdue University, Fort Wayne

## **SOCIETY FOR CASE RESEARCH**

President: Barbara Nemecek, University of Wisconsin-River Falls  
President-Elect and Publications Chair: Cheryl Noll, Eastern Illinois University  
Program Chair: Martha Fransson, Rensselaer at Hartford

## **SOCIETY FOR THE ADVANCEMENT OF INFORMATION SYSTEMS**

President: Ernest Nolan, University of Southern Indiana  
Vice-President and President Elect: Charletta Guitierrez, Northern Illinois University  
Program Chair: Patrick Paulson, Winona State University  
Proceedings Editor: Behrooz Saghafi, Chicago State University  
Executive Secretary: Jennifer Williams, University of Southern Indiana  
Executive Treasurer: Bob Dean, Viterbo University  
Past President: Cathy Poyner, Truman State University

# MBAA 2005 Participants

## A

Aaker, David ..... 14, 60  
Abel, Patrick ..... 47  
Abercrombie, C. L. .... 132  
Aboulnasr, Khaled ..... 85  
Adamson, Stanley ..... 101  
Affaneh, Ibrahim ..... 91, 127  
Agan, Yavuz ..... 60  
Agrawal, Madhu ..... 12, 76,  
87, 134, 138  
Aguirre-Rodriguez, Alexandra ..... 125  
Ahmed, Nazim ..... 115  
Akinci, Fevzi ..... 19  
Al Barwani, Samra ..... 66  
Al Dhawi, Ali A. .... 76  
Al Farsi, Mohammed ..... 18  
Al, Mohammed Q. Balushi ..... 42  
Al-Abri, Salim M. .... 108, 110  
Albanito, Donald M. .... 132, 133  
Albert, Joseph ..... 81  
Albin, Marv ..... 70  
Albrecht, Mary ..... 23, 44, 50, 85  
Alex, Theodore ..... 22  
Ali, Farah ..... 48  
Ali, Lila ..... 53  
Allen, Robert ..... 30, 116, 117  
Almwajeh, Omar ..... 91  
Alzheimer, Cornelia ..... 96, 103  
Anderson, Carol ..... 132  
Anderson, Wayne L. .... 71  
Andrew, Lawrence ..... 68, 80  
Anic, Ivan-Damir ..... 130  
Apigian, Charles ..... 16, 27, 60,  
70, 91, 96, 139  
Armitage, Jack ..... 107  
Aroskar, Rajarshi ..... 36, 46, 82  
Ary, Eddie ..... 45, 93, 120  
Astani, Marzie ..... 37  
Athappilly, Kuriakose ..... 47  
Atwood, Amy ..... 23  
Aulerich, John ..... 46, 67, 102, 127  
Aurand, Tim ..... 51, 91, 94, 131

## B

Baena, Cesar E. .... 43, 48, 57  
Bagchee, Deepika ..... 93, 121  
Bahn, Ken ..... 130  
Bahr, Kevin ..... 37, 45, 93, 138  
Bailey, Gary R. .... 76  
Bailey, Henri III ..... 43  
Bailey, Suzanne L. .... 26, 76  
Baker, David ..... 109  
Bakhtiyarova, Julia ..... 47  
Balik, Robert ..... 69, 82, 92  
Balsara, Nauzer ..... 21, 27  
Banks, Clarethia H. .... 84  
Banks, Debra L. .... 25  
Baqir, Muhammad Naveed ..... 79  
Barczyk, Casimir ..... 20, 24,  
38, 40, 131  
Barker, Richard ..... 30, 123  
Barnes, Don ..... 125  
Barnes, Nora Ganim ..... 74, 105  
Barrett, Terri ..... 25, 65, 90  
Batterson, Bruce ..... 83  
Bauerly, Ronald J. .... 68, 81  
Bayou, Mohamed E. .... 107  
Becker, D'Arcy ..... 24  
Behrens, Curtiss K. .... 49  
Bell, Ralph ..... 54  
Bernacchi, Michael ..... 117  
Berry, Kelly ..... 75  
Berry, Thomas ..... 102, 126  
Bhandari, Shyam ..... 36, 80  
Bharati, Rakesh ..... 121, 126  
Bin, Feng-Shun ..... 100, 121  
Birru, Debela ..... 73  
Birt, Terri A. .... 53  
Bjonback, Derek ..... 43, 78  
Black, Keith ..... 45, 68, 80  
Blackman, Robin ..... 21  
Blake, Sandy ..... 26, 64  
Blom, Charlotte ..... 47  
Bloom, Bruce ..... 116  
Bloom, Denise Probert ..... 45, 82  
Bodnovich, Thomas ..... 70  
Boldin, Robert ..... 21, 27

