GROWING OLD TOGETHER

The Challenges and Opportunities of the World’s Aging Workforce

MBAA International
March 18–20, 2009
The Drake Hotel • Chicago, Illinois

www.mbaainternational.org
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MBAA International
America’s Best Conference Value!

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

In 2009 twelve tracks 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 all around the world come together for a rich and rewarding experience—the MBAA International experience.

MBAA International is proud of its reputation as America’s long-term leader in high-value, low-cost, integrative professional development, and MBAA International’s reputation for incredible entertainment is just icing on an already sumptuous cake.

2010 Conference Dates
March 24 through March 26, 2010

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. A packet containing your documents and receipts will be waiting for you at the pre-registration booth.
Membership in MBAA International is included with a paid primary registration and attendance at the annual meeting.

Hotel Arrangements
The Drake Hotel is offering a special MBAA International convention rate of $185 per night.
Please make all hotel reservations directly with The Drake. To make your reservation online, go to www.mbaainternational.org/conf.htm and click on “Hotel Information.” The Internet option is the fastest way to handle your reservation. You may also register via phone. Call 1-800–55DRAKE and ask for the MBAA International rate.

Exhibits
MBAA International sponsors exhibits of educational material during the conference. The exhibits are located in the magnificent Gold Coast Ballroom.

2010 MBAA International Program
Persons interested in participating in the 2010 program, scheduled for March 24–26, 2010, at the historic Drake Hotel—where Chicago’s Magnificent Mile begins—please contact
  Jann Freed
  The Mark and Kay De Cook Endowed Chair in Character and Leadership Development
  Professor of Business Management
  Central College
  812 University
  Pella, IA 50219
  (641) 628-5168
  freedj@central.edu
Best Overall Paper on Conference Theme

Identifying Pre-Retirees for Bridge Employment: Factors That Influence Post-Retirement Employment Decisions
Sharon Kendrick, Methodist University
Melody L. Wollan, Eastern Illinois University
(from North American Management Society)

Academy of Business Economics
Airline International Gateways
Brenda Kahn, University of Tampa
Philip Kahn, University of Illinois-Chicago

Academy of Finance
Foreign Exchange Risk and Risk Exposure in the Japanese Stock Market
Chu-Sheng Tai, Texas Southern University

Academy of International Business, Midwest Region
The Regional Strategies and Performance of International New Ventures from Korea
Alan Rugman, Indiana University
In Hyeock Lee, Western Kentucky University

Business, Society, and Government
The Epic Tale of a Merger: An Analysis of the Sirius-XM Satellite Radio Merger
Steven C. Palmer, Eastern New Mexico University
David Hemley, Eastern New Mexico University
J.K. Breyley Jr., University of New England
Marketing Management Association
How Do U.S. and U.K. Salespeople Compare on the Dimensions of Emotional Intelligence, Positive and Negative Affect, and Customer Orientation Levels?
Charles Pettijohn, Missouri State University
Elizabeth Rozell, Missouri State University
Andrew Newman, University of Salford

Midwest Academy of Legal Studies in Business
Protecting Consumers: The Contractual and Real Estate Issues Involving Timeshares, Quartershares, and Fractional Ownerships
Elizabeth A. Cameron, Alma College
Salina Maxwell, Law Student, Michigan State University

North American Accounting Society
Education and Experience Requirements to Become a CPA: CPAs Views
Quinton Booker, Jackson State University
Bobbie W. Daniels, Jackson State University
Yvonne Ellis, Columbus State University

North American Management Society
From Micro to Meso: Overuse of Strengths–A Framework for Assessing and Improving Organization Effectiveness
Mary K. Foster, Morgan State University

Operations Management and Entrepreneurship Association
Deriving Demand Curves from Stochastic Conditions
Craig Sorochuk, University of Western Ontario
John G. Wilson, University of Western Ontario

Society for the Advancement of Information Systems
A Collaborative Approach for Developing Interactive Case Studies: Learning from a University Setting
Maggie O’Connor, Bloomsburg University
Tulay Girard, Penn State Altoona
MBAA International:
Roots and More . . .

The MBAA International experience is one of collegiality and of fellowship, renewing friendships and making new ones, and initiating and continuing dialogues about teaching and research projects. It’s the rich mixture of attendees from colleges (large and small, public and private), governmental agencies, non-profit institutions, and the business community. It’s Chicago — an incredible city with entertaining events, great food, and ‘round-the-clock action. 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 the MBAA International was conceived. A committee consisting of Schuyler F. Otteson and L.L. Waters of Indiana University and Charles Saunders and Sidney P. 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 “multidisciplinary 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.

The leaders of the organizations are listed near the back of this program, as are members of the MBAA International Advisory Council, Presidents, Executive Directors, and the Executive Board.

Primary registrations for the various MBAA International organizations at the 2005, 2006, 2007, and 2008 annual meetings were:

<table>
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<th>2005</th>
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<td>and Entrepreneurship</td>
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<td>Total</td>
<td>778</td>
<td>816</td>
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These registrations tell only part of the story as some participants support more than one organization through one or more secondary registrations. In 2005, there were 118 secondary registrants; in 2006, 128; in 2007, 141; and in 2008, 117.

Useful programming, collegial networking, and magnificent entertainment—all in a great city—and all at an incredibly low cost—make MBAA International America’s Best Conference Value!
MBAA International—An International Conference!

MBAA International is more than a well-known name, it’s a compelling description!

In the last seven years people from all 50 states and more than 25 countries have participated in MBAA International. In 2008 alone we had 47 states and 11 countries represented!

MBAA International is more than a well-known name, it’s a compelling description!

High quality leaders have been coming together at MBAA International for 45 years!

MBAA International is more than a good conference, it’s a good conference with almost a half-century of tradition and success!

No other “multidisciplinary” business conference has been doing what MBAA International does for as long or with as much geographic diversity.

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!
South-Western Cengage Learning
Cyber Cafe ....................................................Gold Coast Ballroom
Refreshments will be available throughout the conference.

Wednesday, March 18, 2009

MBAA International Hospitality Suite
5:30-7:00 p.m. ......................Parkside Room, Upper West Mezzanine
9:30-11:00 p.m. ......................Parkside Room, Upper West Mezzanine

Business/Society/Government
3:00-4:15 p.m. ............................................................. 8th Floor, 829
BSG Annual Business Meeting
Chair: Steven C. Palmer, Eastern New Mexico State University

Accounting
4:30-6:00 p.m. ............................................................. 4th Floor, 425
North American Accounting Society Board Meeting
Presiding: Stephen Del Vecchio, University of Central Missouri
President, North American Accounting Society

Business and Health Administration
4:30-5:30 p.m. ......................Parkside Room, Upper West Mezzanine
BHAA Board Meeting
Chair: Michaeline Skiba, Monmouth University

Management
4:30-6:00 p.m. ......................Erie Room, Upper West Mezzanine
NAMS Board Meeting
Wednesday, March 18, 2009

Marketing
4:30-6:00 p.m. .................................................Lakeshore Boardroom, 10th Floor
MMA Board of Directors Meeting
Presiding: Robin Luke, Missouri State University

Society for Case Research
4:30-6:00 p.m. ..........................................................Grand Ballroom
SCR Publication Committee and Board Meeting

MBAA International Advisory Council Dinner and Meeting
6:00 p.m. ............................................................French Room, Lower East Mezzanine
(By invitation only)

“Fun Night” - Chamber Blues
8:00 p.m. ..............................................................Gold Coast Ballroom

Thursday, March 19, 2009

Business and Health Administration
8:00-9:00 a.m. ................................................Parkside Room, Upper West Mezzanine
BHAA Annual Business Meeting and Awards Function
Presiding: Michaeleine Skiba, Monmouth University
All BHAA Members are invited to attend this meeting.

Finance
8:00-9:00 a.m. ................................................Venetian Room, Upper East Mezzanine
Finance Board Meeting
Thursday, March 19, 2009

Finance
10:45-12:00 noon ..........................Georgian Room, Upper East Mezzanine
Business Meeting

International Business
10:45 a.m.-12:00 noon ..........................Drake Room, Main Level
AIB-Midwest Business Brunch Session (Ticket Required)
Chair: Robert Moussetis, North Central College

Marketing
10:45 a.m.-12:00 noon ..........................French Room, Lower East Mezzanine
MMA Awards Brunch (Ticket Required)
2009 Innovative Marketing Award Winner:
Mike D’Amico, University of Akron

Business Economics
12:15-1:30 p.m. ..........................9th Floor, 925
Board Meeting

Society for Case Research
12:15-1:30 p.m. ..........................Grand Ballroom
Annual Meeting Luncheon (Ticket Required)

Finance
12:15-1:30 p.m. ..........................Venetian Room, Upper East Mezzanine
Luncheon (Ticket Required)
Thursday, March 19, 2009

Management
12:15-1:30 p.m. .................Parkside Room, Upper West Mezzanine
NAMS Featured Speaker Luncheon (Ticket Required)
Theme: Strategic Management
Chairs: Julia Teahen, Baker College
       Edward Heler, NAMS Executive Director

Marketing
12:15-1:30 p.m. .....................French Room, Lower East Mezzanine
MMA Business Meeting

Management
1:30–2:45 p.m. ...................... Huron Room, Upper West Mezzanine
Theme: Meet the Luncheon Speaker
Chair: Edward Heler, NAMS Executive Director

MBAA International
4:20–5:30 p.m. ........................................... Drake Room, Main Level
Annual Business Meeting .........................Linda Knight, Presiding
Includes “Best Paper” Awards Presentations

“Fun Night” - The Ides of March
8:00 p.m. .................................................................Grand Ballroom

MBAA International Hospitality Suite
10:00-11:00 p.m. ..................Parkside Room, Upper West Mezzanine
Friday, March 20, 2009

**Operations Management and Entrepreneurship Association**
6:45–7:45 a.m. ................................. Michigan Room, Upper West Mezzanine
OMEA Annual Business Awards Breakfast (Ticket Required)

**Business Economics**
7:15–8:00 a.m. ................................................................. 9th Floor, 925
Annual Business Meeting

**Accounting**
7:30–9:15 a.m. .............Club International, Drake Hotel Main Level
Breakfast, Speaker, and Annual Business Meeting
(Please purchase ticket at time of advance registration for the Conference)
Presiding: Stephen Del Vecchio, University of Central Missouri
President, North American Accounting Society

**Information Systems and Quantitative Methods**
8:00–9:15 a.m. ................................................................. 9th Floor, 950
SAIS Annual Business Meeting

**International Business**
8:00–9:15 a.m. ......................................................... Drake Room, Main Level
Annual Business Meeting of the Academy of International
Business-Midwest Region and Award Presentations
Presiding: Juan Meraz, AIB-Midwest Chapter President, Missouri State University
(Everyone is invited to the meeting. Refreshments served.)
Friday, March 20, 2009

Management
8:00–9:15 a.m. .......................... Erie Room, Upper West Mezzanine
NAMS Breakfast Business Meeting and Awards
Chair: Edward Heler, NAMS Executive Director
       Julia Teahen, NAMS President 2009

Legal Studies
11:00 a.m.–12:15 p.m. ................................. 6th Floor, 625 MALSB Annual Business Meeting
Presiding: Michael A. Katz, Delaware State University
          President, Midwest Academy of Legal Studies in Business

Legal Studies
12:15–1:30 p.m. ..........................Parkside Room, Upper West Mezzanine
Plenary Lunch-Sponsored by DePaul University (Ticket Required)
Guest Speaker: Judge Daniel T. Gillespie, Cook County Circuit Court

MBAA International 2010 Program Chairs Planning Meeting
12:30-1:30 p.m. ..........The Gold Coast Ballroom (registration area)
Presiding: Jann Freed, Central College and
          Jeff Clark, Middle Tennessee State University
Wednesday, March 18, 2009

ACCOUNTING
1:30–2:45 p.m. ............................................................. 4th Floor, 425
Workshop: Teaching Principles of Accounting in a Computer Lab
Presenter: Nausser S. Jamali, Illinois College

BUSINESS AND HEALTH ADMINISTRATION
1:30–2:45 p.m. ...............Parkside Room, Upper West Mezzanine
Session Title: Health Care Administration Professionals
Chair: Gary Ross, Community Health Charities of Wisconsin
Discussant: Allen Minor, Misericordia University

Developing a Collaborative Model for Primary Healthcare in Georgia
Daniel West Jr., University of Scranton

Using Evidence Based Management to Reduce Surgical Errors in Healthcare Facilities
Ashley Ferguson, University of Scranton
Daniel West Jr., University of Scranton

Applying the Health Care Leadership Alliance Competency Model for Diversity Management
John Newhouse, St. Joseph’s University

BUSINESS ECONOMICS
1:30–2:45 p.m. ............................................................. 9th Floor, 925
Session Title: Development and Transitional Economies
Chair: Brenda Kahn, University of Tampa

A Causal Analysis of the Relationship Between Democratization and Economic Growth
Myeong Hwan Kim, Indiana University-Purdue University Fort Wayne
Carolyn Fabian Stumph, Indiana University-Purdue University Fort Wayne
Economic Institutions in China: Reforms and Transition
Georgine (Gyongyi) Fogel, Lawrence Technological University

A Comparison of Economic Reform: Estonia and Belarus Since Independence
Jessica Tabor, Illinois State University
Tim Bisping, University of Central Arkansas
Joe Horton, University of Central Arkansas

Regional Trade Agreements and South-South Trade: Analysis of the Experience of Major Sub-Saharan African Groupings
Louis O. Osuji, Chicago State University
Mmuta A. Chukwuanu, Allen University

BUSINESS/SOCIETY/GOVERNMENT
1:30–2:45 p.m. ............................................................. 8th Floor, 829
BSG Roundtable
Theme: Growing Old Together: The Challenges and Opportunities of the World’s Aging Workforce
Chairs: J.K. Breyley Jr., University of New England
Steven C. Palmer, Eastern New Mexico State University

SOCIETY FOR CASE RESEARCH
1:30–2:45 p.m. ..........................................................Grand Ballroom
Theme: Paper Presentations
Chair: Bill Stratton, Idaho State University
Discussants: Roy Cook, Fort Lewis College
Kay Hodge, University of Nebraska-Kearney
Barbara Nemecek, University of Wisconsin-River Falls

The Write Stuff: How to Be an SCR Scribe
Craig Davis, Ohio University

A Learner’s Path: Reflections of a Novice-No-Longer Editor
Joy Benson, University of Wisconsin-River Falls
Case Method: A Discussion of Frameworks for Analysis
Yezdi H. Godiwalla, University of Wisconsin-Whitewater

FINANCE
1:30–2:45 p.m. ....................Venetian Room, Upper East Mezzanine
Session Title: Corporate Finance
Chair: Shane Van Dalsem, University of Wisconsin-La Crosse

Impact of Severance Contract Components on the Likelihood of Forced and Unforced CEO Turnover
Shane Van Dalsem, University of Wisconsin-La Crosse
Discussant: Lucia S. Gao, University of Massachusetts-Boston

Corporate Environmental Risk and Cost of Capital
Elizabeth Connors, University of Massachusetts-Boston
Lucia S. Gao, University of Massachusetts-Boston
Discussant: Foo Nin Ho, San Francisco State University

FINANCE
1:30–2:45 p.m. ...................Georgian Room, Upper East Mezzanine
Session Title: Corporate Finance
Chair: Muhammad Chishty, Saint Xavier University

Capital Structure in MFI—Is Debt Financing an Optimal Route?
Rashid Halloway, Saint Xavier University
Muhammad Chishty, Saint Xavier University
Monzurul Hoque, Saint Xavier University
Discussant: Howard Qi, Michigan Tech University

Constant Dividend Growth Model and Capital Structure
Howard Qi, Michigan Tech University
Jian Shi, University of Texas Arlington
Discussant: Muhammad Chishty, Saint Xavier University
Dividends per Share: A Comparison Study of Firms Prior to 2000 Market Decline Versus Post 2000
Susan F. Havranek, Le Moyne College
John Consler, Le Moyne College
Greg M. Lepak, Le Moyne College
Discussant: Monzurul Hoque, Saint Xavier University

FINANCE
1:30–2:45 p.m. Astor Room, Upper East Mezzanine
Session Title: Investments
Chair: Tarek S. Zaher, Indiana State University

Comparative Analysis of the Performance of Socially Responsible Firms and Conventional Firms
Tarek S. Zaher, Indiana State University
Discussant: Mohamed Ayadi, Brock University

Sensitivity of Selection and Timing Measures of Canadian Equity Fund Performance to Conditioning and Factor Model Choice
Mohamed Ayadi, Brock University
Lawrence Kryzanowski, Concordia University
Discussant: Thomas M. Krueger, University of Wisconsin-La Crosse

Do Changes In Corporate Reputation Impact Subsequent Stock Price Performance?
Thomas M. Krueger, University of Wisconsin-La Crosse
Mark A. Wrolstad, Winona State University
Shane Van Dalsem, University of Wisconsin-La Crosse
Discussant: Tarek S. Zaher, Indiana State University

Visit South-Western Cengage Learning Cyber Cafe
Gold Coast Ballroom
FINANCE
1:30–2:45 p.m. ....................................... Tudor Room, Upper East Mezzanine
Session Title: Investments
Chair: Abhijit Jain, Northern Michigan University

Technical Analysis: A Moving Average System on Equities
David L. Rayome, Northern Michigan University
Abhijit Jain, Northern Michigan University
Discussant: Thomas Berry, DePaul University

How Naughty, How Nice? Investor Preferences for Socially Responsible Investment Screening and Assessment Criteria
Joan C. Junkus, DePaul University
Thomas Berry, DePaul University
Oliver Zerhusen, DePaul University
Discussant: James Haskins, University of North Dakota

Quality of Information under IFRS: Issues of Disclosure and Measurement Related to Capital Market Efficiency
James Haskins, University of North Dakota
Harold Wilde, University of North Dakota
Discussant: David L. Rayome, Northern Michigan University

INFORMATION SYSTEMS AND QUANTITATIVE METHODS
1:30–2:45 p.m. ............................................................. 9th Floor, 950
Chair: John Stedl, Chicago State University
Discussant: Joseph Chan, Roosevelt University

Technical Problem-Solving: A Practical Approach to an Old Model
Darrell D. Bowman, University of Indianapolis

A Statistician Examines Illinois Lottery Results for Pick-3 and Pick-4 Using StatTools
John Stedl, Chicago State University

Data Mining—Knowledge Discover in Databases (KDD)
Behrooz Saghafi, Chicago State University
Customer Relationship Management in the Knowledge Economy
Joseph Chan, Roosevelt University

INTERNATIONAL BUSINESS
1:30–2:45 p.m. ........................................... Drake Room, Main Level
Session Title: International Issues in Consumer Behavior
Chair: Nichole Castater, Barry University
Discussant: Nichole Castater, Barry University

Consumer Behavior and Ethnocentricity in Lebanon and Kuwait
Christopher Ziemnowicz, University of North Carolina at Pembroke
Victor Bahhouth, University of North Carolina at Pembroke

Consumer Life Styles and Market Segmentation in Chile: An Exploratory Study
Christopher Ziemnowicz, University of North Carolina at Pembroke
John E. "Jack" Spillan, University of North Carolina at Pembroke

Determinants of Rural Out-Shopping Behavior in Developing Countries
Ishuheri Bideri Nyamulinda, VIT Business School
Palanisamy Ganesan, VIT Business School
Etienne Musonera, Mercer University

The Impact of Price on the Selection of Grocery Stores in Sydney, Australia
Martin Meyers, University of Wisconsin-Stevens Point

MANAGEMENT
1:30–2:45 p.m. ........................................... Erie Room, Upper West Mezzanine
Theme: Issues of Gender, Race, and Ethnicity in International Management: An Overview
Chair: Susan Hansen, University of Wisconsin-Platteville
Panelists: Susan Hansen, University of Wisconsin-Platteville
Margaret Karsten, University of Wisconsin-Platteville
Wendy Brooke, University of Wisconsin-Platteville
WEDNESDAY, MARCH 18, 2009

MANAGEMENT
1:30–2:45 p.m. ...................... Huron Room, Upper West Mezzanine
Theme:  Ethics
Chair:  Brian Hinrichs, Saint Xavier University

Compromises and Challenges of Ethics and Procedural Justice in Academia
Debra Hunter, Troy University
Discussant:  Russ Urness, Capella University

The Robber Barons of Yesterday and Today
Leilani Plendl, Nova Southeastern University
Discussant:  Brian Hinrichs, Saint Xavier University

Ethics Track Award
Global Track Award
Guanxi and Ethical Decision Making
Russ Urness, Capella University
Perry Haan, Capella University
Discussant:  Carolyn Wiley, Roosevelt University

MANAGEMENT
1:30–2:45 p.m. ...................... Michigan Room, Upper West Mezzanine
Theme:  Pathways to Publication
Chairs:  Pamela Wolfmeyer, Winona State University
        Debela Birru, Central College
Discussants:  Pamela Wolfmeyer, Winona State University
             Debela Birru, Central College

Human Resource Professionals Challenge: Industrial Age Workers Returning to Work in the Digital Age
Ronald Brown, Purdue University-North Central

Managing the Obvious: Lessons Learned from the Classroom
James Maddox, Friends University
Program Sessions

Business Ethics, CSR, and Sustainability: An Investigation of Relative Interest and Familiarity of Ethics, CSR and Sustainability among Graduate and Undergraduate Business Students
Sara Schwarz Cook, Viterbo University
Leanne Hedberg Carlson, Viterbo University
Anita Wood, Viterbo University

Entrepreneurial Self Efficacy, Locus of Control and Intent to Start a Business: An Expanded Study in an Engineering Schools
Andrew S. Borchers, Kettering University
Sung-Hee Park, Kettering University

Marketing
1:30–2:45 p.m. .......................French Room, Lower East Mezzanine
Theme:  Generating Critical Knowledge for Global Marketing
Chair:  Allen Marber, Governors State University
Discussant:  Allen Marber, Governors State University

Knowledge Process Outsourcing (KPO) for Marketing Research Services
Madhav Segal, Southern Illinois University at Edwardsville
Junhong Min, State University of New York at New Palz

Opportunity, Location, and Harmonious Relationships: Managing Global Marketing in China
Yujie Wei, University of West Georgia

Marketing to China’s Different Generations: Issues to Consider
Allen Marber, Governors State University
Paul Wellen, Roosevelt University
Michelle Dixon, Fordham University
MARKETING
1:30–2:45 p.m. ................. Walton I Room, Lower East Mezzanine
Theme: Connecting with Consumers: Advances in Integrated Marketing Communications
Chair: Carrie Trimble, Illinois Wesleyan University
Discussant: Carrie Trimble, Illinois Wesleyan University

Super Bowl Advertisers’ Stock Price Performance: Do Ad Likability, Past Experience, and Industry Type Matter?
Rama Yelkur, University of Wisconsin-Eau Claire
Chuck Tomkovick, University of Wisconsin-Eau Claire
Daniel Rozumalski, University of Wisconsin-Eau Claire

Building Brands through Digital Asset Management: Implications and Possibilities
Raj Devasagayam, Siena College
Matthew Gonnering, Widen Enterprises, Inc.

