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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 2011 twelve tracks covering the entire of 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 to be known as America's long-term leader in high-value professional development, and MBAA International's reputation for incredible entertainment is just icing on an already sumptuous cake. MBAA International *is* America's best conference value!

### **2012 CONFERENCE DATES**

*March 28 through March 30, 2012*

### **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 \$202 per night.

Please make all hotel reservations directly with The Drake. To make your reservation online, go to [www.mbaainternational.org/conf.htm](http://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. Exhibits are located in the magnificent Gold Coast Ballroom.

## **2012 MBAA INTERNATIONAL PROGRAM**

Persons interested in participating in the 2012 program, scheduled for March 28–30, 2012, at the historic Drake Hotel—where Chicago's Magnificent Mile begins—please contact

Bambi Hora  
Professor of Accounting  
University of Central Oklahoma  
(405) 974-2156  
[bhora@uco.edu](mailto:bhora@uco.edu)

**2011 mbAA international  
mcgraw-hill/irwin  
distinguished paper awards**

**Academy of Business Economics**

*The Economics of Vertical Integration Revisited*

Brian T. Kench, University of Tampa  
Trevor M. Knox, Muhlenberg College  
H. Scott Wallace, University of Wisconsin-Stevens Point

**Academy of Finance**

*The Transmission of Shocks to LIBOR Risk Spreads  
and Nominal Risk Free Rates*

Albert E. DePrince Jr., Middle Tennessee State University  
Pamela D. Morris, Kaplan University

**Academy of International Business, Midwest Region**

*How Important Is Cultural Distance Factor in  
Importer-Exporter Relationship: An Empirical Investigation*

C. P. Rao, Morgan State University  
Augustus Abbey, Morgan State University

**Business and Health Administration Association**

*Hospital Turnaround Practice in the United States:  
Value and Role of Consultants*

Amrita Shenoy, University of Houston-Clear Lake  
Raymond Khoury, University of Houston-Clear Lake  
Ashish Chandra, University of Houston-Clear Lake

**2011 MBAA International  
McGraw-Hill/Irwin  
Distinguished Paper Awards**

**Business, Society, and Government**

*Who Is In Charge? Cases of Not Managing Internal Controls  
in Nonprofit Organizations*

John E. Spillan, The University of North Carolina at Pembroke  
Christopher Ziemnowicz, The University of North Carolina at Pembroke

**Marketing Management Association**

*Supply Chain Alliances: Exploring the Drivers of  
Performance Value and Buyer Satisfaction*

Ursula Y. Sullivan, Northern Illinois University

**North American Accounting Society**

*Does It Matter Where Assets Are Held and Income Is Derived?  
Further Evidence of Differential Value Relevance from Quebec*

Roger C. Graham Jr., College of Business, Oregon State University  
Cameron K. J. Morrill, Chartered Accountants Research Fellow  
I. H. Asper School of Business, University of Manitoba  
Janet B. Morrill, Chartered Accountants Research Fellow  
I. H. Asper School of Business, University of Manitoba

**North American Management Society**

*The Impact of Organizational Capabilities, Environmental  
Uncertainties, and Generic Strategies on Crisis Readiness:  
An Empirical Examination of Retail Professionals*

William "Rick" Crandall, University of North Carolina at Pembroke  
John A. Parnell, University of North Carolina at Pembroke  
Maria Nathan, Lynchburg College

**2011 mbAA international  
mcgraw-hill/irwin  
distinguished paper awards**

**Operations Management and  
Entrepreneurship Association**

*The Effects of Employee Recognition, Pay and Benefits on  
Job Satisfaction: Cross Country Evidence*

Mussie Tessema, Winona State University  
Kathryn Ready, Winona State University  
Abel Embaye, University of Arkansas

**Society for the Advancement of Information Systems**

*An Analysis of the Factors that Contribute to Intellectual Property Theft*

Johnathan Gilliam, Middle Tennessee State University  
Charles H. Apigian, Middle Tennessee State University

# **mbaa international AN INTERNATIONAL CONFERENCE!**

**MBAA International is more than a well-known name, it's a compelling description! All 50 states and more than 25 countries are regularly represented among our attendees.**

**High quality leaders have been coming together at MBAA International for more than 47 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!***

**Jeff Clark  
Executive Director, MBAA International**



# **mbaa international: origins and outcomes**

It's no accident that MBAA International is a high-value, enduring, and endearing multidisciplinary conference. Almost a half decade ago (1964) Schuyler F. Otteson and L. L. Waters of Indiana University and Charles Saunders and Sidney P. Feldman of the University of Kansas gathered "on the occasion of the American Economic Association meeting," and planted these very seeds in their preparation for our inaugural meeting in 1965.

Nearly 50 years later, MBAA International is still going strong. We've built on the innovative, interdisciplinary vision of these great leaders to become AMERICA'S BEST CONFERENCE VALUE!

The MBAA INTERNATIONAL experience is the warm feeling of the familiar and the excitement of the new. The MBAA INTERNATIONAL experience is collegiality and fellowship, renewing friendships and making new ones. The MBAA INTERNATIONAL experience is initiating and continuing dialogues about teaching and research. The MBAA INTERNATIONAL experience is the rich mixture of attendees from colleges—large and small, public and private—governmental agencies, non-profit institutions, and the business community. The MBAA INTERNATIONAL experience is Chicago—an incredible city with entertaining events, great food, and around-the-clock action.

MBAA INTERNATIONAL has become successful beyond even the great dreams of our founders. They established a culture of coordination and cooperation that still thrives. While some other organizations have adopted our "multidisciplinary experience" approach, MBAA INTERNATIONAL remains America's long-term leader in low-cost, high-value integrative professional development. Nobody has been doing it longer and many believe, nobody does it better!

In 2011, eleven formal organizations make up MBAA INTERNATIONAL: Academy of Business Economics, Academy of Finance, Academy of International Business Midwest, Business and Health Administration Association, Marketing Management Association, Midwest Academy of Legal Studies in Business, North American Accounting Society, North American Management Society, Operations Management and Entrepreneurship Association, Society for Case Research, and the Society for the Advancement of Information Systems. We also have a track focusing on Business, Society, and Government.



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

Primary registrations for the various MBAA INTERNATIONAL organizations at the 2007–2010 annual meetings were:

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Accounting.....	79	66	57	71
Business, Society, and Government.....	27	20	14	20
Case Research.....	39	54	59	56
Economics.....	43	39	41	43
Finance.....	116	103	99	114
Health Administration.....	73	65	32	54
Information Systems.....	33	35	31	36
International Business.....	82	48	40	52
Legal Studies.....	50	48	61	59
Management.....	113	85	99	93
Marketing.....	128	139	154	155
Operations Management and Entrepreneurship.....	35	34	28	30
MBAA International.....	<u>16</u>	<u>10</u>	<u>15</u>	<u>14</u>
<b>Total</b> .....	<b>834</b>	<b>746</b>	<b>730</b>	<b>797</b>

These registrations tell only part of the story as some participants support more than one organization through one or more secondary registrations. In 2007, there were 135 secondary registrants; in 2008, 117; in 2009, 118; and in 2010, 137.

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!***

# business meetings, special meetings, meals, and receptions

Cyber Cafe ..... Gold Coast Ballroom  
Open during conference day sessions.

## Wednesday, March 23, 2011

### MARKETING

11:00 a.m.–12:00 p.m. .... Lakeshore Board Room  
Marketing Management Association Publications Council Meeting

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### CASE RESEARCH

12:00 p.m.–1:15 p.m. .... Drake Brothers Restaurant  
Board of Directors Working Luncheon  
Includes available Publications Committee members and Officers

---

### MANAGEMENT

12:00 p.m.–1:15 p.m. .... Michigan Room, Upper West Mezzanine  
North American Management Society Board of Directors Welcome Luncheon  
Hosts: Paul Govekar, Ohio Northern University  
Carolyn Wiley, Roosevelt University

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### MANAGEMENT AND OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP JOINT SESSION

1:30 p.m.–2:45 p.m. .... Parkside Room, Upper West Mezzanine  
Theme: Part I: Course Design – Teaching Workshop with OBTS-Best Practices and Innovations in Course Management  
Organizer: Roy Lewicki, The Ohio State University  
Chairs/  
Facilitators: Jane Schmidt-Wilk, Maharishi University of Management  
Kenneth S. Rhee, Northern Kentucky University

# Wednesday, March 23, 2011

Co-sponsors: North American Management Society (NAMS),  
Operations Management and Entrepreneurship  
Association (OMEA), and Midwest Academy of Legal  
Studies in Business (MALSB)

Open to all conference registrants. RSVP to  
2011namswiley@gmail.com by Wednesday,  
March 16, 2011.

---

## **BUSINESS/SOCIETY/GOVERNMENT**

**3:00 p.m.–4:15 p.m. .... Room 225, 2nd Floor  
Business, Society, and Government Annual Meeting**

Chair: Steven Palmer, Northwestern Oklahoma State University

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## **MANAGEMENT and OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP JOINT SESSION**

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

**Theme: Part II: Course Management – Teaching Workshop  
with OBTS-Best Practices and Innovations in Course  
Management**

Organizer: Roy Lewicki, The Ohio State University

Chairs/

Facilitators: Jane Schmidt-Wilk, Maharishi University of Management  
Kenneth S. Rhee, Northern Kentucky University

Co-sponsors: North American Management Society (NAMS),  
Operations Management and Entrepreneurship  
Association (OMEA), and Midwest Academy of Legal  
Studies in Business (MALSB)

Open to all conference registrants. RSVP to  
2011namswiley@gmail.com by Wednesday,  
March 16, 2011.

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# business meetings, special meetings, meals, and receptions

## Wednesday, March 23, 2011

### ACCOUNTING

4:30 p.m.–5:45 p.m. .... Room 425, 4th Floor

**North American Accounting Society Board Meeting**

Presiding: D'Arcy Becker, University of Wisconsin-Eau Claire

---

### BUSINESS AND HEALTH ADMINISTRATION

4:30 p.m.–5:45 p.m. .... Superior Room, Upper West Mezzanine

**Business and Health Administration Association Board Meeting**

Chair: John J. Newhouse, Saint Joseph's University

---

### CASE RESEARCH

4:30 p.m.–5:45 p.m. .... 8th Floor, Room 825

**Society for Case Research Board of Directors Meeting**

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### MANAGEMENT

4:30 p.m.–5:45 p.m. .... Erie Room, Upper West Mezzanine

**North American Management Society Executive Council Meeting**

Chair: Paul Govekar, Ohio Northern University

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### MARKETING

4:30 p.m.–5:45 p.m. .... Lakeshore Board Room

**Marketing Management Association Board of Directors Meeting**

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### MBAA INTERNATIONAL

6:00 p.m. .... Grand Ballroom, Lower East Mezzanine

**Advisory Council Dinner and Meeting (By invitation only)**

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**“FUN NIGHT” – An Irish Evening**

**8:00 p.m..... Gold Coast Ballroom**

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**MBAA INTERNATIONAL HOSPITALITY SUITE**

**9:30 p.m.–11:00 p.m..... Gold Coast Ballroom**

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**thursday, march 24, 2011**

**BUSINESS AND HEALTH ADMINISTRATION**

**8:00 a.m.–9:00 a.m..... Superior Room, Upper West Mezzanine  
BHAA Annual Business Meeting and Awards Function**

Presiding: John J. Newhouse, Saint Joseph's University  
All BHAA Members are invited to attend this meeting.

---

**FINANCE**

**8:00 a.m.–9:00 a.m..... Astor Room, Upper East Mezzanine  
Executive Meeting of the Academy of Finance**

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**FINANCE**

**10:45 a.m.–12:00 p.m..... Venetian Room, Upper East Mezzanine  
Academy of Finance Business Meeting**

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**INTERNATIONAL BUSINESS**

**10:45 a.m.–1:30 p.m..... Drake Room, Main Level  
Academy of International Business—Midwest Region Luncheon  
(Ticket Required)**

Keynote  
Speaker: Brian Burlingame, COO, The Jeffrey Group

---

# business meetings, special meetings, meals, and receptions

thursday, march 24, 2011

## MARKETING

10:45 a.m.–12:00 p.m. .... Grand Ballroom, Lower East Mezzanine  
**Marketing Management Association Awards Brunch (Ticket Required)**  
2011 Innovative Marketing Award Winner: Shelby Hunt, Texas Tech  
University

---

## BUSINESS ECONOMICS

12:15 p.m.–1:30 p.m. .... Drake Brothers Restaurant  
**Annual Academy of Business Economics (ABE) Board Meeting**

---

## BUSINESS AND HEALTH ADMINISTRATION

12:15 p.m.–1:30 p.m. .... Superior Room, Upper West Mezzanine  
**Meet the Editors and Luncheon**

Chair: Ashish Chandra, University of Houston-Clear Lake,  
Executive Editor, *Hospital Topics*  
Ahmet "Ozzie" Ozturk, Executive Editor, *Hospital Topics*  
Avinandan Mukherjee, *International Journal of  
Pharmaceutical and Healthcare Marketing*

### **What Gets Published in Healthcare Journals? A Key Theme Identification Approach**

Avinandan Mukherjee, Montclair State University  
Kyungwon Lee, Montclair State University

---

## CASE RESEARCH

12:15 p.m.–1:30 p.m. .... Club International, Drake Hotel Main Level  
**Society for Case Research Annual Meeting and Luncheon  
(Ticket Required)**

---

## FINANCE

12:15 p.m.–1:30 p.m. .... Georgian Room, Upper East Mezzanine  
**Academy of Finance Luncheon (Ticket Required)**

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thursday, march 24, 2011

**MANAGEMENT**

**12:15 p.m.–1:30 p.m. ....Parkside Room, Upper West Mezzanine  
NAMS Luncheon and Excellence in Scholarship and Service  
Awards Presentations (Ticket Required)**

Chair: Carolyn Wiley, Roosevelt University

Speakers/

Panelists: Mark Davids, General Manager, Hines Corporation  
Dennis Brennan, Director, Global Inclusion and  
Intercultural Management, McDonald's Corporation

---

**MARKETING**

**12:15 p.m.–1:30 p.m. .... Grand Ballroom, Lower East Mezzanine  
Marketing Management Association Business Meeting**

---

**INTERNATIONAL BUSINESS**

**3:00 p.m.–4:15 p.m. .... Drake Room, Main Level  
Annual Business Meeting of the Academy of International  
Business-Midwest Region and Award Presentations**

Presiding: Juan Meraz, President, AIB U.S. Midwest  
(Everyone is invited to the meeting. Refreshments served.)

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**MBAA INTERNATIONAL**

**4:20 p.m.–5:30 p.m. .... Drake Room, Main Level  
Annual Business Meeting**

Includes "McGraw-Hill/Irwin Distinguished Paper" Awards Presentations

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**"FUN NIGHT" – Chicago Blues Revue**

**8:00 p.m. .... Grand Ballroom, Lower East Mezzanine**

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**MBAA INTERNATIONAL HOSPITALITY SUITE**

**10:00 p.m.–11:00 p.m..... Gold Coast Ballroom**

# **business meetings, special meetings, meals, and receptions**

## **friday, march 25, 2011**

### **OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

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

---

### **BUSINESS ECONOMICS**

7:00 a.m.–8:00 a.m. .... 9th Floor, Room 925  
Academy of Business Economics (ABE) General Meeting  
(Everyone is invited to the meeting.)

---

### **ACCOUNTING**

7:30 a.m.–9:15 a.m. .... Club International, Drake Hotel Main Level  
Breakfast and Annual Meeting of the North American Accounting  
Society (Ticket Required)

---

### **INFORMATION SYSTEMS/QUANTITATIVE METHODS**

8:00 a.m.– 9:15 a.m. ....9th Floor, 950  
SAIS Annual Business Meeting

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### **MANAGEMENT**

8:00 a.m.–9:15 a.m. .... Erie Room, Upper West Mezzanine  
North American Management Society Membership Meeting and  
Continental Breakfast co-sponsored by the Walter E. Heller College of  
Business Administration at Roosevelt University

Chair: Paul Govekar, Ohio Northern University

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Friday, March 25, 2011

**ACCOUNTING and MARKETING (JOINT SESSION)**

9:30 a.m.–10:45 a.m..... French Room, Lower East Mezzanine

**Theme: Does the Class of 2011 have Alternatives to Graduate School or the Peace Corps?**

**Presenter:** Phil Gardner, Collegiate Employment Research Institute,  
Michigan State University

Open to all conference registrants.

---

**LEGAL STUDIES**

11:00 a.m.–12:15 p.m.....6th Floor, 625

**MALSB Annual Business Meeting**

**Presiding:** Tanya M. Marcum, Bradley University  
President, Midwest Academy of Legal Studies in  
Business

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**LEGAL STUDIES**

12:15 p.m.–1:30 p.m. ....Parkside Room, Upper West Mezzanine  
**Luncheon (Ticket Required)**

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**MBAA International**

12:30 p.m.–1:30 p.m. ....The Gold Coast Ballroom (registration area)  
**2012 Program Chairs Planning Meeting**

**Presiding:** Bambi Hora, University of Central Oklahoma  
Jeff Clark, Middle Tennessee State University

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# how to get published

wednesday, march 23, 2011

## MANAGEMENT

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

**Theme:** NAMS' Networking for Management Scholars

**Hosts:** Paul Govekar, Ohio Northern University

Carolyn Wiley, Roosevelt University

Come and meet other management scholars. RSVP to  
2011namswiley@gmail.com by Wednesday,  
March 16, 2011.

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thursday, march 24, 2011

## INFORMATION SYSTEMS

8:00 a.m.–9:00 a.m. .... Room 950, 9th Floor

**Field Project/Dissertation Competition**

**Chair:** Linda V. Knight, DePaul University

**Judging Panel:**

Ann Kieser, Bloomsburg University of Pennsylvania

Kristi Berg, Minot State University

---

## MANAGEMENT

9:15 a.m.–10:30 a.m. ....Erie Room, Upper West Mezzanine

**Theme:** Getting Published in Management Journals

**Organizer/**

**Moderator:** Julia Teahen, Baker College, Editor, *Journal of NAMS*

**Presenters:**

Jann Freed, Central College

Regina A. Greenwood, Nova Southeastern University

Julia Teahen, Baker College, Editor of the *Journal of the  
North American Management Society*

Joy Peluchette, University of Southern Indiana

Kenneth R. Thompson, De Paul University, Editor of the  
*Journal of Leadership and Organizational Studies*

Carolyn Wiley, Roosevelt University

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thursday, march 24, 2011

**CASE RESEARCH**

**10:45 a.m.–12:00 p.m..... 8th Floor, Room 825**

**Panel**

**Discussion: How to Get Published Through Case Research**

Panelists: Kay A. Hodge, University of Nebraska-Kearney  
William E. Stratton, Idaho State University  
Joe Thomas, Middle Tennessee State University  
Tim Brotherton, Ferris State University

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**MANAGEMENT**

**10:45 a.m.–12:00 p.m..... Erie Room, Upper West Mezzanine**

**Theme: Getting Your Management Education Work Published**

Organizer: Jane Schmidt-Wilk, Maharishi University of Management

Presenters: J.B. (Ben) Arbaugh, University of Wisconsin-Oshkosh,  
Editor of the *Academy of Management Learning and Education*  
Mary Ann Hazen, University of Detroit Mercy, Associate  
Editor of the *Journal of Management Education*  
Anne H. Reilly, Loyola University-Chicago  
Jane Schmidt-Wilk, Maharishi University of Management,  
Editor of the *Journal of Management Education*  
Kenneth S. Rhee, Northern Kentucky University, Editor of  
the *SCR Annual Advances in Business Cases*  
Robert S. Rubin, De Paul University

---

# how to get published

thursday, march 24, 2011

## BUSINESS AND HEALTH ADMINISTRATION

12:15 p.m.–1:30 p.m. ....Superior Room, Upper West Mezzanine

**Theme:** Meet the Editors and Luncheon

**Chair:** Ashish Chandra, University of Houston-Clear Lake,  
Executive Editor, *Hospital Topics*  
Ahmet "Ozzie" Ozturk, Executive Editor, *Hospital Topics*  
Avinandan Mukherjee, *International Journal of  
Pharmaceutical and Healthcare Marketing*

### What Gets Published in Healthcare Journals? A Key Theme Identification Approach

Avinandan Mukherjee, Montclair State University  
Kyungwon Lee, Montclair State University

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## INFORMATION SYSTEMS

1:30 p.m.–2:45 p.m. .... Room 950, 9th Floor

**Panel Session:** Tips for Getting Published

**Chair:** Jim Newtown, Baker College  
**Panelists:** Jeff Clark, Middle Tennessee State University  
Linda V. Knight, DePaul University

---

## LEGAL STUDIES

1:30 p.m.–2:45 p.m. .... Room 629, 6th Floor

**Theme:** How to Get Published

**Organizer:** Stephen N. Bretsen, Wheaton College  
**Panelists:** Tonia Hap Murphy, University of Notre Dame  
Robert D. Sprague, University of Wyoming  
Dawn R. Swink, University of St. Thomas

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# WEDNESDAY, MARCH 23, 2011

## MARKETING

11:00 a.m.–12:00 p.m. .... Lakeshore Board Room  
Marketing Management Association Publications Council Meeting

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## CASE RESEARCH

12:00 p.m.–1:15 p.m. .... Drake Brothers Restaurant  
Board of Directors Working Luncheon  
Includes available Publications Committee members and Officers

---

## MANAGEMENT

12:00 p.m.–1:15 p.m. .... Michigan Room, Upper West Mezzanine  
North American Management Society Board of Directors Welcome  
Luncheon  
Hosts: Paul Govekar, Ohio Northern University  
Carolyn Wiley, Roosevelt University

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## ACCOUNTING

1:30 p.m.–2:45 p.m. .... Room 425, 4th Floor  
Theme: CPA Licensure  
Chair: Dee Ann Ellingson, University of North Dakota

**An Examination of the Experience Requirement for CPA Licensure**  
Jack Armitage, University of Nebraska-Omaha

**The 150-Hour Requirement: Necessary or Not!**  
Harold Wilde, University of North Dakota  
J. Roberto A. DeMagalhaes, University of North Dakota

**The Educational Requirements to Sit for the CPA Examination versus  
the Educational Requirements to Qualify for a CPA License: Students'  
Views**  
Quinton Booker, Jackson State University  
Ronald Campbell, North Carolina A&T State University

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WEDNESDAY, MARCH 23, 2011

**ACCOUNTING**

1:30 p.m.–2:45 p.m. .... Room 429, 4th Floor

**Theme:** Assessment of Learning: a Conversation

**Chair:** Douglas Johnson, Southeast Community College

**Opinions of College Professors about Student Outcomes Assessment in Accounting Higher Education**

Kenneth E. Stone, University of Central Missouri

David W. Joy, University of Central Missouri

**Assessment Experiences**

**Panel:** Gary G. Johnson, Southeast Missouri State University

Kenneth A. Heischmidt, Southeast Missouri State University

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**BUSINESS AND HEALTH ADMINISTRATION**

1:30 p.m.–2:45 p.m. .... Superior Room, Upper West Mezzanine

**Theme:** Health Promotion and Disease Prevention

**Chair:** Deborah Gritzmacher, Clayton State University

**Discussant:** Michaeline Skiba, Monmouth University

**Using a Community-based Planning Model to Address Obesity and Diabetes in Northeastern Pennsylvania**

Steven Szydlowski, University of Scranton

**Examining the 1665 Plague in Eyam, England Utilizing a 21st Century Comparative Epidemiological Approach**

Lisa Campbell, University of Tennessee

William Stroube, University of Evansville

Cheryl Stegbauer, University of Tennessee

**The Challenges of Long-Term Care Administration**

Gunjan Bansal, University of Scranton

Robert Spinelli, University of Scranton



## PROGRAM SESSIONS

### **Geriatricians: A Growing Shortage Becomes a Growing Concern**

Brittany Speer, University of Scranton

Lauren Majeski, University of Scranton

Robert Spinelli, University of Scranton

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### **BUSINESS ECONOMICS**

**1:30 p.m.–2:45 p.m. .... 9th Floor, Room 925**

**Session Title: Economic Policy, Regulation, and Institutional Economics**

Chair: Myeong Hwan Kim, Indiana University-Purdue University Fort Wayne

### **The Personal Bankruptcy Decision: The Effect of Religion on Chapter 13 Filings**

John Beck, Gonzaga University

Donald Hackney, Gonzaga University

John Hackney, Gonzaga University

Matthew McPherson, Gonzaga University

### **Chronic Controversy: The Economics of Regulation vs. Prohibition of Marijuana**

Thomas Motter, Indiana University-Purdue University Fort Wayne

Shahin Modarressi, Indiana University-Purdue University Fort Wayne

Katlyn VanDriessche, Indiana University-Purdue University Fort Wayne

Jason Kochenderfer, Indiana University-Purdue University Fort Wayne

Preston Patillo, Indiana University-Purdue University Fort Wayne

### **Shadow Economy and the Related Issues of Tax Evasion: A Comparative Analysis among Canadian Workers**

Gyongyi Konyu Fogel, Northcentral University

Eniola Agbi, Northcentral University



WEDNESDAY, MARCH 23, 2011

**On the Need for Financial Epidemiology: The Case of Consumer Bankruptcy in the U.S.**

Dan Friesner, North Dakota State University

Matthew McPherson, Gonzaga University

Donald Hackney, Gonzaga University

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**BUSINESS/SOCIETY/GOVERNMENT**

