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MBAA International
“The Best Conference Value in America”

Join hundreds of your colleagues and enjoy the MBAA International experience—fellowship and friendship, dialogue and development. It's what a conference should be.

In 2006 eleven formal organizations covering the entire breadth of business disciplines make up MBAA International. Leaders from colleges (large and small, public and private), governmental agencies, non-profit institutions, and business organizations from all over America and around the world come together for a rich and rewarding experience—the MBAA International experience.

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



INTERNATIONAL

2007 Conference Dates
March 28 through March 30, 2007

The Historic Drake Hotel
It's where Chicago's Magnificent Mile Begins!

MAIL ADVANCE REGISTRATION TO:

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

ADVANCE REGISTRATION

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

Membership in MBAA International is 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 International convention rates:

Singles: \$171.00 Doubles: \$191.00

Please make all hotel reservations directly with the Palmer House Hilton. To make your reservation online, go to www.mbaaconference.org/conf.htm and click on "Palmer House Information." The Internet option is the fastest way to handle your reservation. You may also register via phone or fax. Call 1-877-865-5321 and ask for the MBAA International rate or fax the "Palmer House Hilton Fax Reservation Form" directly to the hotel.

EXHIBITS

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

2007 MBAA INTERNATIONAL PROGRAM

For information about participating in the 2007 program, scheduled for March 28-30, 2007, at the historic Drake Hotel, where Chicago's Magnificent Mile begins, please contact:

Ashish Chandra
Graduate School of Management
Marshall University Graduate School
100 Angus E. Peyton Drive
Huntingdon, WV 25755
304-746-2964 • chandra2@marshall.edu

2006 MBAA INTERNATIONAL
McGRAW-HILL/IRWIN
DISTINGUISHED PAPER AWARDS

BEST OVERALL PAPER ON CONFERENCE THEME

Thomas E. Buttross, Pennsylvania State University
Hema Rao, State University of New York-Oswego
George Schmelzle, Indiana University-Purdue University
“Ethical Decision Making by Management Accountants—An
Empirical Examination”

ACADEMY OF BUSINESS ECONOMICS

Neil B. Niman, University of New Hampshire
Brian T. Kench, University of Tampa
Ping Zhang, PayPal, Inc.

“Strong Altruism: An Element in the Emergence of Public Institutions”*

ACADEMY OF FINANCE

Jeffrey Heisler, Gottex Fund Management
Christopher R. Knittel, University of California-Davis
John J. Newmann, St. John’s University
Scott D. Stewart, Boston University

“Analysis of the Wealth Impact of Re-Allocation Decisions
by Institutional Plan Sponsors”

ACADEMY OF INTERNATIONAL BUSINESS, MIDWEST REGION

Chen-Oi Chin, Creative Change.Biz
Lisa P. Gaynier, Creative Change.Biz

“Global Leadership Competence: A Cultural Intelligence Perspective”

BUSINESS AND HEALTH ADMINISTRATION ASSOCIATION

Maricris Miller, Marshall University Graduate College
“Impact of Direct to Consumer Advertising on Patient-Physician
Relationship—The Healthcare Providers’ Perspectives”

*This research was supported by a grant from the David DeLo memorial fund at the University of Tampa and a grant from the Wittemore School of Business and Economics (WSBE) at the University of New Hampshire.

BUSINESS, SOCIETY, AND GOVERNMENT

Steven Palmer, Eastern New Mexico University

“A Night at the Movies: Using Theatrical Films to Teach Business Ethics”

MARKETING MANAGEMENT ASSOCIATION

Cynthia Webster, Mississippi State University

D.S. Sundaram, Northeastern Illinois University

Christopher D. Hopkins, Clemson University

“Impact of Similarity in Resources on Marital Power”

MIDWEST ACADEMY OF LEGAL STUDIES IN BUSINESS

J. Brad Reich, Fort Lewis College

“Getting the Skinny: Fat-Based Litigation is not
a Legal Threat to Business, but It Should Be”

NORTH AMERICAN ACCOUNTING SOCIETY

Rong Yang, State University of New York-Brockport

Yaw M. Mensah, Rutgers University

“The Timeliness of Market Reactions to Regulation FD Events”

NORTH AMERICAN MANAGEMENT SOCIETY

Kenneth P. DeMeuse, University of Wisconsin-Eau Claire

“Measuring the Effectiveness of a Workplace
Diversity Training Program: A Field Study”

OPERATIONS MANAGEMENT

AND ENTREPRENEURSHIP ASSOCIATION

Ram Kesavan, University of Detroit-Mercy

Oswald Mascarenhas, University of Detroit-Mercy

“The OREO Model of Social Entrepreneurship: Prospects and Implications”

SOCIETY FOR THE ADVANCEMENT OF INFORMATION SYSTEMS

Thawatchai Jitpaiboon, Ball State University

T.S. Ragu-Nathan, University of Toledo

Mark A. Vonderembse, University of Toledo

“The Classifications of Information Systems Integration (ISI): ISI-Matrix”

SOCIETY FOR CASE RESEARCH

Ronald J. Patten, Ritsumeikan, Asia Pacific University (Beppu, Japan)

Masaharu Kuhara, Ritsumeikan, Asia Pacific University (Beppu, Japan)

“Knowledge Creation Through the Use of the Case Method
with Diverse Groups of Students from the Asia Pacific Region”

MBAA: ROOTS AND MORE . . .

The MBAA INTERNATIONAL 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, nonprofit 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—MBAA International!

Over four decades ago, at the 1964 meeting of the American Economic Association in Chicago, the idea for MBAA International 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 inaugural meeting for 1965. Their immediate objective was to provide a forum for people who wanted to participate in the fledging 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.

MBAA International 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. MBAA International should provide the forum for a single unifying program in addition to any meetings offered by specialized groups. MBAA International 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, MBAA International 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 2006 eleven formal organizations make up MBAA International. The formal organizations are: Academy of Finance, Marketing Management Association, Academy of International Business Midwest, Midwest Academy of Legal Studies in Business, Academy of 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 International Advisory Council, Presidents, Executive Directors, Exhibitors, and the Executive Board.

Primary registrations for the various MBAA International organizations at the 2003, 2004 and 2005 annual meetings were as follows:

	2003	2004	2005
Accounting	64	71	77
Case Research	35	33	36
Economics	35	35	34
Finance	66	71	117
Health Administration	86	110	98
Information Systems	51	48	45
International Business	30	35	26
Legal Studies	53	55	55
Management	58	63	64
Marketing	149	139	156
Operations Management and Entrepreneurship	39	25	21
MBAA International	<u>21</u>	<u>37</u>	<u>49</u>
Total	<u>687</u>	<u>722</u>	<u>778</u>

These registrations tell only part of the story as some participants support more than one organization through one or more secondary registrations. In 2003, there were 117 secondary registrants; in 2004, 118; and in 2005, 128. Also, the number of sessions in the program continues to show steady growth.

MBAA INTERNATIONAL— A NATIONAL CONFERENCE!

MBAA INTERNATIONAL is an international 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.

Here are some useful MBAA INTERNATIONAL facts:

- ▶ **In the last seven years people from all 50 states and 24 foreign countries have participated in the MBAA INTERNATIONAL—a conference with an international constituency!**
- ▶ **Over the last three years alone, 22 states have had 10 or more participants—a conference with a geographically distributed constituency!**
- ▶ **High quality leaders have been coming together at the MBAA INTERNATIONAL for over 40 years—a conference with a long established history!**

No other multidisciplinary business conference has been doing what the MBAA INTERNATIONAL 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 high-value experience at an incredibly low price. We are proud to be known as America's Best Conference Value!



INTERNATIONAL

McGraw Hill Ad

Business Meetings, Special Meetings, Meals, and Receptions

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

Wednesday, March 15, 2005

BUSINESS/SOCIETY/GOVERNMENT

1:30–2:45 p.m. 3rd Floor, PDR 6

Business, Society and Government Consortium Inaugural Meeting

Presiding: Jim Breyley, University of New England
Steven Palmer, Eastern New Mexico University

CASE RESEARCH

1:300–4:15 p.m. 3rd Floor, PDR 5

Board of Directors Meeting—Society for Case Research

Presiding: Cheryl Noll, Eastern Illinois University

OMEA INFORMATION SESSION

1:30–2:45 p.m. 6th Floor, Parlor C

SPECIAL OFFICER'S MEETING

Next year's plans

Chair: Terri Friel, Butler University

ACCOUNTING

4:30–6:00 p.m. 7th Floor, Burnham 4

NORTH AMERICAN ACCOUNTING SOCIETY BOARD MEETING

Presiding: Jerry G. Kreuzer, Western Michigan University President,
North American Accounting Society

BUSINESS AND HEALTH ADMINISTRATION

4:30–5:30 p.m. 7th Floor, Clark 10

BHAA BOARD MEETING

Presiding: David Tipton, Duquesne University

MANAGEMENT

4:30–5:30 p.m. 6th Floor, Parlor H

NAMS BOARD MEETING

Presiding: Harry E. Fisher, Eureka College

MARKETING

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

BOARD OF DIRECTORS MEETING, MARKETING

MANAGEMENT ASSOCIATION

Presiding: Judy Wiles, President of MMA, Southeast Missouri
State University

MBAA ADVISORY COUNCIL DINNER
7:00 p.m. 3rd Floor, Crystal Room
(By invitation only)

Thursday, March 16, 2006

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. 7th Floor, Clark 5
BHAA ANNUAL BUSINESS MEETING AND AWARDS
FUNCTION

Presiding: David Tipton, Duquesne University

All BHAA members are invited to attend this meeting.

FINANCE

10:45 a.m.–12:00 p.m. 7th Floor, LaSalle 1
ANNUAL BUSINESS MEETING–ACADEMY OF FINANCE

Presiding: Don T. Johnson, Western Illinois University

MARKETING

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

Chair: Judy Wiles, President of MMA, Southeast Missouri State
University

Keynote address by the 2006 Innovative Contributor to Marketing Award Recipient, Robert F. Lusch, Professor of Marketing and Head of the Marketing Department in the Eller College of Management at the University of Arizona. His expertise is in the area of marketing strategy, marketing theory, and marketing channels. Professor Lusch has served as Editor of the Journal of Marketing and received awards from The Academy of Marketing Science, the American Marketing Association and the National Association of Accountants. Topic of keynote address: “The Service-Dominant Logic of Marketing.”

PRESENTATION OF AWARDS:

2006 MMA Innovative Contributor to Marketing Award

2006 Hormel Master Marketing Teacher Award

Best Paper Awards

MMA ANNUAL BUSINESS MEETING

Thursday, March 16, 2006 cont.

INTERNATIONAL BUSINESS

**12:00 noon–1:20 p.m. 7th Floor, Dearborn 3
BUSINESS LUNCHEON SESSION**

Theme: “Global Strategies: Sourcing from China”

Chair: Chen W. Ferguson, Miami University-Ohio

Key note

speaker: Mr. Xu Jinzhong, Consul General, People’s Republic of China

Join us for an in-depth look into strategies necessary to succeed when doing business in China. The Honorable Mr. Xu Jinzhong, Consul General from the People’s Republic of China, will share insights and tips to successful sourcing from China:

How to find and qualify suitable partners?

How to secure the quality and level of service you require?

How to control costs, risk, and damage in shipping?

And other tips....

BUSINESS ECONOMICS

**12:15–1:15 p.m. 3rd Floor, PDR 4
ORGANIZATIONAL MEETING OF THE EXECUTIVE BOARD OF
THE ACADEMY OF BUSINESS ECONOMICS**

Presiding: Dan Friesner, Gonzaga University
ABE President (2005 – 2006)

FINANCE

**12:15–1:30 p.m. 6th Floor, Adams Ballroom
ACADEMY OF FINANCE LUNCHEON**

CASE RESEARCH

**1:30–2:45 p.m. 3rd Floor, PDR 5
ANNUAL BUSINESS MEETING**

Presiding: Cheryl Noll, Eastern Illinois University

Thursday, March 16, 2006 cont.

MBAA

4:20–5:30 p.m. Salon 3, Conference Exhibit Hall
ANNUAL BUSINESS MEETING

Awards for Best Papers Announced.

BUSINESS AND HEALTH ADMINISTRATION

5:30–6:00p.m. 7th Floor, Clark 5
BHAA (2006-2007) INCOMING BOARD MEETING

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

MCGRAW-HILL/IRWIN PRESIDENT'S RECEPTION

6:00 p.m. Empire Room

Friday, March 17, 2006

BUSINESS ECONOMICS

7:15–7:45 a.m. 3rd Floor, PDR 4
ACADEMY OF BUSINESS ECONOMICS ANNUAL BUSINESS
MEETING

Presiding: Dan Friesner, Gonzaga University

ACCOUNTING

7:30–9:15 a.m. 3rd Floor, Crystal Room
BREAKFAST, SPEAKER, AND ANNUAL BUSINESS MEETING

(Cost \$15.00 - must be pre-registered to attend)

Presiding: Jerry G. Kreuze, Western Michigan University President,
North American Accounting Society

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

7:30–9:00 a.m. 6th Floor, Parlor C
DIVISION MEETING

Chair: Terri Friel, Butler 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: Charletta Guitierrez, Northeastern Illinois University

Friday, March 17, 2006 cont.

INTERNATIONAL BUSINESS

8:00–9:15 a.m. 6th Floor, Parlor A
ANNUAL MEETING OF THE ACADEMY OF INTERNATIONAL
BUSINESS MIDWEST REGION

2006 Midwest AIB Officers

Presiding: Juan Meraz, Midwest AIB Chapter President, Missouri State
University

Program Co-Chairs:

Anthony C. Koh, University of Toledo
Vern Terpstra, University of Michigan

External Business Development:

Chen W. Ferguson, Miami University-Ohio
Robert Moussetis, North Central College

Editors of the 2006 conference proceedings, *Journal of Midwest International
Business Research*, Volume XX:

Anthony C. Koh, University of Toledo
Christopher Ziemnowicz, Concord University

Continental breakfast will be served and awards for best papers (Regular and
Student Competitive Tracks) will be presented at this meeting.

Discussions will focus on a review of the 2006 Midwest AIB Conference and
plans for the 2007 Midwest AIB Conference.

EVERYONE is welcome and your participation (ideas, comments, and
willingness to serve) will help take the next Midwest AIB Conference/the
International Business Track of the MBAA International Conference to the
next level of excitement and excellence! Your involvement is the *key* to a
successful conference next year! Hope to see you all at this Annual Meeting!

MANAGEMENT

8:00–9:00 a.m. 6th Floor, Parlor H
BUSINESS MEETING AND AWARDS PRESENTATION

Presiding: Harry E. Fisher, Eureka College

Friday, March 17, 2006 cont.

LEGAL STUDIES

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

ANNUAL BUSINESS MEETING

Presiding: Dexter R. Woods, Ohio Northern University

LEGAL STUDIES

12:15–1:30 p.m. 3rd Floor, PDR 7

LUNCHEON

(Cost \$20)

NORTH AMERICAN MANAGEMENT SOCIETY

12:15–1:30 p.m. 6th Floor, Parlor H

LUNCHEON

Presiding: Ronald M. Faust, University of Evansville

Speaker: Peter Provenzano, President and CEO, SupplyCore

Call for Papers



Mid-American Journal of Business

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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@ohiou.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

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Interim Dean: Adrian "Ed" Edwards

WEDNESDAY, MARCH 15, 2006

MBAA PANEL SESSION

1:30–4:15 p.m. Salon 3, Conference Exhibit Hall

Panel Theme: Safeguarding the Customer in the Online Educational Environment

Hear what the University of Wisconsin Graduate Consortium and Undergraduate Alliance Program are doing to certify online faculty, establish standards for class content and delivery, and keep student engaged in the online learning process. Join the panel to hear their experiences, and share your thoughts, experiences, and questions with the group.

Panel Moderator: Dawna Drum, UW-Eau Claire

Panel Participants: Marilyn Bergman, UW-Eau Claire
Jessica Franson, UW-Eau Claire
Jay Holmen, UW-Eau Claire
Paula Lentz, UW-Eau Claire
Robert Erffmeyer, UW-Eau Claire
Tony Keys, UW-Eau Claire

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. 7th Floor, Clark 1

Theme: Health Care Informatics

Chair: Kyusuk Chung, Governors State University

Discussant: Michaeline Skiba, Monmouth University

“Consumers are Concerned About the Privacy and Security of Their Health and Personal Information: What is State Government Doing to Protect Consumer Privacy?”

Terri L. Barrett, West Virginia Health Care Authority

“Applying Project Management Principles to Information Technology in Healthcare”

Cary Celli, University of Scranton

Robert Spinelli, University of Scranton

“The Importance of Health Information Technology Education and its Impact on the Healthcare Executives Management Skills”

Valerie Pracilio, University of Scranton

Robert Spinelli, University of Scranton



BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. 7th Floor, Clark 5

Theme: Quality of Life I

Chair: Ahmet Ozturk, CHH Regional Pain Management Center and PREP

Discussant: Joseph Kristofik, Duquesne University

“Improvement of Quality of Life in an Outpatient Pain Functional Restoration Program”

Ahmet Ozturk, CHH Regional Pain Management Center and PREP
Pamela Rice-Jacobs, CHH Regional Pain Management Center and PREP
Kenneth Devlin, CHH Regional Pain Management Center and PREP
Deniz Olmez, CHH Regional Pain Management Center and PREP

“Infectious Agents and Their Role in Coronary Artery Disease”

Nooshin Hosseini, Wellesley College
Kevan Hosseini, Wyoming Seminary

“Evidence-Based Medicine and Management of Traumatic Brain Injury”

Daniel West, University of Scranton
Vladimir Krcmery, University of Scranton
Lenka Fabianova, University of Scranton
Patricia Porubcanova, University of Scranton

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. 7th Floor, Clark 7

Theme: Ethical and Legal Issues I

Chair: William B. Stroube, University of Evansville

Discussants: David Tipton, Duquesne University

“Case Studies in Medical Futility”

Douglas Mains, University of North Texas Health Science Center
Alberto Coustasse-Hencke, University of North Texas Health Science Center

“Ethical Issues in Prescription-to-OTC Conversions”

Leslie McAfee, University of Evansville
William B. Stroube, University of Evansville

“Effect of Service Environment on Perceived Quality of Health Care”

Manuel C F Pontes, Rowan University

Nancy M H Pontes, Rowan University

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. 7th Floor, Clark 10

Theme: Nursing Education and Training

Chair: Donna A. Redding, Memorial Medical Center

Discussant: Deborah Gritzmacher, Clayton State University

“Nursing Challenges in the Contemporary Workplace I”

Scott J. Saccomano, Seton Hall University

“Challenges in Education and Training: Nursing Issues”

Carol S. Kleinman, Seton Hall University

“Nursing Challenges in the Contemporary Workplace II”

Scott Saccomano, Seton Hall University

BUSINESS/SOCIETY/GOVERNMENT

1:30–2:45 p.m. 3rd Floor, PDR 6

BUSINESS, SOCIETY AND GOVERNMENT CONSORTIUM

INAUGURAL MEETING

Presiding: Jim Breyley, University of New England

Steven Palmer, Eastern New Mexico University

CASE RESEARCH

1:30–4:15 p.m. 3rd Floor, PDR 5

BOARD OF DIRECTORS MEETING

Presiding: Cheryl Noll, Eastern Illinois University



ENTREPRENEURSHIP

1:30–2:45 p.m. 6th Floor, Parlor C

OMEA INFORMATION SESSION

SPECIAL OFFICER’S MEETING

Next year’s plans

Chair: Terri Friel, Butler University



FINANCE

1:30–2:45 p.m. 7th Floor, LaSalle 1

Theme: Global/International

Chair: Xin Zhao, Pennsylvania State University-Erie

“On the Pricing of Foreign Exchange Risk and Risk Exposure in the Japanese Stock Market”

Chu-Sheng Tai, Texas Southern University

Discussant: Andy Heikes, Illinois Wesleyan University

“A Regulatory Comparison of Auto Insurance in Italy and the United States”

Andy Heikes, Illinois Wesleyan University

Discussant: Monzurul Hoque, Saint Xavier University and
King Fahd University of Petroleum and Minerals

“Saudi Stock Market: Which Way is it Going?”

Musa Essayad, King Fahd University of Petroleum and Minerals
Monzurul Hoque, Saint Xavier University and King Fahd University of
Petroleum and Minerals

Discussant: Chu-Sheng Tai, Texas Southern University



FINANCE**1:30–2:45 p.m.** 7th Floor, LaSalle 2**Theme:** Special Topics**Chair:** Dennis Debrecht, Carroll College**“Real Estate; Marketing Theorists Do Not Understand It”**

Walt A. Nelson, Missouri State University

John Bowdidge, Missouri State University

Discussant: Alfred J. Francfort, James Madison University**“A Contingent-Claim Interpretation of Leases on Real Assets”**

Joseph D. Albert, James Madison University

Alfred J. Francfort, James Madison University

Hugh A. Hobson, James Madison University

Discussant: Walt A. Nelson, Missouri State University**“Time Share Industry Consolidation, Negative Cash Flows and Access to External Financing”**

Walt A. Nelson, Missouri State University

Travis D. Walker, Missouri State University

Discussant: John Bowdidge, Missouri State University**FINANCE****1:30–2:45 p.m.** 7th Floor, LaSalle 3**Theme:** Financial Markets**Chair:** Allen Rappaport, University of Northern Iowa**“Does History (Financial) Repeat Itself?: An Evaluation of Two Emerging Markets in Asia”**

Inayat U. Mangla, Western Michigan University

Mohsin Ijaz, Lahore School of Economics Pakistan

Discussant: Raja Bouzouita, Central Missouri State University**“Performance of Insurance IPOs”**

Raja Bouzouita, Central Missouri State University

Arthur J. Young, Central Missouri State University

Discussant: Rob Wolf, University of Wisconsin-La Crosse



“Volatility of Eurodollar Futures and its Impact on Hedging”

Rob Wolf, University of Wisconsin-La Crosse

Tom Sutton, University of Wisconsin-La Crosse

Discussant: Inayat U. Mangla, Western Michigan University



FINANCE

1:30–2:45 p.m. 7th Floor, Sandburg 8

Theme: Financial Education

Chair: Ernest N. Biktimirov, Brock University

“Ten Things to Consider before Developing or Teaching an Online Course”

David A. Kunz, Southeast Missouri State University

Discussant: Chien-Chih Peng, Morehead State University

“Do Students with Grades Curved in Mathematics Prerequisites Perform Better or Worse in Business Finance?”