# MBAA 2005 Participants

Bonwich, William .....	132
Booker, Quinton .....	107
Borchers, Andrew S. ....	53
Boss, M.K. ....	103
Botana, Joseph D. ....	63, 111
Botz, Daniel .....	72
Bouzouita, Raja .....	69
Bowdidge, John .....	18, 20, 27, 28, 30, 34, 36, 42, 43, 48, 49, 58, 66, 69, 71, 77, 88, 89, 92, 98, 101, 102, 103, 115, 121, 127, 131
Bowman, Brian .....	102
Braaksma, Melissa .....	63
Brakefield, James T. ....	20, 24
Brannon, Bradley .....	38
Branson, Leonard .....	100
Braun, Charles .....	64, 89, 98
Breyley, Jim .....	34, 55, 66, 134
Brian Hinrichs .....	29
Broussard, Amelia .....	53, 65, 77
Brown, William .....	5, 21, 28, 70
Brudvig, Susan .....	4, 30
Buchholz, Gregory .....	20, 27
Budd, Bruce .....	102
Budd, Catherine .....	102
Buff, Cheryl .....	51
Bullard, Jennie .....	98
Bures, Allen L. ....	30, 116
Byrd, John T. ....	50

## C

Caldwell, Craig .....	114
Calvert, Patti .....	120, 127
Camerius, James W. ....	44, 50, 131
Cameron, Elizabeth .....	59, 104, 131
Cao, Charles Q. ....	128
Capitan, Kathleen E. ....	19
Carrigan, Martin .....	77
Carroll, Lawrence B. ....	44
Carroll, Luke .....	25
Casey, Russell .....	51, 55, 79
Cashel-Cordo, Peter .....	34, 99, 108, 111
Cavello, Gerald .....	40
Cetin, Rubeena .....	129
Chakrabarty, Subhra .....	105
Chan, Joseph .....	21, 47
Chandra, Ashish .....	25, 76, 90, 136, 137
Chang, C. Edward .....	28, 48, 92
Chang, Eric C. ....	121, 128
Chang, Ying-Chia .....	76
Chase, Robin .....	125
Cheadle, Shikara .....	63
Chen, Chin-Pei .....	39
Chen, Cuiping .....	31, 124
Chen, Dar-Hsin .....	100
Chen, Haiyang .....	100
Cherry, John .....	23, 31
Chiesl, Newell .....	51
Chin, Mary .....	39
Chiou, Ingyu .....	101, 121, 128
Chisty, Muhammad .....	91, 120
Choi, Young B. ....	19
Choudhury, Askar .....	92
Chowdhury, Shamsul .....	28, 47, 82
Chung, Kyusuk .....	18, 26, 54, 109
Clark, Carol .....	115, 132
Clark, Jeff .....	3, 115, 133, 136, 137
Clark, Leigh Anne .....	130
Clark, Randy .....	130
Clayton, Ronnie .....	36, 45
Clement, Dale E. ....	132
Cody, Debra .....	25, 42, 64, 97
Collins, T. ....	110
Conklin, Mark .....	26
Conley, Rick .....	26, 34
Conley, William .....	68, 121, 127, 128
Connolly, Janice .....	24
Consler, John .....	68, 120
Cook, Roy A. ....	5, 55, 79, 111
Cook, Sherry .....	39
Coontz, George .....	35, 45
Corbin, Steve .....	22
Costa, Bob .....	35
Costa, Bruce .....	68
Coustasse, Alberto .....	97
Cowart, Lary .....	81, 92

# MBAA 2005 Participants

Cox, LaVerne A. .... 132, 133  
Cox, Steven ..... 23, 55, 79  
Crabtree, M. Jane ..... 44, 50  
Crain, Susan ..... 102, 121, 126  
Crampton, Suzanne M. .... 59  
Crandall, William ..... 105  
Cray, David ..... 38  
Cross, Joann Noe ..... 41  
Crouch, Henry L. .... 106  
Cruz, Cheryl ..... 103  
Cunningham, Donna J. .... 58  
Cupps, Stephen ..... 97, 98  
Curtis, Bob ..... 131  
Curtis, Robert ..... 89  
Czachura, Al ..... 46  
Czyzewski, Alan ..... 51

## D

d'Amico, Mike ..... 18, 22, 39,  
41, 65, 76, 123  
Dangol, Ramesh ..... 20, 24  
Danku, Setor ..... 95  
Davis, Jason ..... 5, 34, 48, 108, 110  
Davis, Lance ..... 118  
Day, Tom ..... 22  
Dean, Bob ..... 37, 131, 139  
DeBoeuf, David ..... 67  
Deitsch, Clarence ..... 88  
Delvecchio, Stephen ..... 41, 52, 72, 84  
Desai, Meghana ..... 77, 108, 110  
Devasagayam, P. Raj ..... 4, 51, 85  
DeVito, Raffaele ..... 28, 103, 115, 131  
DeVore, Elwyn K. .... 132, 133  
Dewey, Rob ..... 104  
Dhiensiri, Nont ..... 100  
Dhumal, Parag ..... 40  
Dilts, David ..... 88, 99  
DiLullo, Samuel A. .... 5, 122  
Dobbs, Rebecca ..... 49  
Dock, Tom ..... 131  
Dogerlioglu-Demir, Kivilcim ..... 36  
Dominelli, Angela ..... 26, 53,  
65, 76, 90  
Dorsch, Michael ..... 125