**1:30 p.m.–2:45 p.m. .... Room 225, 2nd Floor**

**Theme: Roundtable: New Media Technologies in Higher Education**

Chair: Steven Palmer, Northwestern Oklahoma State University

Jim Breyley Jr., Northwestern Oklahoma State University

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**CASE RESEARCH**

**1:30 p.m.–2:45 p.m. .... 8th Floor, Room 825**

**Theme: Critical Incident and Embryo Review**

Chair: Asbjorn Osland, San Jose State University

Discussants: Chet Trybus, Ferris State University

Karen Berger, Pace University

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**Strike or No Strike? Negotiating a Faculty Labor Contract During Tough Economic Times**

Tim Brotherton, Ferris State University

Carol Rewers, Ferris State University

**Deja Vu at Hammerhead Systems**

George Whaley, San Jose State University

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## PROGRAM SESSIONS

### CASE RESEARCH

**1:30 p.m.–2:45 p.m. .... 8th Floor, Room 829**

**Theme: Embryo Review**

**Chair:** Deni Oas, University of Central Missouri

**Discussants:** Ann M. Hackert, Idaho State University  
Tim Redmer, Regent University

#### **My Horse Is a Large, but I am a Small: Missing the Target Market for Apparel Sales at the 2010 World Equestrian Games**

Eric Nelson, University of Central Missouri

John C. Riddick Jr., Hanover College

J. Greg Houtsma, Warrensburg Veterinary Clinic

#### **Price War: The Case of Japanese Beef Bowl Restaurant Chains**

Nakato Hirakubo, Brooklyn College

Craig Davis, Ohio University

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### FINANCE

**1:30 p.m.–2:45 p.m. .... Astor Room, Upper East Mezzanine**

**Theme: Global Finance I**

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

#### **Governance and Regulatory Determinants of Financial Markets Resilience—Cross Country Evidence**

Inayat U. Mangla, Western Michigan University

Jamshed Y. Uppal, Catholic University of America

**Discussant:** Rasoul Rezvanian, Northeastern Illinois University

#### **New Evidence on the Wealth Transfer during the Argentine Crisis**

Elisabeta Pana, Illinois Wesleyan University

James Lam, Illinois Wesleyan University

**Discussant:** Inayat U. Mangla, Western Michigan University

WEDNESDAY, MARCH 23, 2011

**Overreaction and Market Efficiency: Evidence from Indian Equity Markets**

Rasoul Rezvanian, Northeastern Illinois University

Narendar V. Rao, Northeastern Illinois University

Emmanuel Nyadroh, Northeastern Illinois University

Discussant: Elisabetha Pana, Illinois Wesleyan University

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**FINANCE**

**1:30 p.m.–2:45 p.m. ....Georgian Room, Upper East Mezzanine**

**Theme: Investments and Portfolio Management I**

Chair: Mark A. Wrolstad, Winona State University

**Portfolio Indexation Using Financial Ratios and the DJIA Stocks**

Thomas M. Krueger, University of Wisconsin-La Crosse

Mark A. Wrolstad, Winona State University

Discussant: Jamshid Mehran, Indiana University-South Bend

**The Momentous Ripple Effects in the New Investment Environment**

Cheng-Huei Chiao, Missouri Western State University

Robert Kao, Park University

Discussant: Mark A. Wrolstad, Winona State University

**A Comparative Performance Analysis of Five Mini-portfolios of Fortune 40 Stocks**

Jamshid Mehran, Indiana University-South Bend

Robert J. Balik, Western Michigan University

Discussant: Cheng-Huei Chiao, Missouri Western State University

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## PROGRAM SESSIONS

### **FINANCE**

**1:30 p.m.–2:45 p.m. ....Tudor Room, Upper East Mezzanine**

**Theme: Education in Finance I**

**Chair: Peppi M. Kenny**

#### **Readability of Introductory Finance Textbooks**

Mojtaba Seyedian, SUNY Fredonia

Kenneth Plucinski, SUNY Fredonia

**Discussant: Peppi M. Kenny, Western Illinois University**

#### **A Survey of Case Studies Used in Core Finance Courses for MBA Students**

Suk Hi Kim, University of Detroit Mercy

Junhua Jia, University of Detroit Mercy

**Discussant: Mojtaba Seyedian, SUNY Fredonia**

#### **A Review of Undergraduate Finance Program Requirements**

Peppi M. Kenny, Western Illinois University

Don T. Johnson, Western Illinois University

**Discussant: Junhua Jia, University of Detroit Mercy**

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### **FINANCE**

**1:30 p.m.–2:45 p.m. ....Venetian Room, Upper East Mezzanine**

**Theme: Investments and Portfolio Management II**

**Chair: Robert J. Balik, Western Michigan University**

#### **A Portfolio Investment Strategy to Maximize a Retiree's Income and Estate Wealth at an Affordable Level of Risk**

Charles W. Johnston, Baker College

**Discussant: Robert J. Balik, Western Michigan University**

WEDNESDAY, MARCH 23, 2011

**Do I Convert the Traditional IRA to a Roth Now and Pay the Taxes Now, or Do I Keep the Funds in the Traditional IRA and Pay the Taxes at Retirement?**

Robert L. Howard, North Carolina A&T State University  
Jerry Thorne, North Carolina A&T State University  
Discussant: Charles W. Johnston, Baker College

**Target Date Funds**

Robert J. Balik, Western Michigan University  
Jamshid Mehran, Indiana University-South Bend  
Discussant: Robert L. Howard, North Carolina A&T State University

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**INFORMATION SYSTEMS**

1:30 p.m.–2:45 p.m. .... Room 950, 9th Floor

**Theme: Using Web 2.0 Tools in the Classroom–Workshop**

Loreen Powell, Bloomsburg University of Pennsylvania  
Ann Kieser, Bloomsburg University of Pennsylvania  
Margaret O'Connor, Bloomsburg University of Pennsylvania

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**INTERNATIONAL BUSINESS**

1:30 p.m.–2:45 p.m. .... Drake Room, Main Level

**Tutorial: Preparing Students for Doing Business with the  
“Forgotten Majority”: Curriculum Strategies,  
Research Activities for “Base of the Pyramid”  
Instruction**

Presenter: Les Dlabay, Lake Forest College

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## PROGRAM SESSIONS

### MANAGEMENT AND OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP JOINT SESSION

1:30 p.m.–2:45 p.m. ....Parkside Room, Upper West Mezzanine

**Theme:** Part I: Course Design – Teaching Workshop with OBTS-Best Practices and Innovations in Course Management

**Organizer:** Roy Lewicki, The Ohio State University

**Chairs/**

**Facilitators:** Jane Schmidt-Wilk, Maharishi University of Management  
Kenneth S. Rhee, Northern Kentucky University

**Co-sponsors:** North American Management Society (NAMS),  
Operations Management and Entrepreneurship Association (OMEA), and Midwest Academy of Legal Studies in Business (MALSB)

Open to all conference registrants. RSVP to 2011namswiley@gmail.com by Wednesday, March 16, 2011.

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### MANAGEMENT

1:30 p.m.–2:45 p.m. ....Erie Room, Upper West Mezzanine

**Theme:** Panel I: Best Practices in Teaching Leadership– Learning Resources, Personal Leadership Profiles and Development Plans, Organizational Culture, Organizational Leadership-Building Assignments, and Servant Leadership

**Organizers/** Jann Freed, Central College

**Moderators:** Jeffrey Fahrenwald, Rockford College

**Presenters:** John A. Grant, Ohio Dominican University  
Jeffrey Fahrenwald, Rockford College  
Ken Bartos, University of Detroit Mercy  
Mary Tarling, Aurora University  
Mary Ann Hazen, University of Detroit Mercy

**MANAGEMENT**

**1:30 p.m.–2:45 p.m. .... Huron Room, Upper West Mezzanine**

**Theme: Critical Issues in HRM**

Chair: Richard Leake, Luther College

Discussant: Regina A. Greenwood, Nova Southeastern University

**On-the-Job Management Development: A Proposed Model and Self-Evaluation Assessment**

Dean E. Frost, Bemidji University

Valerie Wallingford, Bemidji University

**Best Practices in Diversity Management: Insights from *DiversityInc's* Top 50 Companies for Diversity**

Gloria L. Campbell, Wartburg College

**Evaluating Title VII Vulnerability in a Manufacturing Setting: A Case Study**

William R. Livingston, Baker College Center for Graduate Studies

Michael F. Peters, Baker College Center for Graduate Studies

Timothy D. Johnson, Baker College Center for Graduate Studies

**Is a Fun-Having Employee a Happy and Helpful Worker? An Investigation of Workplace Fun, Job Satisfaction, and Organizational Citizenship Behaviors (OCBS)**

Jodi Williams Stokley, Southeast Missouri State University

Erin R. Fluegge Woolf, Southeast Missouri State University

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**MARKETING**

**1:30 p.m.–2:45 p.m. .... Ontario Room, Upper West Mezzanine**

**Theme: Customer Relationship Marketing–Workshop Proposal**

Panelists: Nancy J. Nentl, Metropolitan State University

Craig Miller, Normandale Community College



## PROGRAM SESSIONS

### MARKETING

**1:30 p.m.–2:45 p.m. .... French Room, Lower East Mezzanine**

**Theme: Delivering Value and Satisfaction in Services Marketing**

Chair and

Discussant: Fred Hoyt, Illinois Wesleyan University

#### **Visitor Satisfaction with a Heritage Tourism Site Using Case Studies Based on Visitor Diaries**

Henry Ho, Minot State University

Shameen Ali, Victoria University

#### **Trivial Attributes in Service Context: Preliminary Findings**

M. Deniz Dalman, Ithaca College

Junhong Min, Michigan Technological University

Madhav N. Segal, Southern Illinois University-Edwardsville

#### **Sporting Events and Shareholder Wealth: Are the Olympic Games a Tradeable Event for Television Advertisers?**

Rama Yelkur, University of Wisconsin-Eau Claire

Chuck Tomkovick, University of Wisconsin-Eau Claire

Allison Williams, University of Wisconsin-Eau Claire

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### MARKETING

**1:30 p.m.–2:45 p.m. ....Walton I, Lower East Mezzanine**

**Theme: Delivering Value via Supply Chain Alliances**

Chair and

Discussant: Barton Jennings, Western Illinois University

#### **Supply Chain Alliances: Exploring the Drivers of Performance Value and Buyer Satisfaction**

Ursula Y. Sullivan, Northern Illinois University

#### **A Generalized Model for Evaluating Supply Chain Delivery Performance**

Maxim Bushuev, Kent State University

Alfred L. Guiffrida, Kent State University

Murali Shanker, Kent State University



WEDNESDAY, MARCH 23, 2011

**The Impact of Strategic Supplier Partnership and Information Quality on Supply Chain Flexibility and Organizational Performance**

Nagarajan Vivek, PSG Institute of Management

Katrina Savitskie, Arkansas State University

Sandipan Sen, Southeast Missouri State University

Sampathkumar Ranganathan, University of Wisconsin-Green Bay

Sudarani Ravindran, PSG Institute of Management

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**MARKETING**

**1:30 p.m.–2:45 p.m. ....Walton II, Lower East Mezzanine**

**Theme: Ninth Annual MMA Master Teaching Competition  
Sponsored by Hormel Foods**

**Finalists:** Brian A. Vander Schee, Aurora University  
Theresa B. Clarke, James Madison University  
Dwayne Gremler, Bowling Green State University  
Richard R. Beltramini, Wayne State University

**Chair:** Tim Graeff, Middle Tennessee State University

**Judges:** Brian Engelland, The Catholic University of America  
Susan Petroschius, Bowling Green State University  
Donald Roy, Middle Tennessee State University  
Robert Erffmeyer, University of Wisconsin-Eau Claire  
Michael Messina, Gannon University  
John Kenyon, Hormel Foods

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## PROGRAM SESSIONS

### **OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP AND MANAGEMENT JOINT SESSION**

**1:30 p.m.–2:45 p.m. ....Parkside Room, Upper West Mezzanine**

**Theme: Part I: Course Design – Teaching Workshop with OBTS-Best Practices and Innovations in Course Management**

**Organizer:** Roy Lewicki, The Ohio State University

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March 16, 2011.

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### **ACCOUNTING**

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

**Theme: Nonprofit Issues**

**Chair:** Grace Johnson, Marietta College

#### **Peeling Back the Sacred Canopy: Is There a Sacred-Secular Gap in Accounting and Managerial Practices in the Anglican Church of Canada**

Daphne Rixon, Saint Mary's University

Alex Faseruk, Memorial University of Newfoundland

#### **Fraud in Nonprofit Organizations: A Comparison of Pre-Fraud and Post-Fraud Public Support**

Justina Lindsey, Indiana State University

Susan M. Moncada, Indiana State University

#### **The Effect of Factor Price Changes on Standard Cost Variances**

Michael Groner, Roosevelt University

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**ACCOUNTING**

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

**Theme: Influencing Student Performance**

Chair: Kenneth E. Stone, University of Central Missouri

**Student Performance in Their First Post-secondary Accounting**

**Course: Does High School Accounting Matter?**

Meifang Xiang, University of Wisconsin-Whitewater

Robert Gruber, University of Wisconsin-Whitewater

**Motivation and Distraction Factors Associated with Student  
Performance in Intermediate Accounting: An Empirical Study**

Mostafa M. Maksy, Kutztown University of Pennsylvania

**Employer Perceptions of Student Performance in Accounting  
Internships**

Mary Loyland, University of North Dakota

Dee Ann Ellingson, University of North Dakota

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**BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Distance Learning**

Chair: Carla Wiggins, University of Wisconsin-Milwaukee

Discussant: Daniel J. West, University of Scranton

**Asynchronous Distance Education (E-Learning) in a Health Care  
Administration Program**

Mary Kay Madsen, University of Wisconsin-Milwaukee

Carla Wiggins, University of Wisconsin-Milwaukee

**Distance Learning Strategies for the New On-Line Educator**

Scott J. Saccomano, Herbert H. Lehman College



## PROGRAM SESSIONS

### **Changing Curriculum Design from Totally Online to Hybrid: Improving Student Outcomes in a Baccalaureate Healthcare Management Program**

Deborah Gritzmacher, Clayton State University  
Kent Willis, Clayton State University  
Qiu Fang, Clayton State University

### **CRNA and Facebook Utilization in Healthcare**

Phil Rutsohn, Marshall University

### **Transparency in Learning and Assessment: The Use of ePortfolio**

Robert S. Curtis, Franklin University  
Wenxia Wu, Franklin University

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## **BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Pharmacoeconomics and Pharmaceutical Industry,  
and Wellness**

Chair: Avinandan Mukherjee, Montclair State University

Discussant: William Stroube, University of Evansville

### **Pharmaceutical Promotions and the Physician-Patient Relationship: Patient Orientation or Physician Orientation?**

Mark Kay, Montclair State University  
Yam Limbu, Montclair State University

### **The Effect of Direct Advertising to Consumers (DTCA) on Market Share and Quantity in Pharmaceutical Drugs, and Consumer Welfare**

Gurumurthy Kalyanaram, New York Institute of Technology  
Deepak Gupta, Amrita Business School  
Alma Alpeissova, Kazakhstan Institute of Management

### **“Help, I’ve Got Mail”: The Impact of Email on Stress in the Workplace**

Suzanne Bailey, University of Evansville  
Garry Bailey, Evansville Vanderburgh School Corporation

Wednesday, March 23, 2011

**Pharmaceutical Drug Marketing Act (PDMA) of 1987: It Seems to be Going Nowhere Fast**

Gene C. Wunder, Washburn University, Wunder Consulting Group

William Roach, Washburn University

**Health Orientation, Pharmaceutical DTC Advertising, and Patient Compliance**

Avinandan Mukherjee, Montclair State University

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**BUSINESS ECONOMICS**

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

**Session Title: Applied Economics**

Chair: Nodir Adilov, Indiana University-Purdue University

Fort Wayne

**The Impact of Problem Sets on Student Learning**

Myeong Hwan Kim, Indiana University-Purdue University Fort Wayne

Moon-Heum Cho, Kent State University-Stark

Karen Moustafa Leonard, Indiana University-Purdue University Fort Wayne

**Type of Employment and Consumer Bankruptcy Chapter Choice**

Dan Friesner, North Dakota State University

Matthew McPherson, Gonzaga University

Donald Hackney, Gonzaga University

Clarence Barnes, Gonzaga University

**The Strategic Asset Allocation for Foreign Exchange Reserves Management in National Bank of Rwanda**

Satya K. Murty, School of Finance and Banking, Kigali, Rawanda

Jotham Majyalibu, School of Finance and Banking, Kigali, Rawanda

**Does the Taylor Rule Stabilize the U.S. Housing Market: A Conditional Forecast Approach Analysis**

Wan-shin (Cindy) Mo, Chung Yuan Christian University

Peter Summers, Texas Tech University



## PROGRAM SESSIONS

### **BUSINESS/SOCIETY/GOVERNMENT**

**3:00 p.m.–4:15 p.m. .... Room 225, 2nd Floor  
Business, Society, and Government Annual Meeting**

Chair: Steven Palmer, Northwestern Oklahoma State University

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### **CASE RESEARCH**

**3:00 p.m.–4:15 p.m. .... 8th Floor, Room 825**

**Theme: Critical Incident and Embryo Review**

Chair: Leigh W. Cellucci, Idaho State University

Discussants: Tim Brotherton, Ferris State University  
Asbjorn Osland, San Jose State University

**Landamerica Financial Group (LAFG) West Michigan Survival in a  
Down Marketplace**

Chet Trybus, Ferris State University

#### **Astalift**

Nakato Hirakubo, Brooklyn College

Craig Davis, Ohio University

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### **CASE RESEARCH**

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

**Theme: Critical Incident Review**

Chair: George Whaley, San Jose State University

Discussants: Roy Cook, Fort Lewis College

#### **Bitter with the Sweet**

Joe Thomas, Middle Tennessee State University

Ralph Williams, Middle Tennessee State University

#### **Franchising in the Dairy Service Industry**

Deni Oas, University of Central Missouri

Steven Lance Popejoy, University of Central Missouri

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WEDNESDAY, MARCH 23, 2011

**FINANCE**

**3:00 p.m.–4:15 p.m. .... Astor Room, Upper East Mezzanine**

**Theme: Financial Markets I**

**Chair: David Rayome, Northern Michigan University**

**Andersen Implosion over Enron: An Analysis of the Contagion Effect on Fortune 500 Firms**

Robert A. Kunkel, University of Wisconsin-Oshkosh

Joann Noe Cross, University of Wisconsin-Oshkosh

**Discussant: Musa Darayseh, American University of Sharjah**

**Internet Delivery Channel and Credit Union Performance:  
A Propensity Score Approach**

Elisabeta Pana, Illinois Wesleyan University

Sascha Vitzthum, Illinois Wesleyan University

David Willis, Illinois Wesleyan University

**Discussant: Robert A. Kunkel, University of Wisconsin-Oshkosh**

**Turtle Trading in the Pit and Electronic Trading Eras**

David Rayome, Northern Michigan University

Abhijit Jain, Northern Michigan University

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

**The Sustainable Growth Rate in Islamic Financial Institutions in Light of the Recent Financial Crisis**

Abdelaziz Chazi, American University of Sharjah

Musa Darayseh, American University of Sharjah

Abed Al-Nasser Abdallah, American University of Sharjah

**Discussant: David Rayome, Northern Michigan University**



## PROGRAM SESSIONS

### FINANCE

**3:00 p.m.–4:15 p.m. ....Georgian Room, Upper East Mezzanine**

**Theme: Investments and Portfolio Management III**

**Chair:** Charles R. Rayhorn, Northern Michigan University

#### **Market Risk Characteristics and the 2007–2009 Credit Crisis**

Marcelo Eduardo, Mississippi College

Mike Cudd, Mississippi College

Lloyd Roberts, Mississippi College

**Discussant:** Farhang Mossavar-Rahmani, National University

#### **Was the Market Really That Bad?**

Charles R. Rayhorn, Northern Michigan University

**Discussant:** Marcelo Eduardo, Mississippi College

#### **Global Financial Crisis: Islamic Banks versus Conventional Banks**

Farhang Mossavar-Rahmani, National University

Hamid Maleki, National University

**Discussant:** Charles R. Rayhorn, Northern Michigan University

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### FINANCE

**3:00 p.m.–4:15 p.m. ....Tudor Room, Upper East Mezzanine**

**Theme: Education in Finance II**

**Chair:** David Kunz, Southeast Missouri State University

#### **Using a Business Finance Simulation**

David Kunz, Southeast Missouri State University

**Discussant:** Ian Martin, Memorial University-Newfoundland

#### **Can Grade Inflation in Prerequisites Affect Students' Performance in Business Finance?**

Chien-chih Peng, Morehead State University

**Discussant:** David Kunz, Southeast Missouri State University



WEDNESDAY, MARCH 23, 2011

**The Impact of a Change in In-Class Course Time on Performance in the Introductory Finance Course**

Michael Schellenger, University of Wisconsin-Oshkosh

Stephen Huffman, University of Wisconsin-Oshkosh

Discussant: Chien-chih Peng, Morehead State University

**The Application of Learning Algorithms in Trading Strategies**

Ian Martin, Memorial University-Newfoundland

Alex Faseruk, Memorial University-Newfoundland

Discussant: Michael Schellenger, University of Wisconsin-Oshkosh

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**FINANCE**

**3:00 p.m.–4:15 p.m. .... Venetian Room, Upper East Mezzanine**

**Theme: Corporate Finance I**

Chair: Muhammad Chishty, Saint Xavier University

**A Quantile Regression Analysis of Employee Stock Options Substitution with Debt**

Steven A. Hanke, Indiana University-Purdue University Fort Wayne

Hui Di, Indiana University-Purdue University Fort Wayne

Wei-chih Chiang, University of Houston-Victoria

Discussant: Jonathan K. Kramer, Kutztown University of Pennsylvania

**Cross-Sectional Determinants of an Executive Performance Metric Index**

John Robinson, Viterbo University

Discussant: Steven A. Hanke, Indiana University-Purdue University Fort Wayne

**CEO Compensations in Major Healthcare Insurance Companies—Do They Happen at the Cost of Providers and Patients?**

Muhammad Chishty, Saint Xavier University

Monzurul Hoque, Saint Xavier University

Faisal Rahman, Saint Xavier University

Discussant: John Robinson, Viterbo University



## PROGRAM SESSIONS

### **Executive Compensation at U.S. Community Banks: An Empirical Study of the Relationship between Direct Compensation and Financial Return**

John S. Walker, Kutztown University of Pennsylvania

Jonathan K. Kramer, Kutztown University of Pennsylvania

Discussant: Muhammad Chishty, Saint Xavier University

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### **INFORMATION SYSTEMS**

**3:00 p.m.–4:15 p.m.** ..... Room 950, 9th Floor

**Theme:** Education Technology

**Chair:** Theresa A. Steinbach, DePaul University

**Discussant:** Kaushik Ghosh, Angelo State University

### **Using Current Technology in the Business and Computer Information Systems Classrooms**

Lal Shimpi, Saint Augustine's College

Materu Mathias, Saint Augustine's College

### **Social Media Technology Usage in U.S. Universities: Review and Recommendations**

Kaushik Ghosh, Angelo State University

Sudhir Chawla, Angelo State University

Karen Mallott, Angelo State University

### **A Compilation of Web Resources for Educators**

Linda V. Knight, DePaul University

Theresa A. Steinbach, DePaul University

### **Challenging the Central Role of the LMS: Assessing Faculty Receptivity to Online Teaching**

James Janossy, DePaul University

Ruth Gannon-Cook, DePaul University

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Wednesday, March 23, 2011

**INTERNATIONAL BUSINESS**

**3:00 p.m.–4:15 p.m. .... Drake Room, Main Level**

**Tutorial: Using Team-Based Learning in the International Management Course**

**Presenters:** Christopher Ziemnowicz, University of North Carolina at Pembroke  
Ed Damman, Allen College

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**INTERNATIONAL BUSINESS**

**3:00 p.m.–4:15 p.m. .... Marquette Room, Main Level**

**Theme: Global Issues with Small and Medium Size Enterprises**

**Chair and Discussant:** Man Zhang, Bowling Green State University

**International SMES and ESOPS: Formula for Success**

William O. Barnes, Emporia State University  
Raffaele DeVito, Emporia State University  
Jack L. Sterrett, Emporia State University

**Small and Medium Enterprises in Singapore: What Contributes to Startup Success?**

Cammie Hunt-Oxendine, University of North Carolina at Pembroke  
Ramin Cooper Maysami, University of North Carolina at Pembroke

**New Dimension of International Business Should Focus on Partnerships and Linkage between Businesses, Academia, and Government/s for Third World Economic Development**

Zafar Bokhari, Chicago State University

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## PROGRAM SESSIONS

### MANAGEMENT

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

**Theme: Research in Progress I**

**Chairs:** Julia Teahen, Baker College  
Kenneth R. Thompson, DePaul University

#### **Seeing the Visible But Not Yet Seen: Abstract Visual Processing and Entrepreneurial Leaders**

Raed Elaydi, Roosevelt University

#### **Artificial Intelligence and Strategic Decision-Making: The Sunset on a Promise that Could Never Be**

Patrick Dennis, Colorado State University-Pueblo  
Jose Castillo, Truman State University

#### **Eyes Wide Shut: The Passionate Loyalty and Followership of Members to their Charismatic Leaders**

Debra Yvonne Hunter, Troy State University-Atlanta

#### **The Challenges in Conducting Research in China**

Anita Wood, Viterbo University  
Sara Schwarz Cook, Viterbo University  
Brian Loeffler, Viterbo University

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### MANAGEMENT

**3:00 p.m.–4:15 p.m. .... Erie, Upper West Mezzanine**

**Theme: NAMS' Networking for Management Scholars**

**Hosts:** Paul Govekar, Ohio Northern University  
Carolyn Wiley, Roosevelt University

Come and meet other management scholars. RSVP to 2011namswiley@gmail.com by Wednesday, March 16, 2011.