Chien-Chih Peng, Morehead State University

Discussant: Donald Swanton, Roosevelt University

“Introducing Arbitrage”

Donald Swanton, Roosevelt University

Discussant: David A. Kunz, Southeast Missouri State University



INFORMATION SYSTEMS/QUANTITATIVE METHODS

1:30–2:45 p.m. 7th Floor, Dearborn 1

Theme: IT and Non-profit Organizations

Chair: Xiaobo Xu, The University of Mississippi

“Increasing Revenues through IT Planning for Non-profit Organizations”

Joseph O. Chan, Roosevelt University

Mark A. Redwood, FRI Technologies

“The National Health Information Network: Barriers, Incentives, and Design”

Amy H. Hennington, University of Memphis

“Maintaining Ethical Behavior in a Non-profit Organization Using IT”

Deborah Carpenter, Nashville R.E.A.C.H. 2010

Judy D. Holmes, Middle Tennessee State University

Discussant: April Reed, DePaul University

INFORMATION SYSTEMS/QUANTITATIVE METHODS

1:30–2:45 p.m. 7th Floor, Dearborn 2

Theme: IT Data Mining and Empirical Analysis

Chair: Timothy Greer, Middle Tennessee State University

“Mass Layoffs and Unemployment Insurance Claimants in U.S.A.: A Methodological and Empirical Analysis”

Ben-Chieh Liu, Chicago State University

Cristina Vlase, Chicago State University

“Data Mining Visualization Data Mining: Knowledge Exploring and Knowledge Expression in New Product Development”

Kun Liao, University of Toledo

“An Historical Perspective on the Value of IS Research”

Terry Steinbach, DePaul University

Linda Knight, DePaul University

Discussant: Thawatchai “Chai” Jitpaiboon, Ball State University

INTERNATIONAL BUSINESS

1:30–2:45 p.m. 7th Floor, LaSalle 5

Theme: Fraud and Corporate Governance

Chair: Juan Meraz, Missouri State University

“Risk Management in the Age of Terrorism”

Peter Geib, Minnesota State University

Lucy Pfaff, College of Mount Saint Vincent

Discussant: Christopher Ziemnowicz, Concord University



“Safeguarding the Public: A Case Study of the Nigerian Internet Fraud Scheme”

Toyin Johnson, Concord University

Discussant: Raffaele DeVito, Emporia State University

“Money Laundering and Global Business”

Anthony C. Koh, University of Toledo

Anthony Zaworski, University of Toledo

Discussant: Animesh Ghoshal, DePaul University

MANAGEMENT

1:30–2:45 p.m. 6th Floor, Parlor H

Theme: Teaching Methods in Management

Chair: Gary Keller, Cardinal Stritch University

“Classroom Management in High School Business Education Classes Including the Canter Model and School Discipline: What Approaches Are Effective?”

Frank Gaskill, University of St Francis

Carla Gaskill, University of St Francis

Discussant: Michele Govekar, Ohio Northern University

“Teaching Management to the Millennial Generation”

Elizabeth M. Martin, University of Wisconsin-Stevens Point

Discussant: Kathryn Carlson Heller, Manchester College

“Applying Key Elements of TQM in the Classroom: An Empirical Study”

Gideon Falk, Purdue University-Calumet

Casimir C. Barczyk, Purdue University-Calumet

Discussant: Jim Maddox, Friends University

“Using the Superb Robbins/Coulter Management Text to Evaluate the Battle of Stalingrad”

John S. Bowdidge, Missouri State University

Discussant: Edward Heler, Heler² Consultancy, LLC



MANAGEMENT

1:30–2:45 p.m. 6th Floor, Parlor G

Theme: Team Development

Chair: Maria Lai-Ling Lam, Malone College

“Team Structures and Myers-Briggs Type Indicators”

Donald Westerfield, Webster University

Douglas Westerfield, Webster University

Discussant: Georgia Lee Eshelman, Malone College

“Work System Design”

James Maxwell, Indiana State University

Discussant: David Strubler, Kettering University

“Updating Professional Job Descriptions: How Technology Has Created the Need for Job Redesign”

David M. Savino, Ohio Northern University

Discussant: Maria Lai-Ling Lam, Malone College

MARKETING

1:30–2:45 p.m. 5th Floor, PDR 16

Theme: Business-to-Business Relationships

Chair: Michael LaRocco, University of St. Francis

“The Supply Chain and Its Management: Should We Be Thinking Loops and Lines?”

Elaine Potoker, Maine Maritime Academy

Rachael Soucie, The Taylor Research and Consulting Group, Inc.

Discussant: James Haefner, University of St. Francis

“Responsible Business Practices in the Reverse Logistics Process: Organizational Orientation versus Interpersonal Actions”

Robert Moore, Mississippi State University

Zachary Williams, Mississippi State University

Melissa Moore, Mississippi State University

Discussant: Gurram Gopal, Elmhurst College



“Strategic and Operational Performance of Interorganizational Information Sharing”

Maria Madlberger, Vienna University of Economics and Business Administration, Austria

Discussant: Gloria Metrick, University of St. Francis



MARKETING

**1:30–2:45 p.m. 5th Floor, PDR 17
2006 MMA MASTER MARKETING TEACHING AWARDS
COMPETITION**

Sponsored by Hormel Foods Corporation, 4th Annual Event
Chair and Coordinator of the Competition: Timothy Graeff, Middle Tennessee State University

The top three finalists from the 2006 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 2006 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
- Bob Erffmeyer, University of Wisconsin-Eau Claire
- Jon Hawes, University of Akron
- Julie Toner, Bellarmine University



MARKETING

**1:30–2:45 p.m. 5th Floor, PDR 18
Theme: Developing and Assessing Business Ethics in the Curriculum**

- Chair: Linda Ferrell, University of Wyoming
- Panelists: Dan LeClair, AACSB International,
Vice President and Chief Knowledge Officer
- O.C. Ferrell, Bill Daniels Distinguished Professor of Business Ethics, University of Wyoming
- Linda Ferrell, University of Wyoming





OPERATIONS MANAGEMENT

1:30–2:45 p.m. 6th Floor, Parlor C

OMEA INFORMATION SESSION

SPECIAL OFFICER’S MEETING

Next year’s plans

Chair: Terri Friel, Butler University

MBAA PANEL SESSION

3:00–4:15 p.m. 3rd Floor, PDR 4

Panel: Creating an Assessment Process Beneficial to Your Organization

This panel discussion will present a fresh approach to assessment and how it contributes to the internal controls of the organization and leads towards continuous quality improvement. Gone are the days of the “cookie cutter” approach . . . the panel will discuss how basic assessment activities can be customized to meet the needs of the organization.

Panel moderator: Pamela K. Shay, Franklin University

Panel participants: Paula J. Allen, Union College

Margaret D. Combs, University of the Cumberlands

Vonda K. Moore, Union College

ACCOUNTING

3:00–4:15 p.m. 7th Floor, Burnham 4

Workshop: Using Excel to Stop Cheating and to Deliver Assignments Efficiently

Presenters: Timothy J. Fogarty, Case Western Reserve University

Paul M. Goldwater, University of Central Florida

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15p.m. 7th Floor, Clark 1

Theme: Research Methods and Hospital Administration

Chair: Nashat Zuraikat, Indiana University of Pennsylvania

Discussant: Gene Wunder, Washburn University



“Case Study: A Community Based Partnership Model for Behavioral Health Research”

Jeffrey Leitzel, Bloomsburg University
Daniel West, University of Scranton

“Perspectives from Nurse Leaders and Chief Information Officers on Health Information Technology Implementation”

Steven Szydowski, University of Scranton
Christina Smith, University of Scranton

“Health Risk Appraisal: Stroke and Cardiovascular Disease Among Women”

Hengameh Hosseini, King’s College/Marywood University
Kevan Hosseini, Wyoming Seminary



BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15p.m. 7th Floor, Clark 5

Theme: Health Care Reform I

Chair: David Tipton, Duquesne University

Discussant: Donna A. Redding, Memorial Medical Center

“Searching for Healthcare Quality Through Six Sigma”

James Maxwell, Indiana State University

“An Exploratory Study of Issues Pertaining to Factors that Impact the Quality of Physician-Consumer Relationship in a Managed Care Environment”

William K. Willis, Marshall University

Ashish Chandra, Marshall University

“Delayed Use of Healthcare Services Among the Poor in Turkey”

Sahin Kavuncubasi, Baskent University

Adnan Kisa, Baskent University



BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m. 7th Floor, Clark 7

Theme: Health Promotion and Prevention: Alcohol, Tobacco, and Drug Use

Chair: Michele Bush, Marshall University

Discussant: Jennie Bullard, Indiana University of Pennsylvania

“Disparities in Access to Health Care: The Case of a Drug and Alcohol Abuse Detoxification Treatment Program Among Minority Groups in a Texas Hospital”

Alberto Coustasse-Hencke, University of North Texas Health Science Center

Heidi Venegas, University of North Texas Health Science Center

Karan Singh, University of North Texas Health Science Center

Fernando Trevino, University of North Texas Health Science Center

“The Role of Health Promotion/Disease Prevention Programs in Reducing Human and Economic Burden of Obesity at the Workplace”

Fevzi Akinci, Washington State University

Joseph Coyne, Washington State University

Bernard Healey, Washington State University

“Prevention in Health Care: What a Novel Idea!”

Shyamala Muppala, Monmouth University

David P. Paul, III, Monmouth University

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m. 7th Floor, Clark 10

Theme: Health Care Reform II

Chair: Vincent Gianetti, Duquesne University

Discussant: Carol Kleinman, Seton Hall University

“Evaluating Geocoding Tools Available in Market”

Duckhye Yang, University of Chicago

“Racial and Ethnic Disparities in Bipolar Disorder”

Xue Grace Chiou, University of Illinois at Chicago

J. Warren Salmon, University of Illinois at Chicago

“Teen Mothers: A Nursing Management Challenge”

Josephine DeVito, Seton Hall University

BUSINESS/SOCIETY/GOVERNMENT**3:00–4:15 p.m.** **3rd Floor, PDR 6****OPEN FORUM****Theme: Incorporating Business Ethics into the Curriculum**

Co-Chairs: Jim Breyley, University of New England

Steven Palmer, Eastern New Mexico University

This forum will be an opportunity for professors from all disciplines to share and discuss methodology for incorporating business ethics and social responsibility into classes and business curriculum.

ENTREPRENEURSHIP**3:00–4:15 p.m.** **6th Floor, Parlor D****Theme: Innovation Management**

Chair: Bruce D. Fischer, Elmhurst College

“Support of Innovation as a Factor in Increasing Innovative Output”

Bruce D. Fischer, Elmhurst College

Brian R. Slackert (student), Elmhurst College

“Impact of Improvisation on the New Product Development Process”

Parag Dhumal, University of Toledo

Shanawhaz Muhammad, University of Toledo

FINANCE**3:00–4:15 p.m.** **7th Floor, LaSalle 1****Panel Session: Illustrations of Time Series Modeling**

Presiding: Monzurul Hoque, St. Xavier University and King Fahd
University of Petroleum and Minerals

FINANCE**3:00–4:15 p.m.** **7th Floor, LaSalle 2****Theme: Personal Finance**

Chair: Walt A. Nelson, Missouri State University

“Coverage, Knowledge and Perceptions of Superannuation in Australia”

Andrew Worthington, University of Wollongong

Discussant: Brian E. Porter, Hope College

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

Brian E. Porter, Hope College

Discussant: Andrew Worthington, University of Wollongong

“It’s Time to Include Real Estate Investment in Retirement Plans”

Robert L. Howard, North Carolina A&T State University

Alonzo L. Redmon, North Carolina A&T State University

Discussant: Charles W. Johnston, Baker College

“Fundamental Financial Analysis and Evaluation of IBD’s Model for Buying and Selling Common Stocks”

Charles W. Johnston, Baker College

Discussant: Robert L. Howard, North Carolina A&T State University

FINANCE**3:00–4:15 p.m.** **7th Floor, LaSalle 3****Theme: Special Topics**

Chair: John Bowdidge, Missouri State University

“Risk Management and the Asian Currency Crisis: Backtesting Stable Paritian Value-at-Risk”

David Basterfield, Hillsdale College

Thomas Bundt, Hillsdale College

Grattan Murphy, University of Maine

Discussant: Sankar Sundarrajan, Tarleton State University



“Assessing Financial Impact of Business Interruptions: Analyzing with Enhanced DuPont Chart of Financial Ratios”

Raja K. Iyer, Tarleton State University
Sankar Sundarrajan, Tarleton State University

Discussant: David Basterfield, Hillsdale College

“Comprehensive Software Systems Worldwide: A Case Study”

Dennis Debrecht, Carroll College
Greg Kuhlemeyer, Carroll College

Discussant: Reza Rahgozar, University of Wisconsin-River Falls

“Hedging Energy Price Risk Using an Artificial Neural Network”

Hossein Najafi, University of Wisconsin-River Falls
Reza Rahgozar, University of Wisconsin-River Falls

Discussant: Dennis Debrecht, Carroll College

FINANCE

3:00–4:15 p.m. 7th Floor, Sandburg 8

Theme: Financial Markets

Chair: Inayat U. Mangla, Western Michigan University

“Some Aspects of Wal-Mart’s Expansion in the Financial Services Industry”

Allen Rappaport, University of Northern Iowa
A. Frank Thompson, University of Northern Iowa

Discussant: Jayaram Muthuswamy, Griffith University Australia

“Non-Synchronicity in Asset Prices and Incorrect Rejections of Market Efficiency”

Jayaram Muthuswamy, Griffith University Australia

Discussant: Allen Rappaport, University of Northern Iowa

“An Instructional Model of Bank Portfolio Credit Risk and Return”

Rob Wolf, University of Wisconsin-La Crosse
Tom Aiuppa, University of Wisconsin-La Crosse

Discussant: Raj K. Kohli, Indiana University South Bend

“Dividends Decrease: Earnings Soar”

Stephanie Lewis, Indiana University South Bend

Raj K. Kohli, Indiana University South Bend

Discussant: Rob Wolf, University of Wisconsin-La Crosse



INFORMATION SYSTEMS/QUANTITATIVE METHODS

3:00–4:15 p.m. 7th Floor, Dearborn 1

Theme: Privacy and Security Issues

Chair: Joseph O. Chan

“Privacy, The Information Age, and Ethical Practices: What is Important to Consumers?”

Charles E. Downing, Northern Illinois University

“The Role of Personality Traits in Behavioral Intentions with Regard to Information Privacy Concerns”

Katherine Boswell, Middle Tennessee State University

Melinda Korzaan, Middle Tennessee State University

“HIPPA, HIPPA . . . Hooray?”

Monica Holmes, Middle Tennessee State University

Judy D. Holmes, Middle Tennessee State University

Discussant: Terry Steinbach, DePaul University



INFORMATION SYSTEMS/QUANTITATIVE METHODS

3:00–4:15 p.m. 7th, Dearborn 2

Theme: Project Management and Virtual Teams

Chair: Linda Knight, DePaul University

“Critical Success Factors for Project Managers”

Timothy H. Greer, Middle Tennessee State University

“Current Trends in Virtual Teams”

April Reed, DePaul University

Discussant: Ben-Chieh Liu, Chicago State University





INTERNATIONAL BUSINESS

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

Theme: International Trade and Economic Development

Chair: Rami Khasawneh, Lewis University

“From Dualism to the Formal-Informal Dichotomy: Why the Lewis Model Is No Longer Relevant”

Hamid Hosseini, King’s College

Discussant: Jagadeesh Sivadasan, University of Michigan

“Perspective of Trade Barriers Today and in the Future”

Sam Mudge, Sam Houston State University

Balasundram Maniam, Sam Houston State University

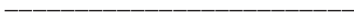
Discussant: Peter Geib, Minnesota State University

“The Globalization of U.S. Foreign Trade”

Rolf Hackmann, Western Illinois University

Sabita Sawhney, Western Illinois University

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



MANAGEMENT

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

Theme: Nonprofit Organizations

Chair: Kathryn Carlson Heler, Manchester College

“Evolution of the Nonprofit Sector: Its Concepts and Its Practices”

Kathryn Carlson Heler, Manchester College

Discussant: Robert Dion, University of Evansville

“Empowerment: Implementation at Silver Cross Hospital”

Daniel J. Koch, University of St. Francis

Frank J. Gaskill, University of St. Francis

Discussant: Gladys A. Lee, Rush University

“Strategic Planning for Continuous Improvement in a College of Business”

Peggy D. Brewer, Eastern Kentucky University
Michael Hawksley, Eastern Kentucky University
Steve Brown, Eastern Kentucky University
Discussant: Gideon Falk, Purdue University-Calumet

MANAGEMENT

3:00–4:15 p.m. 6th Floor, Parlor G

Theme: Solving Human Resources Problems

Chair: Harry E. Fisher, Eureka College

“Effects of the Social Security ‘4% Solution’ On Low Income Workers”

Ronald M. Faust, University of Evansville
Discussant: David M. Savino, Ohio Northern University

“Benefits for Domestic Partners: A Preliminary Analysis”

Karen Sullivan, Purdue University-Calumet
Casey Barczyk, Purdue University-Calumet
Discussant: Brian Hinrichs, St. Xavier University

“How Employees Understand and Respond to Outsourcing: A Sense-making Perspective”

Anjali Chaudhry, University of Illinois at Chicago
Discussant: Cheryl Waddington, Wayne State College

MARKETING

3:00–4:15 p.m. 5th Floor, PDR 16

Theme: Issues in Developing Marketing Communication Strategies

Chair: Melodie Phillips, Middle Tennessee State University

“Pharmaceutical Advertising: Changes in the Wind”

Jeff W. Totten, Southeastern Louisiana University
Renée Vinson, Southeastern Louisiana University
Discussant: Gene Wunder, Washburn University



“Sweet Sixteen: A Comprehensive Study of Super Bowl Advertising During 1989–2004”

Rama Yelkur, University of Wisconsin-Eau Claire

Chuck Tomkovick, University of Wisconsin-Eau Claire

Kristin Mirkes, University of Wisconsin-Eau Claire

Discussant: Donald P. Roy, Middle Tennessee State University

“Changing the Play at the Line of Scrimmage: An Exploratory Analysis of the Black Quarterback’s Influence on Sport Marketing Practices”

Benjamin D. Goss, Missouri State University

Fritz G. Polite, University of Central Florida

Colby B. Jubenville, Middle Tennessee State University

Discussant: Timothy W. Aurand, Northern Illinois University

MARKETING

3:00–4:15 p.m. 5th Floor, PDR 17

Theme: Perspectives on Teaching and Research in the 21st Century

Chair: Karen Norman Kennedy, University of Alabama-Birmingham

Panelists: Thomas L. Powers, University of Alabama-Birmingham

Karen Norman Kennedy, University of Alabama-Birmingham

Dawn Deeter-Schmelz, Ohio University

MARKETING

3:00–4:15 p.m. 5th Floor, PDR 18

Theme: Ethical Issues in Higher Education

Chair: Linda Ferrell, University of Wyoming

“College Students and Their Consumption of Gambling”

Bob Brown, Marshall University

Elizabeth Alexander, Marshall University

Discussant: Georgine K. Fogel, Salem International University

“Channeling Buzz or Bucks? Ethical Implications for Marketing in Higher Education”

Oscar McKnight, Ashland College

Ronald Paugh, Ashland College

Vahn Knight, Ashland College

Discussant: Charles Pettijohn, Missouri State University

“Data Base Marketing and Ethics”

Georgine K. Fogel, Salem International University

Discussant: Linda Ferrell, University of Wyoming

OPERATIONS MANAGEMENT

3:00–4:15 p.m. 6th Floor, Parlor C

Theme: Technology and Supply Chains

Chair: James Maxwell, Indiana State University

“21st Century Technology’s Impact on Efficient Supply Chain Management”

James R. Maxwell, Indiana State University

“The Efficacy of Online Reverse Auctions for the Procurement of Transportation Services”

Gurram Gopal, Elmhurst College and Steve Cline, ConAgra Foods

“The Clinical Chain: The Evolution of Electronic Commerce in the Healthcare Sector”

Hugo Rivard-Royer, Bell Canada, Martin Beaulieu University of Montreal

Terri Friel, Butler University

ACCOUNTING

4:30–6:00 p.m. 7th Floor, Burnham 4

NORTH AMERICAN ACCOUNTING SOCIETY BOARD MEETING

**Presiding: Jerry G. Kreuze, Western Michigan University President,
North American Accounting Society**



BUSINESS AND HEALTH ADMINISTRATION

4:30–5:30 p.m. 7th Floor, Clark 10

BHAA BOARD MEETING

Presiding: David Tipton, Duquesne University

MANAGEMENT

4:30–5:30 p.m. 6th Floor, Parlor H

NAMS BOARD MEETING

Presiding: Harry E. Fisher, Eureka College

MARKETING

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

MARKETING MANAGEMENT ASSOCIATION, BOARD OF DIRECTORS MEETING

Presiding: Judy Wiles, President of MMA, Southeast Missouri State University

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THURSDAY, MARCH 16, 2006

ACCOUNTING

8:00–9:00 a.m. 7th Floor, Burnham 1
ACCOUNTING DISCIPLINE FORUM

This is an opportunity to meet with other faculty in your discipline to discuss pedagogy, current practices, teaching innovations, and concerns. The session chairs will facilitate the group discussions in the following disciplines:
Cost/Managerial: Maggie Jorgenson, North Dakota State University
Systems: Gary G. Johnson, Southeast Missouri State University
Audit: Sheldon A. Langsam, Western Michigan University

ACCOUNTING

8:00–9:00 a.m. 7th Floor, Burnham 4
ACCOUNTING DISCIPLINE FORUM

This is an opportunity to meet with other faculty in your discipline to discuss pedagogy, current practices, teaching innovations, and concerns. The session chairs will facilitate the group discussions in the following disciplines:
Principles: Donna Altepeter, University of North Dakota
Intermediate: Grace F. Johnson, Marietta College
Tax: Larry R. Garrison, University of Missouri-Kansas City

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. 7th Floor, Clark 5
BHAA Annual Business Meeting and Awards Function

Presiding: David Tipton, Duquesne University

All BHAA members are invited to attend this meeting.