Douglas, Ann Hughes ..... 4  
Dowlatshahi, Shad ..... 106, 118  
Doyle, Wendy ..... 72, 87  
Drzycimski, Eugene F. .... 132  
Dunn, Colleen ..... 105

## E

Eap, Navery ..... 109  
Ebeid, Fred ..... 131  
Edmonds, Dwight M. .... 133  
Edwards, Constantine ..... 26  
Edwards, Mary Ann ..... 106  
Edwards, N. W. .... 132  
Ehrlich, Donna ..... 29  
Ehrlich, Jeff ..... 29, 105  
Ehrman, Chaim ..... 129  
El-Zayaty, Ahmed ..... 92, 100  
Elfner, Eliot ..... 51, 67, 74  
Elfrink, John ..... 41  
Ellingson, Dee Ann ..... 33, 40, 139  
Elson, Raymond ..... 91, 94  
Emmett, Dennis ..... 41, 89, 97, 98  
Engelkemier, Peggy ..... 19, 25, 76  
Engelland, Brian ..... 117, 124,  
129, 131, 138  
Epps, Alan ..... 52  
Erffmeyer, Bob ..... 22, 74, 117, 131  
Ethridge, Veree ..... 43, 54  
Evans, Mark ..... 90, 94

## F

Fahrenwald, Jeff ..... 30, 73, 128,  
131, 132, 139  
Faircloth, Sheri ..... 4, 101, 126  
Fakhrabadi, Mohammad Reza ..... 108,  
110  
Falk, Gideon ..... 20, 24, 40  
Farris, John ..... 31  
Faulder, D. D. .... 80  
Faust, Ronald M. .... 49, 59, 116  
Feldman, Sidney ..... 8, 132, 133  
Ferguson, Chen W. .... 38, 58  
Ferk, Dyanne J. .... 97

# MBAA 2005 Participants

Ferrell, Linda .....	31
Ferrell, O. C. ....	31
Field, Jerry .....	30, 39, 106
Finley, Russell L. ....	19
Fischer, Bruce D. ....	44
Fisher, Harry .....	73, 135, 139
Fisher, John .....	37
Fisher, Philip C. ....	44, 114
Fishler, Richard .....	85
Fitzpatrick, Peter .....	18, 54, 108, 109, 138
Fogarty, Timothy J. ....	96, 107
Fogel, Georgine .....	119, 138
Folkers, Kimberly .....	23
Fontana, Anthony .....	21
Fotouhi, Farshad .....	19
Foust, Karen .....	78, 125
Francfort, Alfred .....	68, 81
Francis, Conrad .....	46, 68, 80, 102
Frank, Elliot .....	42
Fransson, Martha .....	125, 134, 139
Freed, Jann .....	29, 73, 116, 131
Friel, Teresa .....	44, 56, 100, 114, 139
Friesner, Dan .....	34, 42, 108, 110, 134, 138
Fuller, Mark G. ....	75

## G

Gao, Kuanqiang .....	76
Gardner, Jeff .....	129
Garrett, Norm .....	55
Garrison, Larry R. ....	33, 107
Gaskill, Frank .....	128
Gaumer, Rick .....	63
Geisler, Jerry L. ....	132
Geren, Donald F. ....	86
Ghosh, Asim .....	27, 36
Giannetti, Vincent .....	19, 25, 75, 77, 97
Gieb, Peter .....	28, 103
Gifford, Blair D. ....	29, 38
Gilsdorf, Mary .....	63
Gimbel, David .....	106

Gnauck, Brian G. ....	125
Godiwalla, Yezdi .....	29, 30, 38, 39, 43, 52, 55, 59, 70, 84
Goff, J. Larry .....	5, 55, 111
Goldwater, Paul M. ....	107
Gopal, Gurram .....	32, 52, 130
Goran, Ruth .....	86
Gordon, Scott .....	119
Goss, Benjamin .....	129
Govekar, Michele .....	104, 122
Govekar, Paul .....	122
Grant, Susan .....	23
Grant-Chapple, Donna .....	47, 82
Gray, Steve .....	82
Green, Shawn .....	129
Greenwood, Regina .....	29, 84, 131, 139
Greer, Timothy .....	47, 56, 70
Gritzmacher, Deborah .....	64
Guerra, F.J. ....	132
Guillen, Jorge .....	64, 119
Gutierrez, Charletta .....	47, 70
Gupta, Shiv .....	54, 64, 88
Gustafson, David .....	132
Gutierrez, Charletta .....	139