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**MANAGEMENT AND OPERATIONS MANAGEMENT AND  
ENTREPRENEURSHIP JOINT SESSION**

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

**Theme: Part II: Course Management – Teaching Workshop  
with OBTS-Best Practices and Innovations in Course  
Management**

Organizer: Roy Lewicki, The Ohio State University

Chairs/

Facilitators: Jane Schmidt-Wilk, Maharishi University of Management  
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Open to all conference registrants. RSVP to  
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March 16, 2011.

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**MARKETING**

**3:00 p.m.–4:15 p.m. .... French Room, Lower East Mezzanine**

**Special**

**Session: Supply Chain Management: The Secrets for  
Marketing Professionals**

Panelists: Barton Jennings, Western Illinois University  
Derek Matlock, Blue Wave  
Don Adams, Con-Way Truckload  
John Roberts, Sko-Die, Inc.

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**MARKETING**

**3:00 p.m.–4:15 p.m. ....Walton I, Lower East Mezzanine**

**Theme: Consumer Choice Behavior**

Chair and

Discussant: Timothy V. Aurand, Northern Illinois University

**The Role of Cosmopolitanism in Consumer Choice Behavior**

Irena Vida, University of Ljubljana-Slovenia  
Oliver Parts, Tallinn University of Technology-Estonia  
Michelle B. Kunz, Morehead State University



## PROGRAM SESSIONS

### **Exploring the Impact of Self-Awareness on Consumer Brand Experiences**

Matthew Stark, Siena College  
Raj Devasagayam, Siena College

### **College Student's Consumer Decision-Making Process for Low-Involvement Products**

Bela Florenthal, William Paterson University

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## **MARKETING**

**3:00 p.m.–4:15 p.m. ....Walton II, Lower East Mezzanine**

**Theme: The Impact of Technology on the Sales Management Function**

Chair and

Discussant: James Kenny, Western Illinois University

### **The Role of Sales Management, Engagement of the Sales Process, Vendor Relations and Use of Technology-Based Selling Tools on Sales Performance**

Shawn Green, Aurora University  
Jeff Gardner, Maximum Performance Group

### **Computer Self-Efficacy: The Influence of Technology on Salesperson Performance**

Scott A. Anderson, Buena Vista University  
Steven R. Remington, Buena Vista University  
William C. Johnson, Nova Southeastern University  
Richard E. Plank, University of South Florida

### **The Role of Technology in Enabling Sales Support**

Aaron Ardt, Old Dominion University  
Jason Harkins, University of Maine

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Wednesday, March 23, 2011

**OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP AND  
MANAGEMENT JOINT SESSION**

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

**Theme: Part II: Course Management – Teaching Workshop  
with OBTS-Best Practices and Innovations in Course**

**Management**

Organizer: Roy Lewicki, The Ohio State University

Chairs/

Facilitators: Jane Schmidt-Wilk, Maharishi University of Management  
Kenneth S. Rhee, Northern Kentucky University

Co-sponsors: North American Management Society (NAMS),  
Operations Management and Entrepreneurship  
Association (OMEA), and Midwest Academy of Legal  
Studies in Business (MALSB)

Open to all conference registrants. RSVP to  
2011namswiley@gmail.com by Wednesday,  
March 16, 2011.

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**OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

**3:00 p.m.–4:15 p.m. .... 7th Floor, Room 725**

**Theme: Supply Chain Management**

Chair: Jian Li, Northeastern Illinois University

**Small to Medium-Sized Enterprise Inside of a Supply Chain: A  
Longitudinal Study**

Donna M. Ehrlich, College of Saint Mary

**Optimal Order Splitting Ratios for a Two Supplier Case in a Supply  
Chain Configuration Problem**

Gangaraju Vanteddu, Southeast Missouri State University

**Contingency Strategies in Managing Supply Systems with Uncertain  
Lead Times**

Jian Li, Northeastern Illinois University



## PROGRAM SESSIONS

### **ACCOUNTING**

**4:30 p.m.–5:45 p.m. .... Room 425, 4th Floor**

**North American Accounting Society Board Meeting**

Presiding: D'Arcy Becker, University of Wisconsin-Eau Claire

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### **BUSINESS AND HEALTH ADMINISTRATION**

**4:30 p.m.–5:45 p.m. .... Superior Room, Upper West Mezzanine**

**Business and Health Administration Association Board Meeting**

Chair: John J. Newhouse, Saint Joseph's University

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### **BUSINESS ECONOMICS**

**4:30 p.m.–5:45 p.m. .... 9th Floor, Room 925**

**Session Title: Student Presentations**

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

#### **Yakuza and Japan's Shadow Economy**

Matt Frazier, Cleveland State University

Shahin Modarressi, Indiana University-Purdue University Fort Wayne

#### **The Effects of Foreign Aid on Economic Growth in Developing Countries**

Thorsteinn Sverrisson, Hanover College

#### **Comparative Health Analysis of BRIC Countries**

Akhil Indurti, University of Findlay

Simeen Khan, University of Findlay

Vishakha Khanolkar, University of Findlay

#### **Theory and Research on Relational Contracting and Licensing**

Ayako Huang, Maharishi University of Management

Scott R. Herriott, Maharishi University of Management

#### **The Chinese Steel Industry: Implications for International Trade**

Brock Artfitch, Indiana University-Purdue University Fort Wayne

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# Wednesday, March 23, 2011

## CASE RESEARCH

4:30 p.m.–5:45 p.m. .... 8th Floor, Room 825  
Society for Case Research Board of Directors Meeting

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## MANAGEMENT

4:30 p.m.–5:45 p.m. .... Erie Room, Upper West Mezzanine  
North American Management Society Executive Council Meeting  
Chair: Paul Govekar, Ohio Northern University

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## MARKETING

4:30 p.m.–5:45 p.m. .... Lakeshore Board Room  
Marketing Management Association Board of Directors Meeting

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## MBAA INTERNATIONAL

6:00 p.m. .... Grand Ballroom, Lower East Mezzanine  
Advisory Council Dinner and Meeting (By invitation only)

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## “FUN NIGHT” – An Irish Evening

8:00 p.m. .... Gold Coast Ballroom

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## MBAA INTERNATIONAL HOSPITALITY SUITE

9:30 p.m.–11:00 p.m. .... Gold Coast Ballroom

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# thursday, march 24, 2011

## ACCOUNTING

**8:00 a.m.–9:00 a.m..... Room 425, 4th Floor**

**Theme: Teaching Roundtable**

**Facilitators:** Grace Johnson, Marietta College  
Susan Minke, Indiana University-Purdue  
Bob Russ, Northern Kentucky  
Larry Garrison, University of Missouri-Kansas City

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## ACCOUNTING

**8:00 a.m.–9:00 a.m..... Room 429, 4th Floor**

**Theme: Miscellany**

**Chair:** George Schmelzle, Missouri State University

### **Presenting Total Landed Cost Models in Business and Accounting Classes**

William Roach, Washburn University  
Thomas Clevenger, Washburn University

### **The Vehicle Mileage Tax: An Alternative to the Traditional Gasoline Tax**

Larry Garrison, University of Missouri-Kansas City

### **Citizen-Centric Reporting: Enriching Accounting Course Content Based on Student Internship Experiences**

Katherine Campbell, University of North Dakota  
Kathryn Fristad, University of North Dakota  
Kelsey Lass, University of North Dakota

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## BUSINESS AND HEALTH ADMINISTRATION

**8:00 a.m.–9:00 a.m.....Parkside Room, Upper West Mezzanine  
Annual Business Meeting and Awards Function**

**Presiding:** John J. Newhouse, Saint Joseph's University

All BHAA members are invited to attend.

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thursday, march 24, 2011

**BUSINESS ECONOMICS**

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

**Session Title: Health and Environmental Economics**

Chair: Jason R. Davis, University of Wisconsin-Stevens Point

**On the Demand for Nursing Labor in Hospital Pharmacies**

Dan Friesner, North Dakota State University

Robert Rosenman, Washington State University

**Medicaid Expansions for Wisconsin Parents**

Jason R. Davis, University of Wisconsin-Stevens Point

**The Building Blocks of Carbon Capture**

Thomas Sadler, Western Illinois University

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**BUSINESS/SOCIETY/GOVERNMENT**

**8:00 a.m.–9:00 a.m..... Room 225, 2nd Floor**

**Theme: Home Financing Issues**

Chair: Steven Palmer, Northwestern Oklahoma State University

**The Accounting Behind Fannie and Freddie...What Now?**

Evangeline Brodie, Saint Augustine's College

**Fannie Mae and Freddie Mac: Failures of Social Engineering Revisited**

Jim Breyley Jr., Northwestern Oklahoma State University

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**CASE RESEARCH**

**8:00 a.m.–9:00 a.m..... 8th Floor, Room 825**

**Theme: Critical Incident Review**

Chair: Leigh W. Cellucci, Idaho State University

Discussants: Joe Thomas, Middle Tennessee State University

Carly Baker, Queens University of Charlotte

**Snow Tires in the Caribbean: An Exercise in Creative Idea-Generation**

Bonaly Nelsen, Rochester Institute of Technology

Edwin Hernandez, Rochester Institute of Technology



## PROGRAM SESSIONS

### **Is it Fair to Ban Tobacco Users in Hiring Process?**

Asbjorn Osland, San José State University  
Nanette Clinch, San José State University  
Lauren Ramsay, San José State University  
Pamela Wells, San José State University

### **Advantage Food and Beverage**

Bruce C. Bailey, Otterbein University  
Michael A. Levin, Otterbein University

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## **CASE RESEARCH**

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

**Theme: Critical Incident and Embryo Review**

**Chair:** Tim Redmer, Regent University

**Discussants:** Joseph Kastantin, University of Wisconsin-La Crosse  
John T. Everett, Loyola University-Maryland

### **To Market or Not: Should Arlo, Inc. Commercialize its Soap Dispenser Product?**

Anuradha Basu, San José State University  
Minnie Patel, San José State University

### **Inventory Management: Accounting for Eggs**

Myles Bassell, Brooklyn College  
Tomas Lopez-Pumarego, Brooklyn College of Business

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## **FINANCE**

**8:00 a.m.–9:00 a.m. .... Astor Room, Upper East Mezzanine**  
**Executive Meeting of the Academy of Finance**

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thursday, march 24, 2011

**FINANCE**

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

**Theme: Teaching Excellence Award Presentations  
and Interviews**

Chair: Paige Fields, Texas A&M University

Finalists: Nalinaksha Bhattacharyya, University of Alaska-  
Anchorage

Thomas Cooper, Memorial University of Newfoundland

Joseph Cheng, Ithaca College

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**FINANCE**

**8:00 a.m.–9:00 a.m. .... Georgian Room, Upper East Mezzanine**

**Theme: Investments and Portfolio Management IV**

Chair: Matt Maher, Boise State University

**Analysis of Fixed and Biased Asset Allocation Rebalancing Strategies**

Michael D. Mattei, Bellarmine University

Discussant: Matt Maher, Boise State University

**Surplus Sensitivity and Immunization of Property and Liability  
Insurers**

Jin Park, Indiana State University

Byeongyong Paul Choi, Howard University

Discussant: Michael D. Mattei, Bellarmine University

**Empirical Problems Using the Efficient Frontier to Find Optimal  
Weights in Asset Classes**

Matt Maher, Boise State University

Harry White, Boise State University

Phil Fry, Boise State University

Discussant: Jin Park, Indiana State University

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## PROGRAM SESSIONS

### FINANCE

**8:00 a.m.–9:00 a.m.....Tudor Room, Upper East Mezzanine**

**Theme: Special Topics I**

**Chair:** Janikan Supanvanij, St. Cloud State University

#### **Measuring Firm Value and Degree of Derivative Usage**

Janikan Supanvanij, St. Cloud State University

**Discussant:** Pat Obi, Purdue University-Calumet

#### **What Does Technical Analysis Tell Us About Global Climate Change?**

David Basterfield, Hillsdale College

Thomas Bundt, Hillsdale College

**Discussant:** Janikan Supanvanij, St. Cloud State University

#### **An Inquiry Into the Time Series Dynamics of Short-Term Interest Rates and Stock Returns**

Pat Obi, Purdue University-Calumet

Paolo Miranda, Purdue University-Calumet

Shomir Sil, Purdue University-Calumet

**Discussant:** David Basterfield, Hillsdale College

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### INFORMATION SYSTEMS

**8:00 a.m.–9:00 a.m..... Room 950, 9th Floor  
Field Project/Dissertation Competition**

**Chair:** Linda V. Knight, DePaul University

**Judging Panel:**

Ann Kieser, Bloomsburg University of Pennsylvania

Kristi Berg, Minot State University

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thursday, march 24, 2011

## **INTERNATIONAL BUSINESS**

**8:00 a.m.–9:00 a.m.**..... **Drake Room, Main Level**

**Theme:**           **China, China, China**

**Chair:**            Raffaele DeVito, Emporia State University

**Discussant:**     Ramin Cooper Maysami, University of North Carolina  
                          at Pembroke

### **Achieving Success in China: How Applicable are American Motivational Techniques?**

Nick Rothstein, Saint Mary's University

### **Stimulus Package Chinese Style: Special Issues**

Peter Geib, Minnesota State University-Moorehead

Lucie Pfaff, College of Mount Saint Vincent

### **Did Nation Branding through the 2008 Beijing Olympic Games Change Young Chinese Consumers' Perceptions toward Chinese Brands?**

Huachen Sun, Indiana University-Purdue University Fort Wayne

Nichaya Suntornpithug, Indiana University-Purdue University Fort Wayne

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## **INTERNATIONAL BUSINESS**

**8:00 a.m.–9:00 a.m.**..... **Marquette Room, Main Level**

**Theme:**           **Internationalization of Universities**

**Chair and**        Gyongyi Konyu Fogel, Lawrence Technological

**Discussant:**     University

### **Measuring the Internationalization of Universities**

Rainer Lenz, FH Bielefeld University of Applied Sciences, Germany

Carol Steinhaus, Northern Michigan University

### **Internationalization of Universities: A Critique**

Rainer Lenz, FH Bielefeld University of Applied Sciences, Germany

Carol Steinhaus, Northern Michigan University



## PROGRAM SESSIONS

### LEGAL STUDIES

**8:00 a.m.–9:00 a.m.**..... Room 625, 6th Floor

**Theme:**               **Pedagogy and Teaching**

**Chair:**                Stephen N. Bretsen, Wheaton College

### **Textbooks and Other Resources for Business Law and Legal Environment Courses**

Representatives from Cengage Learning

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### MANAGEMENT

**8:00 a.m.–9:00 a.m.**..... Erie Room, Upper West Mezzanine

**Theme:**               **Management Teaching and Education**

**Chair:**                John A. Grant, Ohio Dominican University

**Discussant:**        Brian Hinrichs, Xavier University

### **Use of Social Media in Graduate Education: An Exploratory Review for Breaking New Ground**

Jay Johnson, Friends University

Jim Maddox, Friends University

### **Teaching Human Resource Management Using Social Networking Media**

Casimir C. Barczyk, Purdue University-Calumet

### **Three Contributing Factors to Effective Utilization of Technology in Management Education and Practice: Personhood, Mindfulness, and Meditation**

Georgia Lee Eshelman, Malone University

Maria Lai-Ling Lam, Malone University

Martha J. B. Cook, Malone University

### **Dimensions of Quality in On Line Business Course Offerings: Content, Format, and Feedback**

Kenneth A. Heischmidt, Southeast Missouri State University

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thursday, march 24, 2011

**MANAGEMENT**

**8:00 a.m.–9:00 a.m. .... Huron Room, Upper West Mezzanine**

**Theme: Sustainability and General Management Issues**

**Chair:** Mary Tarling, Aurora University

**Discussants:** Linda C. Keup, Concordia College  
Michele A. Govekar, Ohio Northern University

**Recycling Initiatives at Two Urban Universities**

Birger Buesching, Loyola University-Chicago  
Rita Gonzalez, Loyola University-Chicago  
Niyati Mehta, Loyola University-Chicago  
Jeff Roberts, Loyola University-Chicago  
Stephanie Szoko, Loyola University-Chicago  
Zdenek Vrbka, Loyola University-Chicago  
Anne H. Reilly, Loyola University-Chicago

**Conversation as Seedbed of Serendipity**

Stephen R. Axley, Western Illinois University

**In Search of Sustainable Development: Moving Toward the Tipping Point**

Richard E. Crandall, Appalachian State University  
William “Rick” Crandall, University of North Carolina at Pembroke

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**MANAGEMENT**

**8:00 a.m.–9:00 a.m. .... Michigan Room, Upper West Mezzanine**

**Theme: Conflict Management, Public Management, and HR Measurements**

**Chair:** Peter J. Linden, Chicago State University

**Discussant:** Valentina Chappell, Friends University

**Fighting in the Workplace and Grievance Arbitration**

William J. Walsh, Illinois Wesleyan University

**The Impact of Operations TEMPO on Turnover Intentions in the United States Military**

Edward F. Murphy, Embry-Riddle Aeronautical University  
Regina A. Greenwood, Nova Southeastern University  
Paul Govekar, Ohio Northern University



## PROGRAM SESSIONS

### **Human Asset Measurement: A Comparison of the Artifact-Based Approach versus Input Methods**

David M. Savino, Ohio Northern University  
Kailee S. McGuire, Ohio Northern University  
Kelly M. White, Ohio Northern University

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### **MARKETING**

**8:00 a.m.–9:00 a.m. .... Ontario Room, Upper West Mezzanine**

**Theme: Marketing Education—Antecedents to Student Success**

Chair and

Discussant: Fred Hoyt, Illinois Wesleyan University

### **College Student Usage of Time Management Tools for the Completion of Class Projects**

Eileen D. Weisenbach Keller, Northern Kentucky University  
Doris Shaw, Northern Kentucky University

### **Marketing Career Speed Networking: A Classroom Event to Foster Career Awareness**

Cheryl L. Buff, Siena College  
Suzanne O'Connor, Siena College

### **Location, Location, Location: Student Performance and Perceptions of Prime Real Estate in Smaller Classes**

Brian A. Vander Schee, Aurora University

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### **MARKETING**

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

**Theme: Supply Chain/Logistics**

Chair and

Discussant: Barton Jennings, Western Illinois University

### **Modeling Green Transportation Costs in an Integrated Supply Chain**

Jay Brown, Kent State University  
Alfred L. Guiffrida, Kent State University

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**Sourcing Initiatives for Best Value Supply Chains: The Case for  
“Value Sourcing”**

Kuntal Bhattacharyya, Kent State University

Alfred L. Guiffrida, Kent State University

**Connecting Supply Chain Management with a Business Curriculum  
that Offers Majors in Management and Marketing**

Michael Messina, Gannon University

Alfred L. Guiffrida, Kent State University

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**MARKETING**

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

**Theme: Promoting Entrepreneurship**

Chair and

Discussant: James Kenny, Western Illinois University

**Promoting Entrepreneurship among African American High School  
and College Students: An Instructional Theory**

Ainsworth A. Bailey, University of Toledo

**Entrepreneurial Intent Among Undergraduates: Are Business  
Students Different?**

Wolfgang Grassl, St. Norbert College

Joseph Jones, St. Norbert College

**Strategic Entrepreneurial Storytelling: Building Stories  
for the Big Pitch**

Martin Key, Southern Illinois University-Carbondale



## PROGRAM SESSIONS

### MARKETING

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

#### Special

**Session: Matching Course Content with Interactive Marketing Needs of Business**

Panelists: Scott LoSasso, LoSasso Advertising and Interactive Agency  
Mark Hollingsworth, LoSasso Advertising and Interactive Agency  
Don Jones, Luther College

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### ACCOUNTING

9:15 a.m.–10:30 a.m..... Room 425, 4th Floor

**Theme: Ethics and Social Responsibility**

Chair: Mary Sheets, University of Central Oklahoma

**Meeting the Challenge of Ensuring Student Awareness of Corporate Social Media Usage: A Description of a Class Project in an Accounting Information Systems Course**

Robert C. Zelin II, Minnesota State University-Mankato

Jane E. Baird, Minnesota State University-Mankato

**Integrating Christian Social Teaching in the Accounting Curriculum at Faith-Based Schools**

Anthony J. Zordan, University of St. Francis

**The Study of Accounting Ethics: An NVivo Analysis of Published Works**

Kathy S. Pollock, Indiana University-Purdue University Fort Wayne

Geralyn M. Miller, Indiana University-Purdue University Fort Wayne

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**ACCOUNTING**

**9:15 a.m.–10:30 a.m..... Room 429, 4th Floor**

**Theme: International Topics**

**Chair:** Larry Garrison, University of Missouri-Kansas City

**Contrasting Benchmarking Practices in Three Malaysian Hospitals**

Zubir Azhar, University Teknologi MARA Kedah

Ibrahim Kamal Abdul Rahman, University Teknologi MARA

Nor Hafizah Abdul Rahman, University Teknologi MARA

Noridah Ismail, University Teknologi MARA Kedah

Leily Adja Radjerman, University Teknologi MARA Kedah

**Does it Matter Where Assets Are Held and Income Is Derived? Further Evidence of Differential Value Relevance from Quebec**

Roger C. Graham Jr., Oregon State University

Cameron K. J. Morrill, University of Manitoba

Janet B. Morrill, University of Manitoba

**What Is Corporate America Really Doing to Prepare for IFRS?**

D'Arcy Becker, University of Wisconsin-Eau Claire

William Miller, University of Wisconsin-Eau Claire

Jim Rundall, University of Wisconsin-Eau Claire

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**BUSINESS AND HEALTH ADMINISTRATION**

**9:15 a.m.–10:30 a.m.....Parkside Room, Upper West Mezzanine**

**Theme: Finance and Accounting Issues in Healthcare**

**Chair:** Dennis Emmett, Marshall University

**Discussant:** Allen Minor, Misericordia University

**Pay for Performance: Is it Working with the Chronically Ill Patients?**

Jill Hickman, Marshall University

Tracie Hickman, Marshall University

Anna Jones, Marshall University

Alberto Coustasse, Marshall University



## PROGRAM SESSIONS

### **Wisconsin Nursing Homes Struggle to Stay in Business (Why)**

Dean Eide, University of Wisconsin-Eau Claire

Jennifer Johs-Artisensi, University of Wisconsin-Eau Claire

Doug Olson, University of Wisconsin-Eau Claire

### **The American Productivity and Quality Center Approach Revisited: An Application to Hospital Performance Evaluation**

Ronald Zhao, Monmouth University

David Paul, Monmouth University

### **Healthcare Reimbursement: Past and Future**

Leah Dorner, University of Scranton

Jessika Haynos, University of Scranton

Robert Spinelli, University of Scranton

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## **BUSINESS ECONOMICS**

**9:15 a.m.–10:30 a.m. .... 9th Floor, Room 925**

### **Student Panel**

#### **Discussion: An Environment for Economic Progress**

Chair: David A. Dilts, Indiana University-Purdue University  
Fort Wayne

Panelists: Thomas Motter, Indiana University-Purdue University  
Fort Wayne

Shahin Modarressi, Indiana University-Purdue University  
Fort Wayne

Preston Patillo, Indiana University-Purdue University  
Fort Wayne

Jason Kochenderfer, Indiana University-Purdue  
University Fort Wayne

Trevor Spencer, Indiana University-Purdue University  
Fort Wayne

Daniel Livingstone, Indiana University-Purdue University  
Fort Wayne

Katlyn VanDriessche, Indiana University-Purdue  
University Fort Wayne

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**BUSINESS/SOCIETY/GOVERNMENT**

9:15 a.m.–10:30 a.m..... Room 225, 2nd Floor

**Theme:** Non-Profit Issues

**Chair:** Jim Breyley Jr., Northwestern Oklahoma State University

**The Internet as an Equalizer: Comparing the Character of Large and Small Nonprofit Organizations' Mission-Focused Use of Information and Communication Technology (ICT)**

Kelly Trusty, Western Michigan University

**Who Is in Charge? Cases of Not Managing Internal Controls in Nonprofit Organizations**

John E. Spillan, University of North Carolina at Pembroke

Christopher Ziemnowicz, University of North Carolina at Pembroke

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**CASE RESEARCH**

9:15 a.m.–10:30 a.m..... 8th Floor, Room 825

**Theme:** Critical Incident and Embryo Review

**Chair:** Gabriele Lingenfelter, Christopher Newport University

**Discussants:** Deni Oas, University of Central Missouri

Rick Crosser, Metropolitan State College of Denver

**Exceptional Fraud: Societe Generale**

Joseph Kastantin, University of Wisconsin-La Crosse

Barbara Eide, University of Wisconsin-La Crosse

**Revenue Recognition: A Case Study on General Accepted Accounting Principles (G.A.A.P.)**

Myles Bassell, Brooklyn College

Tomas Lopez-Pumarego, Brooklyn College of Business

**Strike or No Strike? Negotiating a Faculty Labor Contract—  
From Management's Perspective During Tough Economic Times**