BUSINESS ECONOMICS

8:00–9:00 a.m. 3rd Floor, PDR B
Theme: Miscellaneous Issues

Chair: Joe Horton, University of Central Arkansas

“Ethical Concerns of Web-Marketing”

Georgine K. Fogel, Salem International University

Discussant: Shiv Gupta, University of Findlay

“How to Improve Patient Satisfaction when Patients are Already Satisfied: A Continuous Process Improvement Approach”

Dan Friesner, Gonzaga University
Janet Raisor, St. Mary’s Rehabilitation Institute
Donna Neufelder, St. Mary’s Rehabilitation Institute
Discussant: Brian Kench, University of Tampa

“Will Retiring from this Job Kill Me? The Health Effect of Retirement in Different Industries and Occupations”

Kevin D. Neuman, University of Wisconsin-Stevens Point
Discussant: Jason Davis, University of Wisconsin-Stevens Point

“An Estimation of Early Exercise Premium for S&P 100 American Index Put Options”

Jong C. Rhim, University of Southern Indiana
Sangwoo Heo, University of Southern Indiana
Mike Williams, University of Southern Indiana
Discussant: Johnnie Linn III, Concord University

BUSINESS/SOCIETY/GOVERNMENT

8:00–9:00 a.m. 3rd Floor, PDR 6

Theme: Legal and Business Issues

Chair: Lee Weyant, Eastern New Mexico University

“Why Sell Your Inheritance? Viable Business Options in Estate Planning for the Small Land Owner”

Angela Law, St. Augustine’s College

“Central City Makes a Promotion: A Case Study of Employment Discrimination”

Steven Palmer, Eastern New Mexico University
Lee Weyant, Eastern New Mexico University
George McNary, Creighton University

“Keeping Hospitals Healthy: Focus Centers Translate into Greater Net Revenue”

William Pratt, Eastern New Mexico University

CASE RESEARCH**8:00–9:00 a.m.** **3rd Floor, PDR 5****Workshop: Case or Case Incident? A Discussion**

Chair: Barb Nemecek, University of Wisconsin–River Falls

Sample Case/Case Incident A: “Identifying a Target Market for St. John’s Bible Collector’s Edition”

Rick Saucier, St. John’s University

Jane Kathman, College of St. Benedict

Sample Case/Case Incident B: “Wal-Mart and Vlasic Foods”

Karen A. Berger, Pace University

Discussants: Ed Leonard, Indiana University–Purdue University
Fort Wayne

Kay Hodge, University of Nebraska-Kearney

Joe G. Thomas, Middle Tennessee State University

ENTREPRENEURSHIP**8:00–9:00 a.m.** **6th Floor, Parlor D****Theme: Global Entrepreneurship**

Chair: Shad Dowlatshahi, University of Missouri at Kansas City

“Entrepreneurship is Alive and Well in Nicaragua”

Paul Lane, Grand Valley State University

“An Empirical Consideration of Quality Considerations in the Maquiladora Industry”

Shad Dowlatshahi, University of Missouri at Kansas City

FINANCE**8:00–9:00 a.m. 7th Floor, LaSalle 1****Theme: Investments**

Chair: George Z. Li, New Jersey City University

“What’s Up With the Super Bowl Phenomenon?”

Charles Rayhorn, Northern Michigan University

James Drosen, Northern Michigan University

Discussant: Thomas S. Howe, Illinois State University

“Detection of Multiple Beta Shifts in Monthly Stock Returns”

Thomas S. Howe, Illinois State University

Ralph A. Pope, California State University-Sacramento

Discussant: Jamshid Mehran, Indiana University-South Bend

“The Impact of the Earnings Restatement to Adherer to Lease Accounting Standards on the Firms’ Stock Prices–An Empirical Study”

Jamshid Mehran, Indiana University South Bend

Robert J. Balik, Western Michigan University

Discussant: Charles Rayhorn, Northern Michigan University

FINANCE**8:00–9:00 a.m. 7th Floor, LaSalle 2****Theme: Global/International**

Chair: Chu-Sheng Tai, Texas Southern University

“In 2005, China Achieved a Surprise Milestone Regarding the Yuan–Just One Event on Their Exciting Financial/Economic Scene”

C. Edward Chang, Missouri State University

George S. Swales Jr., Missouri State University

John S. Bowdidge, Missouri State University

Discussant: Monzurul Hoque, Saint Xavier University and
King Fahd University of Petroleum and Minerals

“Charting Changes in Saudi Arabian Insurance Industry”

Ali Al-Elg, King Fahd University of Petroleum and Minerals
 Monzurul Hoque, Saint Xavier University and King Fahd University of
 Petroleum and Minerals

Discussant: Mazhar M. Islam, Alabama A&M University

**“The Impact of the Size and Market-to-Book Ratio on Stock Returns
 of the Emerging Market of Bangladesh”**

Mazhar M. Islam, Alabama A&M University
 Zahedur Rahman, Eastern University Bangladesh
 Rafiqul Bhuyan, California State University-Sacramento

Discussant: John S. Bowdidge, Missouri State University

FINANCE

8:00–9:00 a.m. **7th Floor, LaSalle 3**

Theme: Special Topics

Chair: David Basterfield, Hillsdale College

**“Executive Compensation, Characteristics, and the Affordability
 Method of Advertising Budgeting”**

Janikan Supanvanij, St. Cloud State University

Discussant: Conway Lackman, Duquesne University

“Estimated Effects of Executive Stock Options on Stock Valuation”

Conway Lackman, Duquesne University

William Carlson, Duquesne University

Celia Varick, Lamar University

Discussant: K. Matthew Wong, St. John’s University

“Estimating a Company’s Optimal Capital Structure”

K. Matthew Wong, St. John’s University

Discussant: Janikan Supanvanij, St. Cloud State University

FINANCE**8:00–9:00 a.m. 7th Floor, Sandburg 8****Theme: Financial Education**

Chair: Sheri Faircloth, University of Nevada-Reno

“Effect of Online Activity and Support Materials on Student Performance in the Introductory Finance Course”

Ernest N. Biktimirov, Brock University

Kenneth J. Klassen, Brock University

Discussant: Alonzo L. Redmon, North Carolina A&T State University

“Determinants of Academic Performance in the Introductory Finance and Management Science Classes”

Robert L. Howard, North Carolina A&T State University

Alonzo L. Redmon, North Carolina A&T State University

Discussant: David Kern, Arkansas State University

“A Post-Enron Look at Perceptions of Academic and Business Ethics by Business Students”

Deborah O. Lee, Mississippi State University

Mark Foster, Arkansas State University

David Kern, Arkansas State University

Discussant: Ernest N. Biktimirov, Brock University

INFORMATION SYSTEMS/QUANTITATIVE METHODS**8:00–9:00 a.m. 7th Floor, Dearborn 1****MBAA/SAIS International Collaboration Demonstration**

(Open to All MBAA International 2006 Conference Attendees)

*Featuring Research Projects involving:***“Up-Stream Multi-Tier, Multi-Product Decision Support Simulation”**

Kenneth R. Morrison

“Classroom Business Discipline integration through Process Collaboration with Cordys Business Collaboration Suite™ “

Charles W. White

Involving On-Site MBAA/SAIS International Conference Participants and International (off-site) Participants through a Live Internet Broadcast

INTERNATIONAL BUSINESS
8:00–9:00 a.m. 6th Floor, Parlor A
Theme: World Bank and Foreign Aid
Chair: Raffaele De Vito, Emporia State University
“World Bank Failures Related to Extractive Energy Development”

Mathew Rathbun, University of St. Francis

Frank J. Gaskill, University of St. Francis

Discussant: Lucie Pfaff, College of Mount Saint Vincent
“The Role of Foreign Aid in Reducing Poverty”

Emily Hennager, Northwestern College

Michael L. Avery, Northwestern College

Discussant: Roger J. Volkema, American University

MARKETING
8:00–9:00 a.m. 5th Floor, PDR 16
Theme: Mu Kappa Tau (MKT) National Honors Program
Chair: Jerry Field, President of the Chicagoland Chapter
Panelists: Mike d’Amico, former National President

Kathy Hill, National Executive Secretary

John Summey, Southern Illinois University-Carbondale

MARKETING
8:00–9:00 a.m. 5th Floor, PDR 17
Theme: Disaster, Failure, and Recovery
Chair: Robert McDonald, Texas Tech University
“Safeguarding the Public and the Organization: Lessons for Marketing from Disaster Assessment”

John E. Timmerman, Abilene Christian University

Eddie L. Sharp, Abilene Christian University

Ian Shepherd, Abilene Christian University

Discussant: Timothy W. Aurand, Northern Illinois University

“An Analysis of International Market Entry Failures: The Role of Foreign Subsidiary Opportunism”

Claude Obadia, ADVANCIA

Irena Vida, University of Ljubljana

Discussant: Ram Kesavan, University of Detroit-Mercy

“Business Turnarounds: Role of Marketing-Finance Interface Strategies”

Oswald A. J. Mascarenhas, University of Detroit-Mercy

Ram Kesavan, University of Detroit-Mercy

Michael D. Bernacchi, University of Detroit-Mercy

Jeanne David, University of Detroit-Mercy

Discussant: John E. Timmerman, Abilene Christian University

MARKETING

8:00–9:00 a.m. 5th Floor, PDR 18

Theme: Business-to-Business and Technology

Chair: James Haefner, University of St. Francis

“Supply Chain Integration as a Marketing Lever: An Enhanced Conceptual Model for Customer Relationship Management”

Gurram Gopal, Elmhurst College

Eric McMillian, Elmhurst College

Discussant: Maria Madlberger, Vienna School of Economics and Business Administration-Austria

“RFID: A Technology and Its Issues”

Gloria Metrick, University of St. Francis

Discussant: Elaine Potoker, Maine Maritime Academy

“Consumer Knowledge and Perception of Radio Frequency Identification (RFID)”

Elizabeth Alexander, Marshall University

Christopher Cassidy, Marshall University

Discussant: Zachary Williams, Mississippi State University

OPERATIONS MANAGEMENT

8:00–9:00 a.m. 6th Floor, Parlor C

Theme: Sustainable Business Practices: Stakeholder Relationships

**Chair: Joseph Kamalah, Indiana University–Purdue University
Fort Wayne**

“A Comparative Study of Purchasing Skills”

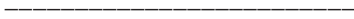
Yavuz Agan, Western Illinois University

**“Perceived Quality: Analyzing Relationships Among Employees,
Customers, and Financial Performance”**

Dong Koon Yoo, University of Toledo

**“Business Negotiations and Repeated Prisoner’s Dilemma: A
Simulation”**

Lawrence Haber, Indiana University–Purdue University Fort Wayne
Nicholas Malin-Adams, Indiana University–Purdue University Fort Wayne
Joseph Khamalah, Indiana University–Purdue University Fort Wayne



MBAA PANEL SESSION

9:15–10:30 a.m. 7th Floor, Clark 10

**Panel: Ethics in Leadership—Resources Available Through the
American National Business Hall of Fame**

This panel discussion will focus on the organization’s goal to research and promote outstanding examples of business leadership, exposing students and the public to their stories. The program will highlight the organization’s laureate program and the education opportunities through the website, the journal publication, and the longitudinal ethics study as specific areas of academic research in management and business leadership.

Panel moderator: John Grant, Ohio Dominican University

Panel participants: Lee Graf, Illinois State University
Jay Young, Ohio Dominican University
Richard Hattwick



ACCOUNTING

9:15–10:30 a.m. **7th Floor, Burnham 1**

Theme: Ethics

Chair: Robert Holtfreter, Central Washington University

“Ethical Decision Making by Management Accountants—An Empirical Examination”

Thomas E. Buttross, Pennsylvania State University

Hema Rao, State University of New York-Oswego

George Schmelzle, Indiana University Purdue University

“Student Religiosity as a Predictor of Ethical Beliefs”

D’Arcy Becker, University of Wisconsin-Eau Claire

Susan Haugen, University of Wisconsin-Eau Claire

Ingrid Ulstad, University of Wisconsin-Eau Claire

“A Classroom Approach to the Development of Auditor-Client Negotiation Skills”

Carol M. Jessup, University of Illinois-Springfield

ACCOUNTING

9:15–10:30 a.m. **7th Floor, Burnham 4**

Panel: Interpreting the New AACSB Accreditation Standards: Mission, Assessment, and Scholarly Activities

Panel Chair: Harold Wilde, University of North Dakota

Panelists: John Elfrink, Central Missouri State University

Marcia Lucas, Western Illinois University

Timothy J. Fogarty, Case Western Reserve University

BUSINESS AND HEALTH ADMINISTRATION

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

SPECIAL SESSION: Meet the Editors

Tony Carter, Editor, *Journal of Hospital Marketing and Public Relations*

Christine Polcino, Executive Editor, *Hospital Topics*

David Paul III, Co-Editor, *Health Marketing Quarterly*



BUSINESS ECONOMICS

9:15–10:30 a.m. 3rd Floor, PDR 4

Panel Discussion: “Teaching Diversity and Multiculturalism in Introductory Economics Courses”

Chair: Nasrin Shahinpoor, Hanover College
Panelists: Veree Ethridge, University of St. Francis
Sudesh Mujumdar, University of Southern Indiana



BUSINESS/SOCIETY/GOVERNMENT

9:15–10:30 a.m. 3rd Floor, PDR 6

Theme: Protecting the Consumer

Chair: Angela Law, St. Augustine’s College

“RFID Tags: Do Consumers Need Governmental Protection?”

Fataneh Taghaboni-Dutta, The University of Michigan-Flint

“Internet Fraud: The Thorn in the Side of E-Commerce”

T. Rick Whiteley, University of Western Ontario

“Obesity: Corporate Culpability?”

Jim Breyley, University of New England

“Big Tobacco: Some Updates”

Jim Breyley, University of New England



CASE RESEARCH

9:15–10:30 a.m. 3rd Floor, PDR 5

Theme: Case Incidents: Accounting

Chair: Phil Fisher, University of Southern Indiana

“A Question of Theft”

Roy A. Cook, Fort Lewis College
Lawrence S. Corman, Fort Lewis College
Suzanne Wilhelm, Fort Lewis College

“Home Educator Aquatic Training Takes Some Heat from the IRS”

Carl E. Keller, Jr., Indiana University–Purdue University Fort Wayne
Janet C. Papiernik, Indiana University–Purdue University Fort Wayne

“Controlling for a Cash Business”

Brian G. Gnauck, Northern Michigan University
Bruce C. Sherony, Northern Michigan University
Discussants: Dennis Kripp, Roosevelt University
Jeff W. Totten, Southeastern Louisiana University
Tim Redmer, Regent University

ENTREPRENEURSHIP

9:15–10:30 a.m. 6th Floor, Parlor D

Theme: Teaching Issues

Chair: Nichaya Suntornpithug, Indiana University–Purdue
University Fort Wayne

**“Activity Stages of University-Based Incubators–A Proposed
Conceptual Framework”**

Zelimir William Todorovic, Indiana University–Purdue University Fort Wayne
Nichaya Suntornpithug, Indiana University–Purdue University Fort Wayne

“Integrating ERP into the Curriculum: The Importance of Context”

Timothy S. Vaughan, University of Wisconsin-Eau Claire
Abe Nahm, University of Wisconsin-Eau Claire
Terry Wells, University of Wisconsin-Eau Claire

“Adopt@Firm: The Only Survival, The Only Meaning?”

James Paradiso, College of Lake County Illinois

FINANCE

9:15–10:30 a.m. 7th Floor, LaSalle 1

Panel Session: MB Financial Excellence in Financial Teaching

Presiding: Don T. Johnson, Western Illinois University

FINANCE**9:15–10:30 a.m.** **7th Floor, LaSalle 2****Theme: Special Topics**

Chair: William Maas, University of Wisconsin-Stevens Point

“Exploring the Home Underdog Bias in the NFL Point Spread Betting Market”

Patrick J. Larkin, Fayetteville State University

Discussant: Malek Lashgari, University of Hartford

“Funding Policies and Practices on Public Pension Programs”

Malek Lashgari, University of Hartford

Discussant: Michael D. Mattei, Bellarmine University

“A Framework for the Identification of Risk in Technology Based Entrepreneurial Ventures”

Michael D. Mattei, Bellarmine University

Discussant: Patrick J. Larkin, Fayetteville State University

FINANCE**9:15–10:30 a.m.** **7th Floor, LaSalle 3****Theme: Financial Markets**

Chair: Muhammad Chishty, Saint Xavier University

“Do Banks Always Make Informed Loans: A Theory and Some Evidence”

Jie Dai, Saint Mary’s University

Discussant: K.C. Tseng, California State University

“Adaptive Market Hypothesis, Behavioral Finance, Bounded Rationality, and Efficient Market Hypothesis”

K.C. Tseng, California State University

Discussant: Lal C. Chugh, Professor University of Massachusetts- Boston

“Long-Run Performance of IPOs in the Life Insurance Industry”

Joseph W. Meador, Northeastern University

Lal C. Chugh, Professor University of Massachusetts-Boston

Discussant: Jie Dai, Saint Mary’s University

FINANCE

9:15–10:30 a.m. **7th Floor, Sandburg 8**

Theme: **Investments**

Chair: Mazhar M. Islam, Alabama A&M University

“Analysis of the Wealth Impact of Re-Allocation Decisions by Institutional Plan Sponsors”

Jeffrey Heisler, Gottex Fund Management

Christopher R. Knittel, University of California-Davis

John J. Neumann, St. John’s University

Scott D. Stewart, Boston University

Discussant: Jeong W. Lee, University of North Dakota

“A Study of Price Volatility in Futures Markets”

Jeong W. Lee, University of North Dakota

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

“Emerging Market Stocks: Higher Returns But at What Risk”

George S. Swales, Jr., Missouri State University

John S. Bowdidge, Missouri State University

C. Edward Chang, Missouri State University

Discussant: John J. Neumann, St. John’s University

INFORMATION SYSTEMS/QUANTITATIVE METHODS

9:15–10:30 a.m. **7th Floor, Dearborn 1**

Theme: **Sarbanes-Oxley Act (SOX) and IT**

Chair: Shamsul Chowdhury, Roosevelt University

“Accounting is Knocking the SOX Off IT”

Marvin Albin, University of Southern Indiana

Mehmet C. Kocakulâh, University of Southern Indiana

“A Phenomenological Study of the Lived Experience of Information Technology Staff with Sarbanes-Oxley Compliance Responsibilities”

Denise Probert Bloom, Viterbo University

Sara Cook, Viterbo University

Stephanine Martin Rodgers, Viterbo University

Discussant: Xiaobo Xu, The University of Mississippi

INFORMATION SYSTEMS/QUANTITATIVE METHODS

9:15–10:30 a.m. 7th Floor, Dearborn 2

Theme: Business Intelligence Systems and Information Systems Integration

Chair: Andy Borchers, Kettering University

“The Classification of Information Systems Integration (ISI): ISI-Matrix”

Thawatchai Jitpaiboon, Ball State University

“Business Intelligence Systems: Critical Consideration”

Jim Montalbano, Roosevelt University

Shamsul Chowdhury, Roosevelt University

Discussant: Charles Downing, Northern Illinois University

INTERNATIONAL BUSINESS

9:15–10:30 a.m. 6th Floor, Parlor A

Theme: Culture and Leadership

Chair: Vern Terpstra, University of Michigan

“Understanding Leverage in International Business Negotiations”

Roger J. Volkema, American University

Discussant: Robert Ware III, Savannah State University

“Inspirational Leadership Across Cultures: Initial Considerations and Meso-Model”

Karen Moustafa, Indiana University–Purdue University Fort Wayne

Caroline Chanzu, Indiana University–Purdue University Fort Wayne

Discussant: Peter Geib, Minnesota State University

“Global Leadership Competence: A Cultural Intelligence Perspective”

Chen Oi Chin, CreativeChange.Biz

Lisa Parola Gaynier, CreativeChange.Biz

Discussant: Juan Meraz, Missouri State University

“Three Competencies of Business Leadership”

Hanna Zyla, Quinnipiac University

Viktoria T. Kortuem, Quinnipiac University

Discussant: Thawatchai Jitpaiboon, Ball State University

INTERNATIONAL BUSINESS

9:15–10:30 a.m. 6th Floor, Parlor B

Theme: Doing Business in China

Chair: Grace Johnson, Marietta College

“The New Copyright Piracy in the Pacific Rim”

Jacques G. Boettcher, University of Detroit Mercy

Discussant: John S. Bowdidge, Missouri State University

“Chinese and U.S. Labor Laws: Practice and Enforcement”

M. Jane Crabtree, Benedictine University

Discussant: Robert Moussetis, North Central College

“What will be China’s Next Booming Consumer Industry?”

Chen W. Ferguson, Miami University-Ohio

Discussant: Lucy Pfaff, College of Mount Saint Vincent

LEGAL STUDIES

9:15–10:30 a.m. 3rd Floor, PDR 8

Theme: Issues of Fraud and Good Faith

Chair: George W. McNary, Creighton University

“When Good Faith Goes Bad: Participation in Court-Ordered Mediation”

J. Brad Reich, Fort Lewis College

“When Crime Pays: An Economics Analysis of Managerial Fraud and the Role of Self Restraint”

Daniel T. Ostas, University of Oklahoma

“Spoliation and Electronic Discovery: Proceed at Your Own Risk”

Vicki M. Luoma, Minnesota State University, Mankato

Milton H. Luoma, Jr., Minnesota State University, Mankato

Penny Herickoff, Minnesota State University, Mankato

“Private Policy Exceptions to At Will Employment”

Michael A. Katz, Delaware State University

LEGAL STUDIES

9:15–10:30 a.m. 3rd Floor, PDR 9

Theme: Employment Law

Chair: Dan Levin, Minnesota State University, Mankato

“Romantic Friendships in the Workplace Revisited”

Dawn Swink, University of St. Thomas

“Employment Arbitration using Peer Arbiters”

Elizabeth A. Campbell, Central Michigan University

“I Cannot Confirm or Deny: Privacy Concerns in a Public Workplace”

George W. McNary, Creighton University

Steven C. Palmer, Eastern New Mexico University

“How Much Can an Employer Control His Workers’ Off-Duty Behavior?”