Creativity and Relevance: Separating the Involvement Construct
Kevin Lehnert, Saint Louis University

MARKETING
1:30–2:45 p.m. ................. Walton II Room, Lower East Mezzanine
Theme: Seventh Annual MMA Master Teaching Competition sponsored by Hormel Foods
Chair: Tim Graeff, Middle Tennessee State University
Judges: Brian Engelland, Mississippi State University
        Don Roy, Middle Tennessee State University
        Robert Erffmeyer, University of Wisconsin-Eau Claire
        Ramon Avila, Ball State University
        Susan Petroshius, Bowling Green State University
        Alex Sales, Hormel Foods
Finalists: Tim Aurand, Northern Illinois University
          William Rice, California State University-Fresno
          Brian Vander Schee, Aurora University
OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

1:30–2:45 p.m. ............................................................. 7th Floor, 725

Theme: Quantitative Modeling
Chair: John Simon, Governors State University

Deriving Demand Curves from Stochastic Conditions
Craig Sorochuk, University of Western Ontario
John G. Wilson, University of Western Ontario

Formulating Logical Conditions in Linear Programming
John Simon, Governors State University

ACCOUNTING

3:00–4:15 p.m. ............................................................. 4th Floor, 425

Workshop: Implementation of Service Learning Activities in Accounting Education
Presenters: John S. Rush, Illinois College
John A. Elfrink, Western Illinois University
Gerald Thalmann, North Central College

3:00–4:15 p.m. ............................................................. 4th Floor, 429

Workshop: A Capstone Accounting Project for Managerial Accounting Students
Presenter: Maggie Jorgenson, North Dakota State University

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m. Parkside Room, Upper West Mezzanine

Session Title: Issues in Senior, Aging, and Policy
Chair: Daniel West Jr., University of Scranton
Discussant: Kimball P. Marshall, Alcorn State University

Who/What Is Old?
Vincent F. Maher, Iona College
Joseph Ford, Iona College
Restraint Replacement in a Nursing Home: What Are They Saying?
Ronald Fuqua, Clayton State University

A Universal Problem: The Aging Demographic and the Future of Healthcare
Johathan P. Forte, University of Scranton

Time in a Bottle: Healthcare Challenges for the Aging Workforce
Michaeline Skiba, Monmouth University
David Paul, Monmouth University

BUSINESS AND HEALTH ADMINISTRATION
3:00–4:15 p.m. .................. Superior Room, Upper West Mezzanine
Session Title: Health Care Ethic and Legal Issues
Chair: David Paul, Monmouth University
Discussant: Steven Szydlowski, University of Scranton

Pharmaceutical Counterfeiting
Alberto Coustasse, Marshall University Graduate College
Catherine Cigar, Marshall University Graduate College
Kurt Olmosk, Marshall University Graduate College
Avinandan Mukherjee, Montclair State University

Privacy under Health Insurance Portability and Accountability Act (HIPAA) of 1996: The Impact of RFID
Bill Roach, Washburn University
Gene C. Wunder, Washburn University

Ethics and Justice Theories as Applied to the Age-Based Rationing of Health Care
Hengameh Hosseini, Seton Hall University

Food Irradiation: Review of a Public Health Issue
Katie Schuck, University of Evansville
William B. Stroube, University of Evansville
**BUSINESS ECONOMICS**

**3:00-4:15 p.m. ............................................................. 9th Floor, 925**

**Session Title:** Transportation

Chair: Carolyn Fabian Stumph, Indiana University-Purdue University Fort Wayne

**Changes in Expenditures Patterns and Higher Gasoline Prices**

Veree Ethridge, University of St. Francis

**The Effect of Hurricanes on Gasoline Markets**

Nodir Adilov, Indiana University-Purdue University Fort Wayne
Hedayeh Samavati, Indiana University-Purdue University Fort Wayne
Kyle Knerr, Indiana University-Purdue University Fort Wayne

**Airline International Gateways**

Brenda Kahn, University of Tampa
Philip Kahn, University of Illinois-Chicago

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**BUSINESS/SOCIETY/GOVERNMENT**

**3:00-4:15 p.m. ............................................................. 8th Floor, 829**

**BSG Annual Business Meeting**

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

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**SOCIETY FOR CASE RESEARCH**

**3:00-4:15 p.m. .............................................................Grand Ballroom, Session A**

**Theme:** Critical Incidents, Policy and Strategy

Chair: Timothy Brotherton, Ferris State University

Discussants: Barbara Nemeczek, University of Wisconsin-River Falls
Michael Luthy, Bellarmine University
Patrick Schultz, University of North Dakota

**Phoenix Magazine**

Nancy Kucinski, Hardin-Simmons University
C.C. Smith Manufacturing
Thomas Garsombke, Claflin University
Diane Prince, Clayton State University
Richard Fulton, Troy University at Augusta

Austin Medical Billing: Where to Go from Here
Sherri Coultrup, Morgan State University

SOCIETY FOR CASE RESEARCH
3:00–4:15 p.m. ........................................Grand Ballroom, Session B
Theme: Critical Incidents, Ethics
Chair: David Frantz, Indiana University East
Discussants: Colleen Kirk, Pace University
Eric Nelson, University of Central Missouri
Tomas Lopez-Pumarejo, Brooklyn College

Profit or Product Safety: An Ethical Showdown
Stacy Vollmers, University of Wisconsin, River Falls
Clyde Vollmers, Russian American Christian University

Cancer Water (A/B)
Bradley Brooks, Queens University of Charlotte
Steven Cox, Queens University of Charlotte
S. Catherine Anderson, Queens University of Charlotte

FINANCE
3:00–4:15 p.m. ....................Venetian Room, Upper East Mezzanine
Session Title: Special Topics
Chair: Junhua Jia, Western Governors University

Regime Dependent Conditional Volatility in the U.S. Equity Market
Larry Bauer, Memorial University of Newfoundland
Discussant: Junhua Jia, Western Governors University
The Economic Models of China and India: Strategies, Challenges, and Prospects
Junhua Jia, Western Governors University
Discussant: Don T. Johnson, Western Illinois University

Winning Writing
Don T. Johnson, Western Illinois University
Discussant: Larry Bauer, Memorial University of Newfoundland

FINANCE
3:00–4:15 p.m. ...................Georgian Room, Upper East Mezzanine
Session Title: Special Topics
Chair: Inayat U. Mangla, Western Michigan University

Some Pitfalls in Islamic Banking and Finance Practices: A Global Perspective
Inayat U. Mangla, Western Michigan University
Jamshed Y. Uppal, Catholic University of America
Discussant: Monzurul Hoque, Saint Xavier University

Current Financial Meltdown—What Went Wrong?
Monzurul Hoque, Saint Xavier University
Discussant: Inayat U. Mangla, Western Michigan University

FINANCE
3:00–4:15 p.m. .........................Astor Room, Upper East Mezzanine
Session Title: Investments
Chair: David A. Kunz, Southeast Missouri State University

Can a Poor College Professor Enhance Portfolio Return Using the Turn-of-the-Month Effect in CREF and Fidelity Accounts?
Jim Drosen, Northern Michigan University
Charles Rayhorn, Northern Michigan University
Ken Janson, Northern Michigan University
Discussant: Charles W. Johnston, Baker College
Pre-Structuring Household Finances to Pay for College and Home Ownership: Application and Results
Walt A. Nelson, Missouri State University
James R. Scott, Missouri State University
Discussant: David A. Kunz, Southeast Missouri State University

Fundamental Stock Investment Strategies for Bull and Bear Markets
Charles W. Johnston, Baker College
Discussant: Walt A. Nelson, Missouri State University

FINANCE
3:00–4:15 p.m. Tudor Room, Upper East Mezzanine
Session Title: Investments and Real Estate and Insurance
Chair: Thomas M. Krueger, University of Wisconsin-La Crosse

Performance of Debt Free Firms
Tarek S. Zaher, Indiana State University
Discussant: Thomas M. Krueger, University of Wisconsin-La Crosse

Contemporary Relationship Between Corporate Reputation and Return
Thomas M. Krueger, University of Wisconsin-La Crosse
Mark A. Wrolstad, Winona State University
Shane Van Dalsem, University of Wisconsin-La Crosse
Discussant: Michael Wenz, Winona State University

Neighborhood Spillovers: Parking and Real Estate Values in Wrigleyville
Donald Salyards, Winona State University
Michael Wenz, Winona State University
Discussant: Tarek S. Zaher, Indiana State University
INFORMATION SYSTEMS AND QUANTITATIVE METHODS
3:00–4:15 p.m. ............................................................. 9th Floor, 950
Workshop: Don't Just Say It; Show It! Creating Video Lectures Fast and Free

James Janossy, DePaul University, will demonstrate video recording using a FlipVideo camera and how to create an introduction for a course or short lecture for display embedded in a course learning and management system like Blackboard or on an instructor's Web site. Participants will actually make a movie and put it up during this session. Bring your PC laptops and learn to edit the video.

INTERNATIONAL BUSINESS
3:00–4:15 p.m. ........................................... Drake Room, Main Level
Session Title: Corporate Social Responsibility and Legal Issues in China
Chair: Nichole Castater, Barry University
Discussant: Nichole Castater, Barry University

Becoming Corporate Social Responsible Foreign Multinational Enterprises in China
Maria Lai-Ling Lam, Malone University

Introducing McDonald’s Chinese Brother Maidanglao: A Legal Guide for Franchise Expansion into China with Focus on Trademark Identity
Thomas Garsombke, Clafin University
Diane Prince, Clayton State University
Nicole Garsombke, Paul, Hastings, Janofsky and Walker
MANAGEMENT
3:00–4:15 p.m. ....................... Erie Room, Upper West Mezzanine
Theme: The New Retirement: Challenges and Opportunities—Session A
Chair: Bruce Bloom, DeVry University-Chicago
Panelists: Harry Fisher, Eureka College
Jann Freed, Central College
James Paradiso, College of Lake County
Brian McKenna, Saint Xavier University-Chicago

MANAGEMENT
3:00–4:15 p.m. ....................... Huron Room, Upper West Mezzanine
Theme: Teaching and Distance Learning
Chair: Julia Teahen, Baker College

Teaching Track Award
Instructional Technology in Business Education: An Examination of Online Learning Styles
Robert M. Ballenger, Washington and Lee University
Dennis M. Garvis, Washington and Lee University
Discussant: Julia Teahen, Baker College

An Assessment of the Attitudes and Perceptions of Proteges in the Distance Education Mentoring Program: A Total Quality Perspective
Casimir C. Barczyk, Purdue University-Calumet
Janet Buckenmeyer, Purdue University-Calumet
Lori Feldman, Purdue University-Calumet
Discussant: Vikkie McCarthy, Austin Peay State University

What Do Syllabi Have to Say About the Use of Groups in Education? A Discourse Analysis
Mary K. Foster, Morgan State University
Nathan Austin, Morgan State University
Discussant: James Stahley, Baker College
MANAGEMENT
3:00–4:15 p.m. .................. Michigan Room, Upper West Mezzanine
Theme: Leadership
Chair: John Grant, Ohio Dominican University

Profile of a Leader: The Educational Credentials and Other Characteristics of Fortune 500 Chief Executive Officers
Joseph T. Martelli, University of Findlay
Patricia B. Abels, University of Findlay
Discussant: John Grant, Ohio Dominican University

Biographical Profiles of Leaders
John D. Farlin, Ohio Dominican University
Discussant: Robyn Hulsart, Austin Peay State University

The Impact of CEO’s Leadership Style on Strategic Change during Turnarounds: The Role of Top Management Team
Jung-Hoon Lim, University of Texas-Pan American
Discussant: Jay Young, Ohio Dominican University

MARKETING
3:00–4:15 p.m. .................. French Room, Lower East Mezzanine
Theme: Marketing Education: Connecting Professors, Students, and Employers
Chair: Larry Zigler, Highland Community College
Discussant: Robert Newberry, Winona State University

Do Business Professors Teach the Way They Prefer to Learn?
Mary Galvan, North Central College

AACSB - International Member School Performance Excellence and Market Orientation toward Future Employers of Graduates
Kevin Hammond, University of Tennessee-Martin
Robert Webster, Hickingbotham School of Business
Career and Employment Factors: An Investigative Study with Marketing Students
Peggy Shields, University of Southern Indiana

Integrating College Students, Practitioners, and Professors in the Classroom: Suggestions for Improving "Real World" Class Projects
Michael Lee Crawford, Saginaw Valley State University
Gary Clark, Saginaw Valley State University
Zachary Leffakis, Saginaw Valley State University
Michael King, Saginaw Valley State University

MARKETING
3:00-4:15 p.m. ................. Walton I Room, Lower East Mezzanine
Theme: All Marketing Begins with the Consumer: Understanding Consumer Response to Marketing Variables
Chair: Carrie Trimble, Illinois Wesleyan University
Discussant: Sandipan Sen, Southeast Missouri State University

Examining the Effectiveness of Comparative Advertising with Different Product Cognitive involvement Level: The Moderating Roles of Uncertainty Avoidance and Self Construal
Lin Zhang, Truman State University
Melissa Moore, Mississippi State University
Robert Moore, Mississippi State University

User-Generated Advertisements: Does Disclosure Affect Consumer Evaluations of the Ad and Brand?
Kesha Coker, Southern Illinois University-Carbondale
Suzanne Nasco, Southern Illinois University-Carbondale

Consumer Tipping at Quick-Service Restaurants
Kate Machado, McNeese State University
Greg Manuel, McNeese State University
Scott Monroe, McNeese State University
Drew Nunally, McNeese State University
Ashley Phelps, McNeese State University
Michael Stulb, McNeese State University
Jeff Totten, McNeese State University
Consumer Clusters of Leisure Time Consumption, Shopping and Brand Attitudes
Zoltán Veres, University Szeged

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION
3:00–4:15 p.m. .......................................................... 7th Floor, 725
Theme: Teaching Methodologies
Chair: Bill Roach, Washburn University

Workshop on the Integration of Multimedia into the Mathematics Classroom
Stephen Mitchell, University of Missouri-Kansas City

Using Dimensional Analysis to Teach Production/Operations/Supply Chain Management
Bill Roach, Washburn University

ACCOUNTING
4:30–6:00 p.m. .......................................................... 4th Floor, 425
North American Accounting Society Board Meeting
Presiding: Stephen Del Vecchio, University of Central Missouri
President, North American Accounting Society

SOCIETY FOR CASE RESEARCH
4:30–6:00 p.m. .......................................................... Grand Ballroom
SCR Publication Committee and Board Meeting

BUSINESS AND HEALTH ADMINISTRATION
4:30–5:30 p.m. .................. Parkside Room, Upper West Mezzanine
BHAA Board Meeting
Chair: Michaeline Skiba, Monmouth University
MANAGEMENT
4:30–6:00 p.m. ......................... Erie Room, Upper West Mezzanine
NAMS Board Meeting

MARKETING
4:30–6:00 p.m. ......................... Lakeshore Boardroom, 10th Floor
MMA Board of Directors Meeting
Presiding: Robin Luke, Missouri State University

MBAA International Advisory Council Dinner and Meeting
6:00 p.m. ............................. French Room, Lower East Mezzanine
(By invitation only)

“Fun Night”–Chamber Blues
8:00 p.m. .................................................. Gold Coast Ballroom

MBAA International Hospitality Suite
5:30–7:00 p.m. .......................... Parkside Room, Upper West Mezzanine
10:00–11:00 p.m. ....................... Parkside Room, Upper West Mezzanine

Visit South-Western Cengage Learning Cyber Cafe
Gold Coast Ballroom
Cengage Learning is proud to sponsor this year’s MBAA Cyber Café!