Carol Rewers, Ferris State University

Tim Brotherton, Ferris State University

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## PROGRAM SESSIONS

### CASE RESEARCH

**9:15 a.m.–10:30 a.m.**..... 8th Floor, Room 829

**Theme:** Critical Incident Review

**Chair:** Joe Thomas, Middle Tennessee State University

**Discussants:** Bonalyn Nelsen, Rochester Institute of Technology  
Katherine Newbury, Queens University of Charlotte

#### **Is Responsible Green Marketing Possible?**

Kasia Firlej, Purdue University-Calumet

Angela Crossin, Purdue University-Calumet

#### **Joe's Time Has Come**

Tony Mento, Loyola University-Maryland

John T. Everett, Loyola University-Maryland

Peter Lorenzi, Loyola University-Maryland

#### **Buy a Ticket, Win a Car**

David Morris, North Georgia College & State University

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### FINANCE

**9:15 a.m.–10:30 a.m.**..... Astor Room, Upper East Mezzanine

**Theme:** Global Finance II

**Chair:** Yuli Su, San Francisco State University

#### **International Portfolio and Currency Hedging: Viewpoint of Polish Investors**

Yuli Su, San Francisco State University

Edyta Stepień, San Francisco State University

**Discussant:** Chu-Sheng Tai, Texas Southern University

#### **Retirement Security in Times of Financial Crisis: Can the United States Learn from Chile?**

Gregory J. Buchholz, Missouri Southern State University

Alberto Coustasse, Marshall University

Peter E. Hilsenrath, University of the Pacific

**Discussant:** Yuli Su, San Francisco State University



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**Risk Exposure and the Cost of Capital of International Banking Industry**

Chu-Sheng Tai, Texas Southern University

Discussant: Gregory J. Buchholz, Missouri Southern State University

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**FINANCE**

**9:15 a.m.–10:30 a.m. .... Georgian Room, Upper East Mezzanine**

**Theme: Investments and Portfolio Management V**

Chair: Walt Nelson, Missouri State University

**Risk Tolerance and Selected Demographic Factors: A Comparative Study in Three Countries**

Alan Wong, Indiana University-Southeast

Discussant: Kashi Nath Tiwari, KNT's Academic Financial Research

**Do Green Investment Funds Perform Well?**

Walt Nelson, Missouri State University

C. Edward Chang, Missouri State University

H. Doug Witte, Missouri State University

Discussant: Alan Wong, Indiana University-Southeast

**Market Capitalization and Common Stock Returns over Various Investment Horizons**

Thomas S. Howe, Illinois State University

Ralph A. Pope, California State University Sacramento

Discussant: Walt Nelson, Missouri State University

**Are Brokers Advising the Clientele Accurately: Investment Expectations?**

Kashi Nath Tiwari, KNT's Academic Financial Research

Discussant: Thomas S. Howe, Illinois State University

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## PROGRAM SESSIONS

### FINANCE

**9:15 a.m.–10:30 a.m. .... Tudor Room, Upper East Mezzanine**

**Theme: Special Topics II**

**Chair:** Askar Choudhury, Illinois State University

#### **Retirement Withdrawals: The Historic Return Dilemma**

John Mitchell, Central Michigan University

Shantel Kovar, Central Michigan University

**Discussant:** Askar Choudhury, Illinois State University

#### **Covered Interest and Cross Rate Arbitrage—Does IT Matter?**

Monzurul Hoque, Saint Xavier University

Hamid Mohammadi, Saint Xavier University

**Discussant:** John Mitchell, Central Michigan University

#### **Zoning Effect on Housing Value**

Askar Choudhury, Illinois State University

Prathamesh Muzumdar, Illinois State University

Saket Jangle, Illinois State University

**Discussant:** Sheri Faircloth, University of Nevada-Reno

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### FINANCE

**9:15 a.m.–10:30 a.m. .... Venetian Room, Upper East Mezzanine**

**Theme: Corporate Finance II**

**Chair:** Omid Sabbaghi, University of Detroit Mercy

#### **The Return Behavior of Orphan Equities**

Omid Sabbaghi, University of Detroit Mercy

Matt Lupton, BBVA Compass Bank

**Discussant:** Mussie Teclezion, University of Wisconsin-Green Bay

#### **An Evaluation of the Stock Price Announcement Effect of Seasoned Equity Offerings**

Ken Autore, Centenary College

**Discussant:** Omid Sabbaghi, University of Detroit Mercy

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**The Choice between Publicly Issued and Privately Placed Preferred Stocks**

Joyce Wang, Washington State University

Discussant: Ken Autore, Centenary College-New Jersey

**The Impact of International and Industrial Diversification Strategies on Firms' Financial Constraint and Overinvestment of Free Cash Flow**

Mussie Teclezion, University of Wisconsin-Green Bay

Discussant: Joyce Wang, Washington State University

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**INFORMATION SYSTEMS**

**9:15 a.m.–10:30 a.m..... Room 950, 9th Floor**

**Theme: Internet and Ethics**

Chair: Loreen Powell, Bloomsburg University

Discussant: Kevin Lohrasbi, Pace University

**Digital Citizenship: Finding Your Way on the World Wide Web**

Ann Keiser, Bloomsburg University

Loreen Powell, Bloomsburg University

**Cyber Security**

Kevin Lohrasbi, Pace University

**An Analysis of the Factors that Contribute to Intellectual Property Theft**

Johnathan Gilliam, Middle Tennessee State University

Charles H. Apigian, Middle Tennessee State University

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**INTERNATIONAL BUSINESS**

**9:15 a.m. - 10:30 a.m..... Drake Room, Main Level**

**Panel: There Is Help Out There: U.S. Government Programs for Exports**

Panelists: Small Business Association, Chicago  
United States Commercial Service, Chicago  
United States Chamber of Commerce, Chicago



## PROGRAM SESSIONS

### LEGAL STUDIES

9:15 a.m.–10:30 a.m..... Room 625, 6th Floor

**Theme: Business Organizations**

Chair: Dale B. Thompson, University of St. Thomas

#### **The Uncertain Viability of a Single Member Limited Liability Company as a Choice of Entity**

Ilya A. Lipin, Villanova University

John A. Pearce II, Villanova University

#### **Non-Profit Corporations: Fiduciary Duty and Sarbanes Oxley**

Mark S. Blodgett, Suffolk University

Linda Melconian, Suffolk University

#### **Did Lehman Brothers and Other Banks Violate Securities Laws, SOX, and Other Laws Through the Use of Repo-105?**

Bryce J. Jones, Truman State University

Theresa Presley, Truman State University

#### **Controlling Legal Costs in Small Companies**

George Schmelzle, Missouri State University

### LEGAL STUDIES

9:15 a.m.–10:30 a.m..... Room 629, 6th Floor

**Theme: Creditors' Remedies and Bankruptcy**

Chair: Michael J. Costello, University of Missouri-St. Louis

#### **Discharge of Student Loan Debt After Five Years Applying the Bankruptcy Abuse Prevention and Consumer Protection Act of 2005: With Student Debt on the Rise, How Are Bankruptcy Courts Treating Education Loans?**

Catherine Jorgens, Carroll University

#### **Data Breaches**

Mary Noe, St. John's University

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**Disclosure of Certain Loss Contingencies: A Status Report**

Lynn K. Saubert, Radford University

**Payday Loan Industry in Michigan: The Legal Landscape**

Amy J. Broman, University of Michigan-Dearborn

Gail McCracken, University of Michigan-Dearborn

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**MANAGEMENT**

**9:15 a.m.–10:30 a.m. .... Erie Room, Upper West Mezzanine**

**Theme: Getting Published in Management Journals**

Organizer/

Moderator: Julia Teahen, Baker College, Editor, *Journal of NAMS*

Presenters: Jann Freed, Central College  
Regina A. Greenwood, Nova Southeastern University  
Julia Teahen, Baker College, Editor of the *Journal of the North American Management Society*  
Joy Peluchette, University of Southern Indiana  
Kenneth R. Thompson, De Paul University, Editor of the *Journal of Leadership and Organizational Studies*  
Carolyn Wiley, Roosevelt University

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**MANAGEMENT**

**9:15 a.m.–10:30 a.m. .... Huron Room, Upper West Mezzanine**

**Theme: Teaching and Managing Learning**

Chair: William R. Livingston, Baker College

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

**Playing Hard and (Hopefully) Learning a Lot: Reactions to Classroom Fun**

Erin R. Fluegge Wolf, Southeast Missouri State University

**ABC Healthcare Case Study**

Valerie Wallingford, Bemidji State University



## PROGRAM SESSIONS

### **A Multi-Discipline Approach to Teaching Risk Management**

Gideon Falk, Purdue University-Calumet  
Casimir C. Barczyk, Purdue University-Calumet  
Amlan Mitra, Purdue University-Calumet  
Songtao Mo, Purdue University-Calumet

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### **MANAGEMENT**

**9:15 a.m.–10:30 a.m. .... Michigan Room, Upper West Mezzanine**

**Theme: Panel II on Best Practices in Teaching Leadership—  
Diverse Experiential Learning, Leadership  
Personalities, Leadership Styles, Online Leadership  
Courses, and Leadership Teaching Strategies**

Organizers/

Moderators: Bruce Bloom, DeVry University  
Jann Freed, Central College

Presenters: Constance Savage, Ashland University  
Jay Johnson, Friends University  
Jim Maddox, Friends University  
Vikkie McCarthy, Austin Peay State University  
Bruce Bloom, DeVry University

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### **MARKETING**

**9:15 a.m.–10:30 a.m. .... French Room, Lower East Mezzanine**

**Theme: Marketing Education—Some Assessment Initiatives**

Chair and

Discussant: Stacey Hills, Utah State University

### **Measuring College Marketing Students' Reading Skills: Textbooks vs. Practioner Articles**

Andrew B. Artis, University of South Florida  
David E. Fleming, Eastern Illinois University

### **In-Class Versus Take-Home Quizzes and Exams: And the Winner Is.....**

Phillip Hurdle, Elmira College

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**Course Embedded Assessment in a Principles of Marketing Course**

Maggie McDermott, University of Wisconsin-La Crosse

Joe Chilsen, University of Wisconsin-La Crosse

Susan Whitewater, University of Wisconsin-La Crosse

Betsy Knowles, University of Wisconsin-La Crosse

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**MARKETING**

**9:15 a.m.–10:30 a.m. ....Walton I, Lower East Mezzanine**

**Theme: Consumer Behavior**

Chair and

Discussant: Kim Folkers, Wartburg College

**Ego Depletion and Self-Focused Consumers: Proposing the Effects of a Depleted Self on Gifting Behavior**

Jeremy I. Abel, Siena College

Cheryl L. Buff, Siena College

**Consumer Decision—Making in Religious Virtual Communities: An Exploration of Social Identity, Tie-Strength and Trust**

Donnavieve N. Smith, North Central College

**Motivations for Travel for Work, Enrichment and Leisure**

**Consumption: Using Theory to Understand Willingness to Expatriate, Study Abroad, and Vacation Internationally**

Kyle Coble, Saint Louis University

Brad D. Carlson, Saint Louis University

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**MARKETING**

**9:15 a.m.–10:30 a.m. ....Walton II, Lower East Mezzanine**

**Special**

**Session: Defining Teaching Excellence**

Chair: Tim Graeff, Middle Tennessee State University

Panelists: Robert Peterson, Northern Illinois University

Molly Rapert, University of Arkansas

Michael Wittmann, University of Southern Mississippi

Judiy Anne Garretsoon-Folse, Louisiana State University

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## PROGRAM SESSIONS

### **OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

**9:15 a.m.–10:30 a.m.**..... 7th Floor, Room 725

**Theme: Quantitative Modeling**

**Chair:** John T. Simon, Governors State University

#### **A Goal Programming Model for Determining a Tax Policy: The Case of the State of Indiana**

Raida Abuizam, Purdue University-Calumet

Dolores Rinke, Purdue University-Calumet

#### **An Operational Goal Programming Model of Mutual Fund Portfolio Determination**

John R. MacLeod, Indiana University-Purdue University Fort Wayne

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

#### **A Study of Efficiencies of Reservation Systems**

John T. Simon, Governors State University

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### **OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

**9:15 a.m.–10:30 a.m.**..... 7th Floor, Room 729

**Theme: Trade and Outsourcing**

**Chair:** William Roach, Washburn University

#### **The Lost Concept of Trade Credit in Entrepreneurship Education**

Thomas Clement, University of North Dakota

Craig Silvernagel, University of North Dakota

#### **Off-Shoring of Services: An Entrepreneurial Review and Synthesis**

Ram Kesavan, University of Detroit Mercy

Oswald Mascarenhas, University of Detroit Mercy

Michael Bernacchi, University of Detroit Mercy

Eric Winston, University of Detroit Mercy

#### **Presenting Total Landed Cost Models in Business and Accounting Classes**

William Roach, Washburn University

Thomas Clevenger, Washburn University

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**ACCOUNTING**

**10:45 a.m.–12:00 p.m..... Room 425, 4th Floor**

**Theme: Financial Accounting Topics**

**Chair:** Jerry Kreuze, Western Michigan University

**Is the Pricing of Conservatism Conditional on Information Asymmetry?**

Charles R. Pryor, Western Illinois University

Nicholas C. Lynch, Georgia Southern University

**The Effects of Research and Development and Advertising Expenditures on Firm Value and Earnings Persistence**

Sung-Il Jeon, Chonnam National University

Young S. Kwak, Delaware State University

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**ACCOUNTING**

**10:45 a.m.–12:00 p.m..... Room 429, 4th Floor**

**Theme: Classroom Issues**

**Chair:** D'Arcy Becker, University of Wisconsin-Eau Claire

**The Impact of Albrecht & Sack (2000)—10 Years Later:  
A Preliminary Study**

Grace Johnson, Marietta College

**Integrating an ERP System into an Accounting Curriculum at  
Central Michigan University**

Steven Harrast, Central Michigan University

Gary Hayes, Central Michigan University

Debra Ertel McGilsky, Central Michigan University

**A Reflection on How VARK Awareness Is Changing My Teaching  
in Accounting**

Carol Jessup, Southern Illinois University-Edwardsville



## PROGRAM SESSIONS

### **BUSINESS AND HEALTH ADMINISTRATION**

**10:45 a.m.–12:00 p.m.**.....Parkside Room, Upper West Mezzanine

**Theme:**               **Healthcare Marketing**

**Chair:**                 Ashish Chandra, University of Houston-Clear Lake

**Discussant:**        Peter Fitzpatrick, Clayton State University

#### **Rethinking a Marketing Strategy for Healthcare**

Allen Minor, Misericordia University

#### **There's a Growing Market for Health Insurance, But It's NOT the Market You Think: Health Insurance for Pets**

David Paul, Monmouth University

Michaeline Skiba, Monmouth University

#### **The Patient Experience: A Review of Patient-Centered Culture**

Tyler Condrey, University of Evansville

William Stroube, University of Evansville

#### **Project Management Strategies to Improve Healthcare**

##### **Project Outcomes**

Larry Puleo, MLP Consultants

Andrew Berger, University of Scranton

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### **BUSINESS AND HEALTH ADMINISTRATION**

**10:45 a.m.–12:00 p.m.**.....Superior Room, Upper West Mezzanine

**Theme:**               **Hospital Cost Control**

**Chair:**                 Phil Rutsohn, Marshall University

**Discussant:**        Dennis Emmett, Marshall University

#### **Applying LEAN to the Hospital Emergency Department: A Case Study**

Kathy Brown, Clayton State University

Scott Stegall, Clayton State University,

Peter Fitzpatrick, Clayton State University

Thomas McIlwain, Clayton State University

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**LEAN Health and Patient Care**

Aileen Croke, University of Scranton  
Robert Spinelli, University of Scranton

**Issues Related to Evidence-Based Practice Application in Health Care Settings**

Majed Alamri, Villanova University

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**BUSINESS AND HEALTH ADMINISTRATION**

**10:45 a.m.–12:00 p.m. .... Ontario Room, Upper West Mezzanine**

**Theme: Healthcare Education**

Chair: Daniel J. West, University of Scranton

Discussant: Nashat Zuraikat, Indiana University of Pennsylvania

**Challenges in Curriculum Designs: RN to BSN Bridging Program at King Saud University**

Adel Bashatah, King Saud University  
Hanan Ezzat Alkorashy, King Saud University

**Implementing and Evaluating a Health Management Education and Training Grant**

Kevin Flynn, University of Scranton

**The Health Insurance Risk Game: A Simulation for Meaningful Learning**

Sandy Weinberg, Clayton State University  
Scott Stegall, Clayton State University  
Thomas McIlwain, Clayton State University  
William Willis, Clayton State University

**Barriers for Continuing Professional Development for Nurses at King Fahad Medical City**

Ahmad Aboshaiqah, King Saudi University



## PROGRAM SESSIONS

### **BUSINESS ECONOMICS**

**10:45 a.m.–12:00 p.m..... 9th Floor, Room 925**

**Session Title: Economic Education and Faculty Issues**

Chair: Timothy J. Schibik, University of Southern Indiana

#### **Do Clinical Faculty Perceive the Treatment of Part Time Faculty Differently than Other Types of Faculty?**

Timothy J. Schibik, University of Southern Indiana

Curtis Price, University of Southern Indiana

Dan Friesner, North Dakota State University

#### **Higher Education Opportunity Act and Textbook Prices: Theoretical Approach**

Nodir Adilov, Indiana University-Purdue University Fort Wayne

#### **Estimating Market Power of College Textbook Stores in Indiana**

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

Hedayeh Samavati, Indiana University-Purdue University Fort Wayne

Nodir Adilov, Indiana University-Purdue University Fort Wayne

Shahin Modarressi, Indiana University-Purdue University Fort Wayne

### **BUSINESS/SOCIETY/GOVERNMENT**

**10:45 a.m.–12:00 p.m..... Room 225, 2nd Floor**

**Theme: Matters of Ethics and Corporate Social Responsibility**

Chair: Evangeline Brodie, Saint Augustine's College

#### **Corporate Shaming: An Essay on the Uses, Impact and Effectiveness of Shaming as a Tool for Sustainable Development**

Michael Schmitt, Roosevelt University

#### **Seeking Economic Value in Corporate Social Responsibility: A Case of Employee Skill-Based Volunteering**

Shelly McCallum, Saint Mary's University of Minnesota

Melissa Schmid, Rochester Minnesota

#### **The Changing Face of CSR**

Josetta McLaughlin, Roosevelt University

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**The Concept of Fiduciary Duty as the Underlying Basis for a Corporate Code of Ethics**

Larry Price, Saint Mary's University of Minnesota-Winona

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**CASE RESEARCH**

**10:45 a.m.–12:00 p.m..... 8th Floor, Room 825**

**Panel**

**Discussion: How to Get Published Through Case Research**

Panelists: Kay A. Hodge, University of Nebraska-Kearney  
William E. Stratton, Idaho State University  
Joe Thomas, Middle Tennessee State University  
Tim Brotherton, Ferris State University

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**CASE RESEARCH**

**10:45 a.m.–12:00 p.m..... 8th Floor, Room 829**

**Theme: Embryo Review**

Chair: Kelly Trusty, Trine University

Discussants: Lizabeth A. Barclay, Oakland University  
Asbjorn Osland, San José State University

**Interior Design Services of Charlotte**

Cara Lee Okleshen Peters, Winthrop University  
Kenneth S. Rhee, Northern Kentucky University

**Volunteer Income Tax Assistance: A Service Learning Program**

Gabriele Lingenfelter, Christopher Newport University  
John Veal, Webster University

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**FINANCE**

**10:45 a.m.–12:00 p.m..... Venetian Room, Upper East Mezzanine**  
**Academy of Finance Business Meeting**

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## PROGRAM SESSIONS

### INFORMATION SYSTEMS

**10:45 a.m.–12:00 p.m.**..... Room 950, 9th Floor

**Theme:** Technology and Learning

**Chair:** Behrooz Saghafi, Chicago State University

**Discussant:** Nadene Chambers, DePaul University

#### **Defining and Assessing Written Communication Skills of MIS Students**

Nabil Alghalith, Truman State University

#### **The Correlation of Learning Style to Performance in Database Design and Implementation**

Steven A. Morris, Middle Tennessee State University

#### **Online Learning Perceptions: Experienced vs. Inexperienced Employers**

Marzie Astani, Winona State University

Kathryn Ready, Winona State University

#### **Using Waypoint Assessment Tools to Gauge Student Learning**

Margaret O'Connor, Bloomsburg University of Pennsylvania



### INTERNATIONAL BUSINESS

**10:45 a.m.–1:30 p.m.**..... Drake Room, Main Level  
**Academy of International Business—Midwest Region Luncheon**  
**(Ticket Required)**

**Keynote**

**Speaker:** Brian Burlingame, COO, The Jeffrey Group



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**LEGAL STUDIES**

**10:45 a.m.–12:00 p.m..... Room 625, 6th Floor**

**Theme: Consumer, Marketing, and Cyber Law**

**Chair: Donna J. Cunningham, Valdosta State University**

**Alternatives and Implications: Legal Remedies for Guerrilla Consumer Behavior**

Wayne M. Koprowski, Dominican University

David Aron, Dominican University

**Negative Product Placement: An Evolving Theory of Product Disparagement**

Martin Nunlee, Delaware State University

Denise S. Smith, Eastern Illinois University

Michael A. Katz, Delaware State University

**Wanna Be Friends? The Potential Impact of Lifestyle Discrimination Statutes on Employer Facebook Policies**

Ryan J. Hunt, Western Illinois University

Lara Kessler, Grand Valley State University

**The Liability of Internet Hosting Providers: A Comparative Overview**

Romain M. Lorentz, University of St. Thomas

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**LEGAL STUDIES**

**10:45 a.m.–12:00 p.m..... Room 629, 6th Floor**

**Theme: Pedagogy and Education**

**Chair: Mark S. Blodgett, Suffolk University**

**Rising Textbook Costs: Can Technology Help?**

Bryce J. Jones, Truman State University

Katherine L. Jackson, Truman State University

**A Learning Community Approach to Teaching Environmental Law and Sustainability for Business**

Paulette L. Stenzel, Michigan State University



## PROGRAM SESSIONS

### **Higher Education and Learning Disabilities: Accommodating College Students-How Much and What Kind?**

Dawn R. Swink, University of St. Thomas

### **School Tax Credits: Intrusion of Government into Religion?**

R. Wayne Saubert, Radford University

Dan Davidson, Radford University

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## **MANAGEMENT**

**10:45 a.m.–12:00 p.m. .... Huron Room, Upper West Mezzanine**

**Theme: Management Education and HR**

**Chair:** Jeffrey Fahrenwald, Rockford University

**Discussant:** Robert Allen, Lindenwood University

### **The Parable of the Pig Iron: Using Taylor's Story to Teach the Principles of Scientific Management**

Paul Govekar, Ohio Northern University

Michele A. Govekar, Ohio Northern University

### **Physiognomy: A Fresh Look at an Old Selection Tool**

Richard Leake, Luther College

### **Insights Concerning the Trend in CPCU Membership**

Askar Choudhury, Illinois State University

James R. Jones, Illinois State University

Sarita Sharma, Illinois State University

Sheena Bedi, Illinois State University



**MANAGEMENT**

**10:45 a.m.–12:00 p.m.....Erie Room, Upper West Mezzanine**

**Theme: Getting Your Management Education Work Published**

Organizer: Jane Schmidt-Wilk, Maharishi University of Management

Presenters: J.B. (Ben) Arbaugh, University of Wisconsin-Oshkosh,  
Editor of the *Academy of Management Learning and Education*  
Mary Ann Hazen, University of Detroit Mercy, Associate  
Editor of the *Journal of Management Education*  
Anne H. Reilly, Loyola University-Chicago  
Jane Schmidt-Wilk, Maharishi University of Management,  
Editor of the *Journal of Management Education*  
Kenneth S. Rhee, Northern Kentucky University, Editor of  
the *SCR Annual Advances in Business Cases*  
Robert S. Rubin, De Paul University

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**MANAGEMENT**

**10:45 a.m.–12:00 p.m..... Michigan Room, Upper West Mezzanine**

**Theme: Leadership and Management Research**

Chair: Jeffrey Fahrenwald, Rockford University

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

**The Managerial Challenge of Red Tape: Does the Prescription Match the Cure?**

Patrick G. Scott, Missouri State University

**The Increasing Importance of Leadership in Organizations**

Coy A. Jones, The University of Memphis

**The Impact of Organizational Capabilities, Environmental Uncertainties, and Generic Strategies on Crisis Readiness: An Empirical Examination of Retail Professionals**

William "Rick" Crandall, University of North Carolina at Pembroke

John A. Parnell, University of North Carolina at Pembroke

Maria Nathan, Lynchburg College

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## PROGRAM SESSIONS

### MARKETING

**10:45 a.m.–12:00 p.m.**..... **Grand Ballroom, Lower East Mezzanine**  
**Marketing Management Association Awards Brunch (Ticket Required)**  
 2011 Innovative Marketing Award Winner: Shelby Hunt, Texas Tech University

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### OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

**10:45 a.m.–12:00 p.m.**..... **7th Floor, Room 725**  
**Theme: Quality Management and Benchmarking**  
**Chair: Ardeshir Lohrasbi, University of Illinois-Springfield**

**Service Sector Quality: Challenges for the Quality Professional**  
 Edward M. Knod Jr., Western Illinois University

**Benchmarking—Is It Working?**  
 Gideon Falk, Purdue University-Calumet  
 Danny Galin, Lender Institute, Jerusalem, Israel

**The Impact of Implementing Benchmarking on Productivity of Oil Companies**  
 Ardeshir Lohrasbi, University of Illinois-Springfield  
 Abolfazl Aziz, Rahbaran National Petrochemical Company

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### OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

**10:45 a.m.–12:00 p.m.**..... **7th Floor, Room 729**  
**Theme: Cross-Cultural Issues**  
**Chair: Paul Lane, Grand Valley State University**

**A Cross-Cultural Comparison of Waiting Lines in Two Supermarkets: A Preliminary Study**  
 Luis A. Otero, InterAmerican University of Puerto Rico

**An Assessment of a Human Resource Development Project: Lessons Learned**  
 Mussie Tessema, Winona State University  
 Isaias G. Tesfamichael, University of Groningen, The Netherlands