Katrin C. Varner, Illinois State University

Karen A. Hosack, Illinois State University

MANAGEMENT**9:15–10:30 a.m. 6th Floor, Parlor H****Theme: Safeguarding the Public—Responsible Business Practices, Ethical Behavior, and Fraud Prevention—The MBAA theme**

Chair: Edward Heler, Heler2 Consultancy, LLC

“Ethical Transparency or Lack Thereof: An Exploratory Study”

Michele A. Govekar, Ohio Northern University

Paul L. Govekar, Ohio Northern University

Discussant: Livingston, Bill, Baker College

“From Toxic to Saint: The Management Continuum for the Twenty-First Century”

Beverly Jones, Kettering University

Beverly Blieseth, Mott Community College

Tyana Lange, Kettering University

Discussant: Gary Keller, Cardinal Stritch University

“Business Ethics For Fun And Profit: Tales From The Front The Benefits Of Ethical Research Practices”

William R. Livingston, Baker College

Discussant: Pam Kephart, University of Saint Francis

“Promoting Ethical Corporate Behavior in a Global Context”

Jonathon R. B. Halbesleben, University of Missouri

M. Ronald Buckley, University of Oklahoma

Michael G. Harvey, University of Mississippi

Milorad M. Novicevic, University of Mississippi

Discussant: William “Rick” Crandall, University of North Carolina–Pembroke



MANAGEMENT

9:15–10:30 a.m. 6th Floor, Parlor G

Symposium: Bullying at the Work Place

Panelists:

- Chair: Linda C. Keup, Concordia College
- Ronald M. Faust, University of Evansville
- Barbara Leavens, Portland State University
- Richard Sebastian, St. Cloud State University

MARKETING

9:15–10:30 a.m. 5th Floor, PDR 16

Theme: Teaching 21st Century Marketing Students

Chair: Michael F. d’Amico, University of Akron

“Revamping the Teaching of Market Research based on Exploratory Research Using an Index of Learning Styles”

Mary T. Galvan, North Central College

Discussant: John Bennett, University of Missouri-Columbia

“Students’ Attitudes toward Classroom Participation”

Philip M. Hurdle, Elmira College

Discussant: Mandeep Singh, Western Illinois University

“PowerPoint Based Lectures in Business Education: An Empirical Investigation of Perceived Novelty and Effectiveness”

Karen E. James, Louisiana State University-Shreveport

Lisa A. Burke, Louisiana State University-Shreveport

James. R. Williams, Auburn University-Montgomery

Discussant: Kevin M. Elliott, Minnesota State University-Mankato

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.

MARKETING

9:15–10:30 a.m. 5th Floor, PDR 18

**Theme: Technology Issues with Online Privacy Policies,
Weblog Software and Self-Service Products**

Chair: Timothy Graeff, Middle Tennessee State University

“The Readability of Online Privacy Policies: Can Consumers Understand?”

Michelle B. Kunz, Morehead State University

Peggy Osborne, Morehead State University

Discussant: Robert Moore, Mississippi State University

“Enterprise Weblog Software and Dynamic Planning: Overcoming Barriers to Strategic Implementation”

Timothy W. Aurand, Northern Illinois University

Donnavieve Smith, North Central College

Linda Gorchels, University of Wisconsin-Madison

Discussant: Zachary Williams, Mississippi State University

“The Role of Systematic Distortion in the Diffusion of Self-Service Technology-Based Products”

Kevin M. Elliott, Minnesota State University-Mankato

Discussant: Timothy Graeff, Middle Tennessee State University

OPERATIONS MANAGEMENT

9:15–10:30 a.m. 6th Floor, Parlor C

Theme: Sustainable Business Practices, Innovation Management

Chair: Michael H. Small, University of Illinois at Springfield

“Organizational Preparation for the Implementation of Advanced Manufacturing Technology”

Michael H. Small, University of Illinois at Springfield

“Technological Maturity and the Location of Innovation: Can Innovation only happen in big cities?”

Richard J. Judd, University of Illinois at Springfield

MBAA PANEL SESSION

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

Panel: MBA Curricula in the United States and the New Economy

This panel discussion will focus on whether or not MBA curricula are changing to provide students the skills needed to succeed in the new economy. It will explore the extent that MBA programs in the United States have adopted curricula consistent with the demands of business today, such as rapid advances in information technology, increased globalization, and hypercompetition. We will also explore the possibility that a new economy “friendly” curriculum results in a premium for the MBA program.

Moderator: Greg Murphy, University of Southern Indiana

Panelists: Abbas Foroughi, University of Southern Indiana
Mike Williams, University of Southern Indiana

ACCOUNTING

10:45 a.m.–12:00 noon 7th Floor, Burnham 1

Theme: Auditing and Certification

Chair: Jack Armitage, University of Nebraska-Omaha

“The Time for Continuous Assurance is Now”

Jason Haskins, University of North Dakota

“A Change in Auditing Thought”

Jacob Wambsganss, University of North Dakota

Roberto de Magalhaes, University of North Dakota

Harold Wilde, University of North Dakota

“An Examination of the Accounting Profession: MBA Effect and the Role of Certifications”

Gary G. Johnson, Southeast Missouri State University

Sarah Rolves, KPMG-St. Louis

ACCOUNTING

10:45 a.m.–12:00 noon 7th Floor, Burnham 4

Panel: Ethics in the Classroom: Students’ Perceptions of Cheating and What Professors Can Do About Them

Panel Chair: Susan Haugen, University of Wisconsin-Eau Claire
 Panelists: D’Arcy Becker, University of Wisconsin-Eau Claire
 Ingrid Ulstad, University of Wisconsin-Eau Claire
 James Rundall, University of Wisconsin-Eau Claire
 Meg Devine, University of Wisconsin-Eau Claire

BUSINESS AND HEALTH ADMINISTRATION

10:45 a.m.–12:00 noon 7th Floor, Clark 1

Theme: Quality of Life II

Chair: Ahmet Ozturk, CHH Regional Pain Management Center
and PREP

Discussant: Daniel West, University of Scranton

**“Flu Vaccine Shortage of 2004: An Exploratory Study to Determine
What Consumers Consider as an Appropriate Distribution Criteria”**

Ashish Chandra, Marshall University
Katherine Miller, Marshall University
Melissa Pino, Marshall University

**“Antimicrobial Resistance of Isolates in Antibiotic Free Environment
of HIV- and TB-Positive Infants in the Slums of Phnom Penh”**

Vladimir Krcmery, University of Scranton
A Augustin, University of Scranton
Daniel West, University of Scranton

“Anti-Malnutrition Programs in the MPC Clinic in El Doret Uganda”

Vladimir Krcmery, University of Scranton
Patricia Porubcanova, University of Scranton
Victor Nimulanda, University of Scranton
Daniel West, University of Scranton

BUSINESS AND HEALTH ADMINISTRATION

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

**JOINT SESSION ABE AND BHAA: FINANCIAL, ECONOMIC,
AND ACCOUNTING ISSUES IN HEALTHCARE**

Chair: Dennis Emmett, Marshall University

Discussant: Dan Friesner, Gonzaga University

“Utilization, Effectiveness, and Purchasing of Alternative Medicine: The Ramifications for Marketing”

Dennis Emmett, Marshall University

“Do California Outpatient Clinics Meet their Community’s Demand for HIV Testing?”

Dan Friesner, Gonzaga University

Kevin D. Neuman, Gonzaga University

“How to Improve Patient Satisfaction when Patients are Already Satisfied: A Continuous Process Improvement Approach”

Jason R. Davis, Gonzaga University

Derek Bjonback, Gonzaga University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Healthcare Providers–Performance and Privacy Issues

Co-Chairs: David Tipton, Duquesne University

Joseph Kristofik, Duquesne University

Discussant: Terri L. Barrett, West Virginia Health Care Authority

“Applying the HIPPA Privacy Rule’s Disclosure Requirements to State Government Employee Health Plans and State Government Employers”

Michael Harmon, Public Employee’s Insurance Agency, West Virginia

“Pay-for-Performance: How Should it be Implemented, and Will it Improve Quality?”

Joseph Fromknecht, University of Scranton

Robert Spinelli, University of Scranton

“Epidemiology and Prevention of Fall Injuries Among the Elderly”

Hengameh Hosseini, King’s College/Marywood University

BUSINESS ECONOMICS

10:45 a.m.–12:00 noon 7th Floor, Clark 5
SPECIAL JOINT SESSION WITH BUSINESS AND HEALTH
ADMINISTRATION

Co-Chair: Dennis Emmett, Marshall University
Dan Friesner, Gonzaga University

“Public Health Insurance Expansions for Parents and Enhancement Effects for Child Coverage”

Jason R. Davis, University of Wisconsin-Stevens Point

Discussant: Henri Bailey, III, Prairie View A&M University

“Do California Outpatient Clinics Meet their Community’s Demand for HIV Testing?”

Dan Friesner, Gonzaga University

Peter Cashel-Cordo, University of Southern Indiana

Discussant: Kevin Neuman, University of Wisconsin-Stevens Point

BUSINESS/SOCIETY/GOVERNMENT

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

Theme: A World View

Chair: Trish Maguire, Eastern New Mexico University

“What the Foreign Press Sees When They Glance at the White House”

John Bowdidge, Missouri State University

Walt Nelson, Missouri State University

Mark Bowdidge, Brewton-Parker College

“An Examination of Central American Free Trade Agreement (CAFTA)”

Mathias Materu, St. Augustine’s College

Lal Shimpi, St. Augustine’s College

“Until We Understand the Complex Yesterday of Serbia, Its Today and Tomorrow Will Have No Meaning”

John Bowdidge, Missouri State University

George Swales, Jr., Missouri State University

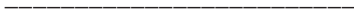
CASE RESEARCH

10:45 a.m.–12:00 noon 3rd Floor, PDR 5

Panel: A Business Owner’s Perspective of Case Writing

Chair: Barbara Nemecek, University of Wisconsin–River Falls

Discussants: Roy A, Cook, Fort Lewis College
Summer Seidenkranz, National Refund and Marketing Services, Inc.



ENTREPRENEURSHIP

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

PANEL ON ENTREPRENEURSHIP–Delivering Services to Entrepreneurs Seamlessly

Chair: Richard Judd, University of Illinois at Springfield

Panel on issues of developing entrepreneurship: from the classroom to the community.

Panelists: Mark Uchida, Butler University
Rajeev Sawhney, Western Illinois University
Nichaya Suntornpithug, Indiana University–Purdue University Fort Wayne
Zelimir William Todorovic, Indiana University–Purdue University Fort Wayne
Nichaya Suntornpithug, Indiana University–Purdue University Fort Wayne
James Paradiso, College of Lake County Illionis
Yezdi H. Godiwalla, Professor and Chairman, University of Wisconsin-Whitewater



FINANCE

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

ANNUAL BUSINESS MEETING–ACADEMY OF FINANCE

Presiding: Don T. Johnson, Western Illinois University



INFORMATION SYSTEMS/QUANTITATIVE METHODS

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

Theme: Sing IT for Marketing/Forecasting Decisions

Chair: Behrooz Saghafi, Chicago State University

“Sturdiness in Branding Decisions: A Case Base Reasoning Approach”

Waleid Ismail, Roosevelt University

Shamsul Chowdhury, Roosevelt University

“Buying Patterns at a Retail Chain Store: A Statistical and Neural Net Analysis”

Kuriakose Athappilly, Western Michigan University

Muhammad A. Razi, Western Michigan University

“Examination of Minitab Errors in Exponential Smoothing”

Constantine Loucopoulos, Northeastern Illinois University

Discussant: Ben-Chieh Lui, Chicago State University



INFORMATION SYSTEMS/QUANTITATIVE METHODS

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

Theme: Issues Facing On-Line Courses

Chair: Cathy Poyner

“Design and Delivery of a Research and Statistics Course for an On-Line MBA Program”

Bill Livingston, Baker College

Andy Borchers, Kettering University

“Instructional Management System (IMS) Implementation Issues”

Kari A. Wood, Bemidji State University

“The Effectiveness of Web-based On-Line Learning Using WebCT Courseware”

Dalsang Chung, Governors State University

Dong Tak Oh, Gwangju University

Discussant: Jennifer Williams, University of Southern Indiana





INTERNATIONAL BUSINESS

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

Panel: Current Issues in U.S. International Trade

Chair: Robert Moussetis, North Central College

A panel of experts from the U.S. International Trade Administration/ Department of Commerce, the U.S. Export-Import Bank, and U.S. Small Business Administration will discuss current issues in foreign trade and their impact on the firm’s global business.



LEGAL STUDIES

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

Theme: Ethics and the Law

Chair: Steven Smith, Truman State University

“The Risk Management in the Light of Sarbanes Oxley”

Vicki M. Luoma, Minnesota State University, Mankato

“Do Personal Values Influence Ethical Decision Making in a Legal Setting?”

Robert C. Zelin, Minnesota State University, Mankato

Daniel A. Levin, Minnesota State University, Mankato

Jane E. Baird, Minnesota State University, Mankato

“The Disclosure Questions: Considerations in Applying the Various Attorney Ethics Rules in 2006”

Paula Schaefer, _____

“Legal Restrictions on Integrity Testing”

Dexter R. Woods, Jr., Ohio Northern University

David M. Savino, Ohio Northern University



LEGAL STUDIES

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

Theme: Ethics

Chair: Denise Smith, Missouri Western State University

“The Ethics of the FDA: Safeguarding the Public”

Donna J. Cunningham, Valdosta State University

“People, Ethics, Insurance, Terrorism, Patriotism and War: Strange Dichotomies”

Vicki M. Luoma, Minnesota State University, Mankato

Milton H. Luoma, Jr., Minnesota State University, Mankato

Chris L. Miller, Permanent General Assurance Company

“Coordinating Business Ethics Learning Throughout an Undergraduate Business Curriculum”

Dexter R. Woods, Jr., Ohio Northern University

Michele A. Govekar, Ohio Northern University

Paul L. Govekar, Ohio Northern University

MANAGEMENT

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

Theme: Human Resources and Diversity

Chair: Richard Sebastian

“Alternative Use of Employment Selection Tests Scores and Diversity”

Frank Igou, University of Wisconsin-Platteville

Discussant: Jann Freed, Central College

“Service Learning Quality: Does a Student’s Major and Gender Make a Difference?”

Theresa Wells, University of Wisconsin-Eau Claire

LaNette Flunker, University of Wisconsin-Eau Claire

Chuck Tomkovick, University of Wisconsin-Eau Claire

Scott Lester, University of Wisconsin-Eau Claire

Discussant: Michele Govekar, Ohio Northern University

“Measuring the Effectiveness of a Workplace Diversity Training Program: A Field Study”

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

Todd J. Hostager, University of Wisconsin-Eau Claire

Katie O’Neil, Rock-Tenn Company

Discussant: Casimir C. Barczyk, Purdue University-Calumet



“Race-Based Hiring in Higher Education: A Case Study in Human Resources Management”

William J. Walsh, Illinois Wesleyan University

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



MANAGEMENT

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

Theme: Organizational Behavior–Attitudes and Values

Chair: Iiro Jussila, Lappeenranta University of Technology–Finland

“A Historical Confirmation of Rokeach’s Findings During the 1960s And 1970s with a Study of Polarized Value Structures During the 2004 United States Presidential Election”

Edward F. Murphy, Jr., Embry Riddle Aeronautical University

Regina A. Greenwood, Kettering University

Terrell Manyak, Nova Southeastern University

Mark D. Woodhull, Schreiner University

Discussant: Tung-Chun Huang, National Central University, Taiwan

“U-Shaped Patterns in Job Satisfaction and Age”

Debra Hunter, Troy University

Discussant: Anjali Chaudhry, University of Illinois at Chicago

“B2B Collaboration and Conflict: A Practitioner-Oriented Guide to the Nature of Conflict and Successful Community Building in Logistical Alliances Using B2B e-Commerce”

Rhett L. Standifer, University of Wisconsin–Eau Claire

James A. Wall, Jr., University of Missouri–Columbia

Discussant: Edward F. Murphy, Jr., Embry Riddle Aeronautical University



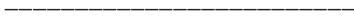


MANAGEMENT

10:45 a.m.–12:00 noon 6th Floor, Parlor G
Symposium: Innovative Teaching Methods OTHER THAN Distance Learning.

Panelists:

- Chair: Jeff Fahrenwald , Rockford College
- Ronald M. Faust, University of Evansville
- Gary Keller, Cardinal Stritch University
- Michele Govekar, Ohio Northern University



MARKETING

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

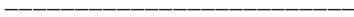
- Chair: Judy Wiles, President of MMA, Southeast Missouri State University

Keynote address by the 2006 Innovative Contributor to Marketing Award Recipient, Robert F. Lusch, Professor of Marketing and Head of the Marketing Department in the Eller College of Management at the University of Arizona. His expertise is in the area of marketing strategy, marketing theory, and marketing channels. Professor Lusch has served as Editor of the Journal of Marketing and received awards from The Academy of Marketing Science, the American Marketing Association and the National Association of Accountants. Topic of keynote address: “The Service-Dominant Logic of Marketing.”

Presentation of Awards:

- 2006 MMA Innovative Contributor to Marketing Award
- 2006 Hormel Master Marketing Teacher Award
- Best Paper Awards

MMA Annual Business Meeting





OPERATIONS MANAGEMENT

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

Theme: RFID–Supply Chains

Chair: Bill Roach, Washburn University

“RFID: A Technology and Its Issues”

Gloria Metrick, University of St. Francis

“Providing Value To The Customer Through An RFID Enabled Supply-Chain”

Fataneh Taghaboni-Dutta, University of Michigan-Flint

“RFID: Keeping America Safe from Counterfeit Pharmaceuticals”

Bill Roach and Teresita Levell, Washburn University



INTERNATIONAL BUSINESS

12:00 noon–1:20 p.m. 7th Floor, Dearborn 3

BUSINESS LUNCHEON SESSION

Theme: “Global Strategies: Sourcing from China”

Chair: Chen W. Ferguson, Miami University-Ohio

Keynote

speaker: Mr. Xu Jinzhong, Consul General, People’s Republic of China

Join us for an in-depth look into strategies necessary to succeed when doing business in China. The Honorable Mr. Xu Jinzhong, Consul General from the People’s Republic of China, will share insights and tips to successful sourcing from China.

How to find and qualify suitable partners?

How to secure the quality and level of service you require?

How to control costs, risk, and damage in shipping?

And other tips....



BUSINESS ECONOMICS

12:15–1:15 p.m. 3rd Floor, PDR 4
ORGANIZATIONAL MEETING OF THE EXECUTIVE BOARD OF
THE ACADEMY OF BUSINESS ECONOMICS

Presiding: Dan Friesner, Gonzaga University
ABE President (2005–2006)

FINANCE

12:15–1:30 p.m. 6th Floor, Adams Ballroom
ACADEMY OF FINANCE LUNCHEON

ACCOUNTING

1:30–2:45 p.m. 7th Floor, Burnham 1
Theme: Student Opportunities and Volunteer Loyalty
Chair: Peter Iannelli, University of Wisconsin-Stevens Point

“Implementing a Service Learning Experience for Accounting Students”

Mary Sheets, University of Central Oklahoma
Bambi Hora, University of Central Oklahoma

“Best Kept Secrets: IMA Student Membership And CMA Certification”

Lakshmi U. Tatikonda, University of Wisconsin-Oshkosh
Janet McKnight, University of Wisconsin-Stevens Point

“Making the Most of Volunteer Resources: Lessons Learned from the Volunteer–Loyalty Chain”

Priscilla S. Wisner, Montana State University

ACCOUNTING

1:30–2:45 p.m. 7th Floor, Burnham 4
Theme: Financial Accounting: Stock Options and Market Reactions

Chair: Joann Noe Cross, University of Wisconsin-Oshkosh

“Realistic Accounting for Non-Transferable ESOPs and SARs”

Kenneth E. Stone, Central Missouri State University

Ronald D. Niemeyer, Central Missouri State University

“Corporate Stock Buybacks and Employee Stock Options: Related Transactions?”

Jerry G. Kreuzer, Western Michigan University

Sheldon A. Langsam, Western Michigan University

“The Timeliness of Market Reactions to Regulation FD Events”

Rong Yang, State University of New York-Brockport

Yaw M. Mensah, Rutgers University

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. 7th Floor, Clark 1

Theme: **Issues in Healthcare: Elderly, Hospice & Home Care I**

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

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

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

Amelia Broussard, Clayton State University

Peter Fitzpatrick, Clayton State University

Russell Porter, Clayton State University

“Efficiency in Patient Care and the *Quality versus Quantity* End-of-Life Debate”

Gail Henson, Bellarmine University

“Laboratory Study of the Perceptions of Long-Term Care by the West Virginia Consumers and Healthcare Providers”

Lisa Smith, Marshall University

Ashish Chandra, Marshall University

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. 7th Floor, Clark 5

Theme: Ethical and Legal Issues In Healthcare II

Chair: William B. Stroube, University of Evansville

Discussant: Suzanne Bailey, University of Evansville

“Advertising Foods to Children: A Review of Ethical and Regulatory Issues”

Kathryn Miller, University of Evansville

Helen Moll, University of Evansville

William B. Stroube, University of Evansville

“Financing Long Term Care: Ethical Considerations in the United States and Great Britain”

Matthew Snodgrass, University of Evansville

Matthew Taber, University of Evansville

William B. Stroube, University of Evansville

“Mind, Mood, and Menial Tasks: Simple Survival Strategies”

Suzanne L. Bailey, University of Evansville

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. 7th Floor, Clark 7

Theme: Pharmaceutical Marketing and Management I

Chair: Angela Dominelli, Albany College of Pharmacy

Discussant: Stephen Cupps, Marshall University

“Impact of Advertising on Preferences for Over-the-Counter Products: A Field Study in Ankara”

Nurettin Parilti, Gazi University

Dilaver Tengilimoglu, Gazi University

Adnan Kisa, Baskent University

“Impact of Pharmaceutical Education on Attitudes Toward and Knowledge of Direct-to-Consumer Advertising”

Angela Dominelli, Albany College of Pharmacy

“On the Golden Anniversary of Salk Vaccine a Clarification of FDR’s Role”

John S. Bowdidge, Missouri State University
George S. Swales, Missouri State University

BUSINESS ECONOMICS

1:30–2:45 p.m. 3rd Floor, PDR B

Theme: International Economics

Chair: Jason Davis, University of Wisconsin-Stevens Point

“Projected Impact of Outsourcing on the Future Availability of Academically Qualified Instructional Faculty in MIS and Computer Science”

Henri L. Bailey, III, Prairie View A&M University
Shahedur Rahman, Prairie View A&M University

Discussant: Vandana Rao, Indiana University East

“A Tsunami Shift in the World Economy”

Rolf Hackmann, Western Illinois University
Sabita Sawhney, Western Illinois University

Discussant: Barbara Kouskovlas, Lawrence Technological University

“Inter-Temporal Linkages Among Foreign Direct Investment, R&D Expenditure, Trade Performance and Economic Growth: The Cases of Brazil and Mexico”

Mazhar M. Islam, Alabama A&M University
Halima Qureshi, Ph.D., Alabama A&M University

Discussant: Veree Ethridge, University of St. Francis

“Time for a Serious Look at Denmark and Its Economy”

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

Discussant: Nasrin Shahinpoor, Hanover College

BUSINESS/SOCIETY/GOVERNMENT

1:30–2:45 p.m. 3rd Floor, PDR 6

Panel: Ethical Practices in Business Communications

Chair: Janet Roehl, Eastern New Mexico University

Panelists: Anthony Schroeder, Eastern New Mexico University
Joseph Habraken, University of New England

This panel will provide a systematic overview of contemporary ethical issues in business communication. It will integrate ethical theory with managerial practice. The approach of the panel will be to incorporate into the discussion actual case studies of ethical issues faced by companies.