Stop by, relax, have a cup of coffee, and find out more about the latest offerings from Cengage Learning!
THURSDAY, MARCH 19, 2009

ACCOUNTING
8:00–9:00 a.m. ............................................................. 4th Floor, 425
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 following moderators will facilitate the group discussion in the following disciplines:

Principles:   Doug Johnson, Southeast Community College
Intermediate: Sheldon Langsam, Western Michigan University
Tax:         Bambi Hora, University of Central Oklahoma

ACCOUNTING
8:00–9:00 a.m. ............................................................. 4th Floor, 429
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 following moderators will facilitate the group discussion in the following disciplines:

Cost/Managerial: Vicki Jobst, Benedictine University
Systems:       Andrew S. Borchers, Kettering University
Auditing:      Jack Armitage, University of Nebraska at Omaha

BUSINESS AND HEALTH ADMINISTRATION
8:00–9:00 a.m. ..........Parkside Room, Upper West Mezzanine
BHAA Annual Business Meeting and Awards Function
Presiding:     Michaeline Skiba, Monmouth University
All BHAA Members are invited to attend this meeting.
**BUSINESS ECONOMICS**

8:00a.m.–9:00a.m. ................................................................. 9th Floor, 925

Session Title: Experimental Economics and Game Theory
Chair: Jason R. Davis, University of Wisconsin-Stevens Point

Where Art Thou Altruism? Taking in a Public Goods Environment
Brian T. Kench, University of Tampa
Neil B. Niman, University of New Hampshire

Optimal Threshold Auctions versus Probabilistic Auctions for a Name-Your-Own Price Channel
John G. Wilson, University of Western Ontario

**BUSINESS/SOCIETY/GOVERNMENT**

8:00–9:00 a.m. ................................................................. 8th Floor, 829

Theme: Matters of Ethics
Chair: Steven C. Palmer, Eastern New Mexico University

What Standards of Social Responsibility Should an American Company Follow When Doing Business in a Developing Nation?
Justin Cotten, Eastern New Mexico University
WINNER: 2008 Eastern New Mexico University College of Business Fall Student Business Research Competition

Government Ethics: A Descriptive Case Study of False Accusation, Anti-Semitism, and Cover-up
David Tenenbaum, TenenTech International LLC

Key Stakeholder Perceptions of Ethical Codes of Conduct at Colleges and Universities
Michael A. Yahr, Robert Morris University
Lois Bryan, Robert Morris University
Kurt Schimmel, Robert Morris University
THURSDAY, MARCH 19, 2009

SOCIETY FOR CASE RESEARCH
8:00-9:00 a.m. ........................................ Grand Ballroom—Session A
Theme: Panel—The SCR Peer Review Process
Chair: Carla Wiggins, Idaho State University
Panelists: Leigh Cellucci, Idaho State University
Kenneth S. Rhee, Northern Kentucky University
Ken Stanley, Valdosta State University

SOCIETY FOR CASE RESEARCH
8:00-9:00 a.m. ............................... Grand Ballroom—Session B
Theme: Embryo Cases, Strategy
Chair: Gabriele Lingenfelter, Christopher Newport University
Discussants: Roy Cook, Fort Lewis College
Ann Hackert, Idaho State University
Nancy Kucinski, Hardin-Simmons University

Impeller, Inc.
Dennis Krumwiede, Idaho State University
Mark Bezik, Idaho State University

James Group International
Chester Baker, Huston-Tillotson University
Shirley Hanshaw, Mississippi State University

FINANCE
8:00-9:00 a.m. .................. Venetian Room, Upper East Mezzanine
Session Title: Finance Board Meeting
FINANCE
8:00–9:00 a.m. ........................Georgian Room, Upper East Mezzanine
Session Title:  Corporate Finance
Chair:  Jason Lin, Truman State University

Active Management of Real Options
Tom W. Miller, Kennesaw State University
Discussant:  Peppi Kenny, Western Illinois University

Capital Budgeting Practices in Nepal and the U.S.
Jason Lin, Truman State University
Susan Pradhan, Truman State University
Discussant:  Tom W. Miller, Kennesaw State University

An Historic Look at Annual Reports
Don T. Johnson, Western Illinois University
Peppi Kenny, Western Illinois University
Discussant:  Jason Lin, Truman State University

FINANCE
8:00–9:00 a.m. ........................Astor Room, Upper East Mezzanine
Session Title:  Investments
Chair:  Jeungbo Shim, Illinois Wesleyan University

Exchange Traded Funds: Impact on Diversification
Rajarshi Aroskar, University of Wisconsin-Eau Claire
Discussant:  Jeungbo Shim, Illinois Wesleyan University

How Do Retirement Calculators Compare?
Charles Rayhorn, Northern Michigan University
Sam Graci, Northern Michigan University
Abhijit Jain, Northern Michigan University

Firm Risk, Efficiency and Insurance Price: The Impact of Diversification
Jeungbo Shim, Illinois Wesleyan University
Discussant:  Roger J. Best, University of Central Missouri
FINANCE
8:00-9:00 a.m. ............................ Tudor Room, Upper East Mezzanine
Session Title: Financial Markets and International Finance
Chair: Lisa E. Williams, Kent State University

Can Investors Benefit from Dealer Affiliation?
Xin Zhao, Bowling Green State University
Mingsheng Li, Pennsylvania State University-Erie
Discussant: Chu-Sheng Tai, Texas Southern University

Analysis of the Relationship between Operational Hedging and Financial Hedging in Bank Holding Companies
Lisa E. Williams, Kent State University
Discussant: Xin Zhao, Bowling Green State University

Foreign Exchange Risk and Risk Exposure in the Japanese Stock Market
Chu-Sheng Tai, Texas Southern University
Discussant: Lisa E. Williams, Kent State University

INFORMATION SYSTEMS AND QUANTITATIVE METHODS
8:00-9:00 a.m. ............................................................. 9th Floor, 950
Chair: Ernest E. Nolan, University of Southern Indiana
Discussant: Maggie O’Connor, Bloomsburg University

Literature Review on Information System Investment Appraisal in the Micro Finance Industry
Mathew Kwame Boameh, DePaul University

Does Your CIS Curriculum Have Orphans? How Can You Know?
Ernest E. Nolan, University of Southern Indiana

A Collaborative Approach for Developing Interactive Case Studies: Learning from a University Setting
Maggie O’Connor, Bloomsburg University
Tulay Girard, Penn State Altoona
INTERNATIONAL BUSINESS
8:00–9:00 a.m. .................................................. Drake Room, Main Level
Session Title: Globalization and Economic Development
Chair: John A. Parnell, University of North Carolina at Pembroke
Discussant: Greg Okoro, Georgia Perimeter College

Georgine (Gyongyi) Fogel, Lawrence Technological University
Mineva Glasgow, SVG Porto Corporation

Quality in Telecommunication Industries—The Case of Terracom
Etienne Musonera, Mercer University
Esther Mtoni Mutamba, Mercer University

LEGAL STUDIES
8:00–9:00 a.m. .................................................. 6th Floor, 625
Theme: Teaching/Pedagogy
Chair: Jean Didier, Saint John’s University

Anatomy of a Ponzi Scheme: Legal and Ethical Dimensions of a Financial Fraud
Wade M. Chumney, Belmont University
Harry N. Hollis, Belmont University

The Blending of Ethics and Law through Unified Discussion Questions
Murray Levin, University of Kansas

Click Here to Participate: Participation and Student Performance in a Large Business Law Course Before and After Implementation of a Remote Personal Response System
Donna M. Steslow, Kutztown University
LEGAL STUDIES
8:00–9:00 a.m. ............................................................. 6th Floor, 629
Theme: Consumer-Related Topics
Chair: Elizabeth A. Cameron, Alma College

Legal Implications of Marketing Programs: Word of Mouth
Marketing and Worker Status
Samuel D. Brickley II, Plymouth State University
Lisa M. Lindgren, Saint John’s University

Protecting Consumers: The Contractual and Real Estate Issues Involving Timeshares, Quartershares, and Fractional Ownerships
Elizabeth A. Cameron, Alma College
Salina Maxwell, Michigan State University

An Empirical Examination of State-Level Consumer Bankruptcy Filing Rates and a Lottery: A Pooled Time-Series Analysis
Robert J. Landry III, Jacksonville State University
S. Keith Lowe, Jacksonville State University
Benjamin B. Boozer Jr., Jacksonville State University

MANAGEMENT
8:00–9:00 a.m. .......................... Erie Room, Upper West Mezzanine
Theme: Leadership and Business Ethics: A 25-year Study on Perceptions of Business
Chair: John Grant, Ohio Dominican University
Panelists: Richard Hattwick, Western Illinois University
Robyn Hulsart, Austin Peay State University
John Grant, Ohio Dominican University

Visit South-Western Cengage Learning Cyber Cafe
Gold Coast Ballroom
MARKETING

8:00–9:00 a.m. .........................French Room, Lower East Mezzanine

Theme:  Nothing Happens in Marketing until Someone
        Makes a Sale: Critical Success Factors
Chair:  Dawn Deeter-Schmelz, Ohio University
Discussant:  Dawn Deeter-Schmelz, Ohio University

Marketing /Sales Students’ Understanding of What Counts as
Sales
Leon Hoshower, Ohio University
Ashok Gupta, Ohio University

Retirees Return to the Labor Force: What’s the Catch?
Eileen Weisenbach Keller, Northern Kentucky University
Doris Shaw, Northern Kentucky University
William Shanklin, University of Akron

How Do U.S. and U.K. Salespeople Compare on the Dimensions of
Emotional Intelligence, Positive and Negative Affect, and
Customer Orientation Levels?
Charles Pettijohn, Missouri State University
Elizabeth Rozell, Missouri State University
Andrew Newman, University of Salford

MARKETING

8:00–9:00 a.m. .........................Walton I Room, Lower East Mezzanine

Theme:  Emerging Issues in Global Supply Chain
        Management
Chair:  Lou Pelton, University of North Texas
Discussant:  Lou Pelton, University of North Texas

An Empirical Study of Causal Linkages Existing in a Supply Chain
Environment: The Indian Story
Vivek Nagarajan, PSG Institute of Management
Sandipan Sen, Southeast Missouri State University
Sampath Kumar Ranganathan, University of Wisconsin-Green Bay
Sudhari Ravindran, PSG Institute of Management
The Integration of “Wisdom” in Supply Chain Management; an Emerging Concept in Supply Chain Decision Making
Zachary Leffakis, Saginaw Valley State University
Michael King, Saginaw Valley State University
Michael Lee Crawford, Saginaw Valley State University

Chinese Consumers’ Trust in Pharmaceutical Channels: Swallowing a Bitter Pill?
Rajasree Rajamma, Fairfield University
Annie Liu, Loyola Marymount University

MARKETING
8:00–9:00 a.m. Walton II Room, Lower East Mezzanine
Theme: Entrepreneurship: The Driving Force in Marketing Today
Chair: Russell Casey, Penn State University
Worthington Scranton
Discussant: Fred Hoyt, Illinois Wesleyan University

Marketing Entrepreneurship from within a “City Type” Strategy for Economic Development
Oscar McKnight, Ashland University
Ronald Paugh, Ashland University
Jeremiah Trein, Ashland University

Understanding Customer Choices in Entrepreneurial Real Estate Ventures
Brian Hanlon, North Central College
Gary Ernst, North Central College
Rohit Verma, Cornell University

Marketing, Entrepreneurship, Diversity, and Global Business Education
Michael Messina, Gannon University
Alfred Guiffreida, Kent State University
John Wellington, Indiana University-Kokomo
ACCOUNTING
9:15–10:30 a.m. ........................................................... 4th Floor, 425
Panel Session: Integration of IFRS in the Accounting Curricula
Moderator: Dee Ann Ellingson, University of North Dakota
Panelists: Megan M. Kalina, College of St. Catherine
Charles Hines, Western Michigan University
Harold Wilde, University of North Dakota

ACCOUNTING
9:15–10:30 a.m. ........................................................... 4th Floor, 429
Session Title: Issues in Auditing Education
Chair: D’Arcy Becker, University of Wisconsin-Eau Claire

It Is Time to Enhance the Conceptual Framework for Auditing
James E. Rebele, Robert Morris University
Elise A. Boyas, Robert Morris University

Using the Enterprise Risk Management Approach in the Planning Process of an External Audit
Katy Christian, Graduate Student, University of Central Missouri
Stephen Del Vecchio, University of Central Missouri
David W. Joy, University of Central Missouri

Would Reduced Nonaudit Fees Necessarily Mean Greater Auditor Independence?
Ganesh M. Pandit, Adelphi University
Allen Rubenfield, Mercer University

BUSINESS AND HEALTH ADMINISTRATION
9:15–10:30 a.m. ................. Parkside Room, Upper West Mezzanine
Session Title: Hospital Administration
Chair: Kimball P. Marshall, Alcorn State University
Discussant: Alberto Coustasse, Marshall University Graduate College
Employee Attitudes as a Construct of Employee Productivity in an Acute Care Hospital
Allen Minor, Misericordia University

Factors Associated with the Provision of Community Benefits in California Hospitals
Tae Hyun Kim, Governors State University
Michael McCue, Virginia Commonwealth University
Jon Thompson, James Madison University

BUSINESS ECONOMICS
9:15–10:30 a.m. ............................................................ 9th Floor, 925
Session Title: Corporate Finance
Chair: Brian T. Kench, University of Tampa

Valuation of European-Style Options with Fractional Black-Scholes Model
Sangwoo Heo, University of Southern Indiana
Joon J. Park, Brescia University
Yalcin Sarol, University of Southern Indiana

Policy Announcements and Stock Market Response
Nodir Adilov, Indiana University-Purdue University Fort Wayne
Lawrence Haber, Indiana University-Purdue University Fort Wayne
Nick Fiechter, Indiana University-Purdue University Fort Wayne

The Crucial Role of Capital Markets for Public Environmental Assessment
Thomas R. Sadler, Western Illinois University

Corporate Strategies and Country Rankings: Adapting International Comparison Indices to the Needs of Companies
Gabriel Manrique, Winona State University
PROGRAM SESSIONS

BUSINESS/SOCIETY/GOVERNMENT

9:15–10:30 a.m. ........................................................... 8th Floor, 829
Theme: Business Issues
Chair: Michael A. Yahr, Robert Morris University

Anti-Money Laundering Initiatives: A Briefing for Business Educators
Josetta McLaughlin, Roosevelt University
Deborah Pavelka, Roosevelt University

The Epic Tale of a Merger: An Analysis of the Sirius-XM Satellite Radio Merger
Steven C. Palmer, Eastern New Mexico University
David Hemley, Eastern New Mexico University
J.K. Breyley Jr., University of New England

The Role of Job Satisfaction Within the Full-Service Casual Restaurant Industry
Lee Weyant, Kutztown University of Pennsylvania

SOCIETY FOR CASE RESEARCH

9:15–10:30 a.m. ...............................................................Grand Ballroom, Session A
Theme: Panel—Developing Case Studies with Co-Authors
Chair: Timothy Redmer, Regent University
Panelists: Karen Foust, Tulane University
Carla Wiggins, Idaho State University
Mark Bezik, Idaho State University

SOCIETY FOR CASE RESEARCH

9:15–10:30 a.m. ...............................................................Grand Ballroom, Session B
Theme: Embryo Cases, Marketing
Chair: Cheryl Noll, Eastern Illinois University
Discussants: Karen Berger, Pace University
Nona Jones, Benedictine University
John Riddick, Hanover College
Barnes and Noble Considers Buying Borders
Timothy Brotherton, Ferris State University
Craig Davis, Ohio University

Huron Council, Ojibway District Boy Scout Recruiting and Retention
Timothy Brotherton, Ferris State University
Craig Davis, Ohio University

Chocolate PI: Does It Add Up?
Britt Shirley, The University of Tampa
Barbara Ross Wooldridge, The University of Texas-Tyler

FINANCE
9:15–10:30 a.m. ..................Venetian Room, Upper East Mezzanine
Session Title: Personal Financial Planning and Real Estate and Insurance
Chair: John Mitchell, Central Michigan University

The Trend in Global and Regional Integration in European Real Estate Markets
Stephen Lee, City of London University
Discussant: Robert L. Howard, North Carolina A&T State University

A Mean-Variance Approach to Withdrawal Rate Management: Theory and Simulation
John Mitchell, Central Michigan University
Discussant: Stephen Lee, City of London University

Is Retirement Income our Next Financial Crisis?
Robert L. Howard, North Carolina A&T State University
Discussant: John Mitchell, Central Michigan University
FINANCE
9:15–10:30 a.m. Georgian Room, Upper East Mezzanine
Session Title: Corporate Finance
Chair: Robert L. Howard, North Carolina A&T State University

Are Stock Options Used as an Alternative Tax Shield to Interest on Debt?
Jerry Thorne Jr., North Carolina A&T State University
Robert L. Howard, North Carolina A&T State University
Emmanuel O. Onifade, Morehouse College
Discussant: James Philpot, Missouri State University

Best Practices in Estimating Cost of Capital of Non American Firms: Survey and Synthesis
Heikki Heino, Governors State University
Discussant: Robert L. Howard, North Carolina A&T State University

Does Board Ethnic Diversity Matter: An Examination of the Board’s Finance Committee Effects on Firm Performance
Craig Peterson, Western Michigan University-Grand Rapids
James Philpot, Missouri State University
Discussant: Heikki Heino, Governors State University

FINANCE
9:15–10:30 a.m. Astor Room, Upper East Mezzanine
Session Title: Investments
Chair: Joe Hamel, Northern Michigan University

Target Date Funds: Simple in Concept but Complex in Practice
Matt Maher, Boise State University
Diane Schooley, Boise State University
Harry White, Boise State University
Discussant: Jeong W. Lee, University of North Dakota
Retained Earnings and Value
Joe Hamel, Northern Michigan University
Charles Rayhorn, Northern Michigan University
Discussant: Matt Maher, Boise State University

Role of Energy Futures Markets: Hedging Effectiveness Against Speculative Forces
Jeong W. Lee, University of North Dakota
Discussant: Charles Rayhorn, Northern Michigan University

FINANCE
9:15–10:30 a.m. Tudor Room, Upper East Mezzanine
Session Title: Investments
Chair: Ken Johnston, Berry College

How Plan Sponsors Should Report Investors’ Returns
Ken Johnston, Berry College
John Hatem, Georgia Southern Univ
Thomas A. Carnes, Berry College
Discussant: Abhay Kaushik, Radford University

The Five-Year Low as a Trading Strategy
Eddie J. Ary, Ouachita Baptist University
Marshall J. Horton, Ouachita Baptist University
Discussant: Ken Johnston, Berry College

Hedge Funds: The Future of Alternative Investments
Abhay Kaushik, Radford University
Discussant: Eddie J. Ary, Ouachita Baptist University

Visit South-Western Cengage Learning Cyber Cafe
Gold Coast Ballroom
INFORMATION SYSTEMS AND QUANTITATIVE METHODS
9:15-10:30 a.m. .......................................................... 9th Floor, 950
Theme:
Chair: Marvin Albin, University of Southern Indiana
Discussant: Jennifer Clark Williams, University of Southern Indiana

Service Learning Through Senior Projects
Marvin Albin, University of Southern Indiana
Mehmet C. Kocakülâh, University of Southern Indiana

Teaching Information Systems Using Mind Maps: A Preliminary Approach
Dave Dulany, Aurora University

Laptops in the Classroom: Do They Help or Hinder?
Jennifer Clark Williams, University of Southern Indiana

IT Auditing and Banking
Jeff Clark, Middle Tennessee State University
Carol Clark, Middle Tennessee State University
Jennifer Clark Williams, University of Southern Indiana

INTERNATIONAL BUSINESS
9:15-10:30 a.m. .................................................... Drake Room, Main Level
Theme:
Keynote speaker: Rodrigo Mora Fernandez, President, Universidad de Negocios ISEC
Chair: Juan Meraz, Missouri State University
President Fernandez will present information about the international business program at the Universidad de Negocios ISEC. Universidad de Negocios ISEC was recognized at this year’s HACU (Hispanic Association of Colleges and Universities) Conference as the Outstanding International University.
LEGAL STUDIES
9:15–10:30 a.m. ........................................................... 6th Floor, 625
Theme: Employment Law
Chair: Suzanne Wilhelm, Fort Lewis College

Essential Foundations of Managers’ Obligations to Employees with Eldercare Responsibilities
John A. Pearce II, Villanova University
Dennis R. Kuhn, Villanova University

The Employee Free Choice Act and the Secret Ballot Protection Act: Would Either Fix What Ails the NLRB?
Donna J. Cunningham, Valdosta State University

Arbitration of Statutory Claims in the Collective Bargaining Context: 14 Penn Plaza LLC v. Pyett
Thomas D. Cavenagh, North Central College

Political Speech in the Workplace: Protected or Unprotected?
Karen A. Hosack, Illinois State University
Katrin C. Varner, Illinois State University

LEGAL STUDIES
9:15–10:30 a.m. ........................................................... 6th Floor, 629
Theme: Various Topics
Chair: Donna M. Steslow, Kutztown University

The Ultimate Student Writing Project: A Legal Environment Textbook?
Bryce J. Jones, Truman State University

Economics, Regulation, and the Legal Environment Course
Steven Smith, Truman State University

When It Hits the Fan: Will There Be Liability for the Broken Bat?
David Austill, Union University
Mother’s Day Special: Take Away Children  
Dawn R. Swink, University of St. Thomas

MANAGEMENT  
9:15–10:30 a.m. ....................... Erie Room, Upper West Mezzanine  
Theme: Teaching the Tweens  
Chair: Kathryn Carlson Heler, Springfield College  
Edward Heler, Springfield College  
Panelists: Gloria L. Campbell, Wartburg College  
Georgia L. Eshelman, Malone University  
Sue C. Evans, Austin Peay State University  
Emily Evans, University of Tennessee-Knoxville  
Mary K. Foster, Morgan State University  
Brenda Jones, Franklin University

MANAGEMENT  
9:15–10:30 a.m. ....................... Huron Room, Upper West Mezzanine  
Theme: Ethics and Social Responsibility  
Chair: Regina A. Greenwood, Nova Southeastern University  

Beyond the Traditional Arguments for Corporate Social Responsibility  
J.J. Asongu, Rockford College  
Discussant: Carolyn Wiley, Roosevelt University