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**Lessons Learned in a Cross Cultural Interdisciplinary  
Entrepreneurship Program**

Paul Lane, Grand Valley State University

John P. Farris, Grand Valley State University

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**BUSINESS ECONOMICS**

12:15 p.m.–1:30 p.m. ....Drake Brothers Restaurant  
Annual Academy of Business Economics (ABE) Board Meeting

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**BUSINESS AND HEALTH ADMINISTRATION**

12:15 p.m.–1:30 p.m. ....Superior Room, Upper West Mezzanine

**Theme: Meet the Editors and Luncheon**

Chair: Ashish Chandra, University of Houston-Clear Lake,  
Executive Editor, *Hospital Topics*

Ahmet "Ozzie" Ozturk, Executive Editor, *Hospital Topics*

Avinandan Mukherjee, *International Journal of  
Pharmaceutical and Healthcare Marketing*

**What Gets Published in Healthcare Journals? A Key Theme  
Identification Approach**

Avinandan Mukherjee, Montclair State University

Kyungwon Lee, Montclair State University

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**CASE RESEARCH**

12:15 p.m.–1:30 p.m. ....Club International, Drake Hotel Main Level  
Society for Case Research Luncheon and Annual Meeting  
(Ticket Required)

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## PROGRAM SESSIONS

### FINANCE

**12:15 p.m.–1:30 p.m. ....Georgian Room, Upper East Mezzanine  
Academy of Finance Luncheon  
(Ticket Required)**

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### MANAGEMENT

**12:15 p.m.–1:30 p.m. ....Parkside Room, Upper West Mezzanine  
NAMS Luncheon and Excellence in Scholarship and Service  
Awards Presentations (Ticket Required)**

Chair: Carolyn Wiley, Roosevelt University

Speakers/

Panelists: Mark Davids, General Manager, Hines Corporation  
Dennis Brennan, Director, Global Inclusion and  
Intercultural Management, McDonald's Corporation

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### MARKETING

**12:15 p.m.–1:30 p.m. .... Grand Ballroom, Lower East Mezzanine  
Marketing Management Association Business Meeting**

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### ACCOUNTING

**1:30 p.m.–2:45 p.m. .... Room 425, 4th Floor**

**Theme: CPA Examination Update**

Presenters: Russ Friedewald, Executive Director, Illinois Board of  
Examiners  
John Mattar, Director of Psychometrics and  
Research, AICPA

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**ACCOUNTING**

**1:30 p.m.–2:45 p.m. .... Room 429, 4th Floor**

**Theme: IFRS Integration**

Chair: Ahmed El-Zayaty, Findlay University

Panel: Kenneth E. Stone, University of Central Missouri  
David Byrd, Missouri State University  
Mostafa M. Maksy, Kutztown University of Pennsylvania  
Donna Whitten, Purdue University-North Central

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**BUSINESS AND HEALTH ADMINISTRATION**

**1:30 p.m.–2:45 p.m. .... Superior Room, Upper West Mezzanine**

**Theme: Healthcare Reform**

Chair: Kent Willis, Clayton State University

Discussant: Ahmet "Ozzie" Ozturk, CHHI

**Smart Choices to Decrease Nursing Shortage**

Majed Alamri, Villanova University

**Are There Too Many Doctors in the House? An Investigation of the Effects of Job Title Inflation in the American Health Care Industry**

Charles Braun, Marshall University

**Dental Hygiene Programs and Health Care Reform: Taking Advantage of Opportunities**

Susan Duley, West Coast University

Peter Fitzpatrick, Clayton State University

**Accountable Care Organizations: Will Accountability Increase Physician Alignment?**

Gunjan Bansal, University of Scranton

Daniel J. West, University of Scranton

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## PROGRAM SESSIONS

### **BUSINESS AND HEALTH ADMINISTRATION**

**1:30 p.m.–2:45 p.m. ....Parkside Room, Upper West Mezzanine**

**Theme: Healthcare Informatics**

**Chair:** Allen Minor, Misericordia University

**Discussant:** Kevin Flynn, University of Scranton

#### **Are Electronic Medical Records Helping to Increase Productivity?**

Danielle Marcette Auer, Southeast Missouri State University

Heather McMillan, Southeast Missouri State University

Kenneth A. Heischmidt, Southeast Missouri State University

#### **Health Information Technology: Educational Strategies for Health Promotion**

Margaret J. Greene, Ramapo College of New Jersey

#### **The Value of Smart-phones in the Healthcare Industry**

Parminder Singh Lamba, University of Houston-Clear Lake

Ashish Chandra, University of Houston-Clear Lake

#### **The Recently Passed Health Care Reform and Its Impact on Health Care Disparities Among Racial and Ethnic Minorities: Utilizing New Media Technologies to Teach it**

Hengameh Hosseini, Seton Hall University

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### **BUSINESS ECONOMICS**

**1:30 p.m.–2:45 p.m. .... 9th Floor, Room 925**

#### **Panel**

**Discussion: The Challenge of New Media Technologies in Higher Education**

**Chair:** John Kessler, Indiana University-Purdue University  
Fort Wayne

**Panelists:** David A. Dilts, Indiana University-Purdue University  
Fort Wayne

Dan Friesner, North Dakota State University

Timothy J. Schibik, University of Southern Indiana

Jason R. Davis, University of Wisconsin-Stevens Point

John Kessler, Indiana University-Purdue University  
Fort Wayne

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**BUSINESS/SOCIETY/GOVERNMENT**

**1:30 p.m.–2:45 p.m. .... Room 225, 2nd Floor**

**Theme: Economic Issues: Past, Present, and Future**

**Chair: Karen Sneary, Northwestern Oklahoma State University**

**The Macroeconomic Context of the Great Recession 2009**

Michael Daley, University of New England

**The Rise of Packaged Beer and the Reordering of the U.S. Brewing Industry**

Martin Stack, Rockhurst University

Myles Gartland, Rockhurst University

Michael Stellern, Rockhurst University

**The Problems Faced the U.S. Society in the Next 20 Years or The Challenges Facing American Business Due to Adverse External Environment**

Gideon Falk, Purdue University-Calumet

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**CASE RESEARCH**

**1:30 p.m.–2:45 p.m. .... 8th Floor, Room 825**

**Theme: Embryo Review**

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

**Discussants: Myles Bassell, Brooklyn College**

**Ann M. Hackert, Idaho State University**

**When IFRS Is Not Really IFRS**

Joseph Kastantin, University of Wisconsin-La Crosse

**Legalized Medical Marijuana: Are Business Costs Deductible?**

Rick Crosser, Metropolitan State College of Denver

Gregory Clifton, Metropolitan State College of Denver

Andrea Karle, Metropolitan State College of Denver



## PROGRAM SESSIONS

### CASE RESEARCH

**1:30 p.m.–2:45 p.m. .... 8th Floor, Room 829**

**Theme: Critical Incident Review**

**Chair:** Steven Cox, Queens University of Charlotte

**Discussants:** Kasia Firlej, Purdue University-Calumet  
John T. Everett, Loyola University-Maryland

#### **Sink or Swim**

Katherine Newbury, Queens University of Charlotte

Tim Burson, Queens University of Charlotte

#### **Is Unilever Hypocritical?**

Asbjorn Osland, San José State University

Nanette Clinch, San José State University

Aline Dorso, San José State University

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### FINANCE

**1:30 p.m.–2:45 p.m. .... Astor Room, Upper East Mezzanine**

**Theme: Global Finance III**

**Chair:** G. N. Naidu, Illinois State University

#### **The Perils of a Central Bank's Capital Control: How Substantial is the Effect on Firm Value?**

Chaiporn Vithessonthi, Mahasarakham University

Jittima Tongurai

**Discussant:** Maru Etta-Nkwelle, Howard University School of Business

#### **Sovereign Debt Markets in Euro-Zone: Implications for Capital Markets Integration**

G. N. Naidu, Illinois State University

Askar Choudhury, Illinois State University

**Discussant:** Chaiporn Vithessonthi, Mahasarakham University



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**The Demand for Foreign Currency Reserves: Is Herding Behavior Applicable?**

Maru Etta-Nkwelle, Howard University School of Business

Discussant: G. N. Naidu, Illinois State University

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**FINANCE**

**1:30 p.m.–2:45 p.m. ....Georgian Room, Upper East Mezzanine**

**Theme: Investments and Portfolio Management VI**

Chair: Hongbok Lee, Western Illinois University

**A Further Analysis of the Small Firm Return Puzzle**

Jayen B. Patel, Adelphi University

Discussant: Tarek Saad Zaher, Indiana State University

**Debt Capacity and Stock Returns of Zero-Leverage Firms**

Hongbok Lee, Western Illinois University

Gisung Moon, Columbus State University

Discussant: Jayen B. Patel, Adelphi University

**An Examination of the Super Bowl Anomaly: Is it Spurious or Real?**

Charles R. Rayhorn, Northern Michigan University

James Drosen, Northern Michigan University

Ken Janson, Northern Michigan University

Discussant: Hongbok Lee, Western Illinois University

**Performance of Socially Responsible Firms**

Tarek Saad Zaher, Indiana State University

Discussant: Charles R. Rayhorn, Northern Michigan University

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## PROGRAM SESSIONS

### FINANCE

**1:30 p.m.–2:45 p.m. ....Tudor Room, Upper East Mezzanine**

**Theme: Special Topics III**

**Chair:** Alex Faseruk, Memorial University of Newfoundland

#### **Determinants of Capital Structure for Non-Profit Organizations**

Shane Van Dalsem, University of Wisconsin-La Crosse

**Discussant:** Kashi Nath Tiwari, KNT's Academic Financial Research

#### **A Study of Microfinance in China: Trends, Impacts, Challenges and Opportunities**

Jason Lin, Truman State University

Zhiqiang Zhang, Truman State University

**Discussant:** Shane Van Dalsem, University of Wisconsin-La Crosse

#### **Church Finance: A Review and Analysis of Historic Church Financing, Investing and Financial Decision Making with the Roman Catholic and Anglican Churches**

Gordon MacGowan, Memorial University of Newfoundland

Alex Faseruk, Memorial University of Newfoundland

Heather Skanes, Memorial University of Newfoundland

**Discussant:** Jason Lin, Truman State University

#### **Ethics and Morality in Financial Markets: Insider Trading, Corporate Debacle, and Institutional Crises**

Kashi Nath Tiwari, KNT's Academic Financial Research

**Discussant:** Alex Faseruk, Memorial University of Newfoundland

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### FINANCE

**1:30 p.m.–2:45 p.m. ....Venetian Room, Upper East Mezzanine**

**Theme: Corporate Finance III**

**Chair:** June Li, University of Wisconsin

#### **Is Capital Inadequacy a Factor for Bank Failure?**

Abdus Samad, Utah Valley University

**Discussant:** Victor Bahhouth, University of North Carolina at Pembroke

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**Application of the Z-Score Model with Consideration of Total Assets Volatility in Predicting Corporate Financial Failures from 2000–2010**

June Li, University of Wisconsin

Reza Rahgozar, University of Wisconsin

Discussant: Abdus Samad, Utah Valley University

**Significance of the Financial Measures of Firms Moving Up the Stream**

Victor Bahhouth, University of North Carolina at Pembroke

Ramin Cooper Maysami, University of North Carolina at Pembroke

Discussant: June Li, University of Wisconsin

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**INFORMATION SYSTEMS**

**1:30 p.m.–2:45 p.m. .... Room 950, 9th Floor**

**Panel Session: Tips for Getting Published**

Chair: Jim Newtown, Baker College

Panelists: Jeff Clark, Middle Tennessee State University  
Linda V. Knight, DePaul University

Publisher:

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**INTERNATIONAL BUSINESS**

**1:30 p.m.–2:45 p.m. .... Drake Room, Main Level**

**Theme: Themes in International Education**

Chair: Carol Steinhaus, Northern Michigan University

Discussant: Les Dlabay, Lake Forest College

**Current Trends in the Modernization of Business Curricula in Guatemalan Universities**

John E. Spillan, University of North Carolina at Pembroke

Nicholas Virzi, Universidad Rafael Landivar

**Globalization and Deglobalization Process in Recent Decades, New Media Technologies, and the International Business Curriculum**

Hamid Hosseini, King's College



## PROGRAM SESSIONS

### **What are Peruvian Students' Interests in a Global Assignment for a Business Career?**

John E. Spillan, University of North Carolina at Pembroke

W. Stewart Thomas, University of North Carolina at Pembroke

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### **LEGAL STUDIES**

**1:30 p.m.–2:45 p.m. .... Room 625, 6th Floor**

**Theme: Ethics and Philosophy**

Chair: Mary Noe, St. John's University

### **Building an Ethical Student with Help from the Mom School of Ethics**

Donna J. Cunningham, Valdosta State University

### **Disclaimers of Mass Deflection: Tempering Commando Legal Advice to Enhance Customer Relationship Building**

Linda S. Ficht, Indiana University-Kokomo

Kareem M. Shabana, Indiana University-Kokomo

### **Teaching Business Ethics with Authority: A Little Help from Aristotle**

Katrin C. Varner, Illinois State University

Carson Varner, Illinois State University

### **The Jurisprudence of Adam Smith**

Steven Smith, Truman State University

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### **LEGAL STUDIES**

**1:30 p.m.–2:45 p.m. .... Room 629, 6th Floor**

**Theme: How to Get Published**

Organizer: Stephen N. Bretsen, Wheaton College

Panelists: Tonia Hap Murphy, University of Notre Dame

Robert D. Sprague, University of Wyoming

Dawn R. Swink, University of St. Thomas

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thursday, march 24, 2011

**MANAGEMENT**

**1:30 p.m.–2:45 p.m. ....Erie Room, Upper West Mezzanine**

**Theme: HRM-Global Research, Performance Management, and Social Networks**

Chair: Joseph Martelli, University of Findlay

Discussant: Georgia Lee Eshelman, Malone University

**International Human Resource Management Practices from a Complex Adaptive Systems Perspective: An Exploratory Investigation**

Kristen Shanine, Bradley University

Aaron Buchko, Bradley University

Anthony R. Wheeler, Schmidt Labor Research Center, University of Rhode Island

**Toward a Better Understanding of the Relationships Among Job Satisfaction, Motivation, Ability, and Performance**

James T. Brakefield, Western Illinois University

**Y or Y Not: Does Social Network Content Influence Hiring Decisions for Generation Y?**

Jessie M. Beasley, Southeast Missouri State University

Erin R. Fluegge Woolf, Southeast Missouri State University

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**MANAGEMENT**

**1:30 p.m.–2:45 p.m. ....Huron Room, Upper West Mezzanine**

**Theme: Symposium on Integrating a Global Perspective in the Business Curriculum: A Discussion from Multiple Institutional Perspectives**

Moderator: Pamela K. Shay, Franklin University

Presenters: Paula J. Allen, Union College  
Pamela K. Shay, Franklin University  
Margaret Combs, University of the Cumberlands  
Vonda Moore, University of the Cumberlands

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## PROGRAM SESSIONS

### MANAGEMENT

1:30 p.m.–2:45 p.m. .... Michigan Room, Upper West Mezzanine

**Theme:** Research in Progress II

**Chairs:** Julia Teahen, Baker College  
William J. Walsh, Illinois Wesleyan University

#### **The Advantage of Ignoring Reciprocity in Cross-Border Bankruptcy**

Jacques G. Boettcher, University of Detroit Mercy

#### **Supporting the New Management Reality: Curricular Change to Address Sustainable Development and Climate Change**

Terri Friel, Roosevelt University  
Josetta McLaughlin, Roosevelt University

#### **A Longitudinal Investigation of Relative Interest and Familiarity of Ethics, CSR and Sustainability among Graduate and Undergraduate Business Students**

Leanne Hedberg Carlson, Viterbo University  
Sara Schwarz Cook, Viterbo University  
Raintry Salk, Viterbo University

#### **The Genesis and Evolution of Dynamic Organizational Learning Capabilities Within the Strategic Product Management Process**

Guy DeLoach, Lee University

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### MARKETING

1:30 p.m.–2:45 p.m. .... Ontario Room, Upper West Mezzanine

**Special**

**Session:** New Approaches to Teaching Personal Selling in the Classroom

**Panelist:** William T. Jones, author of *Professional Selling: Eight Keys for Sales Success in Business... and in Life.*

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thursday, march 24, 2011

**MARKETING**

**1:30 p.m.–2:45 p.m. .... French Room, Lower East Mezzanine**

**Theme: Marketing Strategy: Product and Pricing Issues**

Chair and

Discussant: Michael Levas, Carroll University

**Component Differentiation as a Tactic for Entering Mature Industrial Markets**

Henry H. Rodkin, DePaul University

Robert D. O’Keefe, DePaul University

**Beyond SWOT: Introducing a New Strategic Planning Tool**

Ravikant Agarwal, St. Norbert College

Wolfgang Grassl, St. Norbert College

Joy M. Pahl, St. Norbert College

**Industrial Brand Equity, Brand Synergy, and the Decision to Partner**

Martin Key, Southern Illinois University-Carbondale

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**MARKETING**

**1:30 p.m.–2:45 p.m. ....Walton I, Lower East Mezzanine**

**Theme: Global Marketing—Overcoming Cultural Gaps**

Chair and

Discussant: James Logan, Lincoln University

**When Brands Are Helpers in Overcoming Cultural Shock**

Eliane Karsaklian, Universite de la Sorbonne Nouvelle

**Uncertainty Avoidance Index and Its Cultural/Country Implications Relating to Consumer Behavior**

Abhay Shah, Colorado State University-Pueblo

**U.S. Generation Y European Wine Purchases: An Empirical Study**

Lynn M. Forsythe, California State University

Susan D. Geringer, California State University

Denise M. Patterson, California State University



## PROGRAM SESSIONS

### MARKETING

1:30 p.m.–2:45 p.m. ....Walton II, Lower East Mezzanine

#### Special

**Session:**           **Teaching Naked—Debating the Role of Technology  
in Marketing Courses**

**Panelists:**       Kim Folkers, Wartburg College  
Lori Lohman, Augsburg College  
Mary Albrecht, Maryville University  
Fred Hoyt, Illinois Wesleyan University

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### OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

#### Panel

**Discussion:**       **Using Excel for Teaching Quantitative Modeling**

**Chair:**             Eliot Elfner, St. Norbert College

**Panelists:**       Raida Abuizam, Purdue University-Calumet  
Barry E. King, Butler University  
Edward M. Knod Jr., Western Illinois University  
Craig Sorochnik, University of Wyoming  
John F. Wellington, Indiana University-Purdue University  
Fort Wayne

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### ACCOUNTING

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

**Theme:**           **Accounting and Finance: Crossover Issues**

**Chair:**             Bambi Hora, University of Central Oklahoma

#### **Not All That Glitters Is Gold: The Effect of Blog Attention on the Investor's Investing Behaviors**

Nan Hu, University of Wisconsin-Eau Claire

Ling Liu, University of Wisconsin-Eau Claire

#### **Growth Options and Relative Performance Evaluation**

Nan Hu, University of Wisconsin-Eau Claire

Ling Liu, University of Wisconsin-Eau Claire



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**Financial Distress and Personal Bankruptcy: A Comparative Study of Debtors in South Texas and North Carolina**

J. Roberto A. DeMagalhaes, University of North Dakota  
Eugene M. Bland, Texas A&M University-Corpus Christi  
Albert Williams, Nova Southeastern University  
Scott Kehiaian, Nova Southeastern University

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**ACCOUNTING**

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

**Theme: Teaching Innovations**

Chair: Carol Jessup, Southern Illinois University-Edwardsville

**VITA Implementation**

Panel: Carla Cabarle, Minot State University  
Ron Twedt, Concordia College  
Sandra Byrd, Missouri State University  
John Rush, Illinois College

**A Taste of MERLOT for Accounting Educators**

Panel: Patricia Feller, Nashville State Community College  
Carol Jessup, Southern Illinois University-Edwardsville  
Susan M. Moncada, Indiana State University  
Thomas Moncada, Eastern Illinois University

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**BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: National and Global Health Policy**

Chair: Mary Kay Madsen, University of Wisconsin-Milwaukee

Discussant: Vladimir Krcmery, St. Elizabeth University

**Occupational Health and Safety in China**

Bharat Mishra, Windsor University  
Jitendra Mishra, Grand Valley State University



## PROGRAM SESSIONS

### **Developing International Standards for Health Services Administration**

Daniel J. West, University of Scranton

### **Health Care and Social Work after Earthquake: Experience of Slovakia Field Camp Hospital for Displace Population of City of Soille and Petionelle Port-au-Prince, Haiti in 2010**

Marian Bartkovjak, Trnava University

Gorge Benca, St. Elizabeth University

Katarina Holeckova, St. Elizabeth University

Veronika Svabova, St. Elizabeth University

Jana Kralova, St. Elizabeth University

Jana Smyckova, St. Elizabeth University

Barbora Ciganova, Trnava University

Juraj Culka, St. Elizabeth University

Vladimir Krcmery, et al., Tranva University, St. Elizabeth University

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## **BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Offbeat Track**

**Chair:** Suzanne Bailey, University of Evansville

**Discussant:** Scott J. Saccomano, Herbert H. Lehman College

### **Folk Medical Literacy: Playing Doctor and Nurse in the Homes**

Majed Alamri, Villanova University

Mohamed Ahmed, Villanova University

### **A Comparison of Perceptions and Acceptance of Alternative Medicine among Consumers in the United States and India**

Dennis Emmett, Marshall University

Ashish Chandra, University of Houston-Clear Lake

thursday, march 24, 2011

**Social and Health Care Provided in Shelters for Homeless in Slovakia**

Martina Utešená, St. Elizabeth University

Andrej Matel, Bethany House SEOU, Malacky, Slovakia

Robert Kovac, Mea Calpa Shelters, Bratislava, Slovakia

Judite Stempelova, Josephinum, St. Elisabet Social Centre,  
Dolna Krupa, Slovakia

Terezia Dudasova, St. Elisabet Social Centre, Dolna Krupa, Slovakia

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**BUSINESS ECONOMICS**

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

**Session Title: Consumer, Firm, and e-Commerce**

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

**The Economics of Vertical Integration Revisited**

Brian T. Kench, University of Tampa

Trevor M. Knox, Muhlenberg College

H. Scott Wallace, University of Wisconsin-Stevens Point

**Endowment Origin and Overbidding in Contests**

Curtis Price, University of Southern Indiana

Roman M. Sheremeta, Chapman University

**Strategies to Enhance Effective Delivery of Financial Services:**

**Customer Relationship Management for Financial Services Revisited**

Ramin Cooper Maysami, University of North Carolina at Pembroke

Victor Bahhouth, University of North Carolina at Pembroke

**Analysis of the Satisfaction of Buyer and Seller in the e-Marketplace  
in Korea and U.S.**

Won-Gil Cho, Namseoul University



## PROGRAM SESSIONS

### **BUSINESS/SOCIETY/GOVERNMENT**

**3:00 p.m.–4:15 p.m.** ..... Room 225, 2nd Floor

**Theme:** International Issues

**Chair:** Michael Daley, University of New England

#### **Satyam Computer Services: A Case of International Fraud**

Dana Roark, Northwestern Oklahoma State University

Karen Sneary, Northwestern Oklahoma State University

#### **An Examination of the East African Community (EAC): Its Goals and Achievements**

Mathias Materu, Saint Augustine's College

Lal Shimpi, Saint Augustine's College

#### **Following-Up: Success and Failure in Implementation of the European Union Third Directive on Anti-Monetary Laundering**