CASE RESEARCH

1:30–2:45 p.m. 3rd Floor, PDR 5

ANNUAL BUSINESS MEETING

Presiding: Cheryl Noll, Eastern Illinois University

ENTREPRENEURSHIP

1:30–2:45 p.m. 6th Floor, Parlor D

Theme: Small Business and OM Technologies

Chair: Subba Rao, University of Toledo

“Adaptive Decision Making in SMEs: An Empirical Investigation Into the Role of Adaptation in the Strategy-Making Process among Small and Medium-Sized Enterprises”

Glenn A. Metts, Indiana University–Purdue University Fort Wayne

S. Subba Rao, University of Toledo

T. S. Ragu-Nathan, University of Toledo

“The OREO Model of Social Entrepreneurship: Prospects and Implications”

Ram Kesavan, University of Detroit Mercy

Oswald Mascarenhas, University of Detroit Mercy

“Performance Measurement in Small and Medium-Sized Enterprises: Development and Testing of a Multi-dimensional Performance Measure”

Glenn A. Metts, Indiana University–Purdue University Fort Wayne

S. Subba Rao, University of Toledo

T. S. Ragu-Nathan, University of Toledo

FINANCE

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

Theme: Investments

Chair: Jeong W. Lee, University of North Dakota

“Forecast Dispersion Following ADR Listings: Is There a Learning Curve for Analysts?”

Kent P. Ragan, Missouri State University

Discussant: Alex Faseruk, Memorial University of Newfoundland

“Option Price Forecasting: Black-Scholes vs. Simple and Hybrid Neural Networks”

Alex Faseruk, Memorial University of Newfoundland

Lev Blynski, Memorial University of Newfoundland

Discussant: George Z. Li, New Jersey City University

“Unrealized Capital Gains, Dividends, and Closed-End Fund Discounts”

Ted Day, The University of Texas-Dallas

George Z. Li, New Jersey City University

Yexiao Xu, The University of Texas-Dallas

Discussant: Kent P. Ragan, Missouri State University

FINANCE

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

Theme: Global/International

Co-chairs: Monzurul Hoque, Saint Xavier University

King Fahd, University of Petroleum and Minerals

“Three International Risk Management Focus Points: Bumbershoot, Tsunami, and Silverstein”

John S. Bowdidge, Missouri State University

John Patton, Missouri State University

Discussant: Kumoli Ramakrishnan, University of South Dakota

“Bits, Bytes, and Beyond: India Rising and Its Implications”

Dipak C. Jain, Northwestern University

Kumoli Ramakrishnan, University of South Dakota

Discussant: Mazhar M. Islam, Alabama A&M University

“Asymmetry Volatility and Stochastic Behavior of the Bombay Stock Exchange”

Mazhar M. Islam, Alabama A&M University

Discussant: John S. Bowdidge, Missouri State University

FINANCE

1:30–2:45 p.m. 7th Floor, LaSalle 3

Theme: Global/International

Chair: G.N. Naidu, Illinois State University

“Decimal Pricing and Information-Based Trading: Tick Size and Informational Efficiency of Asset Price”

Xin Zhao, Pennsylvania State University-Erie

Kee H. Chung, State University of New York-Buffalo

Discussant: Sukhun Lee, Loyola University Chicago

“Does International Trade Pattern Matter on Debt Restructuring Outcome?”

Ki C. Han, Suffolk University

Sukhun Lee, Loyola University Chicago

David Y. Suk, Rider University

Discussant: Chu-Sheng Tai, Texas Southern University

“Contagion and Industry Risk”

Chu-Sheng Tai, Texas Southern University

Discussant: Xin Zhao, Pennsylvania State University-Erie

FINANCE

1:30–2:45 p.m. 7th Floor, Sandburg 8

Theme: Corporate Finance

Chair: James Haskins, University of North Dakota

“Web-Based Dividend Policy Evaluation”

K. Ken Shakoori, California State University-Bakersfield

John A Youssefi, Notre Dame de Namur University

Discussant: John Consler, Le Moyne College

“The Job and Growth Tax Relief Reconciliation Act Tax Effects on Dividends”

John Consler, Le Moyne College

Greg M. Lepak, Le Moyne College

Discussant: H.S. Allen Shin, Frostburg State University

“Examination of Stock Price Reactions to the Announcement of the 2003 Dividend Tax Cut”

William Hollar, Frostburg State University

H.S. Allen Shin, Frostburg State University

Discussant: K. Ken Shakoori, California State University-Bakersfield

INFORMATION SYSTEMS/QUANTITATIVE METHODS

1:30–2:45 p.m. 7th Floor, Dearborn 1

Theme: Assessing the Students’ View

Chair: Ernest Nolan, University of Southern Indiana

“Students’ View of Web-based On-line Learning from Discussion Group”

Dalsang Chung, Governors State University

Kathleen Hamby, Governors State University

Edna Fry, Governors State University

William Nowlin, Governors State University

“Information/Computer Literacy for the Net Generation”

Cathy Poyner, Truman State University

Discussant: George C. Philip, University of Wisconsin-Oshkosh

INFORMATION SYSTEMS/QUANTITATIVE METHODS

1:30–2:45 p.m. 7th Floor, Dearborn 2

Theme: IT Global Considerations

Chair: James R. Maxwell, Indiana State University

“But They Never Told Me . . .”

M. Jane Crabtree, Benedictine University

“How Russia’s Compulenta Leads the European Press at Watching Over Our Virtual World”

James R. Scott, Missouri State University

George S. Swales, Jr., Missouri State University

John S. Bowdidge, Missouri State University

Discussant: Marv Albin, University of Southern Indiana

INTERNATIONAL BUSINESS

1:30–2:45 p.m. 6th Floor, Parlor A

Theme: Foreign Direct Investment

Chair: Norlin Rueschhoff, University of Norte Dame

“Foreign Direct Investment and Globalization in the Russian Federation”

John E. Spillan, Pennsylvania State University-DuBois

Christopher Ziemnowicz, Concord University

Discussant: Hamid Hosseini, King’s College

“A Theoretical Process Model to Attract Multinationals and Foreign Direct Investment in Sub-Saharan Africa”

Etienne Musonera, Wayne State University

Attila Yaprak, Wayne State University

Leslie Monplaisir, Wayne State University

Discussant: Charles Johnston, Baker University

“Foreign Direct Investment in China and India: Current and Future Trends”

Maga Yang, University of Toledo

Discussant: James Goodnow, Bradley University

LEGAL STUDIES

1:30–2:45 p.m. 3rd Floor, PDR 8

Theme: Miscellaneous

Chair: Dexter R. Woods, Jr., Ohio Northern University

“Damages to Real Property, Statutory and Common Law Differences”

John F. Robertson, Arkansas State University

“Should Nonprofit Hospitals Be Required to Pay Local Real Property Taxes?”

Jack E. Karns, East Carolina University

“The Private Pension Crisis”

Brian Sullivan, Western Kentucky University

“Academic Freedom v. Free Speech: Who Holds the Trump Card?”

Denise Smith, Missouri Western State University

LEGAL STUDIES

1:30–2:45 p.m. 3rd Floor, PDR 9

Theme: Commercial Transactions/Environmental Law

Chair: Bruce M. Batterson, Peru State College

“The New Big Chapter 13: Individual Chapter 11 Reorganizations after BAPCPA”

Robert J. Landry, III, Jacksonville State University

“Weakening the Sherman Act’s Per Se Rule?”

Bryce J. Jones, Truman State University



“Odors and Runoff from Confined Animal Feeding: For Local or State Control?”

James R. Turner, Truman State University

MANAGEMENT

1:30–2:45 p.m. 6th Floor, Parlor F

Theme: Ethical and Responsible Behaviors

Chair: Paul Leavens, Linfield College

“A Framework for Analyzing Managers’ Cooperative and Self-serving Behaviors”

Iiro Jussila, Lappeenranta University of Technology-Finland

Discussant: Steve Kleisath, University of Wisconsin-Platteville

“Psychological Contracts In The Knowledge Society: What Will Knowledge Workers Expect?”

Karen South Moustafa, Indiana University–Purdue University Fort Wayne

Discussant: Allen L. Bures, Radford University

“Watching You!—Electronic Monitoring: Ethical Issues/Safeguarding Employee Privacy/Responsible Business Practices”

Brad J. Coy, Missouri State University

Margaret E. Swales, Missouri State University

George S. Swales, Jr., Missouri State University

John Bowdidge, Missouri State University

Discussant: Claretha H. Banks, University of Arkansas

MANAGEMENT

1:30–2:45 p.m. 6th Floor, Parlor H

Theme: Costs, Value Chain, and Competitiveness

Chair: Jeff Fahrenwald , Rockford College

“ERP Implementation at Delphi Corporation”

Barbara Mihm, University of Wisconsin-Stevens Point

Discussant: Kathleen Radionoff, Cardinal Stritch University

“Strengthening Detroit’s Competitiveness in the U.S. Auto Market: Recommendations for Action”

Carl H. Tong, Radford University

Kristi Papa, The Roanoke Times

Discussant: Michael A. Yahr, Robert Morris University

“Beyond Diversification: Capabilities, Strategic Management, and Reconfiguring the Value Chain”

Brian T. Kench, University of Tampa

Trevor M. Knox, Muhlenberg College

H. Scott Wallace, University of Wisconsin-Stevens Point

Discussant: Jeff Fahrenwald , Rockford College

“The Effects of Innovation Technology on Management”

James R. Maxwell, Indiana State University

Discussant: David M. Savino, Ohio Northern University

MANAGEMENT

1:30–2:45 p.m. 6th Floor, Parlor G

Symposium: Substance abuse problems at work.

Panelists:

Chair: Frank Igou, University of Wisconsin-Platteville

Paul Keaton, University of Wisconsin-La Crosse

MARKETING

1:30–2:45 p.m. 5th Floor, PDR 16

Theme: Selling with Purpose, Process, and Payoff

Chair: Larry Zigler, Highland Community College

“The Effect of Different Sales Compensation Strategies on Sales Performance in the Office Products Industry”

Shawn Green, Aurora University

Jeff Gardner, Maximum Performance Group, LLC

Discussant: Kimberly K. Folkers, Wartburg College

“Applicant Perceptions of the Gender Effect During the Selling Process”

Musa Pinar, Valparaiso University
J. Russell Hardin, Pittsburg State University
Zeliha Eser, Baskent University (Turkey)
Jerry D. Rogers, Pittsburg State University
Discussant: Raj Devasagayam, Siena College

“A Measurement of Sales Performance in Pharmaceutical Selling: A Proposed Study Using Behavioral Aspects of Self-Efficacy”

Annette Ryerson, Black Hills State University
Discussant: Karen Norman Kennedy, University of Alabama-Birmingham

MARKETING

1:30–2:45 p.m. 5th Floor, PDR 17

BUSINESS EXECUTIVE SPEAKERS SERIES

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

Chair: Robert McDonald, Texas Tech University

MARKETING

1:30–2:45 p.m. 5th Floor, PDR 18

Theme: Word-of-Mouth, Reference Group, and Social Identity Influences on Consumer Behavior

Chair: John Cherry, Southeast Missouri State University

“Hedonic-Experiential Effects: Insights of the Credibility and Efficiency in Word-of-Mouth Communications”

Lei Huang, McGill University
Sema Barlas, McGill University
Discussant: John Cherry, Southeast Missouri State University

“Reference Group Influence in the Consumption of Public Services”

Franciso Guzman, Tec de Monterrey
Jordi Montaña, Esade
Vicenta Sierra, Esade
Discussant: D.S. Sundaram, Northeastern Illinois University

“Social Identity: Sports Fans and the Implications”

Peggy O. Shields, University of Southern Indiana

Discussant: Lin Zhang, Truman State University

OPERATIONS MANAGEMENT

1:30–2:45 p.m. 6th Floor, Parlor C

Theme: Supply Chain Issues: Globalization, Outsourcing RFID, Virtual Team Management, Supplier Qualification and Management

Chair: Ed Knod, Western Illinois University

Panelists: Rajeev Sawhney, Western Illinois University
Charles Appigian, Middle Tennessee State University
Ed Knod, Western Illinois University
Yezdi H. Godiwala, University of Wisconsin-Whitewater

ACCOUNTING

3:00–4:15 p.m. 7th Floor, Burnham 1

Theme: Financial Accounting and Tax

Chair: Denise Probert Bloom, Viterbo University

“Measuring Intellectual Capital: Financial Valuation Versus Measurement”

Jay Holmen, University of Wisconsin-Eau Claire

“Spotlight on the Interface between Accounting and Marketing”

Jeanne David, University of Detroit-Mercy
Oswald A.J. Mascarenhas, University of Detroit-Mercy
Ram Kesavan, University of Detroit-Mercy
Michael D. Bernacchi, University of Detroit-Mercy

“The Flat Tax: Pennsylvania’s Experience”

Ronald R. Rubenfield, Robert Morris University

ACCOUNTING**3:00–4:15 p.m.** 7th Floor, Burnham 4**Panel: The Supply and Demand for Ph.D. Qualified Accounting****Faculty: How Wide is the Gap and What are Schools Doing About It?**

Panel Chair: Katherine Campbell, University of North Dakota

Panelists: Timothy J. Fogarty, Case Western Reserve University

Jack Armitage, University of Nebraska-Omaha

Mostafa M. Maksy, Northeastern Illinois University

BUSINESS AND HEALTH ADMINISTRATION**3:00–4:15 p.m.** 7th Floor, Clark 1**Theme: National and Global Health Policy**

Chair: Adnan Kisa, Baskent University

Discussant: Ateequr Rahman, Shenandoah University

“Medical and Pharmaceutical Outsourcing to India”

Meghana Desai, University of Illinois-Chicago

J. Warren Salmon, University of Illinois-Chicago

“Homelessness and Schizophrenia”

John F. Delaney, Temple University

Rose Hammond, Western Pennsylvania Hospital

“Medical Tourism in India: Myth or Reality?”

Uday S. Tate, Marshall University

Avinash Waikar, Southeast Louisiana University

BUSINESS AND HEALTH ADMINISTRATION**3:00–4:15 p.m.** 7th Floor, Clark 5**Theme: Ethical and Legal Issues in Healthcare III**

Chair: Suzanne Bailey, University of Evansville

Discussant: Michelle Bush, Marshall University

**“Turkish Physicians’ Attitudes Toward Active and Passive Euthanasia:
A Pilot Study in Ankara”**

Sezer Kisa, Gazi University

“Moral and Ethical Considerations Associated with Safeguarding the Public’s Interest in Medical Error Cases”

Carol Rewers, Ferris State University
Steven B. Lyman, Ferris State University

“Considering Organizational Effectiveness in Relationship to Financial Performance Measures in the Group Medical Practice Environment”

William Minnis, Eastern Illinois University

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m. 7th Floor, Clark 7

Theme: **Healthcare Marketing**

Chair: Manuel C. Pontes, Rowan University

Discussant: Mike d’Amico, University of Akron

“Hospital Employee Job Resourcefulness: An Empirical Study and Implications for Health Care Marketing”

Eric G. Harris, Pittsburg State University
David Fleming, University of South Florida

“Shopping for Surgery in Foreign Countries by U.S. Citizens—A Growing Market”

Ashish Chandra, Marshall University
Rebecca Nicole Herndon, Marshall University

“Selling Orthotics and Prosthetics: Defining the Primary Market”

Flo. E. Ruwersma, University of Evansville
William B. Stroube, University of Evansville



BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m. 7th Floor, Clark 10

Theme: Health Care Education I

Chair: Gene Wunder, Washburn University

Discussant: Carol Kleinman, Seton Hall University

“Creating A Healthier Elementary Classroom: Utilizing a Behavioral Health Stress Reduction Program”

Steven Szydowski, University of Scranton

Daniel West, University of Scranton

Robert Spinelli, University of Scranton

“End of Life Training Programs: A Focus on Developmental Disabilities”

Geraldine Abbatiello, Pace University

“Emergency Preparedness: What the Public Needs to Know About Their Local Healthcare Providers’ Plan”

B.A. Stoudt, University of Scranton

Robert Spinelli, University of Scranton

BUSINESS ECONOMICS

3:00–4:15 p.m. 3rd Floor, PDR B

Theme: Topics in Microeconomics

Chair: Mazhar M. Islam, Alabama A&M University

“Quantifying Operational Risk”

Vandana Rao, Indiana University East

Discussant: Joe Horton, University of Central Arkansas

“Service Quality and Employment in the U.S. Airline Market: Is Consumer Welfare Being Hurt?”

Daniel Rutledge, Purdue University-North Central

Derek Bjonback, Purdue University-North Central

Samuel Pavel, Purdue University-North Central

Discussant: Mike Williams, University of Southern Indiana

“An Economist Looks at the Locations of Minor League Baseball Teams”

Timothy J. Schibik, University of Southern Indiana

Discussant: Lawrence Haber, Indiana University–Purdue University
Fort Wayne

“Are ‘Upscale’ Men’s Magazines Complements or Substitutes to Traditional Pornography? An Economic Analysis”

Christopher J. Stevens, Ohio University Eastern

Daniel L. Friesner, Gonzaga University

Discussant: Timothy J. Schibik, University of Southern Indiana

BUSINESS/SOCIETY/GOVERNMENT

3:00–4:15 p.m. 3rd Floor, PDR 6

Theme: Issues Involving People of Color

Chair: Anthony Schroeder, Eastern New Mexico University

“Changing Demographics, Changing Work and Family Values: The Influence of Latino Cultural Values on the American Workforce”

Kevin Mitchell, Eastern New Mexico University

“Selling Harlem through Outdoors Advertising: The Upper Manhattan Empowerment Zone (UMEZ)”

Tomas Lopez-Pumarejo, The City University of New York

CASE RESEARCH

3:00–4:15 p.m. 3rd Floor, PDR 5

Theme: Case Incidents: Ethics

Chair: Marilyn Taylor, University of Missouri-Kansas City

“Cubicle Terror”

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

Ed Leonard, Indiana University–Purdue University, Fort Wayne

“To Warn or Not Warn—That Is the Question”

Suzanne Wilhelm, Fort Lewis College



“Everyone Does It”

Steven M. Cox, Meredith College
Shawana Johnson, Global Marketing Insights, Inc.
Discussants: David Hunger, Iowa State University
Barbara Wooldridge, University of Tampa
Rick Saucier, St. John’s University



ENTREPRENEURSHIP

3:00–4:15 p.m. 6th Floor, Parlor D
Theme: Competitiveness for Small Business
Chair: Scott J. Seipel Middle Tennessee State University

“The Competitive Effectiveness of Service Organizations in a Changing Environment: The Role of Quality Improvement Initiatives”
Jafar Alavi and Mahmoud M. Yasin East Tennessee State University

“Job Shop Reconfiguration to Reduce Manufacturing Flow Times”
Charles H. Apigian, Middle Tennessee State University
Glenn A. Metts, Indiana University–Purdue University Fort Wayne
Scott J. Seipel, Middle Tennessee State University



FINANCE

3:00–4:15 p.m. 7th Floor, LaSalle 1
Panel Session: Finance Faculty Issues–The Tenure Process and Current Job Market
Presiding: George S. Swales Jr., Missouri State University
Kevin M. Bahr, University of Wisconsin-Stevens Point

The session is expected to be a discussion among attendees regarding differences in the tenure process at various universities, and the state of the job market for all levels of professors.



FINANCE**3:00–4:15 p.m.** **7th Floor, LaSalle 2****Theme: Financial Education**

Chair: Robert L. Howard, North Carolina A&T State University

“Finance Students and Their Knowledge of the Euro”

Ralph A. Pope, California State University

Ken Chinen, California State University

Discussant: Raj K. Kohli, Indiana University South Bend

“Teaching Case Study to Finance Majors: A Classroom Experience”

Raj K. Kohli, Indiana University-South Bend

Discussant: Ralph A. Pope, California State University

“Excel Project for Required Undergraduate Finance Course”

Robert J. Balik, Western Michigan University

Discussant: William A. Ogden, University of Wisconsin-Eau Claire

“An Exercise to Demonstrate the Key Elements of the CAPM”

Rajarshi Aroskar, University of Wisconsin-Eau Claire

William A. Ogden, University of Wisconsin-Eau Claire

Discussant: Robert J. Balik, Western Michigan University

FINANCE**3:00–4:15 p.m.** **7th Floor, LaSalle 3****Theme: Global/International**

Chair: Ashok Kapoor, Augsburg College

“Country Betas and Potential Gains from Diversification in the European Union”

G.N. Naidu, Illinois State University

Askar Choudhury, Illinois State University

Discussant: P.N. Saksena, Indiana University South Bend

“Harmonization of Financial Statements using Web Architecture”

Ganesh Vaidyanathan, Indiana University South Bend

P.N. Saksena, Indiana University South Bend



Peter Xavier, Indiana University South Bend

Discussant: G.N. Naidu, Illinois State University

“Hypothetical Reforms to the Chilean Social Security System”

Gregory J. Buchholz, Missouri Southern State University

Albert Coustasse, University of North Texas

Patricio Silva, University of Chile

Discussant: Soga Ewedemi, Clarion University of Pennsylvania

“Does Value at Risk (VAR) Measure Global Risk?”