## H

Haase, Larry .....	39
Halgas, Jordan T.L. ....	58
Hall, Kevin .....	20, 24
Hammond, Kevin .....	73
Hammonds, Mike .....	95
Hannaford, Bill .....	74
Harmon, Harry .....	73
Harrington, Charles .....	119
Hart, Robyne .....	79, 99, 105
Hartke, Heather .....	116
Hasan, Tanweer .....	21
Haskins, Jim .....	93, 121
Hatfield, Robert D. ....	72
Haugen, Susan .....	3, 24, 47, 136, 137
Hauser, William .....	118
Hawes, Jon .....	74

# MBAA 2005 Participants

Headley, Esther .....	111, 119	Howard, Jack L. ....	59
Heino, Heikki .....	21	Howe, John .....	126
Heler, Edward .....	22, 139	Howe, Keith .....	120, 126
Heler, Kathryn .....	131	Howe, Thomas .....	122, 128
Heler, Kathryn Carlson .....	16, 94, 123, 139	Hoyt, Fred .....	12, 14, 23, 32, 60, 73
Hemmasi, Pegah .....	57, 128	Hoyt, Frederick B. ....	138
Henderson, Kenneth .....	81	Hughen, Christopher .....	36, 68
Henke, Diana .....	31	Hughes, Raymond .....	92, 120
Hennington, Amy .....	115	Hunger, David .....	131
Hensel, Paul .....	39	Hunger, J. David .....	114
Hensrud-Ellingson, Shari .....	81	Hunter, Richard .....	71
Heo, Sangwoo .....	99	Hurt, David N. ....	75
Herbig, Paul .....	117		
Herickhoff, Penny .....	122	<b>I</b>	
Hesselink, Eric .....	63	Iannelli, Peter .....	63
Hicks, Joyce .....	38	Ida Kutschera .....	50
Hill, Frances J. ....	132	Igou, Frank P. ....	128
Hill, Kathy .....	39	Ioannides, Kathryn K. ....	114
Hiltner, Arthur A. ....	33	Islam, Mazhar M. ....	92, 100
Hilton, Thomas .....	48	Isvik, Lynn .....	30
Hinrichs, Brian .....	29, 116, 123, 128	Iyer, Rajesh .....	106
Hobson, Hugh .....	81		
Hodge, John W. ....	59	<b>J</b>	
Hodge, Kay A. ....	36, 44, 50, 99, 105	Jacobs, E. ....	110
Hofer, Tracy .....	48	Jakob, Keith .....	35, 68
Holden, Alfred C. ....	129	James, Anoop .....	47
Holland, Phyllis .....	91, 94	Jarrard, James .....	71
Holmen, Jay .....	107	Jensen, Julie .....	84
Holmes, Judy .....	47, 115	Jeong, Jaeseok .....	38
Holtfreter, Robert .....	53, 75	Jeong, Jung Sik .....	57
Hong, Paul .....	43, 57	Jessup, Carol .....	5, 33, 40
Hopkins, Debra R. ....	63	Jiang, Jianfeng .....	124
Hoque, Monzurul .....	13, 56, 138	Johnson, Don T. ....	68, 82, 101, 134, 138
Hora, Bambi .....	131, 139	Johnson, Doug .....	139
Horstman, Mary .....	27	Johnson, Gary .....	131, 139
Horton, Joe .....	88, 131	Johnson, Grace .....	38, 48
Hosak, Karen A. ....	58, 83	Johnson, Jean .....	82
Hoskins, William R. ....	133	Johnson, Phyllis .....	26
Hosseini, Hamid .....	58	Johnson-Dennis, Margaret .....	131
Hosseini, Hengameh .....	65	Johnston, Charles .....	92, 120, 127
Hosseini, Nooshin .....	65	Jones, Bryce .....	72
Hosseini, Shaudi .....	26		
Houghton, Peggy .....	22		





# MBAA 2005 Participants

Lentz, Paula ..... 24, 52  
 Leonard, Ed ..... 78  
 Lepak, Greg ..... 68  
 Levin, Daniel ..... 83, 122, 138  
 Lewison, Dale ..... 118, 123  
 Lieberman, Dena ..... 23  
 Lim, Jung-Hoon ..... 103  
 Lin, Hsiang-Wen ..... 109  
 Lin, Jason ..... 45, 80  
 Lindquist, Stan C. .... 96  
 Lingaraj, B. P. .... 86  
 Linrud, JoAnn ..... 86, 117  
 Lippard, Rose ..... 55  
 Liu, Cindy ..... 79  
 Liu, Sheen ..... 100, 120  
 Livingston, William ..... 38  
 Logan, Twila-Mae ..... 91, 122, 126  
 Lopez-Pumarejo, Tomas ..... 130  
 Loviseck, Anthony ..... 102, 127  
 Lozada, Hector ..... 85  
 Lucas, Marcia ..... 63  
 Luke, Robert ..... 23, 39  
 Lund, Ragnar ..... 39  
 Luoma, Vicki M. .... 122  
 Lurie, Sue ..... 97  
 Lykens, Kristine ..... 97  
 Lyle, Harry C. .... 132  
 Lyon, Thomas L. .... 90, 94, 99, 105