Business Ethics and Social Responsibility for the MNC  
Yezdi H. Godiwalla, University of Wisconsin-Whitewater  
Discussant: Nasrin Shahinpoor, Hanover College

Visit South-Western Cengage Learning  
Cyber Cafe  
Gold Coast Ballroom
How to Integrate HR and Internal Controls in Post-Enron Era: The Role of e-HRM
Milorad M. Novicevic, University of Mississippi
Duffy Morf, University of Mississippi
Sean O’Neal, University of Mississippi
Fred Dorn, University of Mississippi
Aleta Crawford, University of Mississippi
Discussant: Regina A. Greenwood, Nova Southeastern University

MANAGEMENT
9:15–10:30 a.m. ................ Michigan Room, Upper West Mezzanine
Theme: Human Resources
Chair: Paul Govekar, Ohio Northern University

Kentucky Retirement Systems v. EEOC: The Supreme Court Closes a Potential Loophole on Private Disability Benefits
William R. Livingston, Baker College
Discussant: Paul Govekar, Ohio Northern University

The Use of Policy-Capturing Methodology to Examine Employee Perceptions of Workplace Violence
Jack L. Howard, Illinois State University
Discussant: William “Rick” Crandall, University of North Carolina at Pembroke

Paula Crouse, Mount Saint Vincent University
Wendy Doyle, Mount Saint Vincent University
Jeffrey D. Young, Mount Saint Vincent University
Discussant: John D. Farlin, Ohio Dominican University
MARKETING
9:15-10:30 a.m. .................. French Room, Lower East Mezzanine
Theme: Think Globally, Act Locally: Enduring Lessons from Global Marketing
Chair: Haiyan Hu, Utah State University
Discussant: Yezdi H. Godiwalla, University of Wisconsin-Whitewater

Americans Go Overseas While French Go Abroad. Does it Really Matter When They Don’t Fear Expatriation Anymore?
Eliane Karsaklian, Université de la Sorbonne Nouvelle

Expansion of the Euro Area: Marketing Lessons from the Activities of the European Central Bank
Alfred Holden, Fordham University

Promoting Country Investment While Nation Branding: Investment Promotion Agencies in Cyberspace
Héctor Lozada, Seton Hall University
Gary Kritz, Seton Hall University

Do Consumers Get it Right with Country of Origin? An Initial Investigation
Alfred Rosenbloom, Dominican University
James Haefner, University of St. Francis

MARKETING
9:15-10:30 a.m. .................. Walton I Room, Lower East Mezzanine
Theme: Consumers’ Motives: Problems, Opportunities, Solutions
Chair: Carrie Trimble, Illinois Wesleyan University
Discussant: Zafar Bokhari, Chicago State University

A Critical Review of Impulse Purchasing and its Measurement
Sarah Xiao, Durham Business School
Impact of Materialism on Credit Card Misuse among College Students
Philip Sidoti, Siena College
Raj Devasagayam, Siena College

21st Century Social Class Theory as it Applies to Marketing
Juan Meng, Minnesota State University-Mankato
John Fraedrich, Southern Illinois University-Carbondale

An Exploratory Examination of Consumer Behavior and the Fear of Rare Events
Alan Brokaw, Michigan Technological University
Thomas Merz, Michigan Technological University
Marika Seigel, Michigan Technological University

MARKETING
9:15-10:30 a.m. .................... Walton II Room, Lower East Mezzanine
Chair: Tim Graeff, Middle Tennessee State University
Presenters: Ramon Avila, Ball State University
Glenn Christensen, Brigham Young University
Don Roy, Middle Tennessee State University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION
9:15-10:30 a.m. ........................................ 7th Floor, 725
Theme: Service Scheduling
Chair: Barry E. King, Butler University

Developing Target Staffing Levels for a Community Mental Health Center: A Case Study
Jay Baumgartner, Indiana University-Purdue University Fort Wayne
James S. Moore, Indiana University-Purdue University Fort Wayne
Scheduling Classes at Two Universities Using Operations Research Techniques
Barry E. King, Butler University
Terri Friel, Roosevelt University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION
9:15–10:30 a.m. ........................................................... 7th Floor, 729
Theme: Business Performance and Economic Outlook
Chair: Richard J. Judd, University of Illinois-Springfield

Small Business Performance: Planning Sophistication and Benchmarking: Is there a Relationship?
Sudhir Chawla, Angelo State University
Charles Ellichman, Angelo State University
Zafar Khan, Eastern Michigan University

Sangamon County Business Economic Outlook Survey
Richard J. Judd, University of Illinois-Springfield
Ron McNeil, University of Illinois-Springfield
Richard Schuldt, University of Illinois-Springfield

ACCOUNTING
10:45 a.m.–12:00 noon .......................... 4th Floor, 425
Session Title: Education to Become a CPA: 120 Hours versus 150 Hours
Chair: Katherene P. Terrell, University of Central Oklahoma

Education and Experience Requirements to Become a CPA: CPAs’ Views
Quinton Booker, Jackson State University
Bobbie W. Daniels, Jackson State University
Yvonne Ellis, Columbus State University
120 versus 150: The Controversy Continues!
Harold Wilde, University of North Dakota

NASBA View on 120 versus 150
Stephen Del Vecchio, University of Central Missouri

ACCOUNTING
10:45 a.m.-12:00 noon .......................... 4th Floor, 429
Session Title: Accounting Education and Aging Issues
Chair: Kenneth E. Stone, University of Central Missouri

The Challenges and Opportunities of the World’s Aging Workforce: Retirement Planning and Social Security Benefits
Larry R. Garrison, University of Missouri-Kansas City

Financial Responsibility and Literacy: Roles for Financial Institutions and Accounting Education
John A. Elfrink, Western Illinois University

Successfully Managing Aging Demographics in the Classroom
Mary K. Tarling, Aurora University

BUSINESS AND HEALTH ADMINISTRATION
10:45-12:00 noon .............................Parkside Room, Upper West Mezzanine
Session Title: Meet the Editors
Chair: Michaeline Skiba, Monmouth University
Ashish Chandra, University of Houston Clear Lake
Avinandan Mukherjee, Montclair State University

Visit South-Western Cengage Learning Cyber Cafe
Gold Coast Ballroom
BUSINESS AND HEALTH ADMINISTRATION
10:45 a.m.-12:00 noon ..... Superior Room, Upper West Mezzanine
Session Title: Healthcare Marketing
Chair: David Tipton, Duquesne University
Discussant: Gene C. Wunder, Washburn University

Wal-Mart: The True Cost of Shopping at Wal-Mart
Jillian Augsburger, Grand Valley State University
Rayna Campbell, Grand Valley State University
Jitendra M. Mishra, Grand Valley State University

Current Issues in Hospital Marketing
Lori Lohman, Augsburg College

Marketing the Benefits of E-Prescribing in Relation to Preventing Prescription Drug Abuse
Clara Prendergast, University of Scranton
Robert J. Spinelli, University of Scranton

BUSINESS ECONOMICS
10:45 a.m.-12:00 noon .......................................................... 9th Floor, 925
Session Title: Finance and Government
Chair: Nodir Adilov, Indiana University-Purdue University Fort Wayne

An Analysis of Blueprint for a Modernized Regulatory Structure
Corinnee L. Crawford, Marymount Manhattan College

Investigating the Unintended Consequences of the 2005 BAPCPA “Means Test”
Don Hackney, Gonzaga University
Dan Friesner, North Dakota State University
Matthew Q. McPherson, Gonzaga University

The Other Kind of Leverage: Packaging and Re-packaging of Loans
Vandana Rao, Marymount Manhattan College
BUSINESS/SOCIETY/GOVERNMENT
10:45 a.m.-12:00 noon ................................................ 8th Floor, 829
Theme: Financial Crises
Chair: Michael Daley, University of New England

Government Bailouts, Financial Sector Turnaround and Wicked Problems
Anand Kesavan, Formerly a Vice President at UBS
Oswald Mascarenhas, University of Detroit Mercy
Ram Kesavan, University of Detroit Mercy
Trevor Crick, University of Detroit Mercy

Students' Awareness and Understanding of the Current World Financial and Economic Crises
Michael A. Yahr, Robert Morris University
Ronald R. Rubenfield, Robert Morris University

SOCIETY FOR CASE RESEARCH
10:45 a.m.-12:00 noon ..............................................Grand Ballroom, Session A
Theme: Critical Incidents, Entrepreneurship
Chair: Tony Cellucci, Idaho State University
Discussants: Bruce Sherony, Northern Michigan University
Barbara Ross Wooldridge, The University of Texas-Tyler
Bonaly Nelsen, Rochester Institute of Technology

If It Looks Like It, and Acts Like It—Is It Social Entrepreneurship?
Linda Brennan, Mercer University

The Becherer Resort
Timothy Redmer, Regent University

Serus: Continue Bootstrap or Seek VC Funding
Anuradha Basu, San Jose State University
Minnie Patel, San Jose State University
SOCIETY FOR CASE RESEARCH
10:45 a.m.-12:00 noon ........................................... Grand Ballroom, Session B
Theme:          Critical Incidents, Business and Society
Chair:          Richard Fulton, Troy University-Augusta
Discussants:    Chester Baker, Huston-Tillotson University
                Cathy Peppers, Idaho State University
                Jose J. Poza Jr., Barry University

Movimiento Congruencia: Serving the Disabled Mexican Worker
Octavio Carrera, CEMEX
Alejandra Guzman Barraza, CEMEX
Asbjorn Osland, San Jose State University

Sonoma Wine Company: Absolute or Intensity Target for GHG Emissions
Asbjorn Osland, San Jose State University

Campus Blood Drive Suspension
Asbjorn Osland, San Jose State University

FINANCE
10:45 a.m.-12:00 noon ............ Georgian Room, Upper East Mezzanine
Session Title: Finance Business Meeting

INFORMATION SYSTEMS AND QUANTITATIVE METHODS
10:45 a.m.-12:00 noon ............................................. 9th Floor, 950
Workshop: Selecting an Appropriate Publication Outlet:
A Comprehensive Model of Journal Selection Criteria for Researchers in a Broad Range of Academic Disciplines
Linda Knight, DePaul University
Theresa Steinbach, DePaul University
INTERNATIONAL BUSINESS
10:45 a.m.-12:00 noon ........................................ Drake Room, Main Level
AIB-Midwest Business Brunch Session (Ticket Required)
Chair: Robert Moussetis, North Central College

LEGAL STUDIES
10:45 a.m.-12:00 noon .............................................. 6th Floor, 625
Theme: Business Organizations
Chair: Steven Smith, Truman State University

Disabling the Corporate Dynamics that Negate Liability Protection for Nursing Home Residents
John A. Pearce II, Villanova University
John J. O’Brien, Villanova University
Derek A. Rapisarda, Villanova University

Federal Extension of Honest Services Theory of Mail and Wire Fraud to Private Sector Fiduciary Relationships
Alex Devience, DePaul University

Dueling Legal and Accounting Forces in Setting Accounting Standards-The Case of Contingent Loss Disclosures
Lynn K. Saubert, Radford University

LEGAL STUDIES
10:45 a.m.-12:00 noon .............................................. 6th Floor, 629
Theme: Various Topics
Chair: David Austill, Union University

What Happens When a Century Old Precedent Is Overruled: The United States Supreme Court’s Decision Regarding Vertical Price Restraints
Steven C. Palmer, Eastern New Mexico University
John Stockmyer, Eastern New Mexico University
The Civil Law—Criminal Law Distinction and the Constitution
Daniel A. Levin, Minnesota State University-Mankato
Christopher Cain, Minnesota State University-Mankato

Civil Disobedience in a Corporate Context: Examining the Social Responsibility to Obey Inane Laws
Daniel T. Ostas, University of Oklahoma

Digital Discovery Hashing through Your Electronic Files: Can the Coming of CRIST Signal a Change for the Better; or Will It Become the Harbinger of the 21st Century’s Scarlet Letter?
James R. Lange, University of St. Thomas

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MANAGEMENT
10:45 a.m.-12:00 noon .......... Erie Room, Upper West Mezzanine
Theme: Meet the Editors: A Panel on How to Get Published
Chair: Mary Ann Hazen, University of Detroit Mercy
Panelists: Mary Ann Hazen, University of Detroit Mercy
Associate Editor, Journal of Management Education
Marko Grunhagen, Eastern Illinois University
Associate Editor, Journal of Small Business Management
Kenneth S. Rhee, Northern Kentucky University, Editor
SCR Annual Advances in Business Cases
Editor, The Kentucky Journal of Excellence in College Teaching and Learning

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MANAGEMENT
10:45 a.m.-12:00 noon ......... Huron Room, Upper West Mezzanine
Theme: Innovative Teaching
Chair: Harry Fisher, Eureka College

Active Teaching and Transformational Teaching
Karen Moustafa, Indiana University-Purdue University Fort Wayne
Discussant: Sue C. Evans, Austin Peay State University
An Application-Exercise Approach to the Teaching of Human Resource Management: Incorporating Adult Learning Theory Assumptions
Kevin G. Love, Central Michigan University
Kayla Slezak, Central Michigan University
Andria Moon, Central Michigan University
Discussant: James Maddox, Friends University

Using Short Cases in a Capstone Course: Centurion Insurance
Gary E. Mullins, University of Wisconsin-Stevens Point
C.R. Marshall, University of Wisconsin-Stevens Point
Discussant: Harry Fisher, Eureka College

 MANAGEMENT
10:45 a.m.-12:00 noon ..... Michigan Room, Upper West Mezzanine
Theme: Organizational Analysis
Chair: Richard Sebastian, St. Cloud State University

A Heretic’s View of SWOT
David O’Gorman, University of Illinois-Springfield
Discussant: Richard Sebastian, St. Cloud State University

NAMS McGraw-Hill/Irwin Award
Distinguished Paper Award for Management
Management Track Award
From Micro to Meso: Overuse of Strengths—A Framework for Assessing and Improving Organization Effectiveness
Mary K. Foster, Morgan State University
Discussant: Pamela Wolfmeyer, Winona State University

Visit South-Western Cengage Learning
Cyber Cafe
Gold Coast Ballroom
Case Study: Behavior in a Virtual Organization
Erlan Burk, Park University/ Baker
Discussant: J.J. Asongu, Rockford College

MARKETING
10:45 a.m.-12:00 noon ..................French Room, Lower East Mezzanine
MMA Awards Brunch (Ticket Required)
2009 Innovative Marketing Award Winner:
Mike D’Amico, University of Akron

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION
10:45 a.m.-12:00 noon ..................7th Floor, 725
Theme: Supply Chain and Sourcing
Chair: Atul Agarwal, Kettering University

An Analytical Model for Assessing Domestic and Global Sourcing
Barry E. King, Butler University
Terri Friel, Roosevelt University

Making Global Supply Chain Efficient through VMI Implementation: a Case Study
Atul Agarwal, Kettering University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION
10:45 a.m.-12:00 noon ..................7th Floor, 729
Theme: Issues in Education
Chair: David Price, Washburn University
Discussant: Bill Bauer, Carroll College
THURSDAY, MARCH 19, 2009

Strategic Orientation of University Departments and Knowledge Commercialization
Jun Ma, Indiana University-Purdue University Fort Wayne
Želimir William Todorovic, Indiana University-Purdue University Fort Wayne

Entrepreneurship Education: Review of Small Business Profiles
Ronald A. Romba, Elmhurst College

Entrepreneurship Practice and Curriculum: Disparity and Challenges
David Price, Washburn University

BUSINESS ECONOMICS
12:15-1:30 p.m. ........................................................... 9th Floor, 925
BOARD MEETING

SOCIETY FOR CASE RESEARCH
12:15-1:30 p.m. ........................................................Grand Ballroom
ANNUAL MEETING LUNCHEON (Ticket Required)

FINANCE
12:15-1:30 p.m. ......................Venetian Room, Upper East Mezzanine
FINANCE LUNCHEON (Ticket Required)

MANAGEMENT
12:15-1:30 p.m. ......................Parkside Room, Upper West Mezzanine
NAMS Awards Luncheon (Ticket Required)
Theme: Strategic Management
Chair: Julia Teahen, Baker College
Edward Heler, NAMS Executive Director
PROGRAM SESSIONS

MARKETING
12:15–1:30 p.m. ........................French Room, Lower East Mezzanine
MMA BUSINESS MEETING

ACCOUNTING
1:30–2:45 p.m. ............................4th Floor, 425
Session Title:  Accounting Education and Ethical Behavior
Chair:  Lynn Spellman White, Trinity Christian College

From Painting It Black to Educating the Gray: The Detrimental Effects of Teaching Accounting as a Fixed, Technical, Rules-based Acumen
William F. Miller, University of Wisconsin–Eau Claire

It Could Happen to You: Using News Stories to Consider Personal Values and Ethical Behavior
Ronald Twedt, Concordia College

Absenteeism Problems and Its Costs: Causes, Effects and Cures
Mehmet C. Kocakülâh, University of Southern Indiana
Ann Galligan Kelley, Providence College
Krystal M. Mitchell, Life Point Hospitals, Inc.
Margaret P. Ruggieri, Providence College

ACCOUNTING
1:30–2:45 p.m. ............................4th Floor, 429
Session Title:  IFRS B Boon or Bane?
Chair:  John A. Elfrink, Western Illinois University

Improving the Quality of Accounting Standards
Kenneth E. Stone, University of Central Missouri
David W. Joy, University of Central Missouri

The Drive Toward IFRS Accounting Comparability Within the Global Automotive Industry
Mark A. Holtzblatt, Roosevelt University
IFRS and GAAP Convergence and Its Effect on Financial Statement Analyses
Denise M. Grivetti, Governors State University
Anthony Fontana, Governors State University

BUSINESS ECONOMICS
1:30-2:45 p.m. ............................................................. 9th Floor, 925
Session Title: Health Economics
Chair: Sudesh Mujumdar, University of Southern Indiana

Medical Tourism: An Overview
Katherine M. Sauer, University of Southern Indiana

What Is the Best Way to Educate Registered Nurses about Diabetes Disease State Management? Empirical Evidence from a Regional Diabetes Care Center
Lynne Melchior, St. Mary’s Medical Center
Becky Carter, RN, St. Mary’s Medical Center
Ann Helsley, St. Mary’s Medical Center
Jan Ernest, St. Mary’s Medical Center
Dan Friesner, North Dakota State University

Are Hospital Pharmacies that Employ Nurses More Efficient than those that do Not? Empirical Evidence from Washington State
Dan Friesner, North Dakota State University
Matthew Q. McPherson, Gonzaga University
Robert Rosenman, Washington State University

Changes in the Distribution of Uninsured Children Following SCHIP
Jason R. Davis, University of Wisconsin-Stevens Point
BUSINESS/SOCIETY/GOVERNMENT
1:30–2:45 p.m. ............................................................. 8th Floor, 829
Theme: Global Warming
Chair: Joseph Habraken, University of New England

Global Warming and Political Correctness: A Dysfunctional Confluence
J.K. Breyley Jr., University of New England

Economics and Global Warming: Penny Wise, Pound Foolish
Michael Daley, University of New England

SOCIETY FOR CASE RESEARCH
1:30–2:45 p.m. ........................................Grand Ballroom, Session A
Theme: Critical Incidents, Accounting
Chair: Karen Foust, Tulane University
Discussants: Robyne Hart, Associated Colleges of the Midwest
Janet Papiernik, IU-PU, Fort Wayne
Ken Stanley, Valdosta State University

Occupational Fraud in a Community Service Agency
Mark Bezik, Idaho State University
Carla Wiggins, Idaho State University

Internal Controls in a PTA - Stop the Embezzlement
Gabriele Lingenfelter, Christopher Newport University
John Veal Jr., Webster University

Air Varié—Land Sales Revenue Recognition Issues
Franklin Plewa, Idaho State University
Robert Picard, Idaho State University
Mark Bezik, Idaho State University
THURSDAY, MARCH 19, 2009

SOCIETY FOR CASE RESEARCH
1:30-2:45 p.m. ........................................Grand Ballroom, Session B
Theme: Critical Incidents, Organizational Behavior/Human Resources
Chair: Leigh Cellucci, Idaho State University
Discussants: Harsha Desai, Loyola College in Maryland
Steven Cox, Queens University of Charlotte
Asbjorn Osland, San Diego State University

Speeding Toward Trouble: Jay Peak Resort vs The Town of North Troy, VT
Bonalyn Nelsen, Rochester Institute of Technology