Soga Ewedemi, Clarion University of Pennsylvania

Sarah Bryant Bower, Clarion University of Pennsylvania

Discussant: Albert Coustasse, University of North Texas



FINANCE

3:00–4:15 p.m. 7th Floor, Sandburg 8

Theme: Personal Finance

Chair: Charles Rayhorn, Northern Michigan University

“The Real Tax Effect of IRA Distributions”

William Maas, University of Wisconsin-Stevens Point

Kevin M. Bahr, University of Wisconsin-Stevens Point

Discussant: Eddy Ary, Ouachita Baptist University

“Developing and Teaching an Online Course: Adventures in Cyberspace with Personal Finance Online”

Eddy Ary, Ouachita Baptist University

Discussant: William Maas, University of Wisconsin-Stevens Point

“Social Security Reform”

Arleen Burnham, California State University-Dominguez Hills

Ricardo M. Ulivi, California State University-Dominguez Hills

Mohamed El-Badawi, California State University-Dominguez Hills

Discussant: Kent P. Ragan, Missouri State University

“Developing an Asset Allocation Strategy Using Morningstar Tools: A Project for the Beginning Personal Financial Planning Course”

Susan J. Crain, Missouri State University

James B. Pettijohn, Missouri State University

Kent P. Ragan, Missouri State University

Discussant: Ricardo M. Ulivi, California State University-Dominguez Hills

INFORMATION SYSTEMS/QUANTITATIVE METHODS

3:00–4:15 p.m. 7th Floor, Dearborn 1

Theme: Using IT for Statistical Analyses

Chair: Shamsul Chowdhury, Roosevelt University

“Detecting a Lack of Randomness in a Sequence of Prices”

John L. Stedl, Chicago State University

Behrooz Saghafi, Chicago State University

“Wealth Accumulation Among the Richest 100 Billionaires in the United States: A Categorical Analysis, 2004”

Ben-Chieh Liu, Chicago State University

Joseph Deskin, Chicago State University

Tanaka Curtis, Chicago State University

Discussant: Kuriakose Athappilly, Western Michigan University

INFORMATION SYSTEMS/QUANTITATIVE METHODS

3:00–4:15 p.m. 7th Floor, Dearborn 2

Theme: Security Issues: Wireless Networks and the Internet

Chair: Charles Apigian, Middle Tennessee State University

“Wireless LAN Deployment at UWEC: A Case Study”

Julie Bakhtiyarova, University of Wisconsin-Eau Claire

Ruidong Zhang, University of Wisconsin-Eau Claire

“Challenges of Internet Security in the 21st Century”

James R. Maxwell, Indiana State University



“Tourism Web Sites and Accessibility”

Charletta F. Gutierrez, Northeastern Illinois University

Peter Buck, Northeastern Illinois University

Discussant: John Bowdidge, Missouri State University

INTERNATIONAL BUSINESS

3:00–4:15 p.m. 6th Floor, Parlor A

Theme: Management of International Operations I

Chair: Daaim Shabazz, Florida A & M University

“The Roles of Top Management Support and Information Technology Utilization on Supply Chain Integration”

Thawatchai Jitpaiboon, Ball State University

Discussant: Subba Rao, University of Toledo

“ISO Quality Standards: Increasing Competitiveness of Educational Institutions”

Nikolay Peykov, Concord University

Discussant: Jacques G. Boettcher, University of Detroit Mercy

“The Changing Role of R&D Units in the Host Country: Multinational Companies’ Experience in China in the ICT Industry”

Chan Hsiao, University of Cambridge

Discussant: James Goodnow, Bradley University

“Time for Attention to Ukraine”

Mark A. Bowdidge, Brewton-Parker College

John S. Bowdidge, Missouri State University

Discussant: Ken I. Kim, University of Toledo

INTERNATIONAL BUSINESS

3:00–4:15 p.m. 6th Floor, Parlor B
Workshop/Symposium: ... Ethnicity and Cultural Learning Experiences

Chair: Hassan HassabElnaby, University of Toledo

“Ethnic Neighborhoods: A Clue to International Business”

Les Dlabay, Lake Forest College

Discussion

“The Impact of International Travel Upon the Integration of Entrepreneurship Skills in Student Business Organizations: A Means for Challenging, Invigorating and Rewarding Student”

Kendra S. Boggess, Concord University

Discussion



LEGAL STUDIES

3:00–4:15 p.m. 3rd Floor, PDR 8

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

Chair: Norman D. Bishara, University of Michigan

“Contract Law and the Talking Mailbox: An Unforgettable Application of the Mailbox Rule”

Elizabeth Cameron, Alma College

“Discussing Ethics”

Dan Levin, Minnesota State University, Mankato

“Enhancing Group Work”

Tanya M. Marcum, Central Michigan University

“Incorporating OneNote into Business Law”

Diane R. May, Winona State University

Joell Weiss Bjorke, Winona State University

“An Approach to Problem-based Learning Online”

Vicki M. Luoma, Minnesota State University, Mankato

Milton H. Luoma, Jr., Minnesota State University, Mankato

“Beyond Portia and Dudley: Creating Engaging Scenarios for an Undergraduate Business Law Course”

Laura L. Myers, Ohio University



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

Symposium: Safeguarding the Public—Responsible Business Practices, Ethical Behavior, and Fraud Prevention—The MBAA theme.

Panelists:

Chair:

Paul Leavens, Linfield College
 Yezdi H. Godiwalla, University of Wisconsin-Whitewater
 Richard Barker, Upper Iowa University
 Frank Igou, University of Wisconsin-Platteville
 Clareth Hughes Banks, University of Arkansas
 Paul Govekar, Ohio Northern University
 Barbara Brady, Lewis Clark College

MANAGEMENT**3:00–4:15 p.m. 6th Floor, Parlor H****Theme: Impressions and Fashions**

Chair: Joy V. Peluchette, University of Southern Indiana

“The perilous world of management fashion: An Examination of Their Life Cycles.”

William “Rick” Crandall, University of North Carolina-Pembroke

Richard E. Crandall, Appalachian State University

Mohammad Ashraf, University of North Carolina-Pembroke

Discussant: Elizabeth Martin, University of Wisconsin–Stevens Point

“Perceptions Regarding the Impact of Workplace Attire on Workplace Outcomes”

Katherine Karl, Marshall University

Joy V. Peluchette, University of Southern Indiana

Discussant: Isvik, Lynn, Upper Iowa University

“Formal or Informal? The Impact of Style of Dress and Form of Address on Students’ Perceptions of Professors”

Richard J. Sebastian, St. Cloud State University

Dennis Bristow, St. Cloud State University

Discussant: Debra Hunter, Troy University

MANAGEMENT

3:00–4:15 p.m. 6th Floor, Parlor F

Theme: Conflict and Violence at Work

Chair: Linda C. Keup, Concordia College

“Did United States Pilots’ Value and Attitude Structures Change After the September 11, 2001 Terrorist Attack?”

Edward F. Murphy, Jr., Embry Riddle Aeronautical University

Regina A. Greenwood, Kettering University

Terrell Manyak, Nova Southeastern University

Mark D. Woodhull, Schreiner University

Kent Anderson, Embry Riddle Aeronautical University

Terry Porter, Embry Riddle Aeronautical University

William Teeple, Embry Riddle Aeronautical University

Bert Post, North Monterey County Unified School District

Carolyn Murphy-Post, North Monterey County Unified School District

Discussant: Linda C. Keup, Concordia College

“Workplace Violence: A National Epidemic”

James R. Maxwell, Indiana State University

Discussant: Barbara Leavens, Portland State University

“The Importance of Technology Life Cycles for Improved Economic Performance of the Firm”

James R. Maxwell, Indiana State University

Discussant: Margaret Swales, Missouri State University

MARKETING

3:00–4:15 p.m. 5th Floor, PDR 16

Theme: Marital Power, Gender, and Reciprocal Influences on Attitudes and Consumer Behavior

Chair: Mary Albrecht, Maryville University

“Impact of Similarity in Resources on Marital Power”

Cynthia Webster, Mississippi State University

D.S. Sundaram, Northeastern Illinois University

Christopher D. Hopkins, Clemson University

Discussant: James. R. Williams, Auburn University-Montgomery

“Gender Differences on the Internal Dimension of Category Structure”

Theresa A. Wajda, Slippery Rock University

Michael Hu, Kent State University

Discussant: Mary Albrecht, Maryville University

“Reciprocal Effect of Brand Extensions: A Literature Review”

Lin Zhang, Truman State University

Pataradech Srisupandit, Mississippi State University

Discussant: Peggy O. Shields, University of Southern Indiana

MARKETING

3:00–4:15 p.m. 5th Floor, PDR 17

**Theme: Globalization and International Faculty Teaching
Marketing Classes: Contributions, Benefits, and
Challenges in 21st Century**

Chair: Musa Pinar, Valparaiso University

Panelists: Lai-Ling “Maria” Lam, Malone College

Joelle E. Nisolle, West Texas A&M University

Tulay Girard, Penn State University-Altoona

Donald Paugh, Ashland University

Raj Devasagayam, Siena College

Barbara Nemecek, University of Wisconsin-River Falls

MARKETING

3:00–4:15 p.m. 5th Floor, PDR 18

**Theme: What Changes or Additions to the Marketing Curriculum
should be Added or Changed for the Next Generation
of Marketing Professionals?**

Chair: Jerry J. Field, Illinois Institute of Technology

Panelists: Paul Prabahker, Stuart Graduate School of Business, IIT

Rasoul Afifi, Northeastern Illinois University

Ron Jacobs, Principal, Jacobs-Clevenger Advertising

C. Kenneth Meyer, Drake University



OPERATIONS MANAGEMENT

3:00–4:15 p.m. 6th Floor, Parlor C

Theme: Operations Management and Change Management

Chair: Charles Appigian, Middle Tennessee State University

“HazMat Paper”

Paul Keaton, University of Wisconsin-La Crosse

“Quick and Smooth: Restructuring Engineering Change Processing to Improve Efficiency and Effectiveness in the Supply Chain”

Jason R. Elrod, Kubota Manufacturing of America

Robert A. Orwig, North Georgia College and State University

“Redesigning Ammunition Production to Reduce Toxins”

Robert Snyder, Graduate Assistant, Elmhurst College

Roby Thomas, Elmhurst College



BUSINESS AND HEALTH ADMINISTRATION

5:30–6:00 p.m. 7th Floor, Clark 5

BHAA (2006-2007) INCOMING BOARD MEETING

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

FRIDAY, MARCH 17, 2006

BUSINESS ECONOMICS

7:15–7:45 a.m. 3rd Floor, PDR 4
ACADEMY OF BUSINESS ECONOMICS ANNUAL BUSINESS MEETING

Presiding: Dan Friesner, Gonzaga University

ACCOUNTING

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

Presiding: Jerry G. Kreuze, Western Michigan University President,
North American Accounting Society

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

7:30–9:00 a.m. 6th Floor, Parlor C
DIVISION MEETING

Chair: Terri Friel, Butler University

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. 7th Floor, Clark 1

Theme: Health Care Education II

Chair: Daniel West, University of Scranton

Discussant: Terri L. Barrett, West Virginia Health Care Authority

“Differential Use of Concept Maps and Logic Trees in Health Care Management Education”

Scott Stegall, University of Wisconsin-Milwaukee

Mary K. Madsen, University of Wisconsin-Milwaukee

Terrie C. Reeves, University of Wisconsin-Milwaukee

“Recruitment of Minority Students in Health Care Professions”

D.J. Cody, Clayton State University

Deborah Gritzmacher, Clayton State University

H. Harvey, Clayton State University

“Major Health and Social Problems of Street Boys in the Slums in Nairobi”

Vladimir Krcmery, University of Scranton
Lenka Fabianova, University of Scranton
Patricia Porubcanova, University of Scranton
Daniel West, University of Scranton

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. 7th Floor, Clark 5

Theme: Medicare and Medical Issues

Chair: Sandy Blake, University of Louisiana-Monroe

Discussant: Stephen Cupps, Marshall University

“Recruitment Strategies for Resident Physicians”

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

“Disparities in Outcomes of Acute Myocardial Infarction across Health Insurance Statuses”

Jay Shen, Governors State University
Elmer Washington, Aunt Martha’s Youth Service Center
Ralph Bell, Governors State University
Kyunok Chung, Governors State University
Donna Gellatly, Governors State University

“Dental Insurance: Trends and Market Implications”

Jillian Larsen, University of Evansville
William B. Stroube, University of Evansville

BUSINESS AND HEALTH ADMINISTRATION**8:00–9:15 a.m. 7th Floor, Clark 7****Theme: Pharmaceutical Marketing and Management II**

Chair: Angela Dominelli, Albany College of Pharmacy

Discussant: Ateequr Rahman, Shenandoah University

“Factors that Influence Prescribing Decisions Among Turkish Physicians

Sezer Kisa, Gazi University

“The Value of Progress: New Market Realities for Specialty Pharmacy Products”

Michaeline Skiba, Monmouth University

“Impact of Direct to Consumer Advertising on Patient-Physician Relationship–The Healthcare Providers’ Perspectives”

Maricris Miller, Marshall University

Ashish Chandra, Marshall University

BUSINESS AND HEALTH ADMINISTRATION**8:00–9:15 a.m. 7th Floor, Clark 10****Theme: Nursing Administration**

Chair: Scott Saccomano, Seton Hall University

Discussant: Carol Kleinman, Seton Hall University

“RN/UAP: A Challenging Nursing Care Model”

Carol Kleinman, Seton Hall University

Scott Saccomano, Seton Hall University

“Importing Nurses into the USA: Issues and Concerns for Healthcare Executives”

Melissa Tagle, University of Scranton

Robert Spinelli, University of Scranton

“It Takes A Village: The Role of the New Nursing Employee Transition Facilitator”

Karen Olson-Sitki, Memorial Medical Center

Donna Redding, Memorial Medical Center

BUSINESS ECONOMICS

8:00–9:15 a.m. 3rd Floor, PDR B

Theme: Financial Economics

Chair: Vandana Rao, Indiana University East

“Insider Lending: The Good, the Bad, and the Ugly”

Jason Davis, University of Wisconsin-Stevens Point

Tracy Hofer, University of Wisconsin-Stevens Point

H. Scott Wallace, University of Wisconsin-Stevens Point

Discussant: Georgine Fogel, Salem International University

“Economic Development: Infrastructure Implications of Highly Indebted Economies?”

Mashaalah Rahnama-Moghadam, Texas Tech University

David A. Dilts, Indiana University–Purdue University Fort Wayne

Discussant: John S. Bowdidge, Missouri State University

“Does Exchange-Rate Volatility Affect International Trade Flows?”

Matthew Q. McPherson, Gonzaga University

Discussant: Massimo Pollifroni, University of Turin

“Spotting a Hot Stock: An Application of the Concept of Elasticity to Stock Market Efficiency”

Carolyn Fabian Stumph, Indiana University–Purdue University Fort Wayne

James Xu, General Electric Corporation

Discussant: Mazhar M. Islam, Alabama A&M University

BUSINESS/SOCIETY/GOVERNMENT

8:00–9:15 a.m. 6th Floor, PDR 6

Theme: Pedagogy in Business Ethics

Chair: Jim Breyley, University of New England

“A Night at the Movies: Using Theatrical Films to Teach Business Ethics”

Steven Palmer, Eastern New Mexico University

“Using Two Weeks Notice in a Business Ethics Classroom”

Steven Palmer, Eastern New Mexico University

“Lessons in *The Associate*”

Steven Palmer, Eastern New Mexico University

CASE RESEARCH

8:00–9:15 a.m. 3rd Floor, PDR 5

Theme: Case Incidents

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

“Vacations for Toddlers: Is There a Free Lunch?”

Barbara Wooldridge, University of Tampa

“To Donate or Not to Donate: That Is the Question”

Jeff W. Totten, Southeastern Louisiana University

“Growing Beyond the Founder: Trying to Change Roles and Responsibility in Leverage Consulting”

Linda L. Brennan, Mercer University

Discussants: Francine Segars, Indiana University–Purdue University
Fort Wayne

Nona J. Jones, Benedictine University

Steven M. Cox, Meredith College

FINANCE

8:00–9:15 a.m. 7th Floor, LaSalle 1

Panel Session: Issues in College and University Retirement Plans

Presiding: James Philpot, Missouri State University

Don T. Johnson, Western Illinois University

A panel of faculty and industry members will discuss current problems and alternatives in college and university retirement plans.

FINANCE

8:00–9:15 a.m. **7th Floor, LaSalle 2**

Theme: Global/International

Chair: Sukhun Lee, Loyola University Chicago

“Consumer Perception of Online Banking: Some Evidence from Brazil”

Edward J. Pyatt, Hampton University

Discussant: Vivian O. Okere, Providence College

“Optimal Allocation of Risk and Return: A Study of the Outer Continental Shelf Oil and Gas Bidding”

Vivian O. Okere, Providence College

Discussant: Tanweer Hasan, Roosevelt University

“Using Accounting Information in Prospectuses to Invest in Bangladeshi IPOs”

Tanweer Hasan, Roosevelt University

Shakil Quayes, Georgia Southern University

Qudrate Khoda, Aichi Gakuin University

Discussant: Edward J. Pyatt, Hampton University

FINANCE

8:00–9:15 a.m. **7th Floor, LaSalle 3**

Theme: Corporate Finance

Chair: John Consler, Le Moyne College

“Valuation of a Small Independent Pharmacy”

Benjamin Dow III, Southeast Missouri State University

Paul Newsom, Valparaiso University

Discussant: Hongbok Lee, Western Illinois University

“The Operating Performance of Preferred Stock Issuers”

Hongbok Lee, Western Illinois University

Don T. Johnson, Western Illinois University

Discussant: Stephen G. Morrisette, University of St. Francis

“A Profile of Angel Investors: An Invisible Driver of Economic Growth”

Stephen G. Morrisette, University of St. Francis
Discussant: Paul Newsom, Valparaiso University

FINANCE

8:00–9:15 a.m. 7th Floor, Sandburg 8

Theme: Corporate Finance

Chair: Elizabeth Webb, Federal Reserve Bank of Philadelphia

“An Algorithm for Solving the WACC—Valuation Circularity Problem”

William A. Ogden, University of Wisconsin-Eau Claire
Srinivasan Sundaram, Ball State University

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

“Size versus Growth: The Listing, Delisting, and Ranking Impact on Shareholder Wealth and Operating Performance for Forbes “500 Largest” and “200 Small” Companies”

Feng-Shun Bin, University of Illinois-Springfield
Leonard Branson, University of Illinois-Springfield
Dar-Hsin Chen, National Chiao-Tung University Taiwan
Fang He, Southern Illinois University-Carbondale

Discussant: Joan Combs Durso, Bellarmine University

“Resilience, SOX, and the Project Post-Audit”

Joan Combs Durso, Bellarmine University

Discussant: William A. Ogden, University of Wisconsin-Eau Claire

INFORMATION SYSTEMS/QUANTITATIVE METHODS

8:00–9:15 a.m. 7th Floor, Dearborn 1

SOCIETY FOR THE ADVANCEMENT OF INFORMATION SYSTEMS BUSINESS MEETING

President: Charletta Guitierrez, Northeastern Illinois University



INTERNATIONAL BUSINESS

8:00–9:15 a.m. 6th Floor, Parlor A
ANNUAL MEETING OF THE ACADEMY OF INTERNATIONAL
BUSINESS MIDWEST REGION

2006 Midwest AIB Officers

Presiding: Juan Meraz, Midwest AIB Chapter President, Missouri State University

Program Co-Chairs:

Anthony C. Koh, University of Toledo

Vern Terpstra, University of Michigan

External Business Development:

Chen W. Ferguson, Miami University-Ohio

Robert Moussetis, North Central College

Editors of the 2006 conference proceedings, *Journal of Midwest International Business Research*, Volume XX:

Anthony C. Koh, University of Toledo

Christopher Ziemnowicz, Concord University

Continental breakfast will be served and awards for best papers (Regular and Student Competitive Tracks) will be presented at this meeting.

Discussions will focus on a review of the 2006 Midwest AIB Conference and plans for the 2007 Midwest AIB Conference.

EVERYONE is welcome and your participation (ideas, comments, and willingness to serve) will help take the next Midwest AIB Conference/the International Business Track of the MBAA International Conference to the next level of excitement and excellence! Your involvement is the *key* to a successful conference next year! Hope to see you all at this Annual Meeting!