## M

Maas, William ..... 45, 49, 69  
 Maddox, Jim ..... 29  
 Madison, Marie ..... 132  
 Madsen, Mary K. .... 18, 53, 75,  
 97, 110, 131, 138  
 Maier, Donald ..... 60, 72  
 Mains, Douglas ..... 97  
 Maksy, Mostafa ..... 33, 131  
 Maldony, Hannah ..... 89  
 Maliche, Eleanor ..... 73, 131  
 Malone, Amy ..... 26  
 Mangla, Inayat U. .... 93, 102  
 Maniam, Balasundram ..... 103, 115  
 Manzo, Maria ..... 95

Marber, Allen ..... 51, 129  
 March, Doug ..... 67, 74  
 Marcum, Tanya ..... 122, 138  
 Markuss, Jason ..... 25  
 Marshall, C. R. .... 30, 59, 116, 139  
 Martin, Elizabeth ..... 40, 95  
 Mascarenhas, Oswald ..... 44, 117  
 Materu, Mathias ..... 98  
 Mathern, Dennis ..... 39, 72  
 Mattei, Michael D. .... 28, 56, 114  
 Matthew, Prem ..... 68  
 McClure, Rex ..... 95  
 McDonald, Kevin ..... 51  
 McGrath, John ..... 85  
 McGurr, Paul ..... 41  
 McKnight, Janet ..... 75  
 McKnight, Oscar ..... 95  
 McKoon, Mark ..... 53  
 McNary, George ..... 58, 83, 132, 138  
 McNeilly, Kevin ..... 90, 94  
 McPherson, Matt ..... 64, 99  
 Mebert, Michelle ..... 76  
 Mehran, Jamshid ..... 36, 82, 92  
 Mehta, Chetan ..... 51  
 Mehta, Sanjay ..... 95  
 Mehta, Subhash ..... 95  
 Meier, Donald ..... 67, 74  
 Meinhardt, David ..... 115  
 Meisel, Scott ..... 35, 80  
 Meng, Juan ..... 95  
 Meraz, Juan ..... 28, 88, 94,  
 103, 115, 134, 138  
 Metcalf, Richard W. .... 132  
 Meyers, Martin ..... 31, 49  
 Mihm, Barbara ..... 84, 104, 116  
 Miller, Carol J. .... 58, 72  
 Miller, Katherine ..... 76  
 Miller, Maricris ..... 90  
 Minnis, William C. .... 116  
 Mishra, Jitendra M. .... 59  
 Mohamed, Faras M. .... 41  
 Mohan-Neill, Sumaria ..... 27  
 Moini, A. H. .... 68, 80  
 Moll, Cliff ..... 102

# MBAA 2005 Participants

Moncada, Susan ..... 40  
 Montgomery, Robert ..... 74  
 Moore, James S. .... 5, 32, 118  
 Moore, Melissa ..... 124  
 Moore, Michael L. .... 118  
 Moore, Robert ..... 23, 129  
 Moriarity, Kathryn M. .... 63  
 Morris, Steve ..... 70  
 Moseley, F. L. .... 35, 80  
 Mossavar-Rahmani, Farhang .... 92, 101  
 Mothersell, William M. .... 118  
 Motlagh, Cyrus K. .... 122  
 Motwani, Jaideep ..... 79  
 Moustafa, Karen South ..... 59, 72, 84  
 Muir, Dana ..... 131  
 Mujumdar, Sudesh ..... 54, 108,  
 111, 119  
 Mullen, Linda ..... 50  
 Mullins, Gary ..... 116  
 Mulvihill, Donald E. .... 132  
 Murphy, Patrick E. .... 85  
 Murtaza, Mirza ..... 70

## N

Naidu, G. N. .... 92, 101  
 Navare, Jyoti ..... 36, 45  
 Nejadmalayeri, Ali ..... 4, 126  
 Nelson, Ramona ..... 84  
 Nelson, Walt ..... 45, 69, 81, 93  
 Nemecek, Barbara ..... 12, 13, 20,  
 67, 131, 139  
 Nersesian, Roy ..... 42  
 Newhouse, John J. .... 42, 54, 76, 90  
 Newton, Jim ..... 83  
 Newtown, Christopher ..... 66  
 Ngambi, Marcel T. .... 78, 98  
 Nicholson, Amanda S. .... 109  
 Niece, Jennifer M. .... 107  
 Nielsen, Carl C. .... 132  
 Niemeyer, Ronald ..... 41, 63  
 Nikbakht, Ehsan ..... 102, 127  
 Noh, Jungbae ..... 43  
 Nolan, Ernest ..... 15, 57, 93, 139  
 Noll, Cheryl ..... 139