Training Session Conflict
Mark Johnson, Idaho State University
Bill Stratton, Idaho State University

P. Diddy Goes the Distance
Christy De Vader, Loyola College in Maryland

FINANCE
1:30-2:45 p.m. ........................................Venetian Room, Upper East Mezzanine
Session Title: Corporate Finance
Chair: K. Matthew Wong, Saint John’s University

A Comparison of the Interest Rate Risk Analyses: Gap Analysis and Simulation Models
Chien-Chih Peng, Morehead State University
Discussant: Janikan Supanvanij, St. Cloud State University

Anatomy of a Cash Cow in a Mature Industry: Harley-Davidson
K. Matthew Wong, Saint John’s University
Richard F. Belloff, International School of Management
Discussant: Chien-Chih Peng, Morehead State University
The Value-Added Performance Measurements and the Compensation Package
Janikan Supanvanij, St. Cloud State University
Discussant: K. Matthew Wong, Saint John’s University

FINANCE
1:30–2:45 p.m. ...................Georgian Room, Upper East Mezzanine
Session Title: Financial Markets and International Finance
Chair: Jayen B. Patel, Adelphi University

Stock Market Returns: An International Perspective
Jayen B. Patel, Adelphi University
Discussant: Ingyu Chiou, Eastern Illinois University

Gradual Incorporation of Information: Bank Stocks and the Financial Crisis
Robert Balik, Western Michigan University
Jamshid Mehran, Indiana University-South Bend
Inayat U. Mangla, Western Michigan University
Discussant: Jayen B. Patel, Adelphi University

The Pricing Transmission of Gold across Asia, Europe, and North America
Ingyu Chiou, Eastern Illinois University
James Jordan-Wagner, Tennessee Tech University
Discussant: Robert Balik, Western Michigan University

Visit South-Western Cengage Learning Cyber Cafe
Gold Coast Ballroom
Thursday, March 19, 2009

FINANCE
1:30–2:45 p.m. Astor Room, Upper East Mezzanine
Session Title: Investments
Chair: Kent Hickman, Gonzaga University

Is the Price Earnings Ratio a Better Risk Indicator Than Beta
Victor Bahhouth, University of North Carolina at Pembroke
Ramin Maysami, University of North Carolina at Pembroke
Discussant: Kee S. Kim, Missouri State University

The Impact of Five Star Morningstar Ratings
Kent Hickman, Gonzaga University
Shantanu Namjoshi, Quinnipiac University
Discussant: Victor Bahhouth, University of North Carolina at Pembroke

Reexamination of Estimating Beta Coefficient: Using Robust Maximum Likelihood M and Least Trimmed Squares Estimators
Kee S. Kim, Missouri State University
Discussant: Kent Hickman, Gonzaga University

FINANCE
1:30-2:45 p.m. Tudor Room, Upper East Mezzanine
Session Title: The Future of Education in Finance
Chair: David Schalow, University of Wisconsin-Stevens Point

Using Rubrics to Teach and Assess Financial Education
Mark A. Wrolstad, Winona State University
Discussant: David Schalow, University of Wisconsin-Stevens Point

Students' Understanding of the Effects of Exchange Rate Changes
Ralph A. Pope, California State University-Sacramento
Thomas S. Howe, Illinois State University
Discussant: Mark A. Wrolstad, Winona State University
Teaching the Misleading % of Sales Method of Forecasting
David Schalow, University of Wisconsin-Stevens Point
Discussant: Ralph A. Pope, California State University-Sacramento

INFORMATION SYSTEMS AND QUANTITATIVE METHODS
1:30–2:45 p.m. ............................................................. 9th Floor, 950
Chair: Jennifer Clark Williams, University of Southern Indiana
Discussant: Amy Hennington, Middle Tennessee State University

Social Networking as a Tool for Business Collaboration: Students’ Views
Marvin Albin, University of Southern Indiana
Abbas Foroughi, University of Southern Indiana
Jennifer Clark Williams, University of Southern Indiana

A Project Management Perspective on Constrained IS Resources
Amy Hennington, Middle Tennessee State University

Choosing Enterprise Wide Software Applications
Renee Huber, Roosevelt University
Allison Stefancic, Roosevelt University
Shamsul Chowdhury, Roosevelt University

Free Software and DSS Environments
Shinji Umeki, Roosevelt University
Shamsul Chowdhury, Roosevelt University

Visit South-Western Cengage Learning
Cyber Cafe
Gold Coast Ballroom
INTERNATIONAL BUSINESS
1:30–2:45 p.m. .................................................. Drake Room, Main Level
Chair: Juan Meraz, Missouri State University
Panel Title: Current and Future Issues in International Business
Panelists: Rodrigo Mora Fernandez, President, Universidad de Negocios ISEC
Adrian Fernandez, Vice President, Universidad de Negocios ISEC
Angel Cano Garza, President, Centro de Estudios Universitarios
Tamer Cavusgil, Michigan State University
Alan Rugman, Indiana University

LEGAL STUDIES
1:30–2:45 p.m. .................................................. 6th Floor, 625
Theme: All Time Favorite Cases and Teaching Techniques
Chair: Alex Devience, DePaul University

A Balloon in the Gas Tank: Exploring the Rules of the Game
Daniel T. Ostas, University of Oklahoma

Sakura Motors: Management Challenges Involving the Lemon Law
Donna M. Steslow, Kutztown University
Lee Weyant, Kutztown University

“Ripped from the Headlines”
Kay Biga, University of Wisconsin-Superior
Patrick Spott, College of St. Scholastica

The Colorado DA Suspension: Application of Kant’s Fleeing Victim Scenario
Kevin O. O’Brien, University of Denver
LEGAL STUDIES
1:30–2:45 p.m. ............................................................. 6th Floor, 629
Theme: Sustainability
Chair: Gail K. McCracken, University of Michigan-Dearborn

Sustainability in the Business Law Classroom
James P. Sanford, Grand Valley State University

Why Fair Trade Is Essential for the Triple Bottom Line, Sustainability, and Free Trade: Finding Equilibrium as the Eagle Meets the Condor
Paulette L. Stenzel, Michigan State University

Sustainability in Midwest Agriculture: Legal, Ethical, and Social Issues
Carson H. Varner, Illinois State University
Katrin C. Varner, Illinois State University

Achieving Sustainable Prosperity Through Expanded Corporate Governance Standards
Robert Sprague, University of Wyoming

MANAGEMENT
1:30–2:45 p.m. ....................... Erie Room, Upper West Mezzanine
Theme: The Authentic Leader
Chair: John T. Byrd, Bellarmine University
Panelists: Ida Kutschera, Bellarmine University
David Collins, Bellarmine University
John T. Byrd, Bellarmine University

MANAGEMENT
1:30–2:45 p.m. ....................... Huron Room, Upper West Mezzanine
Theme: Meet the Luncheon Speaker
Chair: Edward Heler, NAMS Executive Director
MANAGEMENT
1:30–2:45 p.m. .................. Michigan Room, Upper West Mezzanine
Theme: Human Resources Retirement Issues
Chair: Jeffrey Fahrenwald, Rockford College

Distinguished Paper Award for Human Resources
Human Resources Track Award
The Shifting Paradigm of Baby Boomer Retirement Planning
David M. Savino, Ohio Northern University
Discussant: Richard E. Crandall, Appalachian State University

As Generations Age: A Study of the Relationship Between Generational Group Identification and Affective Organizational Commitment
Carla Patalano, Suffolk University
Tom Tworoger, Nova Southeastern University
Leslie Tworoger, Nova Southeastern University
Discussant: Linda Connolly, Midway College

Distinguished Paper on Conference Theme Award
Identifying Pre-Retirees for Bridge Employment: Factors that Influence Post-Retirement Employment Decisions
Sharon Kendrick, Methodist University
Melody L. Wollan, Eastern Illinois University
Discussant: Jeffrey Fahrenwald, Rockford College

MARKETING
1:30–2:45 p.m. .................. French Room, Lower East Mezzanine
Theme: Market Orientation, Market Movers, Market Leaders: Innovation for Competitive Advantage
Chair: Stacey Hills, Utah State University
Discussant: Fred Hoyt, Illinois Wesleyan University

The General Motors Employee Price Incentive: An Empirical Investigation
Russell Wade, ACIPCO, Inc.
Thomas Powers, University of Alabama-Birmingham
The Relationship between a Responsive and Proactive Market Orientation, Innovation, and Business Performance
Mateja Bodlaj, University of Ljubljana

Ethnocentric Consumer Behavior: An Examination of Latino-American and Generational Differences
Kaitlin Erdmann, Quad Graphics
Gwen Achenreiner, University of Wisconsin LaCrosse

TES Marketing: The Extra Step to be Effective in the Marketplace
Mauro Cavallone, Università degli Studi di Bergamo

MARKETING
1:30–2:45 p.m. .................... Walton I Room, Lower East Mezzanine
Theme: Marketing Research: It’s About the Consumer!
Chair: Suzanne Nasco, Southern Illinois University-Carbondale
Discussant: John Summey, Southern Illinois University-Carbondale

Susan Brudvig, Ball State University

Predicting Donations to Charities: A Direct Marketing Case
Maxwell Hsu, University of Wisconsin-Whitewater
Gary Chao, Kutztown University
Carol Scovotti, University of Wisconsin-Whitewater

Studying the Consumer Food Acculturation Process: A PLS Approach
Raghu Kurthakoti, Southern Illinois University-Carbondale
Robert Boostrom Jr., Southern Illinois University-Carbondale
Siva Balasubramanian, Southern Illinois University-Carbondale
Lynette Knowles, Southern Illinois University-Carbondale
John Summey, Southern Illinois University-Carbondale
MARKETING
1:30–2:45 p.m. .................. Walton II Room, Lower East Mezzanine
Theme: Continuous Improvement: Service-Delivery Techniques for Marketing Educators
Chair: Michelle Kunz, Morehead State University
Discussant: Larry Zigler, Highland Community College

Stylin’ Wrappers: Studying Consumer Behavior through an Interactive Student Team Project
Susan Baim, Miami University Middletown

A New Marketing Model to Enhance Student Learning and Understanding
Jon Fields, University of Wisconsin La Crosse

Teaching Brand Strategy: Using NASCAR as an Example of a Well-Branded Organization
Tim Aurand, Northern Illinois University
Kimberly Judson, Illinois State University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION
1:30–2:45 p.m. ............................................................. 7th Floor, 725
Theme: Quality and Effectiveness
Chair: Deepak Subedi, Marshall University

Tracking Organizational Effectiveness in Healthcare Operational Settings
Carlos F. Gomes, University of Coimbra, Portugal
Mahmoud M. Yasin, East Tennessee State University
Yousef Yasin, Wake Forest University School of Medicine

An Analysis of Reliability and Validity of Scales to Measure Precursors of TQM: A Case for Small and Medium Manufacturers
Deepak Subedi, Marshall University
Uday Tate, Marshall University
Ramchandra Akkihal, Marshall University
M. Shollapur, Siddaganga Institute of Management, India
PROGRAM SESSIONS

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

1:30–2:45 p.m. ............................................................. 7th Floor, 729
Theme: Innovation and Corporate Entrepreneurship
Chair: Bruce D. Fischer, Elmhurst College
Discussant: Yezdi H. Godiwalla, University of Wisconsin-Whitewater

Enabling Characteristics for Corporate Entrepreneurship
Želimir William Todorovic, Indiana University-Purdue University Fort Wayne

Increasing Company-Wide Innovation at a Manufacturing Plant—A Case Study
Bruce D. Fischer, Elmhurst College
Alexandria M. Sundahl, Elmhurst College

ACCOUNTING

3:00–4:15 p.m. ............................................................. 4th Floor, 425
Session Title: Education: Student Performance and Behavior
Chair: Cheryl Konieczki, University of Wisconsin-Stevens Point

Benefits and Issues of Mentoring in Corporations, Professional Service Firms and Academia
David H. Sinason, Northern Illinois University
Alan Reinstein, Wayne State University

The Sentiments of Accounting Instruction: How Students Perceive Their Emotional Engagement to Accounting Faculty
Timothy J. Fogarty, Case Western Reserve University

Cooperative Learning at a Distance: An Experiment with Wikis
Kate Campbell, University of North Dakota
Dee Ann Ellingson, University of North Dakota
**ACCOUNTING**

3:00-4:15 p.m. ............................................................. 4th Floor, 429

Session Title:  Issues in Financial Accounting and Auditing
Chair:  Donna Whitten, Purdue University-North Central

**Stock Repurchases and the Growth of Firm Market Value**
Richard L. Alltizer, University of Central Oklahoma
Katherene P. Terrell, University of Central Oklahoma
Robert L. Terrell, University of Central Oklahoma
Barbara Parrish, University of Central Oklahoma
Ralph W. Parrish, University of Central Oklahoma
Stoyan Stoitzev, Graduate Assistant, University of Central Oklahoma

**Disclosing Workpapers from an Audit: Some Implications from the Textron Case**
George Schmelzle, Missouri State University
Carl E. Keller Jr., Missouri State University

**Quality of Financial Statement Information: IFRS versus GAAP**
Harold Wilde, University of North Dakota
James Haskins, University of North Dakota

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**BUSINESS AND HEALTH ADMINISTRATION**

3:00-4:15 p.m. .................Parkside Room, Upper West Mezzanine

Session Title:  Quality of Life
Chair:  Alberto Coustasse, Marshall University
         Graduate College

Discussant:  Hengameh Hosseini, Seton Hall University

**Children Newly Diagnosed with Cancer: Pediatric Nurses’ Perceptions of Potential Barriers to Communication**
Meira Yasin, East Tennessee State University

**The Economic Efficiency of Trust and Reputational Capital in the Provision of Health Care: A Comparative-Institutional Analysis**
Trevor Knox, Muhlenberg College
Preparing to Estimate the Impact of Combat Related Post Traumatic Stress Disorder on the United States Health Care System
Sandy Weinberg, Clayton State University
Scott Stegall, Clayton State University
Ronald Fuqua, Clayton State University

Bosses May Disagree, but a Short Nap Helps Recharge Batteries and Enhance Productivity, Alertness, and Satisfaction in the Workplace
Ram Mishra, Grand Valley State University
Jitendra M. Mishra, Grand Valley State University

BUSINESS AND HEALTH ADMINISTRATION
3:00–4:15 p.m. .................. Superior Room, Upper West Mezzanine
Session Title: Health Care Management Issues
Chair: Suzanne Bailey, University of Evansville
Discussant: Vincent F. Maher, Iona College

Ambidextrous Organizations: How to Manage and Lead
Robert J. Spinelli, University of Scranton
Matt Thomas, University of Scranton

How Do Vendors Choose Clients?
Rita DiLeo, University of Scranton

Advances in Telemedicine: A Multimedia-Based Texture Recognition Diagnostic System
Avinandan Mukherjee, Montclair State University
Ranjan Parekh, Jadavpur University

Navigating and Managing Change—A Board Retreat
Robert J. Spinelli, University of Scranton
Daniel West Jr., University of Scranton
BUSINESS ECONOMICS

3:00-4:15 p.m. ............................................................. 9th Floor, 925
Session Title:    How Much Government Should Intervene in Free Market?
Panel Chair:    Shiv Gupta, University of Findlay, Undergraduate
Panelists:    Jacob Rowland, University of Findlay
               Samantha Woodman, University of Findlay
               Kathryn Houchard, University of Findlay
               Desmond Strooh, University of Findlay
               Barrett Brooks, University of Findlay

BUSINESS/SOCIETY/GOVERNMENT

3:00-4:15 p.m. ............................................................. 8th Floor, 829
Theme:    Societal Issues
Chair:    Michael Daley, University of New England

Fannie Mae and Freddie Mac: Failures of Social Engineering
J.K. Breyley Jr., University of New England
Steven C. Palmer, Eastern New Mexico University

The State of New York Versus the Internet
Joseph Habraken, University of New England

Social Exchange Theory in the Corporate World
Anthony B. Schroeder, Eastern New Mexico University

SOCIETY FOR CASE RESEARCH

3:00-4:15 p.m. ......................................................... Grand Ballroom, Session A
Theme:    Critical Incidents, Accounting and Finance
Chair:    Nancy Kucinski, Hardin-Simmons University
Discussants:    Janet Papiernik, Indiana University-Purdue University
                Fort Wayne
                John Veal Jr., Webster University
                Timothy Redmer, Regent University
**Michigan Granite and Quartz Fabricators, Inc.**  
Brian Gnauck, Northern Michigan University  
Bruce Sherony, Northern Michigan University  
Claudia Orr, Northern Michigan University

**Foreclosure for Sale**  
Ann Hackert, Idaho State University  
Jeff Brookman, Idaho State University

**Hi Tide on Cat Cay**  
Steven Good, Sheldon Good and Company Auctions  
Margot Weinstein, MW Leadership Consultants LLC  
Mark Bezik, Idaho State University  
Ken Stanley, Valdosta State University

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**SOCIETY FOR CASE RESEARCH**  
3:00–4:15 p.m. ........................................Grand Ballroom, Session B  
Theme:  **Embryo Cases and Critical Incident**  
Chair:  Stacy Vollmers, University of Wisconsin-River Falls  
Discussants:  David Frantz, Indiana University East  
Bradley Brooks, Queens University of Charlotte  
Steven Cox, Queens University of Charlotte

**Global Outsourcing: VDSI’s Entry into India**  
Harsha Desai, Loyola College in Maryland  
Susie Cox, McNeese State University  
Kiran Desai, McNeese State University  
Christy De Vader, Loyola College in Maryland  
Sushma Patel, The U.S. Company

**Bike Sharing in New York: The Paris Model**  
Tomas Lopez-Pumarejo, Brooklyn College  
Myles Bassell, Brooklyn College

**Olive Garden and the Playboy Bunny**  
Karen Berger, Pace University  
Colleen Kirk, Pace University
THURSDAY, MARCH 19, 2009

FINANCE
3:00–4:15 p.m. .................. Venetian Room, Upper East Mezzanine
Session Title:  Corporate Finance
Chair:  Sheri Faircloth, University of Nevada-Reno

Implementation of International Financial Reporting Standards
Metrics in Workers’ Compensation Boards in Canada: A Position
Paper
Alex Faseruk, Memorial University of Newfoundland
Daphne Rixon, St. Mary’s University
Discussant: Farhang Mossavar-Rahmani, National University

The Budweiser Case Is Indeed a Matter of High Finance and High
Publicity
John S. Bowdidge, Missouri State University
Discussant: Sheri Faircloth, University of Nevada-Reno

The Concept of Capital before and after Industrial Revolution:
Islamic versus Market Economy
Farhang Mossavar-Rahmani, National University
Hamid Maleki, National University
Discussant: John S. Bowdidge, Missouri State University

FINANCE
3:00–4:15 p.m. .................. Georgian Room, Upper East Mezzanine
Session Title:  Investments
Chair:  Donald W. Swanton, Roosevelt University

Winners and Big Losers: Anatomy of Important Information
Kent Hickman, Gonzaga University
Mark Shrader, Gonzaga University
Gerhard Barone, Gonzaga University
Discussant: Robert Balik, Western Michigan University
Geometric or Arithmetic Mean: A Reevaluation
Raja Bouzouita, University of Central Missouri
Amandeep Singh Saini, University of Central Missouri
Arthur J. Young, University of Central Missouri
Discussant: Kent Hickman, Gonzaga University

International Diversification
Robert Balik, Western Michigan University
Jamshid Mehran, Indiana University-South Bend
Discussant: Arthur J. Young, University of Central Missouri

FINANCE
3:00–4:15 p.m. .........................Astor Room, Upper East Mezzanine
Session Title: Special Topics
Chair: Monzurul Hoque, Saint Xavier University

The Effect of Subprime Lending on Residential Housing Investment: Evidence from the 2006 HMDA Loan Access Register
Jane Sung, Truman State University
Steve Bosworth, University of Pittsburgh
Discussant: Kumoli Ramakrishnan, University of South Dakota

Interest Rate Risk of Property/Liability Insurers
Jin Park, Illinois Wesleyan University
Discussant: Jane Sung, Truman State University

Floods and Freezes: Global Liquidity Characteristics
Kumoli Ramakrishnan, University of South Dakota
Dipak C. Jain, Northwestern University
Discussant: Jin Park, Illinois Wesleyan University
FINANCE
3:00-4:15 p.m. ......................... Tudor Room, Upper East Mezzanine
Session Title: Special Topics
Chair: Elisabeta Pana, Illinois Wesleyan University