MANAGEMENT

8:00–9:00 a.m. 6th Floor, Parlor H
BUSINESS MEETING AND AWARDS PRESENTATION

Presiding: Harry E. Fisher, Eureka College



MARKETING

8:00–9:15 a.m. 5th Floor, PDR 16

Workshop: Guest Speakers and Field Trips: Bringing the Business Sector into Your Classroom

Chair: Alison M. Wolfe, Elmira College

MARKETING

8:00–9:15 a.m. 5th Floor, PDR 17

Theme: Issues in Not-for-Profit Marketing

Chair: Jerry J. Field, Illinois Institute of Technology

“A Comparative Approach to Strategic Marketing Planning for Not For Profits and For Profit Corporations”

Jerry J. Field, Illinois Institute of Technology

Discussant: Richard Reeder, Executive Director, ORT Training Facility

“Similarities and Differences in Market Orientation toward Students and Employers of Students in Private and Public University Business Schools”

Robert L. Webster, Ouachita Baptist University

Kevin L. Hammond, University of Tennessee-Martin

Harry A. Harmon, Central Missouri State University

Discussants: Robert Howard, President Boys and Girls Clubs of Chicago
Phil Costello, Executive Director Youth Communication

“The Business of Supply and Demand for Digital Literacy: Communicating a Community Enterprise’s Metamessage and Leadership Products”

Eugene Fregetto, University of Illinois at Chicago

Layton E. Olson, How and Hutton Not-for-Profit law firm

Discussant: Richard Reeder, Executive Director ORT Training Facility
Rick Landman, Director E-Job Search

MARKETING

8:00–9:15 a.m. 5th Floor, PDR 18

**Theme: Measuring Consumer Activity and Communication
Online**

Chair: Michelle B. Kunz, Morehead State University

**“The Effects of Race/Ethnicity and Gender on Internet Commerce
Success Factors”**

Cheryl L. Buff, Siena College

Charles F. Seifert, Siena College

Raymond K. Van Ness, State University of New York-Albany

Gary Franko, Siena College

Discussant: Larry Zigler, Highland Community College

**“Person Interactivity’s Meaning in Online Shopping: Is it the Same as
that of Social Telepresence”**

Nichaya Suntornpithug, Indiana University–Purdue University Fort Wayne

Zelimir William Todorovic, Indiana University–Purdue University Fort
Wayne

Daniel L. Sherrell, University of Memphis

Discussant: Cheryl L. Buff, Siena College

**“Beware of the Blogosphere: The Formation of Diffuse Crowds That
Will Shake Up Every Business”**

Nora Ganim Barnes, University of Massachusetts-Dartmouth

Discussant: Michelle Kunz, Morehead State University

ACCOUNTING

9:30–10:45 a.m. 7th Floor, Burnham 1

Theme: Issues in the Accounting Profession

Chair: Gary G. Johnson, Southeast Missouri State University

“An Historical Perspective of CPAs’ Standards for Independence”

Alan Reinstein, Wayne State University

Mohamed E. Bayou, University of Michigan-Dearborn

“Competition in the Accounting Profession: Self-Regulation, Government Regulation, and the Public Interest”

Jennifer M. Niece, Assumption College
Gregory Trompeter, Boston College

“Revised Ethic Rules and Outsourcing of Tax Return Preparation”

Larry R. Garrison, University of Missouri-Kansas City

ACCOUNTING

9:30–10:45 a.m. 7th Floor, Burnham 4

Panel: Attracting the Brightest and Best: Recruiting Students into Accounting

Chair: Doug Johnson, Southeast Community College
Panelists: Grace F. Johnson, Marietta College
Stephanie Esparza, Marietta College
Bambi Hora, University of Central Oklahoma
Carol M. Jessup, University of Illinois-Springfield

BUSINESS AND HEALTH ADMINISTRATION

9:30-10:45a.m. 7th Floor, Clark 5

Theme: Student-Led Papers

Chair: Dennis Emmett, Marshall University
Discussant: Peter Fitzpatrick, Clayton State University

“The Employment of Muslims in the Healthcare Industry”

Lila Ali, University of Wisconsin-Milwaukee
Mary K. Madsen, University of Wisconsin-Milwaukee

“Obstacles to Adequate Prenatal Care Among African American Adolescents: The Perspectives of Health Professionals”

Maria C. Fanning, University of Wisconsin-Milwaukee
Mary K. Madsen, University of Wisconsin-Milwaukee

“Choosing the Right Health Insurance Plan for YOU”

Valerie Pracilio, University of Scranton
Robert Spinelli, University of Scranton

BUSINESS AND HEALTH ADMINISTRATION**9:30–10:45a.m.** 7th Floor, Clark 7**Theme: Healthcare Administration Professionals I**

Chair: Robert Spinelli, University of Scranton

Discussant: Scott Saccomano, Seton Hall University

“Cultural Barriers in Accessing Emergency Care”

Michael Macedonia, University of Scranton

Daniel West, University of Scranton

“Management of Hospice and Palliative Care in Slovakia”

Patricia Dobrikova, University of Scranton

Daniel West, University of Scranton

“Case for Studying American Healthcare Management in Countries Moving Toward a Market Driven Healthcare Delivery Model”

John J. Newhouse, St. Joseph's University

BUSINESS AND HEALTH ADMINISTRATION**9:30–10:45a.m.** 7th Floor, Clark 10**Theme: Issues in Healthcare: Elderly, Hospice and Home Care II**

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

Discussant: Michaeline Skiba, Monmouth University

“A Comparison of the Logistic Regression and the Cox Proportional Hazard Model in Determinants of Permanent Nursing Home Admission”

Qian Cassie Cai, University of Illinois-Chicago

J. Warren Salmon, University of Illinois-Chicago

“The Federal 340B Prescription Drug Program: A Novel Approach”

John Rugge, Hudson Headwaters Health Network

James Donnelly, Hudson Headwaters Health Network

Angela Dominelli, Albany College of Pharmacy

“Health Care Resource Utilization by Caregivers of Dementia Patients”

Ateequr Rahman, Shenandoah University

BUSINESS ECONOMICS**9:30–10:45 a.m. 3rd Floor, PDR B****Panel Discussion: “China: A World Power from Economic and Political Perspectives”**

Chair: Ishmail Shariff, University of Wisconsin–Green Bay

Panelists: Shiv Gupta, University of Findlay

Hedayeh Samavati, Indiana University–Purdue University
Fort WayneZohar Shipchandler, Indiana University–Purdue University
Fort Wayne**BUSINESS/SOCIETY/GOVERNMENT****9:30–10:45 a.m. 3rd Floor, PDR 6****Theme: Technology in the Curriculum**

Chair: Steve Palmer, Eastern New Mexico University

“Face-to-Face Versus Web Based Instruction: An Exploratory Study of the Differences in an Undergraduate Management Course”

Lee Weyant, Eastern New Mexico University

“Techs, Whys and Digital Videotape: Forays into Business Technology, Communication and New Media Curriculum Design”

Joseph Habraken, University of New England

CASE RESEARCH**9:30–10:45 a.m. 3rd Floor, PDR 5****Theme: Case Incidents**

Chair: Bruce Sherony, Northern Michigan University

“ERP Implementation: A Case Incident”

Asli Y. Akbulut, Grand Valley State University

Jaideep Motwani, Grand Valley State University

“ISO 9000 and Supplier Ethics”

Steven B. Lyman, Ferris State University

Carol Rewers, Ferris State University

“Is There a Hostile Work Environment at CMSI?”

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

Devin Roesslein, Indiana University–Purdue University, Fort Wayne

Discussants: Janet Papiernik, Indiana University–Purdue University,
Fort Wayne

Yezdi Godiwalla, University of Wisconsin-Whitewater

Martha Fransson, Rensselaer Polytechnic Institute

ENTREPRENEURSHIP

9:30–10:45 a.m. **6th Floor, Parlor D**

Theme: External Changes and the Impact on Entrepreneurs

Chair: Richard Judd, University of Illinois at Springfield

“Expected Changes in the U.S. Job Structures: What does that mean for the future?”

Richard J. Judd, University of Illinois at Springfield

Dyanne Ferk, University of Illinois at Springfield

FINANCE

9:30–10:45 a.m. **7th Floor, LaSalle 1**

Theme: Investments

Chair: John J. Neumann, St. John’s University

“Mutual Fund Managerial Ownership and Fund Performance”

James Philpot, Missouri State University

Stanley Adamson, Missouri State University

Discussant: Peppi Kenny, Western Illinois University

“Can ‘Mad Money’ Make You Mad Money?”

Peppi Kenny, Western Illinois University

Craig Millares, Western Illinois University

Discussant: C. Edward Chang, Missouri State University

“Characteristics and Performance of U.S. Bond Funds in Index Investing”

C. Edward Chang, Missouri State University
George S. Swales, Jr., Missouri State University
John S. Bowdidge, Missouri State University

Discussant: James Philpot, Missouri State University

FINANCE

9:30–10:45 a.m. **7th Floor, LaSalle 2**

Theme: Investments

Chair: Paul J. Haensly, The University of Texas of the Permian Basin

“How Many Stocks Does it Take to be Well-Diversified? Answering the Question in a Mean-variance Framework.”

Paul J. Haensly, The University of Texas of the Permian Basin

Discussant: Anthony L. Loviscek, Seton Hall University

“Searching for Information Content: A Test of: *The 100 Best Stocks You Can Buy*”

Anthony L. Loviscek, Seton Hall University
Randy I. Anderson, Florida International University

Discussant: Tatiana Isakovski, Millikin University

“Institutional Herding: Value vs. Glamour”

Tatiana Isakovski, Millikin University

Discussant: Thomas M. Krueger, University of Wisconsin-La Crosse

FINANCE

9:30–10:45 a.m. **7th Floor, LaSalle 3**

Theme: Corporate Finance

Chair: Paul Newsom, Valparaiso University

“Sarbanes-Oxley Compliance and Violation: An Empirical Study”

Elizabeth Webb, Federal Reserve Bank of Philadelphia

Discussant: Hatice Uzun, Long Island University

“The Relationship Between Systematic Risk, Corporate Governance, and Corporate Fraud”

Hatice Uzun, Long Island University

Sam Chung, Long Island University

Discussant: Joseph Reising, California State University-Fullerton

“Long-term Performance of ESOPs and Optimal Managerial Control”

Weilu Lu, California State University-Fullerton

Joseph Reising, Minnesota State University-Mankato

Mark Hoven Stohs, California State University-Fullerton

Discussant: Elizabeth Webb, Federal Reserve Bank of Philadelphia

FINANCE

9:30–10:45 a.m. 7th Floor, Sandburg 8

Theme: Financial Markets

Chair: Michael Robinson, Saint Mary’s College

“Stock Settlement and Clearance in the United States”

Thomas M. Krueger, University of Wisconsin-La Crosse

Discussant: Robert J. Balik, Western Michigan University

“Impact of NASCAR Sponsorship Announcements on Shareholder Wealth: A Replication”

Robert J. Balik, Western Michigan University

Jamshid Mehran, Indiana University-South Bend

Discussant: Soga Ewedemi, Clarion University of Pennsylvania

“Black-Scholes and the Binomial Option Pricing Model-A Comparison”

Jonathan D. Stiffy, Clarion University of Pennsylvania

Sarah B. Bower, Clarion University of Pennsylvania

Soga Ewedemi, Clarion University of Pennsylvania

Discussant: Thomas M. Krueger, University of Wisconsin-La Crosse

INFORMATION SYSTEMS/QUANTITATIVE METHODS

9:30–10:45 a.m. 7th Floor, Dearborn 1

Panel Discussion: Computer Information Systems Curriculum Challenges and Changes

This discussion will be led by faculty members from two schools with recent curriculum revisions.

- Panelists: Jeff Clark, Middle Tennessee State University
- Carol Clark, Middle Tennessee State University
- Jennifer Williams, University of Southern Indiana
- Marv Albin, University of Southern Indiana
- Tim Greer, Middle Tennessee State University

INTERNATIONAL BUSINESS

9:30–10:45 a.m. 6th Floor, Parlor A

Theme: Offshore Outsourcing

Chair: Vern Terpstra, University of Michigan

“Outsourcing—Bridging the Digital Divide”

Daaim Shabazz, Florida A&M University

Discussant: Animesh Ghoshal, DePaul University

“Outsourcing Revisited: A Conceptual Review of Outsourcing Dimensions”

Robert Moussetis, North Central College

George Nakos, Clayton State University

Ali Abu-Rahma, Alliant International University

Discussant: Ian V. Gladding, Lewis University

“Perspectives on Offshore Outsourcing and the Responses in the United States to Blunt Outsourcing Impact”

Sarah Zimmerman, University of Toledo

Anthony C. Koh, University of Toledo

Discussant: Balasundram Maniam, Sam Houston State University

“Portfolio of Controls in Global Component Outsourcing Relationships”

Nukhet Harmancioglu, Michigan State University

Discussant: Chen W. Ferguson, Miami University-Ohio

INTERNATIONAL BUSINESS
9:30–10:45 a.m. 6TH Floor, Parlor B
Theme: Management of International Operations II
Chair: Christopher Ziemnowicz, Concord University
“Was There Market Efficiency and Investor Rationality During the Collapse of the Cyber Stockmarket Bubble in 2000?”

Nichole M. Castater, Clark Atlanta University

Robert Ware III, Savannah State University

Discussant: Sameer Vaidya, Texas Wesleyan University

“International Transfer Pricing and Income Shifting: Implications for the Multinational Manufacturing Enterprise and Research”

Robert Hutchinson, University of Toledo

Discussant: John Spillan, Penn State University–DuBois

“The Role of Uncertainty in International Acquisitions”

Qing (Jenny) Wang, University of Delaware

Discussant: Mercedes Delgado-Garcia, National Bureau of Economic Research

“Women in International Business: An Exploratory Study of Chicago Minority Women Entrepreneurs Doing Business in South Africa”

Louis O. Osuji, Chicago State University

Mmuta A. Chukwuanu, Allen University

Discussant: Ainsworth Bailey, University of Toledo

LEGAL STUDIES
9:30–10:45 a.m. 3rd Floor, PDR 8
Theme: International Law
Chair: Vicki M. Luoma, Minnesota State University–Mankato
“Looking at Legal Environments around the World: First Stop Russia”

John S. Bowdidge, Southwest Missouri State University

“Tax and Legal Aspects of Economic Transformation: The Case of Poland”

Richard J. Hunter Jr., Seton Hall University
Leo V. Ryan, DePaul University
Robert Shapiro, Seton Hall University

“Is Ethics Enough to Protect Consumer Privacy? Comparing the Impact of the EU Privacy Directive and U.S. Self-Regulation in the Practice of Collecting Information Online”

Diane B. MacDonald, Pacific Lutheran University
Judith Ramaglia, Pacific Lutheran University

“How Can Anyone Give All This for Money, Dead and Dreamless?: Ethics, Transparency, and Corporate Governance Reform to Curb Corruption in the Middle East, the Case of Lebanon”

Norman D. Bishara, University of Michigan

LEGAL STUDIES

9:30–10:45 a.m. 3rd Floor, PDR 9

Theme: Constitutional Law

Chair: Diane R. May, Winona State University

“Is the law of Subversive Advocacy Ready for the 21st Century?: Some Historical and International Perspectives”

Steven Smith, Truman State University

“Public Use or Private Gain? Teaching Eminent Domain after Kelo v. City of New London”

Thomas E. Knothe, Viterbo University

“Kelo’s Impact on Arkansas Development Projects”

Carol Miller, Missouri State University
Stan Leasure, Missouri State University

“The Right to Die—Gonzales v. Oregon”

Patricia Quinn Robertson, Arkansas State University

MANAGEMENT

9:30–10:45 a.m. 6th Floor, Parlor F

Theme: Leadership

Chair: Pamela Wolfmeyer, Winona State University

“Pointing the Finger at Leadership”

Richard Barker, Upper Iowa University

Discussant: Pamela Wolfmeyer, Winona State University

“Where Have All the Leaders Gone? A Holistic Leadership Model for these Uncertain Times”

Jann E. Freed, Central College

Discussant: Barbara Mihm, University of Wisconsin-Stevens Point

“Communication Climate, Transformational Leadership, and Firm’s External Prestige on Organizational Identification”

Tung-Chun Huang, National Central University, Taiwan

Discussant: Pam Kephaart, University of Saint Francis

“Obtaining Feedback from Followers: The Affects of Leader Characteristics”

Brandon R. Kilburn, University of Memphis

Coy A. Jones, University of Memphis

Discussant: Brian Hinrichs, St. Xavier University

MANAGEMENT

9:30–10:45 a.m. 6th Floor, Parlor G

Symposium: Entrepreneurship—More than Just the Business Model: Social, Rural and Civic.

Panelists:

Chair: Edward Heler, Heler² Consultancy, LLC
Kathryn Carlson Heler, Manchester College
Richard Leake, Luther College
David Banner, Viterbo University



MARKETING

9:30–10:45 a.m. 5th Floor, PDR 16

**Theme: Encouraging an Interest and Use of Technology by
Business Faculty and Students**

Chair: Michael J. Messina, Gannon University

Panelists: Michelle Kunz, Morehead State University
Robert Erffmeyer, University of Wisconsin-Eau Claire
John Wellington, Indiana University–Purdue University
Fort Wayne

MARKETING

9:30–10:45 a.m. 5th Floor, PDR 17

EXECUTIVE SPEAKER SERIES

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

MARKETING

9:30–10:45 a.m. 5th Floor, PDR 18

**Theme: “Internationalization, Anyone?” Four Approaches to
Enhancing International Opportunities**

Chair: Fred Hoyt, Illinois Wesleyan University

Panelists: John Drea, Western Illinois University
Kimberly K. Folkers, Wartburg College
Charles Pettijohn, Missouri State University

OPERATIONS MANAGEMENT

9:30–10:45 a.m. 6th Floor, Parlor C

Theme: Operations Modeling and Case Analysis

Chair: John Simon, Governors State University

**“The Extent and Nature of Models’ Utilizations in Service Operational
Setting”**

Mahmoud M. Yasin, East Tennessee State University,
Natalia A. Romanova, North Carolina State University
Phillip Miller, East Tennessee State University

“Multi-Plant Product Mix Determination at International Truck and Engine Corporation: A Case Study”

Edward M. DeWitt, International Truck and Engine Corporation
James S. Moore, Indiana University–Purdue University Fort Wayne

“Spreadsheet Models Illustrating the Bullwhip Effect”

John T. Simon, Governors State University

ACCOUNTING

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

Theme: Education and History

Chair: Donna Whitten, Purdue University-North Central

“Factors Associated with Students’ Performance in Upper-Level Accounting Courses: An Empirical Study in a Commuter University”

Ring Chen, Northeastern Illinois University
Mostafa M. Maksy, Northeastern Illinois University
Lin Zhen, Northeastern Illinois University

“Accounting Education as a Rite of Passage”

Richard Sathe, University of St. Thomas

“The Changing Importance of Topics in Auditing Education in the USA between 2000 and 2005”

Jack Armitage, University of Nebraska-Omaha

“An Introduction to Luca Pacioli (1445-1515)”

Anthony J. Zordan, University of St. Francis

ACCOUNTING

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

Theme: Sarbanes-Oxley Issues

Chair: Ronald D. Niemeier, Central Missouri State University

“The New Sarbanes–Oxley Legislation: An Updated and Expanded Study on the Effects and Consequences of the Newest Effort to Regulate Public Company Accountability in the United States”

David Arrowood, Shikara Cheadle, Becky Joppich, Brian Kauffman, Christy Jaeger, Valentin Kostov, Steven Podewils, Tracy Urbanek, Nathan Volkomener, all Wagner Honors Accounting Scholars, Lakeland College
Joseph D. Botana, Lakeland College
Rick Gaumer, Lakeland College

“Are Corporations Spending Less on Non-Audit Services After the Passage of the Sarbanes-Oxley Act?”

Ganesh M. Pandit, Adelphi University
Vijaya Subrahmanyam, Mercer University
Allen Rubenfield, Clark Atlanta University

“Sarbanes-Oxley Compliance: A Small Public Company Perspective”

Roberto de Magalhaes, University of North Dakota
Jacob Wambsganss, University of North Dakota

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Health Care Administration Professionals II

Chair: Robert Spinelli, University of Scranton

Discussant: Michaeline Skiba, Monmouth University

“The Impact of Management Style on Fraud Prevention and Ethical Behavior”

Allen Minor, University of Scranton

“Physician Shortage in America: Causes and Possible Solutions to a Growing Problem”

Kevin Thomas Cattle, University of Scranton
Robert Spinelli, University of Scranton

“Managing Diversity in the Workplace: Current Challenges and Case Study”

Joan Kub, John Hopkins University
Jamie Lynn Mignano, John Hopkins University
Kathleen White, John Hopkins University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Quality of Life III

Chair: David P. Paul, III, Monmouth University

Discussant: Jennie Bullard, Indiana University of Pennsylvania

“Health Promotion and Weight Loss Program for Cardiac Patients”

Nooshin Hosseini, Wellesley College
Kevan Hosseini, Wyoming Seminary

“SERVQUAL Versus SERVPERF for Prosthetic Dental Specialists: A Replication and Extension”

David P. Paul III, Monmouth University

“Physician-Owned Specialty Hospitals: Emerging Ethical and Marketing Issues”

Inger Reese, University of Evansville
William B. Stroube, University of Evansville

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Distance Learning

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

Discussant: Donna A. Redding, Memorial Medical Center

“Lessons from Cyberspace: Nursing eLearning a Newbie’s View”

Scott Saccomano, Seton Hall University

“Developing Grant Writing Competencies During Graduate Training”

A. Upadhyay, University of Scranton
Daniel West, University of Scranton



“Introduction to Web-Based Instruction”

Carol S. Kleinman, Seton Hall University

“The Effects of Military Culture on the Psyche of the American Soldier”

Teresa Gompf, University of Scranton

Daniel West, University of Scranton

BUSINESS AND HEALTH ADMINISTRATION

11:00 a.m.–12:15 p.m. 7th Floor, Clark 10

Theme: International Health Forces

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

Discussant: Stephen Cupps, Marshall University

“Ethical Problems that are Encountered in Health Management”

Dilaver Tengilimoglu, Gazi University

Adnan Kisa, Baskent University

“Constructing a Contagious Dialogue: An Interdisciplinary Perspective on the Spanish Flu Pandemic of 1918”

Julia Hickey, University Wisconsin-Milwaukee

M. Scott Stegall, University Wisconsin-Milwaukee

“Catastrophic Health Expenditures among the Poor in a Transition Economy: A Case Study from Turkey”

Fikriye Yilmaz, Baskent University

Adnan Kisa, Baskent University

BUSINESS ECONOMICS

11:00–12:15 p.m. 3rd Floor, PDR B

Theme: Economic Education and Business Education Issues

Chair: Kevin Neuman, University of Wisconsin-Stevens Point

“Test Score Compensation, Moral Hazard, and Student Reaction to High-Scorer Disincentives in Economics Principles”

Johnnie B. Linn III, Concord University

Discussant: Sabita Sawhney, Western Illinois University



“Do Tuition Hikes Lower Student Performance?”

Sudesh Mujumdar, University of Southern Indiana

Daniel Friesner, Gonzaga University

Timothy Schibik, University of Southern Indiana

Mohammed Khayum, University of Southern Indiana

Charles Harrington, University of Southern Indiana

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

“How Business Faculty are Changing”

Timothy J. Schibik, University of Southern Indiana

Charles Harrington, University of Southern Indiana

Discussant: Dan Friesner, Gonzaga University

“The Impact of Admissions Standards on Business Students”

Timothy J. Schibik, University of Southern Indiana

Mohammed Khayum, University of Southern Indiana

Discussant: Sudesh Mujumdar, University of Southern Indiana



BUSINESS/SOCIETY/GOVERNMENT

11:00 a.m.–12:15 p.m. 3rd Floor, PDR 6

Theme: Issues Regarding New College Students

Chair: Lauren Skinner, University of Alabama

“Stressors of College Bound Students: A Comparison by Gender”

Greg Broekemier, University of Nebraska-Kearney

Kay Hodge, University of Nebraska-Kearney

“Learning Communities for All Seasons: Implementing the First-Year Experience and Learning Communities Across Campus in Five Years”

Trish Maguire, Eastern New Mexico University





CASE RESEARCH

11:00 a.m.–12:15 p.m. 3rd Floor, PDR 5

Theme: Case Incidents and Papers

Chair: Carl Witte, Roosevelt University

“The Power of Perception: An Experiential Learning Exercise in Principles of Marketing”

Barbara Wooldridge, University of Tampa

“Healthy Eating Meets the Grocery Chain”

Gurram Gopal, Elmhurst College

Kathy Olsen, Motorola, Inc.

“Herr Foods—Opti-scanner Acquisition”

Tim Redmer, Regent University

Discussants: Marilyn Taylor, University of Missouri-Kansas City

Suzanne Wilhelm, Fort Lewis College

Daniel Rutledge, Purdue University-North Central

ENTREPRENEURSHIP

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

Theme: Special Panel on Entrepreneurship Management

Chair: William Roach, Washburn University

Panelists: Mark Uchida, Butler University

Rajeev Sawhney, Western Illinois University

Bill Roach, Washburn University

Rich Judd, University of Illinois at Springfield

Yezdi H. Godiwalla, Professor and Chairman, University of

Wisconsin-Whitewater

FINANCE

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

Panel Session: Demonstration of Monte Carlo Simulation

Presenters: Robert Balik, Western Michigan University

James Haskins, North Dakota State University

FINANCE**11:00 a.m.–12:15 p.m. 7th Floor, LaSalle 2****Theme: Investments**

Chair: Thomas M. Krueger, University of Wisconsin-La Crosse

“Do Enhanced Index Funds Outperform Pure Index Funds?”