Noll, Cheryl L. .... 35, 55, 114  
 Normand, Carol ..... 96  
 North, Robin ..... 106

## O

O'Brien, Matthew ..... 124  
 Ogden, William ..... 35, 69, 120, 126  
 O'Gorman, David ..... 5, 22, 49, 105  
 Olson, Howard ..... 46, 68, 81  
 O'Reilly, Rupal ..... 52  
 Oritsejafor, Emmanuel ..... 98  
 Osborne, Edward H. .... 63  
 Ottens, Schuyler F. .... 8  
 Owens, Robert ..... 92, 102  
 Oxenford, Jerry ..... 46, 68, 82  
 Oxenford, Stephanie ..... 46  
 Ozturk, Ahmet "Ozzie" ..... 24, 54,  
 64, 65

## P

Pacifico, Svetlana ..... 19  
 Palmer, Steven C. .... 26, 34, 58  
 Panici, Joseph ..... 82  
 Papiernik, Janet ..... 75  
 Paradiso, James ..... 128  
 Parker, Kristen ..... 48  
 Parnell, John A. .... 105  
 Patton, John ..... 69, 101  
 Patwardhan, Hemant ..... 95  
 Paugh, Ronald ..... 95  
 Paul, David P. III ..... 4, 25, 42,  
 53, 74, 77, 97,  
 109, 131, 138  
 Paulson, Patrick ..... 134, 139  
 Pearce, John A. II ..... 5, 122  
 Pedrick, Dennis L. .... 105  
 Peluchette, Joy ..... 78  
 Peng, Chien-Chih ..... 35  
 Perry, Sandra J. .... 71  
 Peters, Michael ..... 25  
 Petrick, Joseph A. .... 58, 71  
 Petroschius, Susan ..... 31, 106, 123  
 Pettijohn, Charles ..... 31, 123

# MBAA 2005 Participants

Pettijohn, Charles E. .... 138  
 Pettijohn, James B. .... 103  
 Petty, Clifton D. .... 91, 94, 114  
 Pfaff, Lucie ..... 28, 38  
 Phillips, Melodie ..... 95  
 Pillutla, Padmaja ... 67, 121, 125, 126  
 Pinar, Musa ..... 106  
 Ping, Robert Jr. .... 96  
 Platonova, Elena A. .... 18  
 Pollifroni, Massimo ..... 64  
 Polodna, Carolyn R. .... 75  
 Pontes, Manuel ..... 42, 53, 65, 66  
 Pontes, Nancy M. H. .... 42, 66  
 Pope, Ralph ..... 36, 45  
 Porter, Brian ..... 46, 69  
 Posluszny, Susan ..... 51  
 Post, Frederick R. .... 123  
 Poyner, Cathy ..... 139  
 Prewitt, Janis ..... 102  
 Price, Angela ..... 76

## Q

Qian, Jinhu ..... 91, 100, 126  
 Quayes, Shakil ..... 28  
 Quddus, Munir ..... 43  
 Query, J. Tim ..... 35, 67  
 Quinn, Michael ..... 4, 85

## R

Rabidoux, Robert A. .... 56, 67, 74  
 Radionoff, Kathleen ..... 23  
 Ragan, Kent ..... 46, 68, 121  
 Ragu-Nathan, T.S. .... 60  
 Rahman, Ateequr ..... 19, 65, 77, 109  
 Rakoczy, Annie ..... 65  
 Raman, Pushkal ..... 4, 30  
 Ramirez, Alex ..... 38  
 Rao, S.P. Uma M. .... 20, 27, 28  
 Rao, Subba ..... 40, 67, 74, 106  
 Rao, Vandana ..... 64, 99, 119  
 Rappaport, Allen ..... 69, 82  
 Rathore, KumKum ..... 52  
 Rayhorn, Charles ..... 67, 81

Redding, Donna ..... 24, 42,  
 54, 97, 131  
 Reed, April ..... 57  
 Reeves, Terrie C. .... 97  
 Reich, J. Brad ..... 49, 103  
 Reid, David McHardy ..... 29, 70  
 Reid, Linda ..... 83  
 Reilly, Frank K. .... 132  
 Reinstein, Alan ..... 96, 107  
 Reisman, Arnold ..... 118  
 Rey, Don ..... 46  
 Rhee, Kenneth S. .... 99, 105, 119  
 Rhim, Jong ..... 99  
 Rice-Jacobs, Pam ..... 64  
 Richard Barker ..... 30  
 Roach, William L. .... 32  
 Robinson, Michael L. .... 35, 138  
 Rodriguez, Elizabeth P. .... 48, 70  
 Romine, Jeff ..... 45  
 Rosenman, Robert ..... 34  
 Ross, Robert H. .... 111, 119  
 Roy, Anasuya ..... 99, 108, 110  
 Roy, Donald ..... 73, 129  
 Rubenfield, Ronald R. .... 49  
 Rubert, Ellen B. .... 59  
 Rudd, David V. .... 55  
 Russell, Joshua ..... 107  
 Russell, R. Terry ..... 25, 42, 97, 109  
 Rutledge, Daniel ..... 51  
 Ryan, Jennifer L. .... 33