Deborah Pavelka, Roosevelt University

Joseetta McLaughlin, Roosevelt University

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### **CASE RESEARCH**

**3:00 p.m.–4:15 p.m.** ..... 8th Floor, Room 825

**Theme:** Embryo Review

**Chair:** Leigh W. Cellucci, Idaho State University

**Discussants:** Tim Redmer, Regent University

Kelly Trusty, Trine University

#### **South East Exhibitions: Filling Big Shoes**

Carly Baker, Queens University of Charlotte

Tim Burson, Queens University of Charlotte

#### **Snuggleez Toy Corp.: A Small U.S. Company's Marketing Strategy for Survival in a Global Industry**

Enda McGovern, Sacred Heart University

Lorry Weinstein, Sacred Heart University

Brandi Morgan, Sacred Heart University

**Sunshine Rainbow Corporation**

Rong Kang, Northwest University, China

Nona Jones, Benedictine University

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**CASE RESEARCH**

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

**Theme: Critical Incident and Panel Review**

Chair: Roy Cook, Fort Lewis College

Discussants: Asbjorn Osland, San José State University

Kent Kauffman, Indiana University-Purdue University  
Fort Wayne

**Using a Kindle or iPad as a Teaching Tool: Do They Enhance Learning?**

Karen Berger, Pace University

Manuela Soares, Pace University

Robyne Hart, Associated Colleges of the Midwest

**Ballin' on Burris**

Steven Cox, Queens University of Charlotte

Brad Brooks, Queens University of Charlotte

John McArthur, Queens University of Charlotte

**Independent Contractor: Reality or Fantasy?**

John Veal, Webster University

Gabriele Lingenfelter, Christopher Newport University

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**FINANCE**

**3:00 p.m.–4:15 p.m. .... Astor Room, Upper East Mezzanine**

**Theme: Risk Management and Insurance**

Chair: Arthur J. Young, University of Central Missouri

**Insurance Contracting with Adverse Selection and Moral Hazard**

Zhiqiang Yan, Western Illinois University

Hua Chen, Temple University

Discussant: Arthur J. Young, University of Central Missouri



## PROGRAM SESSIONS

### **Examining the Relationship between Enterprise Risk Management and Organizational Culture**

Shazli Khan, Memorial University of Newfoundland

Thomas Cooper, Memorial University of Newfoundland

Alex Faseruk, Memorial University of Newfoundland

Discussant: Zhiqiang Yan, Western Illinois University

### **Credit Spread Sensitivity of Insurance Stock**

Raja Bouzouita, University of Central Missouri

Mihaela Craioveanu, University of Central Missouri

Arthur J. Young, University of Central Missouri

Discussant: Alex Faseruk, Memorial University of Newfoundland

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## **FINANCE**

**3:00 p.m.–4:15 p.m. ....Georgian Room, Upper East Mezzanine**

**Theme: Investments and Portfolio Management VII**

**Chair: Tom Krueger, Texas A&M-Kingsville**

### **Students versus the Experts: The Spellman Fund Results**

Tom Krueger, Texas A&M-Kingsville

Discussant: Pamela D. Morris, Kaplan University

### **Defined Contribution Plan Participant's Position before the Subprime Crisis**

Pamela D. Morris, Kaplan University

Discussant: James P. Haskins, University of North Dakota

### **Student-Managed Venture Capital Funds: Addressing Investor Concerns**

James P. Haskins, University of North Dakota

Matthew Witwer, Abaxis

Discussant: Tom Krueger, Texas A&M-Kingsville

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**FINANCE**

**3:00 p.m.–4:15 p.m. ....Tudor Room, Upper East Mezzanine**

**Theme: Special Topics IV**

**Chair:** Hossein Varamini, Elizabethtown College

**World Cup Matches and the Economic Impact on Team Sponsors**

John Hackney, Gonzaga University

Leila Hickman, University of Idaho

Kent Hickman, Gonzaga University

**Discussant:** Don T. Johnson, Western Illinois University

**The Effect of Human Capital on Attracting Foreign Direct Investment**

Hossein Varamini, Elizabethtown College

Stephen McGonigle, Elizabethtown College

**Discussant:** John Hackney, Gonzaga University

**Why Do a Few Authors Write Most of What Finance Professors Read?**

Don T. Johnson, Western Illinois University

**Discussant:** Hossein Varamini, Elizabethtown College

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**FINANCE**

**3:00 p.m.–4:15 p.m. ....Venetian Room, Upper East Mezzanine**

**Theme: Financial Markets II**

**Chair:** William Maas, University of Wisconsin-La Crosse

**The Decade of the 2000s—Financial Market Volatility and the Financial Crisis**

William Maas, University of Wisconsin-La Crosse

Kevin Bahr, University of Wisconsin-La Crosse

**Discussant:** Sangyong Han, Illinois State University

**So What Orders Do Informed Traders Use? Evidence from Quarterly Earnings Announcements**

Hsiao-Fen Yang, University of Wisconsin-La Crosse

**Discussant:** Monzurul Hoque, Saint Xavier University



## PROGRAM SESSIONS

### **Jewish Holidays and Stock Market Returns**

Jamshid Mehran, Indiana University-South Bend

Alex Meisami, Indiana University-South Bend

John R. Busenbark, Indiana University-South Bend

Discussant: William Maas, University of Wisconsin-La Crosse

### **Market Concentration and Financial Stability: Evidence from the Korean Non-Life Insurance Industry**

Sangyong Han, Illinois State University

Jeungbo Shim, Illinois Wesleyan University

Discussant: Jamshid Mehran, Indiana University-South Bend

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## **INFORMATION SYSTEMS**

**3:00 p.m.–4:15 p.m. .... Room 950, 9th Floor**

**Theme: What's Happening in IT?**

Chair: Ann Kieser, Bloomsburg University of Pennsylvania

Discussant: Joseph O. Chan, Roosevelt University

### **IT Project Management Curricular Offerings in AACSB International Schools**

Carol Clark, Middle Tennessee State University

Jeff Clark, Middle Tennessee State University

### **Knowledge Transfer Within the Context of Information Systems Projects**

Nadene Chambers, DePaul University

Linda V. Knight, DePaul University

### **Surveying the IT Job Market: An Online Based Assessment**

Tim Greer, Middle Tennessee State University

Jeff Clark, Middle Tennessee State University

Amy Hennington, Middle Tennessee State University

### **IS 2010 Implementation: A Survey**

Jennifer Williams, University of Southern Indiana

Kenneth Shemroske, University of Southern Indiana

Sandeep Goyal, University of Southern Indiana

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## **INTERNATIONAL BUSINESS**

**3:00 p.m.–4:15 p.m. .... Drake Room, Main Level**

**Annual Business Meeting of the Academy of International  
Business-Midwest Region and Award Presentations**

Presiding: Juan Meraz, President, AIB U.S. Midwest  
(Everyone is invited to the meeting. Refreshments served.)

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## **LEGAL STUDIES**

**3:00 p.m.–4:15 p.m. .... Room 625, 6th Floor**

**Theme: Best Teaching Case Award**

Chair: Stephen N. Bretsen, Wheaton College

**Engaging the New Generation: Stimulating Active Participation and  
Enhancing Critical Thinking**

Elizabeth A. Cameron, Alma College

**(Not So) Close, But No Cigar: The SEC vs. Mark Cuban**

Kent Kauffman, Indiana University-Purdue University Fort Wayne

**Policy Analysis and Rule Assessment in Criminal Law**

Daniel A. Levin, Minnesota State University-Mankato

**Nutrisoya vs. Sunrich: Anatomy of a Sales Dispute**

Tonia Hap Murphy, University of Notre Dame

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## **MANAGEMENT**

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

**Theme: Panel III on Best Practices in Teaching Leadership—  
Developing Leaders, Robust Experiential Teaching  
Approaches, Differentiating Leadership and  
Management Skills, Engagement-Oriented Teaching  
Strategies, Leadership Learning Outcomes,  
Leadership Competency Development**

Organizers/

Moderators: Jann Freed, Central College  
Rachel Clapp-Smith, Purdue University-Calumet



## PROGRAM SESSIONS

Presenters: Georgia Lee Eshelman, Malone University  
 George Meier, Robert Morris University  
 Harry Fisher, Eureka College  
 Joseph Martelli, University of Findlay  
 Rachel Clapp-Smith, Purdue University-Calumet  
 J. J. Asongu, Herzing University Online

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### MANAGEMENT

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

**Theme: Global Issues in Management**

Chair: Michael J. Miller, Sullivan University

Discussant: Jeffrey Fahrenwald, Rockford College

#### **Offshore Outsourcing Costs—An Evolving Management Challenge**

Richard E. Crandall, Appalachian State University

Oliver Julien, Appalachian State University

Robert H. Crandall, Financial Analyst

#### **The Impact of Information Technology on the Loss of Organizational Memory**

Baiyun Gong, Nova Southeastern University

Regina A. Greenwood, Nova Southeastern University

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### MANAGEMENT

**3:00 p.m.–4:15 p.m. .... Erie Room, Upper West Mezzanine Panel**

**Discussion: Business Program Assessments and Their Impact on Curriculum Development and Teaching**

Organizers: Redmond Humphery, Upper Iowa University

Summer Zwanziger Elsinger, Upper Iowa University

Moderator: Summer Zwanziger Elsinger, Upper Iowa University

Presenters: Robert Allen, Lindenwood University

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

Scott Wallace, University of Wisconsin-Stevens Point

Pamela Humphrey, College of Saint Mary

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thursday, march 24, 2011

**MARKETING**

**3:00 p.m.–4:15 p.m. .... French Room, Lower East Mezzanine**

**Theme: Marketing Education**

Chair and

Discussant: Wolfgang Grassl, St. Norbert College

**The Undergraduate Marketing Research Course: Some Alternative Assignments**

Beverlee Anderson, California State University-San Marcos

**Brand Alliance Concepts and Cases**

Brian A. Vander Schee, Aurora University

Timothy V. Aurand, Northern Illinois University

Trenee Pickens, Northern Illinois University

Mary Ma, Northern Illinois University

Anand Ratnakar Girap, Northern Illinois University

**Incorporating Global Competency in Marketing Classes:  
An Experiential Approach**

Nabarun Ghose, University of Findlay

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**MARKETING**

**3:00 p.m.–4:15 p.m. ....Walton I, Lower East Mezzanine**

**Theme: Consumer Behavior**

Chair and

Discussant: John Cherry, Southeast Missouri State University

**Segmentation Strategies for Targeting Subcultures with Value Proposition: Generation Y, Mature Consumers, Ethnic, and Regional Markets**

Gyongyi Konyu Fogel, California Southern University

Victoria Hailey

**The Many Faces of Ethnicity**

Claudia C. Mich, Purdue University-Calumet



## PROGRAM SESSIONS

### **Framing of Nutrition Messages, Consumer Knowledge, and Consumer Penchants Impacting Food Selection**

Rebecca Hochradel, Delta State University

V. Reddy Dondeti, Norfolk State University

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### **MARKETING**

**3:00 p.m.–4:15 p.m. ....Walton II, Lower East Mezzanine Special**

**Session: Using Experiential Learning to Advance Marketing Knowledge**

Panelists: Pam Mickelson, Morningside College  
Ann Walsh, Western Illinois University-Quad Cities  
Paul Hedlund, Kansas Wesleyan University  
Peter Gordon, Southeast Missouri State University

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### **MARKETING**

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

Chair and

Discussant: Carrie Trimble, Drury University

### **The Opportunities of Technology in a Marketing Class or Learning with Your Students**

Paul Lane, Grand Valley State University

### **How Business Faculty Use PowerPoint Slides and Quizzes**

Kenneth Clow, University of Louisiana-Monroe

Laurie Babin, University of Louisiana-Monroe

Claire Allison Stammerjohn, University of Louisiana-Monroe

Donald Roy, Middle Tennessee State University

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**OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

**3:00 p.m.–4:15 p.m. .... 7th Floor, Room 725**

**Theme: Quantitative Modeling**

**Chair: Craig Sorochnik, University of Wyoming**

**Optimizing Casino Floor Layout of Slot Machines Using Integer Programming**

Barry E. King, Butler University

**Greening the Product Mix**

John F. Wellington, Indiana University-Purdue University Fort Wayne  
Alfred L. Guiffrida, Kent State University

**A Dynamic Programming Solution to the Newsvendor Problem with Pricing**

Craig Sorochnik, University of Wyoming  
John Wilson, University of Western Ontario

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**OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

**3:00 p.m.–4:15 p.m. .... 7th Floor, Room 729**

**Theme: Motivation and Job Satisfaction**

**Chair: Bruce D. Fischer, Elmhurst College**

**The Effects of Employee Recognition, Pay, and Benefits on Job Satisfaction: Cross Country Evidence**

Mussie Tessema, Winona State University  
Kathryn Ready, Winona State University  
Abel Embaye, University of Arkansas

**What Are the Best Ways to Motivate and Reward Innovation?**

Bruce D. Fischer, Elmhurst College

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**MBAA INTERNATIONAL**

**4:20 p.m.–5:30 p.m. .... Drake Room, Main Level**

**Annual Business Meeting**

Includes “McGraw-Hill/Irwin Distinguished Paper” Awards Presentations

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## Call for Papers



# American Journal of Business

*Applying Research in Practice*

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### Editorial objectives:

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

### Coverage of the journal:

The coverage of the journal includes, but is not limited to:

- Accounting
- Business Education
- Business Law
- E-Business
- Economics
- Finance
- Human Resources

- Information Systems
- International Business
- Management
- Marketing
- New Media
- Organizational Behavior
- Production Operations
- Small Business
- Social Impact.

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Send the manuscript or case study with an abstract and author biography to the Editor-in-Chief Ashok Gupta: [gupta@chiou.edu](mailto:gupta@chiou.edu). All papers must be submitted as electronic files. See the website for more information and the author guidelines:

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# Friday, March 25, 2011

## **OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

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

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## **BUSINESS ECONOMICS**

7:00 a.m.–8:00 a.m. .... 9th Floor, Room 925  
**Academy of Business Economics (ABE) General Meeting**  
(Everyone is invited to the meeting.)

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## **ACCOUNTING**

7:30 a.m.–9:15 a.m. .... Club International, Drake Hotel Main Level  
**Breakfast and Annual Meeting of the North American Accounting Society**  
(Ticket Required)

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## **BUSINESS AND HEALTH ADMINISTRATION**

8:00 a.m.–9:15 a.m. .... Parkside Room, Upper West Mezzanine  
**Theme: Nursing Administration**  
Chair: Scott J. Saccomano, Herbert H. Lehman College  
Discussant: Allen Minor, Misericordia University

### **Humanistic Nursing**

Majed Alamri, Villanova University  
Mohamed Ahmed, Villanova University

### **A Nursing Education Challenge: Simulation Clinical Education in Obstetric Nursing**

Josephine M. DeVito, Seton Hall University

### **Perception of Barriers of Evidence-based Practice among Saudi Nurses**

Nashat Zuraikat, King Saud University



## PROGRAM SESSIONS

### **Health Care Management, Medical and Social Service after Tsunami in Thailand, Cambodia, and Vietnam**

Gorge Benca, St. Elizabeth University  
Daria Horvathova, St. Elizabeth University  
Lenka Rabarova, St. Elizabeth University

### **Spectrum of Diagnoses and Pathogens Among In-Patients in Field Hospital in Marialou, Sudan**

Marian Bartkovjak, Trnava University  
Maria Forgacova, St. Elizabeth University  
Pavol Patro, Callixte, DOR and AAA Hospital Marialou  
Gorge Benca, St. Elizabeth University

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## **BUSINESS ECONOMICS**

**8:00 a.m.–9:15 a.m. .... 9th Floor, Room 925**

**Session Title: Empirical Studies**

Chair: Dan Friesner, North Dakota State University

### **Valuation of American Approximation Models with Different Time-Series Historical Volatilities Adopting Fractional Brownian Motion**

Sang Woo Heo, University of Southern Indiana  
Jong C. Rhim, University of Southern Indiana

### **Wealth Distribution among the Richest 100 Billionaires: China and U.S.A. 2005, 2007, and 2009**

Ben-Chieh Liu, Chicago State University  
Jan-Jo Chen, Chicago State University  
Wei-Li Chen, Chicago State University

### **The Regional Economic Impact of Collegiate Athletics at a Non-Football, Division I University**

Carl Bozman, Gonzaga University  
Dan Friesner, North Dakota State University  
Matthew McPherson, Gonzaga University



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**The Competition for Foreign Direct Investments among Developing Countries: Factors that Influence Firm Location Decisions**

Gabriel Manrique, Winona State University

Val Vlad, Penn State-Erie

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**BUSINESS/SOCIETY/GOVERNMENT**

**8:00 a.m.–9:15 a.m. .... Room 225, 2nd Floor**

**Theme: The Uses of Current Technology**

**Chair: Ralph Bourret, Northwestern Oklahoma State University**

**Considerations in Creating an Online Business Major**

Steven Palmer, Northwestern Oklahoma State University

Lee Weyant, Kutztown University of Pennsylvania

**Generational Differences in Online Social Media Usage**

Michael Yahr, Robert Morris University

Kurt Schimmel, Robert Morris University

Lois Bryan, Robert Morris University

**Using Current Technology in Business and Computer Information Systems Classrooms**

Lal Shimpi, Saint Augustine's College

Mathias Materu, Saint Augustine's College

**The Utilization of E-Commerce to Increase Undergraduate Financial Investment Literacy**

Anthony Grady, St. Augustine's College

Elroy Bethell, St. Augustine's College

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**CASE RESEARCH**

**8:00 a.m.–9:15 a.m. .... 8th Floor, Room 825**

**Theme: Critical Incident Review**

**Chair: Craig Davis, Ohio University**

**Discussants: Asbjorn Osland, San Jose State University**

**Karen S. Markel, Oakland University**



## PROGRAM SESSIONS

### **Whose Money Is It?**

Roy Cook, Fort Lewis College

Edwin C. Leonard Jr., Indiana University-Purdue University Fort Wayne

### **Good Help Is Hard to Find, and Keeping them Is even Tougher!**

Kent Kauffman, Indiana University-Purdue University Fort Wayne

Edwin C. Leonard Jr., Indiana University-Purdue University Fort Wayne

Mary Gayle Hartzell, Mary Gayle Hartzell and Associates

### **The Decision to Admit or Not to Admit**

Tracy Farnsworth, Idaho State University

Leigh W. Cellucci, Idaho State University

## **CASE RESEARCH**

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

**Theme: Critical Incident Review**

**Chair:** Karen Foust, Tulane University

**Discussants:** Joseph Kastantin, University of Wisconsin-La Crosse

Kay A. Hodge, University of Nebraska-Kearney

### **Community Chapel**

Tim Redmer, Regent University

### **Roth IRA: To Convert or Not Convert**

Ann M. Hackert, Idaho State University

Jeff Brookman, Idaho State University

## **FINANCE**

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

**Theme: Financial Markets III**

**Chair:** Yewmun Yip, University of South Dakota

### **Long-Term Post-IPO Performance of China's State-Owned**

#### **Commercial Banks: A Case Study**

Yewmun Yip, University of South Dakota

Ying Zhang, Hohai University

**Discussant:** Inayat U. Mangla, Western Michigan University

**Is Value Chain Financing a Solution to the Problems and Challenges of Access to Finance of Small-Scale Farmers in Rwanda?**

Satya K. Murty, Public Higher Learning Institution, Ministry of Education, GoR

Kagabo Nkubito, International Fertilizer Development Centre (IFDC), AL  
Muvara Gahima Vincent, Public Higher Learning Institution, Ministry of Education, GoR

Discussant: Yewmun Yip, University of South Dakota

**Corporate Governance and Performance of Banking Sectors in Pakistan**

Inayat U. Mangla, Western Michigan University

Ramiz Ur Rehman, University of Lahore

Discussant: Satya K. Murty, Public Higher Learning Institution, Ministry of Education, GoR

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**FINANCE**

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

**Theme: Global Finance IV**

Chair: Ingyu Chiou, Eastern Illinois University

**Financial Intermediation and Economic Growth: Evidence from East Africa**

Ingyu Chiou, Eastern Illinois University

Luel Tekle, Eastern Illinois University

Discussant: Jin-Gil Jeong, Howard University School of Business

**The Experiences of Monetary Union in the Two Economic System Countries (Germany and Vietnam) and Their Implication for the Two Koreas and China**

Jin-Gil Jeong, Howard University School of Business

Discussant: Ingyu Chiou, Eastern Illinois University

**The Volatility Transmission of Gold around the World**

Ingyu Chiou, Eastern Illinois University

Discussant: Victor Bahhouth, University of North Carolina at Pembroke



## PROGRAM SESSIONS

### FINANCE

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

**Theme: Special Topics V**

**Chair:** William Lepley, University of Wisconsin-Green Bay

#### **Estimating Implied Volatility of Currency with Binomial Option Pricing Model**

Joseph Cheng, Ithaca College

Abraham Mulugetta, Ithaca College

**Discussant:** William Lepley, University of Wisconsin-Green Bay

#### **On the Equivalence of Schumpeter's Zero Interest and Islamic Finance—An Exploratory Study**

Monzurul Hoque, Saint Xavier University

**Discussant:** Joseph Cheng, Ithaca College

#### **Native American Banks**

William Lepley, University of Wisconsin-Green Bay

Robert A. Nagy, University of Wisconsin-Green Bay

**Discussant:** Monzurul Hoque, Saint Xavier University

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### FINANCE

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

**Theme: Corporate Finance IV**

**Chair:** Sharon K. Lee, Western New England College

#### **Classified Boards: No Longer Popular but Is that a Good Thing?**

Sharon K. Lee, Western New England College

**Discussant:** Gerhard Barone, Gonzaga University

#### **The Connection between CEO Characteristics and Board Meetings: An Empirical Analysis**

Aidong Hu, Sonoma State University

**Discussant:** Sharon K. Lee, Western New England College

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**Board Changes in Response to Extreme Performance**

Gerhard Barone, Gonzaga University

Kent Hickman, Gonzaga University

Mark Shrader, Gonzaga University

Discussant: Aidong Hu, Sonoma State University

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**INFORMATION SYSTEMS**

8:00 a.m.–9:15 a.m. ....9th Floor, 950

**SAIS Annual Business Meeting**

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**INTERNATIONAL BUSINESS**

8:00 a.m.–9:15 a.m. .... Drake Room, Main Level

**Theme: Trade Winds: Topics in International Trade**

Chair: Raffaele DeVito, Emporia State University

Discussant: William O. Barnes, Emporia State University

**How Important Is the Cultural Distance Factor in Importer-Exporter Relationships: An Empirical Investigation**

Augustus Abbey, Morgan State University

C. P. Rao, Morgan State University

Adel Wugayan, Kuwait University

**The Impact of Export Decision Orientation on Export Practices and Performance: A Comparative Analysis of Exporting Firms in North America**

Anthony C. Koh, The University of Toledo

Bashar S. Gammoh, The University of Toledo

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**INTERNATIONAL BUSINESS**

8:00 a.m.–9:15 a.m. .... Marquette Room

**Theme: Current issues in International Business**

Chair: Victor Bahouth, University of North Carolina  
at Pembroke

Discussant: Hamid Hosseini, King's College



## PROGRAM SESSIONS

### **An Evaluation of the Role Countries Play in Constructing Markets for Medical Tourism: A Comparative Analysis of Singapore and Costa Rica**

Martin Stack, Rockhurst University

### **Corporate Social Responsibility and Disaster Relief: U.S.A. Pharmaceutical Firms' Responses to the 2010 Haiti Earthquake and 2004 Indian Ocean Tsunami**

David Boggs, Eastern Illinois University

Joseph Thiry, Eastern Illinois University

### **Does Corporate Social Responsibility Mitigate Ethnocentrism?**

Yung-Hwal Park, Saint Louis University

### **The Effect of Globalization, Politics, and Welfare Determination: A Nigeria Case 1980-2010**

Ibeziako Charles, St. Augustine's College

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## **LEGAL STUDIES**

**8:00 a.m.–9:15 a.m. .... Room 625, 6th Floor**

**Theme: Alternative Dispute Resolution**

**Chair: Steven Smith, Truman State University**

### **Corpses on the Arbitration Battlefields: A War but No Winners**

Elizabeth A. Campbell, Central Michigan University

Tanya M. Marcum, Bradley University

### **In Vogue: Mediator Styles as Fashioned for Child Custody Mediation**

Tanya M. Marcum, Bradley University

Sandra J. Perry, Bradley University

### **Truancy Mediation Case Studies**

Gail McCracken, University of Michigan-Dearborn

Friday, March 25, 2011

**LEGAL STUDIES**

**8:00 a.m.–9:15 a.m. .... Room 629, 6th Floor**

**Theme: Employment Law**

**Chair: Tonia Hap Murphy, University of Notre Dame**

**Legislating a Family-Friendly Workplace: Can It Work in the United States?**

Marianne Del Po Kulow, Bentley University

**Revisiting ERISA: Source of Confusion and Frustration for Many**

Horace E. Johns, Middle Tennessee State University

Paul Crews, Middle Tennessee State University

**A Proposal to Alleviate the Inequity in the Use of the Affirmative Defense in Sexual Harassment Law**

Joseph J. Solberg, Illinois State University

Angela K. Skinner, Illinois State University

**What Trademark Law Should Learn from Employment Law**

Robert A. Kearney, Illinois Wesleyan University

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**MANAGEMENT**

**8:00 a.m.–9:15 a.m. .... Erie Room, Upper West Mezzanine**

**North American Management Society Membership Meeting and Continental Breakfast co-sponsored by the Walter E. Heller College of Business Administration at Roosevelt University**

**Chair: Paul Govekar, Ohio Northern University**

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**MARKETING**

**8:00 a.m.–9:15 a.m. .... French Room, Lower East Mezzanine**

**Theme: Global Marketing**

**Chair and**

**Discussant: Douglas Friedman, East Stroudsburg University**



## PROGRAM SESSIONS

### **Olympics Sports Sponsorships: Are They Really Worth It—A Case Study of the 2008 Beijing Olympics**

Julie Langer, University of Illinois-Chicago  
Allen Marber, University of Illinois-Chicago  
Paul Wellen, Roosevelt University

### **A Typology of Chinese Online Bidders**

Jianwei Hou, Minnesota State University-Mankato

### **Relationship Selling: A Superior Way of Conducting Business on B2B Market—An Empirical Analysis of an International Fast Transportation Services Provider on the Romanian Market.**

Nicolae Al Pop, Academy of Economic Studies  
Florin Mihoc, Emanuel University-Oradea, Romania  
Ioan S. Fotea, Emanuel University-Oradea, Romania  
Mariana Lazar, Emanuel University-Oradea, Romania

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## MARKETING

**8:00 a.m.–9:15 a.m. ....Walton I, Lower East Mezzanine**

**Theme: Technology in Marketing**

Chair and

Discussant: Deborah Owens, University of Akron

### **Interorganizational Trust Issues with SaaS: An Empirical Study Identifying the Trust Issues Related to the Adoption Rates of New Technology**

Michael Obal, Temple University

### **The Marketing Organizational and Technological Uncertainty**

Crystal Scott, University of Michigan-Dearborn

### **A Predictive Model of Customer Loyalty**

Ramendra Thakur, University of Louisiana-Lafayette  
Danelle Piacitelli, Freelance Writer



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**MARKETING**

**8:00 a.m.–9:15 a.m. ....Walton II, Lower East Mezzanine**

**Special**

**Session: Social Media an Exploration of its Impact on both the IMC and Consumer Behavior**

Panelists: Zina Taran, Penn State Harrisburg  
Uday Tate, Marshall University  
Stephan Brady, Supply Chain Innovations Today

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**MARKETING**

**8:00 a.m.–9:15 a.m. ....Ontario Room, Upper West Mezzanine**

**Theme: Ethics and Corporate Social Responsibility**

Chair and

Discussant: Syed Akhter, Marquette University

**Mitigating the Influence of Negative Corporate Social Responsibility**

**Associations: The Moderating Role of Consumer-Company Identification**

Carri R. Tolmie, Saint Louis University  
Brad D. Carlson, Saint Louis University