C. Edward Chang, Missouri State University

George S. Swales, Jr., Missouri State University

Discussant: Thomas M. Krueger, University of Wisconsin-LaCrosse

“How Many Stocks Does it Take to be Well-Diversified? Answering the Question in a Mean-variance Framework.”

Paul J. Haensly, The University of Texas of the Permian Basin

Discussant: Peppi Kenny, Western Illinois University

“Risk and Readability: An Exploratory Study”

Don T. Johnson, Western Illinois University

Jim Tripp, Western Illinois University

Peppi Kenny, Western Illinois University

Discussant: C. Edward Chang, Missouri State University

FINANCE**11:00 a.m.–12:15 p.m. 7th Floor, LaSalle 3****Theme: Corporate Finance**

Chair: Stephen G. Morrissette, University of St. Francis

“Using Bank Ratios to Predict Mergers in the Banking Industry”

Scott I. Meisel, Morehead State University

Chien-Chih Peng, Morehead State University

Discussant: Paul Newsom, Valparaiso University

“Earnings Manipulation and the Performance of Firms that Offer Delay Option Repricings”

Paul Newsom, Valparaiso University

Benjamin Dow III, Southeast Missouri State University

Discussant: Aidong Hu, Sonoma State University

“Stock Repurchases and Managerial Compensation Policies”

Aidong Hu, Sonoma State University

Discussant: Scott I. Meisel, Morehead State University

FINANCE

11:00 a.m.–12:15 p.m. 7th Floor, Sandburg 8

Theme: Financial Markets

Chair: Raja Bouzouita, Central Missouri State University

“Liquidity and Adverse Selection: Evidence from the Five-or-Fewer Change Rule”

Olgun Fuat Sahin, Minnesota State University-Moorhead

Pattarake Sarajoti, Sasin GIBA of Chulalongkorn University Thailand

Discussant: Hatice Uzun, Long Island University

“Securitizing Assets at Banks: Comparisons and Determinants”

Hatice Uzun, Long Island University

Elizabeth Webb, Federal Reserve Bank of Philadelphia

Discussant: Conrad Francis, Nova Southeastern University

“The Behavioral Effects of Legislation on Bank Performance and Efficiency”

Conrad Francis, Nova Southeastern University

Discussant: Olgun Fuat Sahin, Minnesota State University-Moorhead

INFORMATION SYSTEMS/QUANTITATIVE METHODS

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

Theme: IS Pedagogy

Chair: Marv Albin, University of Southern Indiana

“Teaching Database Design: Areas of Confusion and Helpful Hints”

George C. Philip, University of Wisconsin-Oshkosh

“Selecting Projects for the Capstone Course in CIS—Guidelines and Issues Encountered”

Ernest Nolan, University of Southern Indiana

“Pedagogical Issues with Distance Education”

Robin Blackman, Bethel College

Discussant: Tim Greer, Middle Tennessee State University



INFORMATION SYSTEMS/QUANTITATIVE METHODS

11:00 a.m.–12:15 p.m. 7th Floor, Dearborn 2

Theme: IS Curriculum Issues

Chair: Jennifer Williams, University of Southern Indiana

“Ethics in Management Information Systems Textbooks”

Jim Newtown, Baker College

“Computer Science Curriculum Design for Responsible Business Practice”

Ronald L. Hartung, Franklin University

Discussant: Charletta F. Gutierrez, Northeastern Illinois University



INTERNATIONAL BUSINESS

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

Theme: Ethical and Diversity Issues in Business

Chair: William “Rick” Crandall, University of North Carolina-Pembroke

“Ethical Standards and Corporate Governance in Korea: Past Achievements and Future Prospects”

Phillip Fox, University of Toledo

Ken I. Kim, University of Toledo

Discussant: Karen Moustafa, Indiana University–Purdue University Fort Wayne

“Bribery and Ethical Challenges in Global Business”

David Brock, Capella University

Discussant: Sarah Zimmerman, University of Toledo

“Ethical Aspects of U.S. Management Practices in Russia”

Aleksandr Kireyev, University of Toledo

Discussant: Raffaele DeVito, Emporia State University

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

Juan Meraz, Missouri State University

Discussant: Sameer Vaidya, Texas Wesleyan University

LEGAL STUDIES

11:00 a.m.-12:15 p.m. 3rd Floor, PDR 8

ANNUAL BUSINESS MEETING

Presiding: Dexter R. Woods, Ohio Northern University

MANAGEMENT

11:00 a.m.-12:15 p.m. 6th Floor, Parlor G

Symposium: TQM Applications to Teaching and to Universities.

Panelists:

- Chair: Gideon Falk, Purdue University-Calumet
- Casey Barczyk, Purdue University-Calumet
- Jim Maddox, Friends University
- Julia A. Teahen, Baker University

MANAGEMENT

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

Theme: Strategic Management

Chair: Barbara Mihm, University of Wisconsin-Stevens Point

“Are High Technology Boards Adopting Better Governance Practices?”

Michael A. Yahr, Robert Morris University

Discussant: Kathleen Radionoff, Cardinal Stritch University

“Exploratory Study between the Strategic Alignment and Success of Mergers and Acquisitions”

Jack Phadungtin, Brescia University

Discussant: Joy V. Peluchette, University of Southern Indiana

“Mergers and Acquisitions: Diagnosing, Understanding, and Changing Organizational Culture Using an Appreciative Inquiry Approach”

Vince Sperduto, Benedictine University

Discussant: Brian T. Kench, University of Tampa

“Framework for Social Responsibility Strategies for Foreign Subsidiaries Operating in Diverse Cultural Environments”

Yezdi H. Godiwalla, University of Wisconsin-Whitewater

Discussant: Peggy D. Brewer, Eastern Kentucky University

MARKETING

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

Theme: Assessing the Effectiveness of Marketing Education

Chair: Jon M. Hawes, University of Akron

“Differences in Student Perceptions of Service Quality and Classroom Environment for Excellence in Teaching”

Alison M. Wolfe, Elmira College

Discussant: Mary T. Galvan, North Central College

“Assessing the Effectiveness of, and Satisfaction with, a Laptop Learning Environment: The Role of Technology Readiness”

Mark C. Hall, Minnesota State University-Mankato

Kevin M. Elliott, Minnesota State University-Mankato

Discussant: Robin Luke, Missouri State University

“Enhancing the Perception of Online Education in the Business Community”

John Bennett, University of Missouri-Columbia

Discussant: James R. Williams, Auburn University-Montgomery

“Rah, Rah, Rah, Sis, Boom, Bah: Success in College Sports and its Impact on Applications, Enrollments, and SAT/ACT Scores”

Allen Marber, Fordham University

Paul Wellen, Roosevelt University

Chaim Ehrman, University of Chicago

Discussant: Jon M. Hawes, University of Akron

MARKETING

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

Theme: Conducting a Personal Audit

Chair: Mandeep Singh, Western Illinois University

Panelists: Brian Engelland, Mississippi State University

John Drea, Western Illinois University

Robert Moore, Mississippi State University

MARKETING

11:00 a.m.–12:15 p.m. 5th Floor, PDR 18

Theme: Ethics: People, Ideals, and Organizations

Chair: Sid Konell, University of Wisconsin-Barron County

Participants: John Cherry, Southeast Missouri State University

Lori Lohman, Augsburg

Sid Konell, University of Wisconsin-Barron County

OPERATIONS MANAGEMENT

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

Theme: Operations Management Strategies

Chair: Rajeev Sawhney, Western Illinois University

“Product Development Outsourcing Strategy: A Contingency Perspective”

Ying Liao (Ph.D. candidate), University of Toledo

“Economic and Strategic Justification of Advanced Manufacturing Technology: A Technology Portfolio Analysis”

Michael H. Small, University of Illinois at Springfield

“Role Of Virtual Teams In Global Sourcing”

Rajeev Sawhney, Western Illinois University
Vikrant Viniak, CSC Consulting

LEGAL STUDIES

12:15–1:30 p.m. 3rd Floor, PDR 7

LUNCHEON

(Cost \$20)

MANAGEMENT

12:15–1:30 p.m. 6th Floor, Parlor H

NORTH AMERICAN MANAGEMENT SOCIETY LUNCHEON

Presiding: Ronald M. Faust, University of Evansville
Speaker: Peter Provenzano, President and CEO, SupplyCore

ACCOUNTING

1:30–2:45 p.m. 7th Floor, Burnham 1

Theme: International Accounting Issues and Opportunities

Chair: Kenneth A. Lavery, High Point University

“A Preliminary Investigation of the Relationship Between Corruption and International Financial Reporting Standards, Financial Disclosure Levels, Accounting Standards Enforcement, Government Intervention, and the Use of Audit Committees”

Bert J. Zarb, Embry-Riddle University

“Income Enhancement—An Empirical Analysis of Gulf States Firms”

Musa Darayseh, American University-Sharjah
Elaine Waples, Purdue University-Calumet

“The Value of International Teaching Experiences: An Example from China”

James Rundall, University of Wisconsin-Eau Claire
D’Arcy Becker, University of Wisconsin-Eau Claire

ACCOUNTING

1:30–2:45 p.m. 7th Floor, Burnham 4

Theme: Education–Teaching Innovations

Chair: Dee Ann Ellingson, University of North Dakota

“Once Upon a Time... The Use of Children’s Literature in Accounting Courses”

Katherine Campbell, University of North Dakota

“Building an Undergraduate Accounting Research Course around the FARS Database: A Case Study”

Grace F. Johnson, Marietta College

“Applying Balanced Scorecard to Assess Student Learning”

Lakshmi U. Tatikonda, University of Wisconsin-Oshkosh



BUSINESS ECONOMICS

1:30–2:45 p.m. 3rd Floor, PDR B

Theme: Issues of Economic Policy

Chair: Timothy Schibik, University of Southern Indiana

“Labor Productivity and Determination of Wages: Are U.S. Wages Trailing Economic Growth?”

David A. Dilts, Indiana University–Purdue University Fort Wayne

Hedayeh Samavati, Indiana University–Purdue University Fort Wayne

Carolyn Fabian Stumph, Indiana University–Purdue University Fort Wayne

Discussant: Derek Bjonback, Purdue University-North Central

“Strong Altruism: An Element of the Emergence of Public Institutions?”

Neil B. Niman, University of New Hampshire

Brian Kench, University of Tampa

Ping Zhang, PayPal Inc.

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

“Accountability and Social Responsibility: The First Empirical Evaluations of a Theoretical Model Applied on Italian Public Sector”

Massimo Pollifroni, University of Turin

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

“Social Security: Nothing to Fear but Fear Itself”

Hedayeh Samavati, Indiana University–Purdue University Fort Wayne

Carolyn Fabian Stumph, Indiana University–Purdue University Fort Wayne

David A. Dilts, Indiana University–Purdue University Fort Wayne

Discussant: Matthew McPherson, Gonzaga University

BUSINESS/SOCIETY/GOVERNMENT

1:30–2:45 p.m. 3rd Floor, PDR 6

Theme: Issues Regarding Business Ethics, Corporate Responsibility and the Workplace

Chair: Kay Hodge, University of Nebraska-Kearney

“Making Meaning of Business Ethics”

James Thomas, Indiana University Northwest

“How to Make Work Fun”

Mark Miller, Carthage College

“Employee Retirement Education Programs: An Important Part of Corporate Social Responsibility”

Lauren Skinner, University of Alabama

Tim Reisenwitz, Valdosta State University

Leonard Weld, Valdosta State University

CASE RESEARCH

1:30–2:45 p.m. 3rd Floor, PDR 5

Theme: Case Incidents: Organizational Behavior

Chair: William E. Stratton, Idaho State University

“Upheaval in an Organization: A Case of Organization Mismanagement”

Nona J. Jones, Benedictine University

“Tom’s Conundrum: What to do with Mary”

Kenneth S. Rhee, Northern Kentucky University

Tracey H. Sigler, Northern Kentucky University

“My Career Wasn’t Supposed to End Up Like This”

Russell Casey, Clayton State University

Discussants: Karen Berger, Pace University

Bruce Sherony, North Michigan University

Carl Witte, Roosevelt University

INTERNATIONAL BUSINESS

1:30–2:45 p.m. 6th Floor, Parlor A

Panel: Content and Pedagogy for Teaching International Business

Chair/

Moderator: Etienne Musonera, Wayne State University

Panelists: S. Tamer Cavusgil, Michigan State University

Gary Knight, Florida State University

Objective: This special session is aimed at introducing new content, resources, and pedagogical approaches to teaching of international business, especially at the introductory level. The presenters will brief participants on the emerging international business topics in view of the globalization of markets. The present global environment underscores the importance of such issues as emerging markets, born global firms, growing importance of services in international trade, and non-equity collaborative ventures in cross-border business. At the same time, new teaching resources have become available to faculty teaching international business. The presenters will share their own experiences in teaching international business and encourage participants to offer their own. The participants should leave the session with an understanding of important new material and highly useful resources for teaching international business.

LEGAL STUDIES

1:30–2:45 p.m. 3rd Floor, PDR 8

Theme: Employment Law

Chair: J. Brad Reich, Fort Lewis College

“Cultural Dimensions in the Workplace: An Analysis for Company Stock Investment”

Dana M. Muir, University of Michigan

“Legal Limits on Prescribing Organizational Culture: Important Safeguards for Employees and Employers”

John A. Pearce II, Villanova University

Dennis R. Kuhn, Villanova University

“Disparate Impact Under the ADEA After Smith v. City of Jackson: What’s Left?”

Bruce M. Batterson, Peru State College

“The Impact of Desert Palace, Inc. v. Costa on Employment Discrimination Cases in the Seventh Circuit”

Mary T. Washington, Governors State University

LEGAL STUDIES

1:30–2:45 p.m. 3rd Floor, PDR 9

Theme: Ethics

Chair: Dana M. Muir, University of Michigan

“The Ethics of Interest”

Georgia L. Holmes, Minnesota State University, Mankato

“Full Disclosure: Financial Planners and Mutual Funds”

John Howat, University of Wisconsin, Whitewater

Linda Reid, University of Wisconsin, Whitewater

“Kasky/Nike Case and its Legal and Ethical Implications”

Don Mayer, Oakland University

“Ex Parte Communications: An Administrative Quagmire”

Patricia S. Wall, Middle Tennessee State University

MANAGEMENT

1:30–2:45 p.m. 6th Floor, Parlor F

Theme: Employment Law

Chair: William Walsh, Illinois Wesleyan University

“Title VII Turns 40: Mixed Record of Progress toward Equality”

Deborah Howard, University of Evansville

Robert Dion, University of Evansville

Discussant: Frank Igou, University of Wisconsin-Platteville

“FLSA 2004: Simple Formula for Big Changes”

Michael Avery, Northwestern College

Rachelle Cook, Northwestern College

Discussant: Bruce Bloom, DeVry University

“Toward More Effective Labor Management under the Railway Labor Act”

Brian Hinrichs, Saint Xavier University

Clint Reilmann, Caterpillar, Inc.

Katherine Booth, Thompson Coburn, LLP

Discussant: William Walsh, Illinois Wesleyan University

MANAGEMENT

1:30–2:45 p.m. 6th Floor, Parlor G

Symposium: Wiser Ways of Working: An Interdisciplinary, Cross Cultural Model

Panelists:

Chair: Maria Lai-Ling Lam, Malone College

Georgia Lee Eshelman, Malone College

David Strubler, Kettering University

MARKETING

1:30–2:45 p.m. 5th Floor, PDR 16

Theme: Graduate Student Research

Chair: Robert Moore, Mississippi State University

“The Role of Information Power in Supply Chain Relationships”

Zachary Williams, Mississippi State University

“Exploring Differences between Successful Sales Behaviors in Canada and the United States: A Research Model”

Monika Bissell, Nova Southeastern University

“The Ambidextrous Management of the Innovation Process”

Henri Simula, Helsinki University of Technology

“General Motors Corporation: Surviving Its Marketing Mistakes”

Annie Perkins, Southeastern Louisiana University

Discussant: Bob McDonald, Texas Tech University

MARKETING

1:30–2:45 p.m. 5th Floor, PDR 17

Theme: Meet the Editors of Journals

Chair: Brian Engelland, Mississippi State University

Information regarding the specific journals represented will be in the MMA program distributed at the conference.

MARKETING

1:30–2:45 p.m. 5th Floor, PDR 18

Theme: Culture, Ethnicity and Marketing

Chair: Rama Yelkur, University of Wisconsin-Eau Claire

“Developing Innovative Strategies to Serve First Generation Ethnic Immigrant Markets”

Jennifer Cummings, Siena College

P. Raj Devasagayam, Siena College

Discussant: Rama Yelkur, University of Wisconsin-Eau Claire

“The Attitudes of Arab Americans towards the U.S.: An Empirical Perspective”

Elias G. Rizkallah, La Sierra University

Nabil Y. Razzouk, California State University-San Bernardino

Discussant: P. Raj Devasagayam, Siena College

“The Effects of Individual Culture on Internet Marketing Efforts”

Cheryl L. Buff, Siena College

Charles F. Seifert, Siena College

Raymond K. Van Ness, University at Albany

Gary Franko, Siena College

Discussant: Michael J. Messina, Gannon University

OPERATIONS MANAGEMENT

1:30–2:45 p.m. 6th Floor, Parlor C

Theme: Poster Session (Unreviewed or Unfinished Papers)

Chair: Gideon Falk, Purdue University-Calumet

“Operations Management Techniques in Small Business: An Investigation”

Ahmad Karim, Indiana-Purdue University

Prasad Bingi, Indiana-Purdue University

Amer Karim, Canterbury School

“The Benefit of Using POM Techniques in a Small Business: A Study”

Ahmad Karim, Indiana-Purdue University

Prasad Bingi, Indiana-Purdue University

Amer Karim, Canterbury School

“TQM Paper”

Gideon Falk, Purdue University-Calumet

OPERATIONS MANAGEMENT**1:30–2:45 p.m. 6th Floor, Parlor D****Theme: Mass Customization**

Chair: Ashok Kumar, Grand Valley State University,
Grand Rapids, MI

“Mass Customization: The Strategic Frontier for 21st Century”

Ashok Kumar, Grand Valley State University, Grand Rapids, MI

Melinda Mitchell (student), Grand Valley State University, Grand Rapids, MI

“Meta-Research Perspectives on Mass Customization Based on Life Cycle Literature Survey (1987-2005)”

Melinda Mitchell, Grand Valley State University, Grand Rapids, MI

Ashok Kumar, Grand Valley State University, Grand Rapids, MI

Arnold Reisman, Reisman and Associates, Shaker Heights, OH

CASE RESEARCH**3:00–4:15 p.m. 3rd Floor, PDR 5****Theme: Case Incidents and Papers: Diversity**

Chair: Martha Fransson, Rensselaer Polytechnic Institute

“But They Never Told Me”

M. Jane Crabtree, Benedictine University

“Knowledge Creation Through the Use of Case Method with Diverse Groups”

Ronald J. Patten, Ritsumeikan Asia Pacific University

Masaharu Kuhara, Ritsumeikan Asia Pacific University

“Race-Based Salary Differentials in Higher Education”

William J. Walsh, Illinois Wesleyan University

Discussants: William E. Stratton, Idaho State University

Kenneth S. Rhee, Northern Kentucky University

Russell Casey, Clayton State University

INTERNATIONAL BUSINESS

3:00–4:15 p.m. 6th Floor, Parlor A

Panel Discussion: “Lessons Learned from International Teaching Experiences”

Chair: S. Tamer Cavusgil, Michigan State University

- Panelists: Jim Rundall (Moderator), University of Wisconsin-Eau Claire
- Rajarshi Aroskar, University of Wisconsin-Eau Claire
- Robert Erffmeyer, University of Wisconsin-Eau Claire
- Rama Yelkur, University of Wisconsin-Eau Claire
- Ruidong Zhang, University of Wisconsin-Eau Claire

Objective: Panel members will share their experiences in teaching abroad in several countries. Panel members will represent areas in Marketing, Management Information Systems, Finance, and Accounting.



MARKETING

3:00–4:15 p.m. 5th Floor, PDR 16

Theme: Revisiting Techniques Aimed at Improving Bank Marketing Strategies

Chair: Brian Engelland, Mississippi State University

“The Effect of Mystery Shopping on Employee Customer Service Performance”

- Katy Mackay, West Bank of Iowa, West Des Moines, Iowa
- Dennis L. Pedrick, Central College

“Financial Services: Implications for Market Segmentation”

Ronald D. Taylor, Mississippi State University

Discussant: Rob Moore, Mississippi State University



MARKETING

3:00–4:15 p.m. 5th Floor, PDR 17

Theme: Cultural Aspects and Marketing Education

Chair: Dale M. Lewison, University of Akron

“East Meets West, or Vice-Versa: Exploring a Hybrid Pedagogical Approach to Global Instruction”

Ronald Paugh, Ashland University

Oscar McKnight, Ashland University

Jun Gong, Ashland University

Discussant: Julie Toner, Bellarmine University

“Understanding Student Understanding: Developing Civic-minded Business Students through Service Learning”

Letty Workman, Utah Valley State College

Gregory R. Berry, Utah Valley State College

Discussant: Alison Wolfe, Elmira College

“Understanding the Academically Dishonest Student: Are Business Students Different From Other College Students?”

Rajesh Iyer, Valdosta State University

Jacqueline K. Eastman, Valdosta State University

Discussant: Michael F. d’Amico, University of Akron



MARKETING

3:00–4:15 p.m. 5th Floor, PDR 18

Theme: Throwing Away the 4 P’s: The Better Way to Market Colleges and Universities

Chair: Allen Marber, Fordham University

Panelists: Paul Wellen, Roosevelt University

Alfred C. Holden, Fordham University

Chaim Ehrman, Loyola University

Allen Marber, Fordham University

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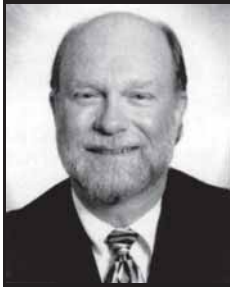
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