## S

Sacco, Diane ..... 53  
 Saccomano, Scott J. .... 89  
 Saghafi, Behrooz ..... 28, 57, 139  
 Sahin, Olgun F. .... 100, 126  
 Salmon, J. Warren ..... 18, 77, 98,  
 108, 109, 110  
 Samavati, Hedayeh ..... 77, 78,  
 88, 108, 110  
 Samson, Linda ..... 26  
 Sanders, Michael ..... 72  
 Sarajoti, Pattarake ..... 100  
 Sathe, Richard ..... 131

## MBAA 2005 Participants

Saunders, Charles .....	8	Smith, Ola .....	52
Savino, David .....	123	Smith, Steven .....	58, 104
Sawhney, Rajeev .....	52, 67, 74, 135, 139	Sneath, Julie .....	125
Sawhney, Sabita .....	52, 114	So, Jacky .....	126
Scarisbrick-Hauser, AnneMarie .....	118	Spillan, John E. ....	4, 28, 38, 48, 49, 103, 105, 138
Schibik, Tim .....	13, 15, 34, 43, 54, 61, 88, 119, 131	Spinelli, Robert .....	18, 19, 41, 66
Schibik, Timothy .....	138	Steele, Adam .....	21
Schmelzle, George .....	52	Steffel, Ron .....	22
Schwartz, Bill .....	57	Steffensmeier, Joe .....	63
Schwartz, Ruth .....	57	Stegall, M. Scott .....	54, 97
Scialpi, Joan .....	89	Steinbach, Theresa .....	48, 70, 82
Scott, James .....	115, 127	Steinhauser, Michele .....	26, 28
Scotton, Donald W. ....	132	Sterrett, Jack .....	131
Sebastian, Richard J. ....	132, 136, 137	Stevens, Chris .....	34, 108, 111
Segars, Francine S. ....	55, 78, 119	Stillerud, Bård .....	124, 130
Shannon, Rick .....	129	Stone, Holly Bowdidge .....	103
Shao, Jing .....	86	Stone, Kenneth .....	12, 15, 32, 41, 75, 88, 139
Shariff, Ismail .....	88, 98	Stonebraker, Peter W. ....	86
Shaw, Brian .....	52	Stratton, William E. ....	35, 44, 50, 125
Shawver, Donald .....	132	Streeper, Meredith M. ....	19
She, Yuehua .....	56, 125	Strolle, Mark .....	118
Shen, Jay J. ....	26	Strong, Kelly .....	55
Sherony, Bruce C. ....	55, 125	Stroube, William B. ....	25, 26, 76, 89, 90, 109
Shetterly, David .....	37	Strubler, David .....	38
Shilts, Wade .....	84	Stubbings, Joanne .....	76
Shim, Soyeon .....	124	Stumph, Carolyn .....	77, 89
Shipchandler, Zoher E. ....	86	Sturm, William C. ....	132
Shub, Allen N. ....	123	Su, Xuemei .....	103
Shull, Fremont A. Jr .....	132	Sullivan, Brian .....	72, 104
Silverburg, Dan .....	86	Sundaram, D. S. ....	95
Silverstein, Steve .....	104	Sundaram, Srinivasan .....	35
Simon, Joel .....	106	Swales, George S. Jr .....	28, 30, 34, 66, 69, 92, 121, 132, 136, 137
Sinason, David H. ....	96	Swales, Margaret .....	88
Singh, Mandeep .....	129	Swanton, Donald .....	36, 69, 120
Singh, Manohar .....	4, 126	Swink, Dawn R. ....	15, 48, 58, 116, 138
Singh, Tanuja .....	91, 94	Szwajkowski, Eugene .....	78
Sisaye, Seleshi .....	107	Szydowski, S. ....	110
Skiba, Michaeline .....	18, 42, 65, 66, 90, 98		
Skiba-Powell, Helen .....	66		
Smith, Denise .....	72, 123		