**An Experimental Assessment of Individual's Willingness to Participate in Behaviors to Reduce Carbon Dioxide Emissions**

Andrew J. Burton, University of Arkansas-Fayetteville  
Ally M. Burton, University of Arkansas-Fayetteville  
Scot Burton, University of Arkansas-Fayetteville

**Ethical Responsibility of Sales Managers**

Gyongyi Konyu Fogel, California Southern University  
Terry P. Johnson, Northcentral University

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**OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

**8:00 a.m.–9:15 a.m. .... Room 725, 7th Floor**

**Theme: Lessons from the Toyota Recall**

Chair: Jun Zhao, Governors State University



## PROGRAM SESSIONS

### **The Competitive Structure of the Automotive Industry**

Anthony Andrews, Governors State University

### **Operations and Supply Chain Management at Toyota**

John T. Simon, Governors State University

Feng Tian, Governors State University

### **A Strategic Analysis of Toyota Recall Crisis**

Jun Zhao, Governors State University

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## **ACCOUNTING**

**9:30 a.m.–10:45 a.m. .... Room 425, 4th Floor**

**Theme: Alternatives to the Lecture Format**

**Chair: Lynn White, Trinity Christian College**

### **The Utilization and Exploration of Video in Accounting Education**

Mark Holtzblatt, Roosevelt University

Norbert Tschakert, Salem State University

### **Presentation: Teaching Principles of Accounting in a Paperless Classroom**

Nausser Jamali, Illinois College

### **Presentation: Using Blogging in the Classroom**

David Albrecht, Concordia College

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## **ACCOUNTING AND MARKETING (JOINT SESSION)**

**9:30 a.m.–10:45 a.m. .... French Room, Lower East Mezzanine**

**Theme: Does the Class of 2011 Have Alternatives to Graduate School or the Peace Corps?**

**Presenter: Phil Gardner, Collegiate Employment Research Institute,  
Michigan State University**

**Open to all conference registrants.**

Friday, March 25, 2011

## **BUSINESS AND HEALTH ADMINISTRATION**

**9:30 a.m.–10:45 a.m. .... Parkside Room, Upper West Mezzanine**

**Theme: Social Justice and Sustainability**

**Chair:** Robert Spinelli, University of Scranton

**Discussant:** Kent Willis, Clayton State University

### **Going Green: Are There Benefits Beyond the Bottom Line?**

Alexis Allen, University of Scranton

Robert Spinelli, University of Scranton

### **Limitations of Health Management in Disaster Settings**

Vladimir Krcmery, St. Elizabeth University

Gorge Benca, St. Elizabeth University

Mario Bartkojak, St. Elizabeth University

Daniel J. West, University of Scranton

### **Health Care for Marginalized Populations**

Vladimir Krcmery, St. Elizabeth University

Gorge Benca, St. Elizabeth University

Mario Bartkojak, St. Elizabeth University

Daniel J. West, University of Scranton

### **Social Work and Health Care in Roma Minority in Slovakia, Romania, and Serbia**

Jaroslava Sokolova, Trnava University

Gejza Adam, Roma European Centre Kosice SEUC

Andrej Matel, Roma European Centre Kosice SEUC

Rene Luzica, St. Elizabeth University

Marian Sramka, Institute of Social Work, Nadlack, Romania

Ladislav Gross, Institute of Social Work, Nadlack, Romania

Ana Sabova, Institute of Social Work, Baski Petrovac, Serbia

Lenka Rabarova, Roma European Centre Kosice SEUC

Vladimir Krcmery, Trnava University, St. Elizabeth University

Daniel J. West, University of Scranton

Steven Szydowski, University of Scranton

### **The Influence of Academic Organizational Climate on Nursing Faculties Commitment in Saudi Arabia**

Nazik M.A. Zakari, King Saudi University



## PROGRAM SESSIONS

### **Specific Factors of Health and Social Care on HIV Positive Orphans in Phnom Penh Cambodia**

Martina Utešená, St. Elizabeth University  
Gorge Benca, St. Elizabeth University  
Vladimir Krcmery, St. Elizabeth University  
Julia Vujcikova, St. Elizabeth University  
Lenka Rabarova, St. Elizabeth University  
Ladislav Bucko, St. Elizabeth University  
Veronika Sladeckova, St. Elizabeth University  
Andrea Shahum, Norwalk Hospital, Yale University

### **Street Children of Nairobi Slums in Lunga-Lunga and Kibera: Health Care and Social Specific Issues of Vulnerable Population**

Gorge Benca, St. Elizabeth University  
Eva Oborilova, Trnava University  
Daria Pechacova, Trnava University  
Lenka Fabianova, Trnava University  
Juraj Jancovic, Trnava University  
Lenka Rabarova, St. Elizabeth University  
Martina Utešená, St. Elizabeth University  
Timon Benson

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## **BUSINESS AND HEALTH ADMINISTRATION**

**9:30 a.m.–10:45 a.m. .... Superior Room, Upper West Mezzanine**

**Theme: Hospital Administration I**

**Chair:** David Paul, Monmouth University

**Discussant:** Nashat Zuraikat, Indiana University of Pennsylvania

### **The Free-Standing, Tax-Exempt Community Hospital: Is It an Endangered Species**

Michael J. Costello, University of Scranton  
Daniel J. West, University of Scranton

### **RFID and Its Impacts to the Hospital Supply Chain**

Alberto Coustasse, Marshall University

### **Nurses' Perceptions of Patient Safety Culture in Saudi Arabia Hospital**

Ahmad Aboshaiqah, King Saudi University

**Hospital Turnaround Practice in the United States:  
Value and Role of Consultants**

Amrita Shenoy, University of Houston-Clear Lake  
Raymond Khoury, University of Houston-Clear Lake  
Ashish Chandra, University of Houston-Clear Lake

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**BUSINESS ECONOMICS**

**9:30 a.m.–10:45 a.m. .... 9th Floor, Room 925**

**Panel**

**Discussion: China in a Global Economy and Economic Issues  
Between China and U.S.**

Chair: Val Vlad, Penn State-Erie

Panelists: Gabriel Manrique, Winona State University

Val Vlad, Penn State-Erie

Ben-Chieh Liu, Chicago State University

Ismail Shariff, University of Wisconsin-Green Bay

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**BUSINESS/SOCIETY/GOVERNMENT**

**9:30 a.m.–10:45 a.m. .... Room 225, 2nd Floor**

**Theme: Matters of Education**

Chair: Tomas Lopez-Pumarego, Brooklyn College of Business

**Up in the Air Is Well-Grounded in the Classroom**

Steven Palmer, Northwestern Oklahoma State University

**Teaching Gambling in American Business Schools: An Ethics-Based  
Investigation of the Risks and Rewards**

Charles Braun, Marshall University

**University Service Learning Programs: The Case for a Partnership  
Approach**

Nancy Bertaux, Xavier University

Elaine Crable, Xavier University

Kathleen Smythe, Xavier University

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## PROGRAM SESSIONS

### CASE RESEARCH

**9:30 a.m.–10:45 a.m.**..... 8th Floor, Room 825

**Theme:**           **Critical Incident Review**

**Chair:**            Kent Kauffman, Indiana University-Purdue University  
Fort Wayne

**Discussants:**   Michael Stellern, Rockhurst University  
Darryl Jinkerson, University of Central Missouri

### **HIPAA and the Family Tree Clinics**

Leigh W. Cellucci, Idaho State University

Tracy Farnsworth, Idaho State University

### **Should Women Accept the Porn-Star Standard for Plastic Surgery?**

Asbjorn Osland, San Jose State University

Nanette Clinch, San Jose State University

Chunlei Wang, San Jose State University

### **Two Leaders: One Man's View**

Neil Tocher, Idaho State University

William E. Stratton, Idaho State University

Michael Santisteven, Idaho State University

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### CASE RESEARCH

**9:30 a.m.–10:45 a.m.**..... 8th Floor, Room 829

**Theme:**           **Embryo Review**

**Chair:**            Tim Redmer, Regent University

**Discussants:**   Dennis Kripp, Aurora University  
Kelly Trusty, Trine University

### **Flight Attendant Snaps**

Lizabeth A. Barclay, Oakland University

Karen S. Markel, Oakland University

### **A Merger at Oak Medical Centre—Leadership Succession Planning**

Shirish Grover, Ferris State University

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Friday, March 25, 2011

**FINANCE**

**9:30 a.m.–10:45 a.m. .... Astor Room, Upper East Mezzanine**

**Theme: Financial Markets IV**

**Chair: Jason Lin, Truman State University**

**The Transmission of Shocks to LIBOR Risk Spreads and Nominal Risk Free Rates**

Albert E. DePrince Jr., Middle Tennessee State University

Pamela D. Morris, Kaplan University

**Discussant: Kumoli Ramakrishnan, University of South Dakota**

**Can Financial Crashes Be Predicted? A study of Modeling Financial Crashes**

Jason Lin, Truman State University

Kaz Hashimoto, Truman State University

**Discussant: Albert E. DePrince Jr., Middle Tennessee State University**

**Reflation after the Freeze Following the Flood: Reaching for the 'High Water Mark' in U.S. Equity Markets**

Kumoli Ramakrishnan, University of South Dakota

Dipak Jain, Northwestern University

**Discussant: Jason Lin, Truman State University**

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**FINANCE**

**9:30 a.m.–10:45 a.m. .... Georgian Room, Upper East Mezzanine**

**Theme: Global Finance V**

**Chair: Sean T. Carey, University of Wisconsin-Stevens Point**

**Are Banks More Efficient in China after the WTO Accession?**

Haiyan Yin, Indiana University-South Bend

Jiawen Yang, George Washington University

**Discussant: Sean T. Carey, University of Wisconsin-Stevens Point**

**Bank Characteristics and Liquidity Transformation**

Ritab Al-Khouri, Qatar University

**Discussant: Haiyan Yin, Indiana University-South Bend**



## PROGRAM SESSIONS

### **Made in China: An Analysis of the Chinese Exchange Rate**

Sean T. Carey, University of Wisconsin-Stevens Point

William Maas, University of Wisconsin-La Crosse

Discussant: Ritab Al-Khouri, Qatar University

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### **FINANCE**

**9:30 a.m.–10:45 a.m. .... Tudor Room, Upper East Mezzanine**

**Theme: Special Topics VI**

Chair: K. Matthew Wong, St. John's University

#### **Non-Traded REITs**

Olgun Fuat Sahin, Minnesota State University-Moorhead

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

#### **Top Income Tax Rates and Economic Growth**

Dean Johnson, Michigan Technological University

James Gale, Michigan Technological University

Matthew Norma, Michigan Technological University

Discussant: Olgun Fuat Sahin, Minnesota State University-Moorhead

#### **Shareholder Exit Strategies for Early Stage High Tech Companies**

K. Matthew Wong, St. John's University

Egbert van de Schootbrugge, International School of Management

Discussant: Dean Johnson, Michigan Technological University

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### **FINANCE**

**9:30 a.m.–10:45 a.m. .... Venetian Room, Upper East Mezzanine**

**Theme: Corporate Finance V**

Chair: Thomas P. Mihajlov, University of Wisconsin-Eau Claire

#### **Mergers and Value Creation in a Post-Liberalized Environment: The Case of India**

Alex Meisami, Indiana University-South Bend

Lalatendu Misra, University of Texas-San Antonio

Discussant: Ming-Yuan Leon Li, National Cheng Kung University



Friday, March 25, 2011

**SBA 504 Loans Help Improve Balance Sheets—A Micro Analysis**

Thomas P. Mihajlov, University of Wisconsin-Eau Claire

Discussant: Alex Meisami, Indiana University-South Bend

**CEO Incentive Compensation and Performance: A Quantile Regression Approach**

Ming-Yuan Leon Li, National Cheng Kung University

Tung-Hsiao Yang, National Chung Hsing University

Shang-En Shine Yu, National Cheng Kung University

Discussant: Thomas P. Mihajlov, University of Wisconsin-Eau Claire

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**INFORMATION SYSTEMS**

**9:30 a.m.–10:45 a.m. .... Room 950, 9th Floor**

**Theme: Systems Analysis and Design**

Chair: David Rayome, Northern Michigan University

Discussant: Renee M. Pratt, Washington and Lee University

**Integrating Knowledge Management in ERP II Systems**

Joseph O. Chan, Roosevelt University

**Building Financial Trading Decisions Support Software using Scripted Spreadsheets**

Abhijit Jain, Northern Michigan University

David Rayome, Northern Michigan University

**A Database Design and Development Case: Home Theater Video**

Robert M. Ballenger, Washington and Lee University

Renee M. Pratt, Washington and Lee University

**Query Optimization and Tuning of an Oracle Database System**

Ali Salehnia, South Dakota State University

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## PROGRAM SESSIONS

### INTERNATIONAL BUSINESS

**9:30 a.m.–10:45 a.m. .... Drake Room, Main Level**

**Theme: International Sales**

Chair: Juan Meraz, Missouri State University

Discussant: Etienne Musonera, Mercer University-Atlanta

#### **Students' Perception of the Sales Profession in Lebanon**

Victor Bahhouth, University of North Carolina at Pembroke

Roy Khoueiri, Notre Dame University

John E. Spillan, University of North Carolina at Pembroke

#### **The Antecedents of Sales Force Motivation: An Empirical Investigation of the Insurance Industry in Singapore**

Bashar S. Gammoh, The University of Toledo

Anthony C. Koh, The University of Toledo

Sam Okoroafo, The University of Toledo

#### **Perceived Value of Marketplace Simulation: Differences between MBA Students from India and USA**

Suneel Maheshwari, Marshall University

Uday Tate, Marshall University

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### INTERNATIONAL BUSINESS

**9:30 a.m.–10:45 a.m. .... Marquette Room**

**Theme: Security Issues in International Business**

Chair: John E. Spillan, University of North Carolina  
at Pembroke

Discussant: Uday Tate, Marshall University

#### **Standard Insecurity: Cyber-Security and Standards: The Challenges and Opportunities**

Elias Carayannis, George Washington University

Marios Efthymiopoulos, Strategy International

Dan Lam, ONR

Christopher Ziemnowicz, University of North Carolina at Pembroke

**Transparency vs. National Security: Governance of the Privatized Military Industry**

Nichole M. Castater, Barry University

**The Knowledge Economy and NATO's Financial Viability**

Elias Carayannis, George Washington University

Marios Efthymiopoulos, Strategy International

Christopher Ziemnowicz, University of North Carolina at Pembroke

**How Have the Environmental Regulations within NAFTA Affected Mexico? An Analysis of Home versus Host Government Regulations**

Carri R. Tolmie, Saint Louis University

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**LEGAL STUDIES**

**9:30 a.m.–10:45 a.m. .... Room 625, 6th Floor**

**Theme: Law and Economics and Pedagogy**

**Chair: Daniel A. Levin, Minnesota State University-Mankato**

**Immigration Policy through the Lens of Optimal Federalism**

Dale B. Thompson, University of St. Thomas

**Idea Pitching to Legal Planning: Developing an Entrepreneurial Mindset in a Business Law Course**

Dexter Woods, Ohio Northern University

**Crisis in the Boardroom: Using a Management/Board Model to Simulate Quick Response to a Legal/Ethical Emergency**

Paul H. Robinson, Viterbo University

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**LEGAL STUDIES**

**9:30 a.m.–10:45 a.m. .... Room 629, 6th Floor**

**Theme: Employment Law**

**Chair: Gail McCracken, University of Michigan-Dearborn**

**Do Blondes Really Have More Fun?**

Daniel Botz, Kansas Wesleyan University

Carol Ahlvers, Kansas Wesleyan University

Rose Steimel, Kansas Wesleyan University



## PROGRAM SESSIONS

### **The Law and Ethics of Employer Efforts to Restrict Worker Mobility**

Norman D. Bishara, University of Michigan

### **Social Networks and Employment Relationships: Where to Draw the Line**

Robert D. Sprague, University of Wyoming

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## **MANAGEMENT**

**9:30 a.m.–10:45 a.m. .... Erie Room, Upper West Mezzanine**

**Theme: Leadership and General Management**

**Chair:** Richard Sebastian, St. Cloud State University

**Discussant:** Jim Maddox, Friends University

### **Fixing Business Wargaming: A New Role for Memetics**

David O’Gorman, University of Illinois-Springfield

### **Henry Juskiewicz, Gibson Guitar, on Managing Change: Surfing the Waves of Disruptive Influence**

David C. Strubler, Kettering University

Andrew Borchers, Kettering University

### **Seeing What You Want to See: Perceptual Biases of Auditors**

Larry M. Parker, Case Western Reserve University

Timothy J. Fogarty, Case Western Reserve University

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## **MARKETING**

**9:30 a.m.–10:45 a.m. .... French Room, Lower East Mezzanine**

### **Joint Session with Accounting**

**Theme: Does the Class of 2011 Have Alternatives to Graduate School or the Peace Corps?**

**Presenter:** Phil Gardner, Collegiate Employment Research Institute, Michigan State University

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Friday, March 25, 2011

**MARKETING**

9:30 a.m.–10:45 a.m.....Walton I, Lower East Mezzanine

**Theme: Services Marketing—Gender and Customer/  
Supplier Effects**

Chair: Roscoe Hightower Jr., Florida A&M University

**The Moderating Influence of Gender on the Relationship  
between Student Market Orientation and Performance within  
AACSB Member School**

Kevin Hammond, University of Tennessee-Martin  
Robert Webster, Ouachita Baptist University

**Gender Effect on Service Quality During Service Encounter: Testing  
Similarity Attraction vs. Flirting Theory in a Cross-Cultural Study**

Musa Pinar, Valparaiso University  
Özlem Özkanlı, Ankara University, Turkey  
Sandy Strasser, Valparaiso University

**Relationship Quality in B2B Services: Impact of Customer-Supplier  
Differences**

Ramana Madupalli, Southern Illinois University-Edwardsville  
Gertrude Pannirselvam, Southern Illinois University-Edwardsville  
Clay Williams, Southern Illinois University-Edwardsville

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**MARKETING**

9:30 a.m.–10:45 a.m.....Walton II, Lower East Mezzanine

**Theme: Marketing Strategy: Pricing Effects**

Chair and  
Discussant: Dawn Edmiston, Saint Vincent College

**Public Pricing in the Freight Rail Industry**

Zitao Zhang, Northwestern University  
Yikai Chen, Northwestern University  
John Jinkner, Webster University  
Pablo Durango-Cohen, Northwestern University



## PROGRAM SESSIONS

### **Fairer Still: Exploring Price Fairness Perceptions for Goods and Services**

William C. Martin, University of North Dakota

Michael Breazeale, Indiana University-Southeast

### **Chronic Reactance, Outcome Focus, and the Construction of Reward Preferences in Loyalty Programs**

Meltem Tugut, Saint Louis University

Mark J. Arnold, Saint Louis University

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## **MARKETING**

**9:30 a.m.–10:45 a.m. .... Ontario Room, Upper West Mezzanine  
Special**

**Session: An Untapped Market—Marketing to Veterans and the Military**

**Chair:** Rodrigo Garcia, Midwest District Director, Student Veterans of America

**Moderator:** Jerry J. Field, Illinois Institute of Technology, SVA—Education Advisor

**Panelists:** Joan Ryan, Director Accreditation, State of Illinois Department Veterans Affairs  
James J. Flagg, President, Student Veterans of Illinois  
Greg Gudio, Government-Veterans Relations, Career Builder, Inc.

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## **OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

**9:30 a.m.–10:45 a.m. .... 7th Floor, Room 725**

**Theme: Issues in Entrepreneurship**

**Chair:** Asli Yagmur Akbulut-Bailey, Grand Valley State University

### **Promoting Entrepreneurship among African American High School and College Students: An Instructional Theory**

Ainsworth A. Bailey, University of Toledo

**Why Aren't All Entrepreneurs the Same? A Typology of the Entrepreneur**

Robert Sinclair, Governors State University

**Establishing an Interdisciplinary Entrepreneurship Program in Higher Education**

Jaideep Motwani, Grand Valley State University

Asli Yagmur Akbulut-Bailey, Grand Valley State University

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**ACCOUNTING**

**11:00 a.m.–12:15 p.m. .... Room 425, 4th Floor**

**Theme: Student Issues**

Chair: Mostafa M. Maksy, Kutztown University of Pennsylvania

**Financial Literacy Education for College Students:  
A Course Assessment**

Vicki J. Jobst, Benedictine University

**Trends in Accounting Classroom Policies and Procedures**

Sandra Byrd, Missouri State University

David Byrd, Missouri State University

Michael R. Hammond, Missouri State University

**Presentation: The Role of Environmental Accounting in the Curriculum**

Andrew Borchers, Kettering University

Katherine Campbell, University of North Dakota

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**ACCOUNTING**

**11:00 a.m.–12:15 p.m. .... Room 429, 4th Floor**

**Theme: Research Productivity**

Chair: Lynn White, Trinity Christian College

**A Longitudinal Study of the Research Productivity of Graduates of Accounting Doctoral Programs**

James R. Hasselback, University of West Florida

Alan Reinstein, Wayne State University

Philip M. J. Reckers, Arizona State University



## PROGRAM SESSIONS

### **What Happened to the Class of Year 2000: Examining Their Research and Employment Records**

James R. Hasselback, University of West Florida

Alan Reinstein, Wayne State University

### **Benchmarking the Research Productivity of Accounting Doctorates**

James R. Hasselback, University of West Florida

Alan Reinstein, Wayne State University

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## **BUSINESS AND HEALTH ADMINISTRATION**

**11:00 a.m.–12:15 p.m. .... Superior Room, Upper West Mezzanine**

**Theme: Hospital Administration II**

**Chair:** Nashat Zuraikat, Indiana University of Pennsylvania

**Discussant:** Alberto Coustasse, Marshall University

### **Return on Investment from Quality Initiatives:**

#### **Issues in Health Care Settings**

Scott Stegall, Clayton State University

Kathy Brown, Clayton State University

Peter Fitzpatrick, Clayton State University

Thomas McIlwain, Clayton State University

MeriBeth H. Stegall

### **The Role of Technology in Enabling Sales Support**

Aaron Ardt, Old Dominion University

Jason Harkins, University of Maine

### **The Evolving Role of the Patient Access Service Employee in the Health Revenue Cycle**

Dolores R. Lee, University of Akron

Asoke Dey, University of Akron



friday, march 25, 2011

**BUSINESS ECONOMICS**

**11:00 a.m.–12:15 p.m.**..... 9th Floor, Room 925

**Session Title: Student Learning and Academic Performance**

Chair: Ileana Brooks, Aurora University

**Qualitative Determinants of Undergraduate Academic Performance**

Hamid Tabesh, University of Wisconsin-River Falls

**Do Students Perform Better in Lecture Courses or Online Courses?**

**Evidence from a Field Experiment**

Curtis Price, University of Southern Indiana

**Is Time Running Out? A Countdown to the Optimal Duration for Online Exams**

Hedayeh Samavati, Indiana University-Purdue University Fort Wayne

Carolyn Fabian Stumph, Indiana University-Purdue University Fort Wayne

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

**Exploring Another Country’s Economy to Achieve General Education and Course Outcomes**

Ileana Brooks, Aurora University

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**BUSINESS/SOCIETY/GOVERNMENT**

**11:00 a.m.–12:15 p.m.**..... Room 225, 2nd Floor

**Theme: Matters of Sustainability**

Chair: Lal Shimpi, Saint Augustine’s College

**Precedents for Change: How Quasi-Governmental, Civil Society, and Business Organizations Are Driving Change in Colleges of Business Sustainability Curriculum**

Josetta McLaughlin, Roosevelt University

Gerald McLaughlin, DePaul University

**Exploring Green Business Models: The Bicycle Rental Programs of Paris, Montreal, New York, and San Juan, Puerto Rico**

Tomas Lopez-Pumarego, Brooklyn College of Business

Hector Lopez-Pumarego, Developers and Planners, Inc.