Payment Methods and Risk Taking in a New Risk Aversion Experiment
Larry Lawson, Missouri Western University
Catherine Lawson, Missouri Western University
Discussant: Elisabeta Pana, Illinois Wesleyan University

Using Fingame in the Classroom
Scott B. Beyer, University of Wisconsin-Oshkosh
Robert Kunkel, University of Wisconsin-Oshkosh
Discussant: Larry Lawson, Missouri Western University

Relationship Banking and Small Business Activity: Recent Evidence
Elisabeta Pana, Illinois Wesleyan University
Discussant: Scott B. Beyer, University of Wisconsin-Oshkosh

INFORMATION SYSTEMS AND QUANTITATIVE METHODS
3:00-4:15 p.m. ............................................................. 9th Floor, 950
Chair: James Janossy, DePaul University
Discussant: Timothy Greer, Middle Tennessee State University

Using Technology to Adapt Older Workers to New Worlds
James Janossy, DePaul University

Emerging Information and Communications Technology (ICT) Support for the Global Supply Chains
Ruidong Zhang, University of Wisconsin-Eau Claire
Larry Sallee, Winona State University
Perspectives on Critical Issues of Knowledge Management and Developing Competitive Advantage in the Aerospace Industry
Krishnaswamy Gounder, Indiana University-Purdue University
Prasad Bingi, Indiana University-Purdue University

Global Diffusion of the Internet in a Flat World
Timothy Greer, Middle Tennessee State University

INTERNATIONAL BUSINESS
3:00–4:15 p.m. ......................................... Marquette Room, Main Level
Session Title: Just Visiting: Americans Abroad
Chair: Georgine (Gyongyi) Fogel, North Central University
Discussant: Raffaele DeVito, Emporia State University

A Comparative Analysis of World-Mindedness between US and French College Students
Sesan Kim Sokoya, Middle Tennessee State University

Intercultural Sensitivity: A Study Abroad Case Study
Paula Patterson, Missouri State University
Cynthia MacGregor, Missouri State University
Marilyn Martin, Missouri State University

Toward a Prescriptive Research Model of International Adjustment: An Extended Model of Black, Mendenhall, and Oddou’s (1991) Framework for International Adjustment
David C. Strubler, Kettering University
Sung-Hee Park, Kettering University

Visit South-Western Cengage Learning Cyber Cafe
Gold Coast Ballroom
The Future of Korean Industrial Clusters in the New Globalization: Subordination to Chaebol or Creation of Entrepreneurship?  
Jung-Hoon Lim, University of Texas-Pan American

The Regional Strategies and Performance of International New Ventures from Korea  
Alan Rugman, Indiana University  
In Hyeock Lee, Western Kentucky University

Regional Multinationals, Firm-Specific Advantages, and Performance  
In Hyeock Lee, Western Kentucky University  
Alan Rugman, Indiana University

LEGAL STUDIES

3:00-4:15 p.m. ............................................................. 6th Floor, 625
Theme: Employment Law  
Chair: Thomas D. Cavenagh, North Central College

The Impact of Employment Laws on Undocumented Workers (and Those Who Hire Them!)  
Denise S. Smith, Eastern Illinois University  
Michael A. Katz, Delaware State University
PROGRAM SESSIONS

Cultural Dimensions and Gender Discrimination Law in the U.S. Workplace: Hofstede’s Theories of Individualism and Masculinity
Wendy Klepetar, Saint John’s University
Virginia Arthur, Saint John’s University
Jean Didier, Saint John’s University

When Is an Employer Justified in Refusing to Hire Members of Federally Protected Classes? Comparing the BFOQ Defense in Discrimination Cases under Title VII, the ADEA, and the ADA
Suzanne Wilhelm, Fort Lewis College

May Your RIF RIP: Building a Teaching Case for an Ethically, Managerially, and Legally Satisfactory Reduction in Force
Paul Govekar, Ohio Northern University
David M. Savino, Ohio Northern University
Dexter Woods, Ohio Northern University

LEGAL STUDIES
3:00–4:15 p.m. ............................................................. 6th Floor, 629
Theme: Various Topics
Chair: Donna J. Cunningham, Valdosta State University

Income Taxes and Home Ownership
R. Wayne Saubert, Radford University

The Genetic Information Nondiscrimination Act of 2008: Potential Impacts
Diane May, Winona State University
Joell Bjorke, Winona State University

Questionable Legal Practices in the Long Term Care Insurance Industry
Mary T. Washington, Governors State University

Pay Day Loan Legislation in Michigan and Ohio
Gail K. McCracken, University of Michigan-Dearborn
THURSDAY, MARCH 19, 2009

MANAGEMENT
3:00–4:15 p.m. ....................... Erie Room, Upper West Mezzanine
Theme: Managing an Aging Workforce
Chair: Jann Freed, Central College
Panelists: Bartlett J. Finney, Park University
        Debela Birru, Central College
        Jeffrey Fahrenwald, Rockford College
        Regina A. Greenwood, Nova Southeastern University
        Robyn Hulsart, Austin Peay State University
        Georgia L. Eshelman, Malone University

MANAGEMENT
3:00–4:15 p.m. ....................... Huron Room, Upper West Mezzanine
Theme: Human Resources, Technology, and Global Management
Chair: John Wellington, Indiana University-Purdue University
       Fort Wayne

How Are Web Sites Being Used in the Employment Recruiting Process? What Does This Mean for HRM Courses?
Gloria L. Campbell, Wartburg College
Discussant: Lynn Isvik, Upper Iowa University

Factors Influencing Technology Adoption
Michael Ogbolu, Morgan State University
Discussant: John Wellington, Indiana University-Purdue University
       Fort Wayne

Outcomes of Referral and Non-Referral Hiring
Imran A. Shahzad
Mohammad Awais
Discussant: Mary K. Foster, Morgan State University
Program Sessions

Management

3:00-4:15 p.m. .................. Michigan Room, Upper West Mezzanine
Theme: Issues in Management
Chair: Yezdi H. Godiwalla, University of Wisconsin-Whitewater

Mapping Tuition and Fees in Higher Education
Brian T. Kench, University of Tampa
H. Scott Wallace, University of Wisconsin-Stevens Point
Discussant: Yezdi H. Godiwalla, University of Wisconsin-Whitewater

Collective Ownership, Control, and Identity: Why and How do Groups Engage in Marking?
Iiro Jussila, Lappeenranta University of Technology
Pasi Tuominen, Lappeenranta University of Technology
Discussant: William R. Livingston, Baker College

Availability, Pooling, and the Use of Unshared Information in Group Decision Making: A Social Network Perspective
Anjali Chaudhry, Saint Xavier University
Discussant: Matt Werner, Carroll University

Marketing

3:00-4:15 p.m. ....................... French Room, Lower East Mezzanine
Special Session: Marketing Ethics: Values and Their Contribution to Business Ethics, Corporate Social Responsibility, Compliance and Corporate Cultures: Realities in the Business World
Chair: John Fraedrich, Southern Illinois University-Carbondale
Panelists: Scott Roney, Vice President, Compliance and Ethics, Archer Daniels Midland Corporation
Rick Stephens, Senior Vice President, Human Resources and Administration, The Boeing Corporation
Richard Beltramini, Professor of Marketing, Wayne State University
Jeri Mullins Beggs, Associate Professor of Marketing, Illinois State University
MARTKETING  
3:00-4:15 p.m. ............... Walton I Room, Lower East Mezzanine  
Theme: Retailing Realities in the 21st Century: Technology, Branding, and Consumer Choice  
Chair: Haiyan Hu, Utah State University  
Discussant: Letty Workman, Utah Valley University  

Choice-Based Strategic Design of Shopping Centres  
Brian Hanlon, North Central College  
Rohit Verma, Cornell University  
Karl Kalcher, MindFolio  

Examining Consumer-Based Brand Equity in Turkish Banking Industry: Does Bank Type Influence Brand Equity?  
Tulay Girard, Penn State-Altoona  
Musa Pinar, Valparaiso University  
Zeliha Eser, Baskent University  

Specialty Retail Store Customers: How Heavy Users Differ  
Douglas Friedman, Penn State-Harrisburg  
Terence Brown, Penn State-Harrisburg  

Cultural Influences on Web Service Quality Perceptions of e-Retailing Consumers  
Juan Meng, Minnesota State University  
Venkatapparao Mummalaneni, Virginia State University  

MARTKETING  
3:00-4:15 p.m. ............... Walton II Room, Lower East Mezzanine  
Theme: Technology, Messages, and Marketing Success: Competing in a Networked World  
Chair: Michael Messina, Gannon University  
Discussant: Jerry Field, Illinois Institute of Technology  

Technology Integration in Small and Medium-Size Enterprises  
James Lollar, Radford University  
Ernie Wade, Radford University
Marketing Higher Education to the Wired Generation: How Social Media Is Changing College Admissions
Nora Ganim Barnes, University of Massachusetts-Dartmouth

Assessment of Reliability and Validity of Perceived Credibility of Media, Individual, and Corporate Blogs
Uday Tate, Marshall University
Elizabeth Alexander, Marshall University

Enhanced Class Communication through Segregated Social Networks
Raghu Kurthakoti, Southern Illinois University at Carbondale
Robert Boostrom Jr., Southern Illinois University at Carbondale
John Summey, Southern Illinois University at Carbondale

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION
3:00–4:15 p.m. ............................................................. 7th Floor, 725
Theme: Sustainability and Continuous Improvement
Chair: Asli Yagmur Akbulut, Grand Valley State University

An Energy Sustainable Future: A Study on Cleaner Power Generation Options and the U.S. and China’s Role
Tyler Deutsch, University of Dayton

Continuous Improvement at Ottenweller: Quality Issues in Miscellaneous Welding Cells
Richard A. Hall, Grand Valley State University
Glenn A. Metts, Indiana University-Purdue University Fort Wayne
MBAA INTERNATIONAL
4:20–5:30 p.m. ........................................... Drake Room, Main Level
ANNUAL BUSINESS MEETING
Awards for Best Papers Announced
Linda Knight, Presiding

“Fun Night” – The Ides of March
8:00 p.m. ..............................................................Grand Ballroom

MBAA International Hospitality Suite
10:00–11:00 p.m. ...............Parkside Room, Upper West Mezzanine

Visit South-Western Cengage Learning
Cyber Cafe
Gold Coast Ballroom
Call for Papers

American Journal of Business

The American Journal of Business publishes disciplined-based research and welcomes contributions that apply research to practice. The aim is to give voice to scholarly research in both academic and practicing business circles.

SUBMITTING MANUSCRIPTS OR CASE STUDIES

Arrange citations and references according to author-date system, The Chicago Manual of Style. Send the manuscript or case study with an abstract and author biography to the Editor-in-Chief. Electronic submissions are required. Send two separate Microsoft Word files. Include title page with author(s) identification and e-mail addresses on first file. Include contents of manuscript or case study in the second file. Identify the subject area for appropriate review. No submission fee required. Send to: Ashok Gupta, Editor-in-Chief, gupta@ohiou.edu.

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 or case studies is usually completed within eight to ten weeks of submission. The acceptance rate is approximately 25 percent.

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FRIDAY, MARCH 20, 2009

OPERATIONS MANAGEMENT
6:45–7:45 a.m. .................. Michigan Room, Upper West Mezzanine
OMEA Annual Business Awards Breakfast (Ticket Required)

BUSINESS ECONOMICS
7:15–8:00 a.m. ............................................................. 9th Floor, 925
ANNUAL BUSINESS MEETING

ACCOUNTING
7:30–9:15 a.m. ..............Club International, Drake Hotel Main Level
BREAKFAST, SPEAKER, AND ANNUAL BUSINESS MEETING
(Cost $20)
(Admission by ticket only. Please purchase ticket at time of advanced
registration for the Conference.)
Presiding: Stephen Del Vecchio, University of Central Missouri
President, North American Accounting Society

BUSINESS AND HEALTH ADMINISTRATION
8:00–9:15 a.m. ..............Parkside Room, Upper West Mezzanine
Session Title: Healthcare Education
Chair: John Newhouse, St. Joseph’s University
Discussant: Suzanne Bailey, University of Evansville

Developing and Implementing a Student-to-Student Graduate
Mentoring Program
Bertha Afrah Owusu, University of Scranton
Daniel West Jr., University of Scranton
A Center for Oral Health Promotion: Establishing an Interdisciplinary Paradigm for Dental Hygiene and Healthcare Management Education
Susan Duley, Clayton State University
Peter Fitzpatrick, Clayton State University
Ximena Zornosa, Clayton State University
Gail Barnes, Clayton State University

Exploring the Possibilities of the Administrative-in-Training Field Experience
Douglas Olson, University of Wisconsin
Jennifer Johns, University of Wisconsin

Training Modules for Workers Caring for Individuals with Alzheimer’s Disease
Amy Szydlowski, University of Scranton

**BUSINESS ECONOMICS**

8:00–9:15 a.m. .............................................................. 9th Floor, 925
Session Title: Faculty Issues
Chair: Kevin Neuman, University of Wisconsin-Stevens Point

American Indian Faculty: The How, When, Where and Why with Respect to Views on Students, Job Satisfaction and Career
Timothy J. Schibik, University of Southern Indiana
Charles F. Harrington, University of North Carolina at Pembroke

How Business and Economics Faculty Are Changing: Views on Students, Job Satisfaction and Career
Timothy J. Schibik, University of Southern Indiana
Charles F. Harrington, University of North Carolina at Pembroke

Quality of Economics Journals: Impact, Acceptance, and Other Reputational Factors
Hedayeh Samavati, Indiana University-Purdue University Fort Wayne
David A. Dilts, Indiana University-Purdue University Fort Wayne
**BUSINESS/SOCIETY/GOVERNMENT**

8:00–9:15 a.m. ................................................................. 8th Floor, 829

**Theme:** Presidential Issues

**Chair:** Lee Weyant, Kutztown University of Pennsylvania

How the Foreign Press Saw the Democratic Convention
John S. Bowdidge, Missouri State University
C. Edward Chang, Missouri State University

The Literary Digest’s Presidential Poll: Did It Attract Advertisers?
Ed Applegate, Middle Tennessee State University

Is It Feasible: An Analysis of the Prosecution of George W. Bush for Murder by Vincent Bugliosi
Steven C. Palmer, Eastern New Mexico University

**SOCIETY FOR CASE RESEARCH**

8:00–9:15 a.m. .................................................................Grand Ballroom

**Theme:** Panel—Are Cases Intellectual Contributions?

**Chair:** Bill Stratton, Idaho State University

**Panelists:**
Barbara Nemecek, University of Wisconsin-River Falls
Ken Stanley, Valdosta State University

**FINANCE**

8:00–9:15 a.m. ..................Venetian Room, Upper East Mezzanine

**Session Title:** Financial Markets and International Finance

**Chair:** Elisabeta Pana, Illinois Wesleyan University

**Use of Subordinated Debt in Bank Supervision: A New Look!**
Khaled Elkhal, University of Southern Indiana
Sudesh Mujumdar, University of Southern Indiana

**Discussant:** G. N. Naidu, Illinois State University
What Is the Effect of the Housing Prices in Bulgaria on the Bulgarian Stock Exchange Index?
Elisabeta Pana, Illinois Wesleyan University
Teodora Petrova, Illinois Wesleyan University
Discussant: Khaled Elkhal, University of Southern Indiana

Capital Market Integration Before and After Accession to the European Union
G. N. Naidu, Illinois State University
Askar Choudhury, Illinois State University
Discussant: Elisabeta Pana, Illinois Wesleyan University

FINANCE
8:00–9:15 a.m. ..................Georgian Room, Upper East Mezzanine
Session Title: Investments
Chair: C. Edward Chang, Missouri State University

Performance Evaluation of U.S. Socially Responsible Mutual Funds: Revisiting Doing Good and Doing Well
C. Edward Chang, Missouri State University
H. Doug Witte, Missouri State University
Discussant: William S. Compton, University of North Carolina-Wilmington

Relative Performance of Investment Styles: Recent Evidence
C. Edward Chang, Missouri State University
Thomas M. Krueger, Missouri State University
Discussant: H. Doug Witte, Missouri State University

Ukrainian Financial Markets: An Examination of Calendar Anomalies
Iryna Depenchuk, University of Wisconsin-Oshkosh
William S. Compton, University of North Carolina-Wilmington
Robert Kunkel, University of Wisconsin-Oshkosh
Discussant: Thomas M. Krueger, Missouri State University
FINANCE
8:00-9:15 a.m. ..........................Astor Room, Upper East Mezzanine
Session Title:  The Future of Education in Finance
Chair:  Jin-Gil Jeong, Howard University

Pedagogical Issues on Formative Assessments in Business Schools
Monzurul Hoque, Saint Xavier University
Discussant:  Michael R. Luthy, Bellarmine University

Financial Literacy: Education or Experience?
Douglas Hearth, University of Arkansas
Betsy H. Howlett, University of Arkansas
David L. Kurtz, University of Arkansas
Discussant:  Monzurul Hoque, Saint Xavier University

Educating Students in Finance Research: Testing the Efficient Market Hypothesis
Michael Luthy, Bellarmine University
Patricia A. Ryan, Colorado State University
Carl Hafele, Bellarmine University
Discussant:  Douglas Hearth, University of Arkansas

FINANCE
8:00-9:15 a.m. .......................... Tudor Room, Upper East Mezzanine
Session Title:  Special Topics
Chair:  Dennis Debrecht, Carroll University

An Examination of the Intended Benefits and Actual Outcomes of Publicly Traded Private Equity Firms
K. Matthew Wong, St. John’s University
Richard F. Belloff, International School of Management
Discussant:  David Basterfield, Hillsdale College

The Relationship between Oil Prices and Stock Market Performance
Dennis Debrecht, Carroll University
Discussant:  K. Matthew Wong, St. John’s University
PROGRAM SESSIONS

Risk Management in Electricity Markets
David Basterfield, Hillsdale College
Thomas Bundt, Hillsdale College
Kevin Nordt, Grant County Public Utility District
Discussant: Dennis Debrecht, Carroll University

INFORMATION SYSTEMS AND QUANTITATIVE METHODS
8:00-9:15 a.m. ............................................................. 9th Floor, 950 SAIS Annual Business Meeting

INTERNATIONAL BUSINESS
8:00-9:15 a.m.................................................. Drake Room, Main Level
Annual Business Meeting of the Academy of International Business-Midwest Region and Award Presentations
Presiding: Juan Meraz, AIB-Midwest Chapter President, Missouri State University
(Everyone is invited to the meeting. Refreshments served.)