# MBAA 2005 Participants

## T

Taber, Matthew D. ....	89
Taghaboni-Dutta, Fataneh .....	40, 60
Tai, Chu-Sheng .....	37, 48, 57
Tate, Uday .....	18, 48, 65, 71, 77, 89, 109, 132
Taylor, Marilyn L. ....	91, 94, 111
Taylor, Ronald D. ....	124
Terpstra, Vern .....	131
Thalmann, Gerald .....	46
Thannert, Nancy .....	117
Thistlethwaite, Paul C. ....	68, 132
Thoma, George A. ....	87
Thomas, Joe G. ....	35
Thompson, Gloria .....	30
Tipton, David .....	12, 13, 25, 26, 32, 33, 41, 89, 138
Todorovich, William .....	44
Tommeraasen, Miles .....	132
Toner, Julie F. ....	22, 50, 123, 136, 137
Torres, Santiago .....	73
Totten, Jeff W. ....	44, 50, 99, 105, 119
Tournois, Laurent .....	51, 85
Trainor, William J. Jr. ....	101, 120, 128
Trevino, Fernando .....	97
Trimble, Carrie .....	117
Tripp, James .....	92, 101, 120
Trompeter, Gregory M. ....	96, 107
Tscheschlok, Christian .....	114
Tyler, Catherine .....	22, 123
Tyler, J. Michael .....	22, 105

## U

Uchida, Mark .....	114
Ulstad, Ingrid .....	40, 52, 75
Usry, Mark .....	104

## V

Vaidya, Sameer .....	29, 71
Valerio, Kristern Marie .....	98
Vance, Colleen .....	56
VanDenack, Jessica A. ....	44
Varjavand, Reza .....	37, 46
Varner, Katrin C. ....	59
Vaughan, Timothy S. ....	32
Vhora, Mohammed .....	76
Vida, Irena .....	124
Vidozzi, Andrea .....	21
Vidozzi, Luca .....	21
Vihtelic, Jill .....	102, 127
Vilasuso, John .....	64
Vilim, Joan .....	69
Viniak, Vikrant .....	86
Vinson, Rachel L. ....	5, 32
Vodlan, Mateja .....	124
Vorherr, Philip H. ....	132
Voss, William M. ....	132
Vyas, Bindu .....	15, 37, 83, 94, 138

## W

Wafa, Marwan .....	131
Waikar, Avinash .....	71
Walits, Betsy Fay .....	56
Wallace, H. Scott .....	48, 57, 71
Walsh, William .....	139
Walter, Rodney M. Jr. ....	20, 24
Walters, E. James .....	20
Walters, James E. ....	24
Wambsgans, Jacob .....	106, 132
Wan, Siaw-Peng .....	69, 80
Wan, Thomas T.H. ....	18
Wang, Hongxai .....	92
Wang, Ying .....	128
Wang, Zhemin .....	63, 75
Wang, Zhong .....	115
Washington, Mary .....	43
Waters, L. L. ....	8, 132

# MBAA 2005 Participants

Watson, Stevie .....	73
Weber, Curt .....	81, 82, 127
Webster, Robert .....	73
Weir, Michael .....	106
Wellen, Paul .....	51, 129
Wellington, John F. ....	95
Wentworth, Darrell F. ....	132, 133
West, Daniel J. ....	18, 41, 42, 54, 66, 76, 77, 108, 109, 110
Westerfield, Donald L. ....	84, 104
Wheeler, Elyse .....	90
White, Charles .....	57
White, John .....	101, 120
White, Larry .....	43
White, Lynn Spellman .....	63
Whiteley, Richard .....	31, 124
Whitten, Donna .....	52
Wilde, Harold .....	33
Wilding, William .....	78
Wiles, Judy .....	50, 73, 130, 135, 138
Wilhelm, Suzanne .....	55, 79
Williams, Jennifer .....	131, 139
Williams, Jim .....	31, 96
Williams, Keith .....	56
Willis, William K. ....	90
Wilson, Andrea .....	41
Wilson, Holt .....	130
Wilson, William .....	67
Withey, John J. ....	114
Wolshon, David .....	23, 31
Wolter, James .....	51
Wood, David .....	29
Woodlock, Peter .....	100
Woods, Dexter .....	104, 122, 123, 135, 138
Wright, Carl N. ....	107
Wu, Chunchi .....	100
Wu, Sabin .....	48, 57, 103
Wunder, Gene .....	66, 73, 75, 96, 97, 109, 131
Wyatt, Robert .....	69, 81

## X

Xu, Xiaobo .....	56, 125
------------------	---------

## Y

Yahr, Michael A. ....	49
Yang, Duckhye .....	18
Yao, Dongqing .....	103
Yap, Glenn .....	18
Yelkur, Rama .....	105, 130
Yi, Xiang .....	79
Young, Arthur .....	46, 69, 81
Young, Jeffrey D. ....	72, 87, 116
Young, Kelly .....	52
Yu, Jingkai .....	19

## Z

Zaher, Tarek Saad .....	36, 45, 80
Zhang, Haibiao .....	79
Zhang, Ren .....	86
Zhu, Jianzhou .....	37
Ziemnowicz, Christopher .....	4, 38, 48, 105, 115, 138
Zietlow, John .....	120
Zigler, Larry .....	95, 96
Zimmerman, Sarah .....	115
Zorr, William G. ....	132
Zuraikat, Nashat .....	42, 53, 77, 109

# NOTES