## PROGRAM SESSIONS

### CASE RESEARCH

**11:00 a.m. –12:15 p.m.**..... **8th Floor, Room 825**

**Theme:** **Panel and Critical Incident Review**

**Discussants:** Nona Jones, Benedictine University  
John C. Riddick Jr., Hanover College  
Roy Cook, Fort Lewis College

#### **Best Practices Panel**

John C. Riddick Jr., Hanover College  
Roy Cook, Fort Lewis College

#### **The \$600 Billion Bailout**

Michael Stellern, Rockhurst University

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### CASE RESEARCH

**11:00 a.m. 12:15 p.m.**..... **8th Floor, Room 829**

**Theme:** **Embryo and Critical Incident Review**

**Chair:** Leonard G. Weld, Valdosta State University

**Discussants:** Phil Vardiman, Abilene Christian University  
Tim Redmer, Regent University

#### **Motorola and Competition in the Mobile Handset Industry**

Patrick Schultz, University of North Dakota

#### **Tropicana: Social Media Teach Marketers a Lesson**

Colleen P. Kirk, Pace University  
Karen Berger, Pace University

#### **Social Marketing on College Campuses**

Craig Davis, Ohio University

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### FINANCE

**11:00 a.m.–12:15 p.m.**..... **Astor Room, Upper East Mezzanine**

**Theme:** **Education in Finance III**

**Chair:** Raj K. Kohli, Indiana University-South Bend

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**The CCM Model: A Stock Valuation Tool for a Student-Managed Investment Fund**

Jared H. Bowers, University of South Dakota

Angeline M. Lavin, University of South Dakota

Discussant: Donald W. Swanton, Roosevelt University

**Borrowing, Borrowing, Borrowing, and Borrowing:  
One Word with Four Meanings**

Donald W. Swanton, Roosevelt University

Discussant: Jill Lynn Vihtelic, Saint Mary's College

**Homework Assignments and Use of Technology Comparison of F301 and F260 Classes at Indiana University-South Bend**

Raj K. Kohli, Indiana University-South Bend

Discussant: Jared H. Bowers, University of South Dakota

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**FINANCE**

**11:00 a.m.–12:15 p.m. .... Georgian Room, Upper East Mezzanine**

**Theme: Investments and Portfolio Management VIII**

Chair: James P. Haskins, University of North Dakota

**Using Multiple Moving Averages to Determine Timing of Positions in a Portfolio of Exchange Traded Funds**

Timothy Peterson, Gustavus Adolphus College

Discussant: James P. Haskins, University of North Dakota

**How Effective Are Foreign Currency Futures Markets as Hedging Vehicles?**

Jeong W. Lee, University of North Dakota

Discussant: Timothy Peterson, Gustavus Adolphus College

**Securities Lending on Public Investment Portfolios:  
North Dakota's Permanent Trusts**

James P. Haskins, University of North Dakota

Levi Erdmann, North Dakota State Land Department

Discussant: Jeong W. Lee, University of North Dakota



## PROGRAM SESSIONS

### FINANCE

**11:00 a.m.–12:15 p.m. .... Venetian Room, Upper East Mezzanine**

**Theme: Corporate Finance VI**

**Chair:** Nalinaksha Bhattacharyya, University of Alaska-  
Anchorage

#### **Why Do Managers Use IRR in Investment Analysis**

Nalinaksha Bhattacharyya, University of Alaska-Anchorage

**Discussant:** Vivian Okere, Providence College

#### **Determining Equity Risk Premium: An Alternative Approach**

Khosrow “Ken” Shakoori, Brandman University

Dan Zhou, California State University-Bakersfield

**Discussant:** Nalinaksha Bhattacharyya, University of Alaska-  
Anchorage

#### **Corporate Investment Decisions in Oil and Gas Production and Government Payment Systems: A Case of Prospect Theory**

Vivian Okere, Providence College

**Discussant:** Khosrow “Ken” Shakoori, Brandman University

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### INFORMATION SYSTEMS

**11:00 a.m.–12:15 p.m. .... Room 950, 9th Floor**

**Theme: Breaking through Barriers with Technology**

**Chair:** Shamsul Chowdhury, Roosevelt University

**Discussant:** Kristi Berg, Minot State University

#### **Social Networking, Knowledge Translation, and Disability- Related Research**

Ashli Molinero, University of Pittsburgh

#### **Training Barriers and Technology: How to Achieve Training Goals**

Elizabeth Peters, Roosevelt University

Shamsul Chowdhury, Roosevelt University

#### **About-Face with Facebook**

Judy Holmes, Middle Tennessee State University

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Friday, March 25, 2011

**INTERNATIONAL BUSINESS**

**11:00 a.m.–12:15 p.m. .... Drake Room, Main Level**

**Theme: Foreign Direct Investment: Furthering Development Internationally**

Chair: Anthony C. Koh, The University of Toledo

Discussant: Bashar S. Gammoh, The University of Toledo

**Doing Business in the Philippines**

Juan Meraz, Missouri State University

**An Examination of the Congruence between Hofstede's and Schwartz's Cultural Frameworks**

Hamid Yaganeh, Winona State University

**Obstacles of Country Risk Management**

Adel Al Khattab, Al-Hussain Bin Talal University

Alyatama Sundus, Public Authority for Applied Education and Training

**Factors that Affect Absorptive Capacity and FDI Spillovers in Sub-Saharan Africa**

Egide Gahima Karuruanga, Universite Laval-Quebec

Etienne Musonera, Mercer University-Atlanta

Bideri Nyamulina, Independent Institute of Lay Adventists of Kigali

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**INTERNATIONAL BUSINESS**

**11:00 a.m.–12:15 p.m. .... Marquette Room**

**Theme: Global Management Themes**

Chair: Robert Moussetis, North Central College

Discussant: Carri R. Tolmie, Saint Louis University

**Exploring the Effect of Demographic and Organizational Factors on the Global Mindset of Business Leaders: An Empirical Multi-Industry Study from Five Continents**

Gyongyi Konyu Fogel, Lawrence Technological University

**Comparing Line and HR Executives' Perceptions of HRM Effectiveness**

Tung Chun Huang, Ching Yun University



## PROGRAM SESSIONS

### **Successful Strategies for Sustainability of Foreign Multinational Enterprises in China**

Maria Lai-Ling Lam, Malone University

### **Internet Slow and Expensive? Connectivity and Marketing Lessons from a World Leader**

Christopher Ziemnowicz, University of North Carolina at Pembroke

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## **LEGAL STUDIES**

**11:00 a.m.–12:15 p.m. .... Room 625, 6th Floor**

### **Midwest Academy of Legal Studies in Business Annual Business Meeting**

Presiding: Tanya M. Marcum, Bradley University  
President, Midwest Academy of Legal Studies in Business

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## **MANAGEMENT**

**11:00 a.m.– 12:15 p.m. .... Erie Room, Upper West Mezzanine**

**Theme: Panel IV on Best Practices in Teaching Leadership—Senior Leadership, Appreciative Inquiry, Pedagogical Designs, Authentic Leadership, Interdisciplinary Models**

Organizers/

Moderators: Jann Freed, Central College  
Coy A. Jones, University of Memphis

Presenters: Coy A. Jones, University of Memphis  
Dan Saint, University of Detroit Mercy  
Randy Richards, St. Ambrose University  
Sara Schwarz Cook, Viterbo University  
Jay Young, Ohio Dominican University

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**MARKETING**

**11:00 a.m.–12:15 p.m. .... French Room, Lower East Mezzanine**

**Theme: Social Media; Impacting the Practice of Marketing**

Chair and

Discussant: Michael Messina, Gannon University

**Search Engines and Social Networking Sites: Marketing Opportunities and Legal/Ethical Threats**

Héctor R. Lozada, Seton Hall University

Gary H. Kritz, Seton Hall University

**Friendship Online and Off: A Qualitative Study of Student Attitudes**

Zina Taran, Penn State Harrisburg

Ryann Reynolds McInay, Penn State University-Harrisburg

Douglas Friedman, East Stroudsburg University

**Fish Where the Fish Are: Higher-Ed Embraces New Communications Tools to Recruit the Wired Generation**

Nora Ganim Barnes, University of Massachusetts-Dartmouth

Stephanie Jacobsen, University of Massachusetts-Dartmouth

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**MARKETING**

**11:00 a.m.–12:15 p.m. ....Walton I, Lower East Mezzanine**

**Theme: Services Marketing: An Education and Banking Perspective**

Chair and

Discussant: Pam Mickelson, Morningside College

**Customer and Market Orientation Effects on Organizational Performance of Marketing Departments of Business Schools Belonging to AACSB-International**

Robert Webster, Ouachita Baptist University

Kevin Hammond, University of Tennessee-Martin



## PROGRAM SESSIONS

### **Antecedents of Business Performance of Customers' Organization: Role of Service Quality and Customer Satisfaction—A Case Study of Rwanda Commercial Bank**

Palanisamy Ganesan, School of Finance and Banking, Kigali, Rwanda  
Nadine Umunyana Manzi, MBA Student, School of Finance and Banking,  
Kigali, Rwanda  
Ndahimana Michel, School of Finance and Banking, Kigali, Rwanda

### **Investigation on Relationship Between Customer Relationship Management Dimensions and Innovation Capabilities in Melli Bank of Iran**

Reza Karjalian Chayjani, Azad University of Arak, Iran  
Mehrdokht Sherilou, Iran University of Science and Technology  
Morteza Aminjafari, Azad University of Arak, Iran  
Peyman Ghafari, Azad University of Arak, Iran

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## **MARKETING**

**11:00 a.m.–12:15 p.m. ....Walton II, Lower East Mezzanine**

**Theme: Performance Management: Key to Successfully  
Managing Marketing in a Global Economy**

**Panelist:** Laura Patterson, VisionEdge Marketing

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## **MARKETING**

**11:00 a.m.–12:15 p.m. ....Ontario Room, Upper West Mezzanine**

**Theme: Marketing Strategy**

**Chair and**

**Discussant:** Samit Chakravorti, Western Illinois University

### **Synergistic Multisensory Branding: Engaging the Senses to Enhance the Brand Experience**

Vjaykumar Krishnan, Northern Illinois University  
Timothy V. Aurand, Northern Illinois University  
Geoffrey Gordon, Northern Illinois University



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**The Affect of Innovation Characteristics on Product Diffusion**

Robert L. Flight, Eastern Illinois University  
Giles D'Souza, University of Alabama  
Arthur W. Allaway, University of Alabama  
Sergey Maximov, Eastern Illinois University

**Online Brand Dimensions and Customer Perceptions of the Brands:  
The Role of Brand Recovery Activities with Broken Brand Promises**

Sandipan Sen, Southeast Missouri State University  
Richard A. Rocco, DePaul University

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**OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

**11:00 a.m.–12:15 p.m. .... 7th Floor, Room 725**

**Theme: Strategy and Enterprise**

**Chair: Nazim U. Ahmed, Ball State University**

**Firm Characteristics and the Rush to Patent**

Derek Ruth, Purdue University-Calumet

**Competitive Strategy a Determinate of Cooperative Relationships**

Ramesh Dangol, Ball State University  
Thawatchai Jitpaiboon, Ball State University  
Kyle Thompson, Ball State University  
Michael Cordes, Ball State University

**Viability and Continuity of a Virtual Enterprise**

Nazim U. Ahmed, Ball State University  
Sushil S. Sharma, Ball State University

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**LEGAL STUDIES**

**12:15 p.m.–1:30 p.m. .... Parkside Room, Upper West Mezzanine  
Luncheon (Ticket Required)**

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## PROGRAM SESSIONS

### **MBAA International**

**12:30 p.m.–1:30 p.m. .... The Gold Coast Ballroom (registration area)  
2012 Program Chairs Planning Meeting**

Presiding: Bambi Hora, University of Central Oklahoma  
Jeff Clark, Middle Tennessee State University

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### **BUSINESS ECONOMICS**

**1:45 p.m.–3:00 p.m. .... 9th Floor, Room 925  
Student Panel**

**Discussion: Should a Panel be Established to Reduce the Cost  
of Medical Services with Reference to Critically Ill  
Patient Care Services?**

Chair: Shiv K. Gupta, University of Findlay

Panelists: Simeen Khan, University of Findlay  
Vishakha Khanolkar, University of Findlay  
Akhil Indurti, University of Findlay  
Laith Olimat, University of Findlay  
Elizabeth Scarff, University of Findlay

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### **BUSINESS/SOCIETY/GOVERNMENT**

**1:45 p.m.–3:00 p.m. .... Room 225, 2nd Floor**

**Theme: Eclectic Issues**

Chair: Josetta McLaughlin, Roosevelt University

**Is Opportunistic Behavior Mitigated by Vesting Stock Options?**

Ralph Bourret, Northwestern Oklahoma State University

**Increasing Business Profitability through Investment in  
Preschool Education**

Joel Hane, Missouri Western University  
Richard Chaffee, Missouri Western University  
Durai Sundaramoorthi, Missouri Western University  
Larry Lawson, Missouri Western University

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**On Cluttered Outdoors Advertising: Making Sense at Time Square**

Tomas Lopez-Pumarego, Brooklyn College of Business

Veronica Manlow, Brooklyn College of Business

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**CASE RESEARCH**

**1:45 p.m.–3:00 p.m. .... 8th Floor, Room 825**

**Theme: Critical Incident Review**

Chair: John C. Riddick Jr., Hanover College

Discussants: Shirish Grover, Ferris State University  
Patrick Schultz, University of North Dakota

**Sails UP Marine**

Irvin A. Zaenglein, Northern Michigan University

B. C. Sherony, Northern Michigan University

**JD & Sons Have to Decide on the Fate of the Business**

Harsha Desai, Loyola University-Maryland

John Beever, Loyola University-Maryland

Kiran Desai, McNeese State University

**From Bad to Worse**

Kay A. Hodge, University of Nebraska-Kearney

Edwin C. Leonard Jr., Indiana University-Purdue University Fort Wayne

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**CASE RESEARCH**

**1:45 p.m.–3:00 p.m. .... 8th Floor, Room 829**

**Theme: Embryo and Critical Incident Review**

Chair: Lizabeth A. Barclay, Oakland University

Discussants: Karen S. Markel, Oakland University  
William E. Stratton, Idaho State University

**Where Did All the Leaders Go? A Strategic Case Study**

Dennis Kripp, Aurora University



## PROGRAM SESSIONS

### **THE WALDONS – An Instructional Tax Case**

Leonard G. Weld, Valdosta State University  
Amanda C. Ward, Valdosta State University  
Raymond J. Elson, Valdosta State University

### **Uncharted Territory: Female-to-Male Harassment**

Kelly Trusty, Trine University  
Edwin C. Leonard Jr., Indiana University-Purdue University Fort Wayne  
Roy Cook, Fort Lewis College

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## **INFORMATION SYSTEMS**

**1:45 p.m.–3:00 p.m. .... Room 950, 9th Floor**

**Panel Session: Healthcare Data in the Cloud? Opportunities and Risks**

Chair: Jennifer Williams, University of Southern Indiana

Panelists: Faisal Abdullah, Lewis University  
Rami Khasawneh, Lewis University  
Ibrahim Mescioglu, Lewis University

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## **INTERNATIONAL BUSINESS**

**1:45 p.m.–3:00 p.m. .... Drake Room**

**Theme: Attitudes about Work in the International Arena**

Chair and:

Discussant: Man Zhang, Bowling Green State University

### **An Explanatory Study of Changing Work Values: A Cross-Cultural Study of Japan, China, and Peru**

Robert Moussetis, North Central College  
George Nakos, Clayton State University  
Peter Antoniou, San Marcos State University  
Ulf Richter, CENTRUM Catolica

### **Work Attitudes of Peruvian MBAs**

Mallory Blanchard, North Central College

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**An Inquiry into Entrepreneurship across the Cultures**

John P. Farris, Grand Valley State University  
Paul Lane, Grand Valley State University  
Rafal Morawczynski, Krakow University of Economics

**Perceived Value of Marketplace Simulation: Differences between MBA Students from India and U.S.A.**

Suneel Maheshwari, Marshall University  
Uday Tate, Marshall University

**Willingness to Expatriate: The Push and Pull of Cosmopolitanism and Family**

Kyle Coble, Saint Louis University  
Seung Kim, Saint Louis University

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**LEGAL STUDIES**

**1:45 p.m.–3:00 p.m. .... Room 625, 6th Floor**

**Theme: Navigating Turbulent Waters: Gender Diversity and Surviving Academia**

Organizer: Elizabeth A. Cameron, Alma College

Panelists: Daniel Botz, Kansas Wesleyan University  
Elizabeth A. Cameron, Alma College  
Tanya M. Marcum, Bradley University  
George W. McNary, Creighton University  
Denise S. Smith, Eastern Illinois University  
Dawn R. Swink, University of St. Thomas

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**LEGAL STUDIES**

**1:45 p.m.–3:00 p.m. .... Room 629, 6th Floor**

**Theme: Constitutional Law**

Chair: Romain M. Lorentz, University of St. Thomas

**Punitive Damages after Philip Morris U.S.A. v. Williams: Has the Smoke Cleared?**

Karen A. Hosack, Illinois State University  
Joseph J. Solberg, Illinois State University



## PROGRAM SESSIONS

### **Censorship in the Video Game Industry: Government Intervention or Parental Controls?**

Richard J. Hunter Jr., Seton Hall University

Héctor R. Lozada, Seton Hall University

Anne Mayo, Seton Hall University

### **A Consideration of the Impact of the U.S. Supreme Court Special Needs Decisions on Fourth Amendment Jurisprudence**

Joseph M. Pellicciotti, Indiana University Northwest

### **Constitutionality of the Illinois Compulsory Retirement of Judges Act: Maddox v. Blagojevich**

Mary T. Washington, University of Maryland

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## MANAGEMENT

1:45 p.m.–3:00 p.m. ....Erie Room, Upper West Mezzanine

**Theme:** Research in Progress III

**Chairs:** Pamela K. Shay, Franklin University

Gideon Falk, Purdue University-Calumet

### **Females Who Teach Business: Exploring the Impact of Positive and Negative Affect in the Workplace**

Dianne Bouvier, Ohio University

Josetta S. McLaughlin, Roosevelt University

Valerie Conley, Ohio University

### **The Expanding Scope of Project Management in Higher Education**

Anita Wood, Viterbo University

### **An Investigation of the Use of Case Studies in China and U.S. Business Education**

Anita Wood, Viterbo University

Sara Schwarz Cook, Viterbo University

Brian Loeffler, Viterbo University

### **Promises, Pitfalls, and Possibilities of Online Education for Higher Education Institutions**

E. Anne Christo-Baker, Purdue University-North Central

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**MARKETING**

**1:45 p.m.–3:00 p.m. .... French Room, Lower East Mezzanine**

**Theme: An Examination of the Proliferation of Social Media**

Chair and

Discussant: Robert Boostrom Jr., University of Wisconsin-Whitewater

**A Bi-Country Analysis of College Students' Social Media Preferences, Frequency, and Reasons for Use**

Heloiza de Castro e Silva, Northern Illinois University

Elisa Fredericks, Northern Illinois University

Antonio Fredericks, Carthage College

Aline Takano, State University of Londrina

Julia Lettrari, State University of Londrina

Nathalia Modesto, State University of Londrina

Orlando Martin de Castro e Silva, State University of Londrina

**Consumer Self-Awareness in a Social Media Brand Environment**

Yavnika Khanna, K.J. Somaiya Institute of Management Studies  
and Research, Mumbai, India

Raj Devasagayam, Siena College

Matthew Stark, Siena College

**Traveling to Hawaii? An Exploratory Study of the Impact of Social Media and Web Design on Destination Marketing**

Sarah Fischback, New Mexico State University

Cuauhtemoc Luna, New Mexico State University

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**MARKETING**

**1:45 p.m.–3:00 p.m. .... Walton I, Lower East Mezzanine**

**Theme: The Impact of Technology on Shopping Behavior**

Chair and

Discussant: Brian A. Vander Schee, Aurora University

**Gaming Women: An Emerging Target for Advergaming**

Paulette Edmunds, Elizabeth City State University

Rebecca Hochradel, Delta State University

Jim Chen, Norfolk State University



## PROGRAM SESSIONS

### **The Impact of Online Reviews on Camera Sales**

Lin Zhang, Truman State University  
Debra Cartwright, Truman State University  
Baolong Ma, Beijing Institute of Technology

### **Electronic Decision Aids and Consumers' Product Cue Utilization: The Effect of Sorting and Comparison Tools**

Gokhan M. Karaatli, Indiana University-Purdue University Fort Wayne

## **MARKETING**

**1:45 p.m.–3:00 p.m. ....Walton II, Lower East Mezzanine**

### **Special**

**Session: Evaluating the Use of the Brand Builder Matrix  
and the Brand Building Campaign Steps as  
Teaching Tools**

**Panelists:** Pam Mickelson, Morningside College  
Zina Taran, Penn State Harrisburg  
April Hearne, Pulaski Technical Community College  
Bruce Bendinger, The Copy Workshop, Chicago  
Sharon Alpi, Millikin University  
Renee Gravois Lee, Sam Houston University

## **MARKETING**

**1:45 p.m.–3:00 p.m. ....Ontario Room, Upper West Mezzanine**

**Theme: Marketing Education**

**Chair and**

**Discussant:** Abhay Shah, Colorado State University-Pueblo

### **How to Optimize E-Learning in Management Education:**

#### **Can Moodle Be the Answer?**

R. K. Srivastava, University of Bombay

### **Organizational Culture: Comparing Faculty versus Staff Perspectives**

Bela Florenthal, William Paterson University  
Yulia Tolstikov-Mast, Consultant in Organizational and Intercultural  
Communications



Friday, March 25, 2011

**An Analysis of Leadership, Empowerment, and Ethics in a Personal Selling Context**

Craig Martin, Western Kentucky University

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**CASE RESEARCH**

**3:00 p.m.–4:15 p.m. .... 8th Floor, Room 825**

**Theme: Critical Incident Review**

Chair: Asbjorn Osland, San Jose State University

Discussants: Craig Davis, Ohio University  
Karen S. Markel, Oakland University

**Building a Culture of Safety**

Darryl Jinkerson, Abilene Christian University

Phil Vardiman, Abilene Christian University

**AWS**

Irvin A. Zaenglein, Northern Michigan University

Tim Ciucci, CompuWeigh Corporation

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**CASE RESEARCH**

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

**Theme: Critical Incident Review**

Chair: Rong Kang, Northwest University, China

Discussants: Roy Cook, Fort Lewis College  
Patrick Schultz, University of North Dakota

**Project MAD: Making a Difference, One Non-Profit at a Time**

Harsha Desai, Loyola University-Maryland

Jessica Reighard, Paul H. Brookes Publishing Co., Inc.

**Money Talks, Ethics Guide**

Eric Nelson, University of Central Missouri

Heather Loomis, University of Central Missouri

---



## PROGRAM SESSIONS

### INFORMATION SYSTEMS

**3:00 p.m.–4:15 p.m.** ..... Room 950, 9th Floor

**Theme:**           **Wealth Accumulation among the Richest 100 Billionaires, China and U.S.A: Information Technology Sector**

Ben-Chieh-Liu, Chicago State University

Jan-Jo Chen, Chicago State University

Wei-Li Chen, Chicago State University

Shacarra Westbrooks, Chicago State University

#### **Working Session: SAIS Research Interest Group**

Join us to discuss your research topics, obtain feedback, and network

---

### LEGAL STUDIES

**3:00 p.m.–4:15 p.m.** ..... Room 625, 6th Floor

**Theme:**           **Miscellaneous Legal Topics: Cheating, Gambling, Terrorism, and Seizures**

**Chair:**           George Schmelzle, Missouri State University

#### **Cheating in Professional Sports and the Criminal Justice System**

Matt Hlinak, Northwestern University

#### **Is It an Insurable Interest or Gambling?**

Patricia S. Wall, Middle Tennessee State University

Lee Sarver, Middle Tennessee State University

#### **Protecting Our Corporations: The Need for an International Law of Terrorism**

Frederick V. Perry, Western Illinois University

#### **The Fourth Amendment for International Flyers**

Alex Devience, DePaul University

---

Friday, March 25, 2011

**MARKETING**

**3:00 p.m.–4:15 p.m. .... French Room, Lower East Mezzanine**

**Theme: Sports, Sponsorships, and Supermarkets**

Chair and

Discussant: Rama Yelkur, University of Wisconsin-Eau Claire

**The Influence of Winning on Mid-Major College Football Attendance**

C. Shane Hunt, Arkansas State University

Tim Padgett, Arkansas State University

**Using Point of Sale (POS) Data to Deliver Customer Value in the Supermarket Industry**

Michael R. Pepe, Siena College

Michael S. Pepe, Siena College

**Intellectual Capital in Sports Organizations:**

**A Sponsorship Perspective**

Ragnar Lund, Stockholm University

---

**MARKETING**

**3:00 p.m.–4:15 p.m. ....Walton I, Lower East Mezzanine**

**Theme: Entrepreneurship**

Chair and

Discussant: Zina Taran, Penn State Harrisburg

**A Primer for Economic Development Directors and Other Social Entrepreneurs: Using “Cash” as a Management Practice**

Oscar McKnight, Ashland University

Ronald Paugh, Ashland University

Aaron McKnight, University of Chicago

Melinda Belden, Ashland University

**Exploring Marketing Strategies in Small Business**

Julia Cronin-Gillmore, Bellevue University



## PROGRAM SESSIONS

### **Reconsidering Who Is in Charge: Technology's Influence**

Jeanette Sims, University of Central Oklahoma  
James Smith, University of Central Oklahoma  
Jimmy Le, University of Central Oklahoma  
Brittany Emory, University of Central Oklahoma

### **Market Decisions Based on Expert Interviews and Customer Surveys—Comparison of Results**

Markus Mau, NYME, Hungary  
Raphael Kunz, Provadis School of International Management and Technology, Germany  
Aram Martinez, Tecnologico de Monterrey, Mexico

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## **MARKETING**

**3:00 p.m.–4:15 p.m. ....Walton II, Lower East Mezzanine Special**

**Session:                   The Impact of Technology on the Marketing Classroom**

**Panelists:**               Robert Boostrom Jr., University of Wisconsin-Whitewater  
Renee Pfeifer-Luckett, University of Wisconsin-Whitewater  
Maxwell Hsu, University of Wisconsin-Whitewater

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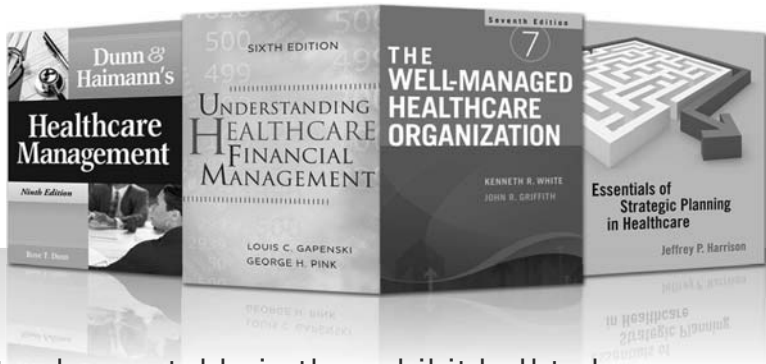
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