LEGAL STUDIES
8:00-9:15 a.m. ............................................................. 6th Floor, 625
Theme: Environmental Law
Chair: Norman D. Bishara, University of Michigan

A Primer on International Environmental Law
Richard J. Hunter Jr., Seton Hall University
Héctor Lozada, Seton Hall University
Mark Blodgett, Suffolk University

Eco-labels on Tuna: Regulatory Challenge
Carol J. Miller, Missouri State University

Residue: Environmental Policy after Bush
Brian Sullivan, Western Kentucky University
LEGAL STUDIES
8:00–9:15 a.m. ............................................................. 6th Floor, 629
Theme: Various Topics
Chair: George W. McNary, Creighton University

The Legal Consequences of Unethical and Unprofessional Conduct
Elizabeth A. Campbell, Central Michigan University
Tanya M. Marcum, Bradley University

Caveat Employer: Covenants Not to Compete in Short-Term Employment Contracts
Daniel Botz, Kansas Wesleyan University

A Study of Business Students’ Ability to Distinguish Ethical Persuasive Messages from Corporate Propaganda
Marcia James, University of Wisconsin-Whitewater
Christine Kutz, University of Wisconsin-Whitewater
James Molloy, University of Wisconsin-Whitewater

MANAGEMENT
8:00–9:00 a.m. .......................... Erie Room, Upper West Mezzanine
NAMS Business Meeting
Chair: Edward Heler, NAMS Executive Director
      Julia Teahen, NAMS President 2009

MARKETING
8:00–9:15 a.m. .......................French Room, Lower East Mezzanine
Theme: Ethics and Social Responsibility: Setting Our House in Order
Chair: John Fraedrich, Southern Illinois University-Carbondale
      Discussant: James R. Williams, New Mexico Highlands University

Conflicting Views of Markets and Economic Justice: The Marketing Response
Brian Engelland, Mississippi State University
Ethics of Turnaround Marketing Strategy: A Wicked Problem Approach
Oswald Mascarenhas, University of Detroit Mercy
Ram Kesavan, University of Detroit Mercy
Anand Kesavan, Siebert, Inc.
Michael Bernacchi, University of Detroit Mercy

How Environmentalism Impacts Marketing Strategy: Renewing the Discussion
Héctor Lozada, Seton Hall University
Alma Mintu-Wimsatt, Texas A&M Commerce

The Corporate Web Site as a Tool for Communicating Corporate Social Responsibility: The Case of Pharma.org
Randall Waller, Baylor University

MARKETING
8:00-9:15 a.m. Walton I Room, Lower East Mezzanine
Special Session: The MBA Core Marketing Course: Role, Trends, Pedagogical Options, and Recommended Changes
Presenters: Mark Johnston, Rollins College

MARKETING
8:00-9:15 a.m. Walton II Room, Lower East Mezzanine
Theme: Marketing Education: What We Value, We Measure!
Chair: Michelle Kunz, Morehead State University
Discussant: Brian Vander Schee, Aurora University

Increasing the Level of Engaged Learning: Impact on Student Satisfaction and Academic Performance
William Cobian, Walden University
Robert Newberry, Winona State University
Are MBA Students Exposed to Sales?
Charles Pettijohn, Missouri State University
Linda Pettijohn, Missouri State University

Conference Peer Evaluations: Do They Identify the Studies Which Will Subsequently Be Published in High-Quality Journals
Enar Ruiz-Conde, University of Alicante
Aurora Calderón-Martínez, University of Alicante
Josefa Parreño-Selva, University of Alicante
Francisco Jose Mas-Ruiz, University of Alicante

ACCOUNTING
9:30-10:45 a.m. .......................................................... 4th Floor, 425
Session Title: Various Topics in Accounting Education
Chair: J. Roberto A. Demagalhaes, University of North Dakota

Accounting Service-Learning Project in Malawi, Africa
Lynn Spellman White, Trinity Christian College

Critical Thinking Skills Test: Pre and Post Test Comparison of Business Students’ Critical Thinking Skills
Donna Whitten, Purdue University-North Central
Tantatape Brahmasrene, Purdue University-North Central

ACCOUNTING
9:30-10:45 a.m. .......................................................... 4th Floor, 429
Session Title: Various Topics in Accounting Education
Chair: Doug Johnson, Southeastern Community College

Neoliberalism, Earnings Management and Executive Compensation: A Critical Examination of Lucent Technologies
Gerui (Grace) Kang, University of Minnesota-Duluth
Letitia Pleis, Metropolitan State College of Denver
Dan Teed, Troy University-Dothan Campus
The Evolution of Accounting Systems in Ancient Greece
William Violet, Minnesota State University-Moorhead
M. Wayne Alexander, Minnesota State University-Moorhead

Motivation and Distraction Factors Associated with Student Performance in Advanced Accounting: An Empirical Study
Mostafa M. Maksy, Northeastern Illinois University

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BUSINESS AND HEALTH ADMINISTRATION
9:30–10:45 a.m. ................ Superior Room, Upper West Mezzanine
Session Title:  Quality of Life
Chair:  Susan Duley, Clayton State University
Discussant:  Scott Stegall, Clayton State University

Health Beliefs Related to Willingness to Accept Treatment of Pain with Potentially Addictive Drugs
Kimball P. Marshall, Alcorn State University
Lisa Micich, Alcorn State University

Obesity Prevention and Planning in Northeastern Pennsylvania
Steven Szydlowski, University of Scranton

Twelve Hour Shifts: Friend or Foe?
Scott J. Saccomano, State University of New York at New Paltz

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BUSINESS AND HEALTH ADMINISTRATION
9:30–10:45 a.m. .................Parkside Room, Upper West Mezzanine
Session Title:  National and Global Health Policy
Chair:  Robert J. Spinelli, University of Scranton
Discussant:  David Paul, Monmouth University

Transcultural Perspectives on Alternative Healing Practices
Suzanne Bailey, University of Evansville
Cardiac Rehabilitation in the States and Great Britain
Donald Rodd, University of Evansville
Ginny Waters, University of Evansville
Catherine Laventure, United Lincolnshire Hospitals, United Kingdom

BUSINESS ECONOMICS
9:30-10:45 a.m. ............................................................ 9th Floor, 925
Session Title: Microeconomic Topics
Chair: David A. Dilts, Indiana University-Purdue University Fort Wayne

Overworked and Broken Down? The Effect of Playoff Appearances on Injuries and Productivity in Major League Baseball
Kevin Neuman, University of Wisconsin-Stevens Point

Should Accumulated Wealth of a CEO Be Taken Into Account in Setting an Executive Pay?
Shiv Gupta, University of Findlay

The Connectedness of Economics Drivers Across Three States
William Henderson, University of Southern Indiana
Mohammed Khayum, University of Southern Indiana
Sudesh Mujumdar, University of Southern Indiana
Timothy J. Schibik, University of Southern Indiana

Endogenous Bargaining Power
Sudesh Mujumdar, University of Southern Indiana
Debashis Pal, University of Cincinnati

BUSINESS/SOCIETY/GOVERNMENT
9:30-10:45 a.m. ............................................................ 8th Floor, 829
Theme: Pedagogical Applications
Chair: Bistra Nikiforova, University of New England

A Guide to Using North Country in the Classroom
Steven C. Palmer, Eastern New Mexico University
Peanut Valley Café: What to do Next?
Lee Wyant, Kutztown University of Pennsylvania
Donna M. Steslow, Kutztown University of Pennsylvania

SOCIETY FOR CASE RESEARCH
9:30–10:45 a.m. ........................................Grand Ballroom, Session A
Theme: Panel—Helping Students Evaluate Cases and Write Meaningful Reports
Chair: Joe Thomas, Middle Tennessee State University
Panelists: Larry Howard, Middle Tennessee State University
Cheryl Noll, Eastern Illinois University
Kenneth S. Rhee, Northern Kentucky University

SOCIETY FOR CASE RESEARCH
9:30–10:45 a.m. ........................................Grand Ballroom, Session B
Theme: Embryo Cases, Economics and Acquisitions
Chair: Michael Luthy, Bellarmine University
Discussants: Russell Casey, Penn State University Worthington Scranton
Ann Hackert, Idaho State University
James Camerius, Northern Michigan University

TME Manufacturing
Kerri Keech, The University of Texas-Tyler
Barbara Ross Wooldridge, The University of Texas-Tyler

Western State University Federal Credit Union: A Merger Analysis
Robert Tokle, Idaho State University
Robert Picard, Idaho State University
FINANCE

9:30-10:45 a.m. ..........Venetian Room, Upper East Mezzanine
Session Title: Corporate Finance
Chair: Robert L. Howard, North Carolina A&T State University

Financial Reporting, Interest Rate Spreads, and Growth Valuation?
Kashi Nath Tiwari, KNT’ Academic Financial Research
Discussant: Robert L. Howard, North Carolina A&T State University

Missouri Medical Malpractice Insurance: Before and After Tort Reform
Stanley R. Adamson, Missouri State University
James Simmerman, Missouri State University
Discussant: Charles Rayhorn, Northern Michigan University

Financial Management of Global Ventures
Kashi Nath Tiwari, KNT’ Academic Financial Research
Discussant: Stanley R. Adamson, Missouri State University

FINANCE

9:30-10:45 a.m. ..........Georgian Room, Upper East Mezzanine
Session Title: Special Topics
Chair: John S. Bowdidge, Missouri State University

A Curious Glance at How the Rest of the World Saw American Finance in the Summer of 2008
John S. Bowdidge, Missouri State University
C. Edward Chang, Missouri State University
Discussant: Charles Rayhorn, Northern Michigan University

Phase Two of the Budweiser-Inbev Maneuver
C. Edward Chang, Missouri State University
John S. Bowdidge, Missouri State University
Discussant: David L. Rayome, Northern Michigan University
Program Sessions

The Olympics in Beijing: A Terrific Financial Undertaking
John S. Bowdidge, Missouri State University
Discussant: Dennis Debrecht, Carroll University

FINANCE
9:30–10:45 a.m. Astor Room, Upper East Mezzanine
Session Title: Investments
Chair: Jin-Gil Jeong, Howard University

Characteristics and Performance Evaluation of Real Estate Exchange-Traded Funds
C. Edward Chang, Missouri State University
Walt A. Nelson, Missouri State University
Discussant: Jin-Gil Jeong, Howard University

REIT Valuation Multiples
Olgun Fuat Sahin, Minnesota State University-Moorhead
Discussant: Walt A. Nelson, Missouri State University

Yen Carry Trade: A Simple Real World Example for Teaching Several Finance Concepts
Jin-Gil Jeong, Howard University
Discussant: Olgun Fuat Sahin, Minnesota State University-Moorhead

FINANCE
9:30–10:45 a.m. Tudor Room, Upper East Mezzanine
Session Title: Special Topics
Chair: Sung C. Bae, Bowling Green State University

Equity Ownership Determination in Foreign Direct Investments of Emerging Economies: The Case of Korean FDIs
Sung C. Bae, Bowling Green State University
Kyungwon Ju, Chonnam National University
Kyoo H. Kim, Bowling Green State University
Taek Ho Kwon, Chonnam National University
Discussant: Kiyoung Chang, Bowling Green State University
Culture, Corporate Governance, and Dividend Policy
Sung C. Bae, Indiana University South Bend
Kiyoung Chang, Bowling Green State University
Eun Kang, California State University-San Marcos
Discussant: Yewmun Yip, University of South Dakota

Economic Impact of Marketing Alliances on Shareholders’ Wealth
Foo Nin Ho, San Francisco State University
Yewmun Yip, University of South Dakota
Allan D. Shocker, San Francisco State university
Discussant: Sung C. Bae, Bowling Green State University

INFORMATION SYSTEMS AND QUANTITATIVE METHODS
9:30–10:45 a.m. ........................................................... 9th Floor, 950
Panel
Discussion: Online Education: What Is the Future of Online
Education and Technology?

Over the past several years the number of online degree programs and
classes has increased tremendously. The competition between online
universities and traditional colleges continues to grow. Almost all the brick
and mortar schools are offering online degrees and/or online classes.
This panel presents the different technologies that will be part of online
education in the future including Wikis, Blogs, Discussion boards, Podcast-
ing, etc. We will discuss the future of both online education and class-
room-based education.
We are going to present how online programs will look in the future.
Whether we would still need the current physical campuses in the future,
30 or 40 years from now, is discussed.
Panel Chair: Dr. Rami Khasawneh, Lewis University
Panel Members: Dr. Faisal Abdullah, Lewis University
Dr. Laura Leli Carmine, Lewis University
Dr. Eveann Lovero, Lewis University
INTERNATIONAL BUSINESS
9:30-10:45 a.m. ................................................... Drake Room, Main Level
Session Title: The Impact of Globalization on Healthcare
Chair: Raffaele DeVito, Emporia State University
Discussants: In Hyeock Lee, Western Kentucky University
Georgine (Gyongyi) Fogel, North Central University
Anthony C. Koh, University of Toledo

Emerging Trends in Chinese Healthcare: The Impact of a Rising Middle Class
Joyce Chang, The China Care Group
Xiaofeng Jia, The China Care Group
David Wood, The China Care Group

Ethics and the Globalization of Health Care
Martin Stack, Rockhurst University
Ram Kumar Kakani, Xavier Labor Relations Institute
Myles Gartland, Rockhurst University

Foreign Healthcare Providers: A Structure-Conduct-Performance Analysis
Lydia Gan, University of North Carolina at Pembroke
James Frederick, University of North Carolina at Pembroke
Ramin Maysami, University of North Carolina at Pembroke

LEGAL STUDIES
9:30-10:45 a.m. ................................................... 6th Floor, 625
Panel: Incorporating Sustainability into the Legal Studies Curriculum
Chair: Robert Sprague, University of Wyoming
Panelists: Janet Riola Hale, Texas State University-San Marcos
Carol J. Miller, Missouri State University
Linda Reid, University of Wisconsin-Whitewater
Paulette L. Stenzel, Michigan State University
LEGAL STUDIES
9:30-10:45 a.m. ........................................................... 6th Floor, 629
Theme: Various Topics
Chair: Daniel A. Levin, Minnesota State University-Mankato

Water Transfers and the Anticommons in New Mexico
Stephen N. Bretsen, Wheaton College
Peter J. Hill, Wheaton College

The Tax Deductibility of Graduate School Expenses
Thomas E. Knothe, Viterbo University
Inez Berger, Viterbo University

Landmark Decisions of the Warren Supreme Court
Horace E. Johns, Middle Tennessee State University

MANAGEMENT
9:30-10:45 a.m. ....................... Erie Room, Upper West Mezzanine
Theme: Schizophrenic or Symbiotic: Business Education and the Liberal Arts
Chair: Amanda M. Baugous, Augustana College
Panelists Amanda M. Baugous, Augustana College
Harry Fisher, Eureka College
Richard Leake, Luther College
Jay Young, Ohio Dominican University

Visit South-Western Cengage Learning Cyber Cafe
Gold Coast Ballroom
MANAGEMENT
9:30-10:45 a.m. ................ Huron Room, Upper West Mezzanine
Theme: Issues in Global Management
Chair: Casimir C. Barczyk, Purdue University-Calumet

Does Religion Matter? An Investigation of Attitudes Toward Women in 14 Countries
Regina A. Greenwood, Nova Southeastern University
Edward F. Murphy Jr., Embry Riddle Aeronautical University
Shaista E. Khilji, George Washington University
Discussant: Jack L. Howard, Illinois State University

Enhancing Student Learning of Global Business through Role Playing and Role Conflicts
Gurram Gopal, Elmhurst College
Discussant: Richard Hattwick, Western Illinois University

Socialization Tactics, Growth Need Strength and Person-Organization Fit
Jung-Hoon Lim, University of Texas-Pan American
Discussant: Casimir C. Barczyk, University of Illinois-Springfield

MANAGEMENT
9:30-10:45 a.m. ................ Michigan Room, Upper West Mezzanine
Theme: Management Education
Chair: Marsha Katz, Governors State University

Weaving Critical Thinking Pedagogy into the Core of Management Education: An Integrative Approach
Michele A. Govekar, Ohio Northern University
Paul Govekar, Ohio Northern University
Susan M.B. Schertzer, Ohio Northern University
Discussant: Marsha Katz, Governors State University
Preferred Methods of Learning for MBAs
Kristin Holmberg-Wright, University of Wisconsin-Parkside
David Wright, University of Wisconsin-Parkside
Discussant: Kenneth M. Baylor, Nova Southeastern University

Collaboration in Higher Education: Developing a Drill Team
to Transcend Boundaries to Address the Needs of a Changing
Workforce
Redmond Humphrey, Upper Iowa University
Pamela Humphrey, Upper Iowa University
Discussant: Chandu Valluri, St. Mary’s University of Minnesota

MARKETING
9:30-10:45 a.m. ..................................French Room, Lower East Mezzanine
Special Session: Assurance of Learning (AOL) for Ethics, Social
Responsibility, and Professionalism: Ideas for Goals, Curriculum,
Pedagogy, and Assessment
Presenters: Brian Engelland, Mississippi State University
O.C. Ferrell, University of New Mexico
Linda Ferrell, University of New Mexico
John Fraedrich, Southern Illinois University-Carbondale

MARKETING
9:30-10:45 a.m. .......................... Walton I Room, Lower East Mezzanine
Theme: Marketing Delivers a Standard of Living:
Standards and Values that Matter to Consumers
Chair: Letty Workman, Utah Valley University
Discussant: Jeri Mullins-Beggs, Illinois State University

The Impact of Faith-Based Marketing on Consumers’ Perceptions
Jeri Mullins-Beggs, Illinois State University
Linda Showers, Illinois State University
Consumer Decision Making in Religious Virtual Communities: An Examination of Lurking and Posting Behavior
Donnavieve Smith, North Central College

Is Happiness Relative to Income? An Exploratory Study
Russell Casey, Penn State University-Worthington Scranton

Re-examining the Helicopter Parent: What Every Marketing Professional in Higher Education Should Know
Oscar McKnight, Ashland University
Ronald Paugh, Ashland University
Aaron McKnight, University of Chicago
Heidi Parker, Ashland University

MARKETING
9:30–10:45 a.m. Walton II Room, Lower East Mezzanine
Special Session: Get Connected with MERLOT: Discover a Searchable Collection of Online Learning Materials for Use in Your Classes
Presenters: Michelle Kunz, Morehead State University
Dawn Deeter-Schmelz, Ohio University
Pamela Kennett-Hensel, University of New Orleans

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION
9:30–10:45 a.m. 7th Floor, 725
Theme: TQM Implementation
Chair: Michael H. Small, East Tennessee State University

TQM Implementation Strategy based on Requirements by International Quality Management Systems
C.P. Kartha, University of Michigan-Flint
Achieving Manufacturing Excellence in Aerospace Industry: A Case Study
Jaideep Motwani, Grand Valley State University
Asli Yagmur Akbulut, Grand Valley State University

Implementation and Effectiveness of Quality Improvement Initiatives: An Exploratory Study of Current Manufacturing Practices
Mahmoud M. Yasin, East Tennessee State University
Jafar Alavi, East Tennessee State University
Michael H. Small, East Tennessee State University
Mohammad Al-Najjar, East Tennessee State University

ACCOUNTING
11:00-12:15 p.m. ......................................................... 4th Floor, 425
Session Title: Workshop—Creating Podcasts: Principles, Methods, and Deployment Techniques
Panelists: Henry L. Novak, Saint Xavier University
Pamela M. Miller, Saint Xavier University

ACCOUNTING
11:00-12:15 p.m. ......................................................... 4th Floor, 429
Session Title: Audit Practice and Forensic Accounting
Chair: Sheldon Langsam, Western Michigan University

Leadership Development, Job Performance and Personality Traits: A Regional Accounting Firm Perspective
J. Roberto A. Demagalhaes, University of North Dakota

Forensic Accounting, the New Frontier: Teaching Students to Catch the Bad Guys
Vicki Jobst, Benedictine University

Disciplinary Action as a Measure of CPA Competence
Richard S. Sathe, University of St. Thomas
BUSINESS ECONOMICS
11:00-12:15 p.m. ............................................................... 9th Floor, 925
Session Title: Economic Education
Chair: Timothy J. Schibik, University of Southern Indiana

Economically Speaking: Means and Methods of Online Content Delivery to Improve Measurable Learning Outcomes in Principles of Economics Classes
Ramin Maysami, University of North Carolina at Pembroke
Zhixin (Richard) Kang, University of North Carolina at Pembroke

Small Business Project
Reza Varjavand, Saint Xavier University

What Business Leaders Should Know About Macroeconomics for Effective Planning and Decision-Making
Sam Sarkar, Saginaw Valley State University

BUSINESS/SOCIETY/GOVERNMENT
11:00 a.m.-12:15 p.m. ......................................................... 8th Floor, 829
Theme: Matters of Ethnicity
Chair: Maria Lai-Ling Lam, Malone University

How a Minor Show-Business News Item Can Work Its Way around the World
Mark A. Bowdidge, Bethany College
John S. Bowdidge, Missouri State University

Taking Care of Business: Ethnic Hierarchies within the Business Section of the Memphis Commercial Appeal
Bistra Nikiforova, University of New England
SOCIETY FOR CASE RESEARCH
11:00 a.m.-12:15 p.m. .........................Grand Ballroom, Session A
Theme: Critical Incidents
Chair: Britt Shirley, The University of Tampa
Discussants: Timothy Brotherton, Ferris State University
Craig Davis, Ohio University
Jeff Totten, McNeese State University

Cici’s Pizza: A Question of Repositioning
Nona Jones, Benedictine University

Wellness and the Cleveland Clinic’s Nicotine Testing in Pre-Employment Physicals
Asbjorn Osland, San Jose State University
Pamela Wells, San Jose State University

How to Extend Bicycle Parking Service and Stay Profitable
Asbjorn Osland, San Jose State University

SOCIETY FOR CASE RESEARCH
11:00 a.m.-12:15 p.m. .........................Grand Ballroom, Session B
Theme: Embryo Cases
Chair: Yezdi H. Godiwalla, University of Wisconsin-Whitewater
Discussants: James Camerius, Northern Michigan University
Cheryl Noll, Eastern Illinois University
Patrick Schultz, University of North Dakota

Igneous Skis: An Upstart Company in a Mature Industry
Kimbrough Sherman, Loyola College in Maryland
Harsha Dasai, Loyola College in Maryland

The CEO’s Dilemma
Robert Picard, Idaho State University
Cathy Peppers, Idaho State University
FINANCE
11:00–12:15 p.m. .....................Venetian Room, Upper East Mezzanine
Session Title: Special Session on the Financial Crisis
Chair: TBA

INFORMATION SYSTEMS AND QUANTITATIVE METHODS
11:00 a.m.–12:15 p.m. ............................... 9th Floor, 950
Workshop: Using ALICE to Teach Introductory Programming
Theresa Steinbach, DePaul University

INTERNATIONAL BUSINESS
11:00 a.m.–12:15 p.m. ..................... Drake Room, Main Level
Session Title: Characteristics of International Markets and Competitors
Chair: Greg Okoro, Georgia Perimeter College
Discussants: Nichole Castater, Barry University
Etienne Musonera, Mercer University

An Analysis of Tourism in Morocco: Competitiveness and Markets
Jafar Alavi, East Tennessee State University
Mahmoud M. Yasin, East Tennessee State University
Sallem Koubida, Al-Akhawayn University

Doing Business in Mexico
Juan Meraz, Missouri State University

The Public Face of International e-Business: An Exploratory Investigation of the Differences in Homepages of Global Corporations
Bruce Lo, University of Wisconsin-Eau Claire
Mi Yang-Ying Lam, University of Wisconsin-Eau Claire
The Impact of the Internet and Technology on International Negotiations
Anthony C. Koh, University of Toledo

INTERNATIONAL BUSINESS
11:00 a.m.-12:15 p.m. .......................................................... Marquette Room, Main Level
Session Title: Perspectives on Global Trade
Chair: Christopher Ziemnowicz, University of North Carolina at Pembroke
Discussant: Martin Stack, Rockhurst University

American and Chinese Perspectives on Global Trade
John A. Parnell, University of North Carolina at Pembroke
Michael Menefee, University of North Carolina at Pembroke
Zhang Long, China University of Geosciences (Beijing), visiting scholar at Texas A&M University-Commerce

North Korea’s Foreign Trade in a New Direction
Sang Choe, University of Southern Indiana
Andrew Dill, University of Southern Indiana

Bad Karma and the Chinese Earthquake: Lessons Learned from the Sharon Stone Crisis
Zhang Long, China University of Geosciences (Beijing), visiting scholar at Texas A&M University-Commerce
William “Rick” Crandall, University of North Carolina at Pembroke
John A. Parnell, University of North Carolina at Pembroke

LEGAL STUDIES
11:00 a.m.-12:15 p.m. .......................................................... 6th Floor, 625
MALSB Annual Business Meeting
Presiding: Michael A. Katz, Delaware State University
President, Midwest Academy of Legal Studies in Business
PROGRAM SESSIONS

MANAGEMENT
11:00 a.m. 12:15 p.m. .......... Erie Room, Upper West Mezzanine
Theme: Planning for Retirement - Session B
Chair: Bruce Bloom, DeVry University-Chicago
Panelists: Matt Raunio, University of Wisconsin-Sheboygan
          J. David Hunger, Saint John’s University
          Ronald Brown, Purdue University-North Central
          Joe Hamilton, Franklin University

MANAGEMENT
11:00 a.m. 12:15 p.m. .......... Huron Room, Upper West Mezzanine
Theme: Corporate Culture
Chair: Peter Linden, Chicago State University

The Impact of Transformational Leadership on Group Cohesiveness
Tung-Chun Huang, National Central University, Taiwan
Yung-Shui Wang, China University of Technology, Taiwan
Discussant: Peter Linden, Chicago State University

The AirTouch Compass: A Blueprint for a Corporate Culture that Worked
James D. Proffitt, Illinois College
Discussant: Paul Keaton, University of Wisconsin-LaCrosse

The Reality of Strategic Planning: When Theory and Practice Fail to Converge
Richard E. Crandall, Appalachian State University
William “Rick” Crandall, University of North Carolina at Pembroke
Discussant: Gurram Gopal, Elmhurst College
MANAGEMENT
11:00 a.m.-12:15 p.m. .......Michigan Room, Upper West Mezzanine
Theme: Entrepreneurial Leadership
Chair: Robyn Hulsart, Austin Peay State University

Entrepreneurship Track Award
Entrepreneurial Leadership: A Conversation with Dwight Carlson
David C. Strubler, Kettering University
Benjamin W. Redekop, Christopher Newport University
Discussant: Amanda M. Baugous, Augustana College

Distinguished Paper Award for Leadership
Leadership and Leading Track Award
The Influence of Situational and Transformational Leadership on Successful Crisis Management
Kenneth M. Baylor, Nova Southeastern University
Discussant: Robyn Hulsart, Austin Peay State University

Testing the Effects of Leader Behavior on Upward Feedback of a Voluntary Nature
Brandon Kilburn, University of Tennessee-Martin
Coy A. Jones, University of Memphis
Discussant: John Grant, Ohio Dominican University

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MARKETING
11:00 a.m.-12:15 p.m. ...........French Room, Lower East Mezzanine
Theme: Marketing Research: Concepts, Issues, and Future Directions for Understanding the Subtleties of Consumer Behavior
Chair: Tim Graeff, Middle Tennessee State University
Discussant: Suzanne Nasco, Southern Illinois University-Carbondale

Storytelling and Story Reading: Which One Is Better to Translate Expatriates’ Relationship with Brands and Advertising?
Eliane Karsaklian, Université de la Sorbonne Nouvelle
Implicit Measures of Attitudes in Consumer Behavior: Concepts, Issues, and Future Directions
Deepa Pillai, Southern Illinois University-Carbondale
Suzanne N asco, Southern Illinois University-Carbondale
Kesha Coker, Southern Illinois University-Carbondale

Using Ethnography as a Methodology for Marketing Insight: An Applied Example
John Summey, Southern Illinois University-Carbondale

MARKETING
11:00 a.m.-12:15 p.m. ........ Walton I Room, Lower East Mezzanine
Theme: Service Is Our Product and Customers Have the Last Word: A Reality Check for Every Marketer
Chair: Dawn Deeter-Schmelz, Ohio University
Discussant: Pamela Kennett-Hensel, University of New Orleans

Do Loyal Customers Forgive Your Mistakes?
Jun Ma, Indiana University-Purdue University
Nichaya Suntornpithug, Indiana University-Purdue University
Gokhan Karaatli, Indiana University-Purdue University

Identification of the Dimensions of Consumer Altruism
Thomas Powers, University of Alabama-Birmingham
Raymond Hopkins, The Boeing Company

Are Business School Students and Employers of Students Viewed as Customers? Survey Results from Marketing Department Chairs, Business School Deans, and Academic Vice Presidents
Robert Webster, Ouachita Baptist University
Kevin Hammond, University of Tennessee-Martin

Bank Personnel’s Perception of Banking Services and Implications for Service Quality: A Study of Turkish Banks
Musa Pinar, Valparaiso University
Zeliha Eser, Baskent University
Sandy Strasser, Valparaiso University
MARKETING
11:00 a.m.-12:15 p.m. ........ Walton II Room, Lower East Mezzanine
Theme: Marketing Education: Students’ Awareness, Attitudes, Motives, and Needs
Chair: Susan Baim, Miami University Middletown
Discussant: Barbara Nemecek, University of Wisconsin River Falls

Student Attitudes toward Study Skills
Alison Wolfe, Elmira College

Students Using Note Cards during Exams: A Case Study
Philip Hurdle, Elmira College

An Exploratory Study of Students’ Perceived Role Overload
Susan Petroshius, Bowling Green State University

Student Awareness and Understanding of Contemporary Marketing Terminology
Brian Vander Schee, Aurora University

OPERATIONS MANAGEMENT
11:00 a.m.-12:15 p.m. ......................................................... 7th Floor, 725
Theme: Information Technology
Chair: Nazim U. Ahmed, Ball State University

Making Changes within an Organization Using Information System Technology
Martin K. M’murithi Mbarabari, Claflin University

Applied Sustainability in Services and Operations: The Case of Grand Valley State University
Asli Yagmur Akbulut, Grand Valley State University
Jaideep Motwani, Grand Valley State University
Samir IsHak, Grand Valley State University
Program Sessions

Longevity and Permanency of a Virtual Organization
Nazim U. Ahmed, Ball State University
Sushil S. Sharma, Ball State University

Legal Studies
12:15–1:30 p.m. Parkside Room, Upper West Mezzanine
Plenary Lunch-Sponsored by DePaul University (Ticket Required)
Guest Speaker: Judge Daniel T. Gillespie, Cook County Circuit Court

MBAA International 2009 Program Chairs Planning Meeting
12:30–1:30 p.m. The Gold Coast Ballroom (registration area)
Presiding: Jann Freed, Central College
Jeff Clark, Middle Tennessee State University

Business Economics
1:45–3:00 p.m. 9th Floor, 925
Session Title: China: Growing Economic and Political Power and Its Impact on the Global Economy
Panelists: Ismail Sharif, University of Wisconsin-Green Bay
Yezdi H. Godiwalla, University of Wisconsin-Whitewater
Shiv Gupta, University of Findlay
Joe Horton, University of Central Arkansas
Ben-Cheih Liu, Chicago State University

Business/Society/Government
1:45–3:00 p.m. 8th Floor, 829
Theme: International Considerations
Chair: John S. Bowdidge, Missouri State University

A Curse or Blessing: Oil and Human Security in Equatorial Guinea
J.J. Asongu, Rockford College

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Chinese Environmental Non-government Organizations as Effective Stakeholders in China
Maria Lai-Ling Lam, Malone University

Exploring the Canadian and U.S. Markets of the Electric Car
Tomas Lopez-Pumarejo, Brooklyn College

SOCIETY FOR CASE RESEARCH
1:45-3:00 p.m. .........................Grand Ballroom, Session A
Theme: Critical Incidents, Policy, and Strategy
Chair: Sundarrajan Sankar, Tarleton State University
Discussants: Sherri Coultrup, Morgan State University
Richard Fulton, Troy University at Augusta
Thomas Garsombke, Claflin University

Leadership Transition at 3M in 2005
Patrick Schultz, University of North Dakota
John Vitton, University of North Dakota
Duane Helleloid, University of North Dakota

Smáralind Shopping Centre
Michael Luthy, Bellarmine University

The Impact of the Divestiture of Hanesbrands, Inc.
Jose J. Poza Jr., Barry University
Anne M. Fiedler, Barry University

SOCIETY FOR CASE RESEARCH
1:45-3:00 p.m. .........................Grand Ballroom, Session B
Theme: Critical Incidents
Chair: Christy De Vader, Loyola College in Maryland
Discussants: Eric Nelson, University of Central Missouri
Bonalyn Nelsen, Rochester Institute of Technology
Kimbrough Sherman, Loyola College in Maryland
PROGRAM SESSIONS

The Program Director and Crisis Management
Leigh Cellucci, Idaho State University
Brian Crawford, Idaho State University
Carla Wiggins, Idaho State University
Tracy Farnsworth, Idaho State University

APA and the Interrogation Debate
Leigh Cellucci, Idaho State University
Tony Cellucci, Idaho State University
Mark Bezik, Idaho State University

INTERNATIONAL BUSINESS
1:45–3:00 p.m. ........................................... Drake Room, Main Level
Session Title: International Banking and the Current Financial Crisis
Chair: Ramin Maysami, University of North Carolina at Pembroke
Discussant: Greg Okoro, Georgia Perimeter College

Progress of China’s Banking System 2002-2008
Peter Geib, Minnesota State University-Moorehead
Lucie Pfaff, College of Mount Saint Vincent

Déjà vu: Causes of and Solutions to the Current Financial Crisis
Nichole Castater, Barry University

INTERNATIONAL BUSINESS
1:45–3:00 p.m. .................................... Marquette Room, Main Level
Session Title: Competitiveness in the International Business Arena
Chair: Nichole M. Castater, Barry University

Strategic Decision Making in Canadian and Australian Arts Organizations
David Cray, Carleton University
Alex Ramirez, Carleton University
Loretta Inglis, Monash University
Organizational Culture and Successful International SMEs
William Barnes, Emporia State University
Raffaele DeVito, Emporia State University
Myrna Cornett-DeVito, Emporia State University

Toward a Prescriptive Research Model of International Adjustment: An Extended Model of Black, Mendenhall, and Oddou’s (1991) Framework for International Adjustment
David C. Strubler, Kettering University
Sung-Hee Park, Kettering University

LEGAL STUDIES
1:45-3:00 p.m. ............................................................. 6th Floor, 625
Theme: Teaching/Pedagogy/Ethics
Chair: Richard J. Hunter Jr., Seton Hall University

Steps in the Classroom to Avoid Steps in the Courtroom
Tanya M. Marcum, Bradley University
Sandra J. Perry, Bradley University

FERPA’s Impact on Post-Secondary Faculty, 2009 Update
George W. McNary, Creighton University
Steven C. Palmer, Eastern New Mexico University
Cheryl Bagley Thompson, University of Nebraska

Taking Care of Business through Ethics and Benefits
Norman D. Bishara, University of Michigan
Cindy Schipani, University of Michigan

Blackboard’s New Tools to Fight Student Plagiarism and to Interface to Facebook: Related Legal and Ethical Considerations before Adoption
Kevin O. O’Brien, University of Denver
LEGAL STUDIES

1:45–3:00 p.m. ........................................................................... 6th Floor, 629
Theme: Technology/Intellectual Property/Banking
Chair: Denise S. Smith, Eastern Illinois University

Law and Technology
Mary Noe, Saint John’s University

Patent Infringement and Protection in Korea
Jung-Hoon Lim, University of Texas-Pan American

Alan C. Roline, University of Minnesota-Duluth

A Quagmire of Regulatory Compliance for Banks
Patricia S. Wall, Middle Tennessee State University
Lee Sarver, Middle Tennessee State University

MARKETING

1:45–3:00 p.m. ....................... French Room, Lower East Mezzanine
Theme: Marketing Strategy: Aligning the Market Offering and 21st-Century Consumer Realities
Chair: Tulay Girard, Penn State-Altoona
Discussant: Fred Hoyt, Illinois Wesleyan University

Building Brand Community Membership within Organizations: A Viable Internal Branding Alternative?
Raj Devasagayam, Siena College
Cheryl Buff, Siena College
Tim Aurand, Northern Illinois University
Kimberly Judson, Illinois State University

Catholic Parishioner Satisfaction and Religious Giving
Thomas Marpe, Saint Mary’s University of Minnesota
Either Fish or Fowl: A Discussion of the Intermediate Customer’s Role in Tying and Antitrust Enforcement
Michael Levin, Otterbein College
Eric Walden, Texas Tech University

The Impact of Consumer Conformity on Brand Following: Preliminary Findings
Paul Acosta, Siena College
Raj Devasagayam, Siena College

MARKETING
1:45-3:00 p.m. ................. Walton I Room, Lower East Mezzanine
Theme: Integrated Marketing Communications: Addressing the Central Issues of Our Time
Chair: Jeri Mullins-Beggs, Illinois State University
Discussant: Ron Bauerly, Western Illinois University

Marketing the 2008 Presidential Election to Young Adults
Paulette Polley-Edmunds, Elizabeth City State University
Josephine Stanley-Brown, Norfolk State University

Optimal Marketing Strategies for Reaching Health Care Providers
Robin Luke, Missouri State University
Kim Hollingsworth, Missouri State University

Stakeholders in Academic Branding: Contrasting Faculty and Student Perceptions
Deborah Baird, Utah Valley University
Letty Workman, Utah Valley University
MARKETING
1:45–3:00 p.m. .................. Walton II Room, Lower East Mezzanine
Special Session: Using Online Survey Software to Create Marketing Surveys: a Tutorial for Marketers Operating in Our Complex and Changing Networked World
Presenter: Suzanne Nasco, Southern Illinois University-Carbondale

BUSINESS ECONOMICS
3:00–4:15 p.m. ............................................................. 9th Floor, 925
Session Title: Empirical Studies
Session Chair: Yezdi H. Godiwalla, University of Wisconsin-Whitewater

Quarterly Economic Data 1921-41 and the Half Liquidity Trap of 1933-36
William Carlson, Duquesne University
Conway Lackman, Duquesne University

All around the World, the Summer of 2008 brought a Financial and Economic Awakening for Many
John S. Bowdidge, Missouri State University

Stock Market Variability Analysis for the Top 40 Companies in Chicago, An Inter-Temporal Comparison 2006-2008
Ben-Cheih Liu, Chicago State University
John Johnson, Chicago State University
Lydia Jones, Chicago State University
Joseph Deskin, Chicago State University
Jamesa Martin, Chicago State University
Jennifer Hoffman, Chicago State University
SOCIAL FOR CASE RESEARCH
3:00-4:15 p.m. ..........................................................Grand Ballroom
Theme: Embryo Cases and Meeting Feedback
Chair: Roy Cook, Fort Lewis College
Discussants: Kay Hodge, University of Nebraska-Kearney
Jeff Totten, McNeese State University
Michael Luthy, Bellarmine University

Store for Knowledge.com
Sundarajjan Sankar, Tarleton State University
Rusty Freed, Tarleton State University

David Boggs, Eastern Illinois University
Leslie Hall, Eastern Illinois University
Melinda Kappes, Eastern Illinois University
Tammy Nicol, Eastern Illinois University

Annual Meeting Feedback and Wrap-up
President: Bill Stratton, Idaho State University
Program Chair: Mark Bezik, Idaho State University

MARKETING
3:00-4:15 p.m. .......................French Room, Lower East Mezzanine
Theme: Sports, People Who Love Them, and Marketing’s Role: It’s Showtime!
Chair: Pamela Kennett-Hensel, University of New Orleans
Discussant: Beverly Venable, Columbus State University

The Effect of Demographics upon Attendees’ Level of Satisfaction Relating to Minor League Baseball: an Empirical Study
Susan Geringer, California State University, Fresno
Tanya Meneses, California State University, Fresno
The Impact of Congruence in Cause Marketing Campaigns for Professional Sports Leagues
Don Roy, Middle Tennessee State University
Benjamin Goss, Missouri State University

Understanding the Retired Athletes Segment: Insights from a Cluster Analysis of Retired Athletes
Kesha Coker, Southern Illinois University at Carbondale
Suzanne Nasco, Southern Illinois University at Carbondale
Deepa Pillai, Southern Illinois University at Carbondale

Understanding Fan Support: The Case of a Nonprofit Organization Owning a Team
Beverly Venable, Columbus State University
Rhea Ingram, Auburn University-Montgomery
William Foxx, Auburn University-Montgomery

MARKETING
3:00–4:15 p.m. .................... Walton I Room, Lower East Mezzanine
Theme: We’re All Global Citizens Now: Marketers Lead the Way
Chair: Brian Vander Schee, Aurora University
Discussant: Brian Vander Schee, Aurora University

Study of Macao College Students’ Ethical Intentions in Business Situations: Implications to Globalizing Chinese Enterprises
Penelope Ferguson DeJong, St. Cloud State University
Mark Munoz, Millikin University
Joseph SyChango, University of Macao

Americans Prefer Famous and Cheap, but French Would Buy Healthy and Tasty: A Cross-Cultural Study on Brand Preferences
Eliane Karsaklian, Université de la Sorbonne Nouvelle
Dimensions of Perceptual Psychic Distance in Exporter-Importer Relationships
Irene Vida, University of Ljubljana
Claude O badia, Advancia-N egocia
Nathalie Prime, European School of Management
Michelle Kunz, Morehead State University

MARKETING
3:00-4:15 p.m. ................. Walton II Room, Lower East Mezzanine
Theme: Understanding Global Marketing Opportunities and Challenges: Important Fronts, New Ideas
Chair: Alfred Holden, Fordham University
Discussant: Alfred Holden, Fordham University

Interdisciplinary Travel Study
Ileana Brooks, Aurora University
Peggy Hernandez, Aurora University

Extending the Process of Customer Relationship Management (CRM) to Value Chain Partners: Towards a Model Development
Samit Chakravorti, Western Illinois University

What Will the Markets of the Future Be for One Community?
Innovative Learning for a Complex World
Paul Lane, Grand Valley State University
John Farris, Grand Valley State University
Anne Marie Fauvel, Grand Valley State University
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