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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 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

**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:

	2007	2008	2009	2010
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>
Total	834	746	730	797

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

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

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

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.

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

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

MARKETING

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

Marketing Management Association Board of Directors Meeting

MBAA INTERNATIONAL

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

Advisory Council Dinner and Meeting (By invitation only)

“FUN NIGHT” – An Irish Evening

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

MBAA INTERNATIONAL HOSPITALITY SUITE

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

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**

FINANCE

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

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)

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.)

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

"FUN NIGHT" – Chicago Blues Revue

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

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

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

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

LEGAL STUDIES

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

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

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.

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

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

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

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

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

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

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

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 Szydowski, 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

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

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

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

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



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

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

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



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

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

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

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



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.

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

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

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

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



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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Facilitators: Jane Schmidt-Wilk, Maharishi University of Management
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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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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.

**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

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March 16, 2011.

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.

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

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

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

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March 16, 2011.

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

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

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

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

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

MARKETING

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

MBAA INTERNATIONAL

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

“FUN NIGHT” – An Irish Evening

8:00 p.m. Gold Coast Ballroom

MBAA INTERNATIONAL HOSPITALITY SUITE

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

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

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

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.

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

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

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

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

FINANCE

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

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

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



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

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

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

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

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

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

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

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

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

thursday, march 24, 2011

**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

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

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

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

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

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

thursday, march 24, 2011

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

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



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

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

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



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

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

thursday, march 24, 2011

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

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

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

thursday, march 24, 2011

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

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

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

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

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

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

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



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

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

thursday, march 24, 2011

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

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

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

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

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

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

FINANCE

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



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

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

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

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



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

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

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

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

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

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)



PROGRAM SESSIONS

FINANCE

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

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**

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

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



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

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

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

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

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



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

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

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:

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

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

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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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

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



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

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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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

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

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

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

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

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

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

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

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

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

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

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

thursday, march 24, 2011

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

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

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

thursday, march 24, 2011

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.)

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

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

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

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

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

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

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

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

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. Guiffreda, Kent State University

A Dynamic Programming Solution to the Newsvendor Problem with Pricing

Craig Sorochnik, University of Wyoming
John Wilson, University of Western Ontario

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

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

Call for Papers



American Journal of Business

Applying Research in Practice

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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.

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Recent Acquisition 2011



Research you can use

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)

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

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

Friday, March 25, 2011

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

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

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

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

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

Friday, March 25, 2011

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

INFORMATION SYSTEMS

8:00 a.m.–9:15 a.m.9th Floor, 950

SAIS Annual Business Meeting

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

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

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

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

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

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

friday, march 25, 2011

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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.

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

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

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

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

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

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

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

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

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

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

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

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

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

friday, march 25, 2011

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

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

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

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

Friday, March 25, 2011

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

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

LEGAL STUDIES

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



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

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

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

friday, march 25, 2011

On Cluttered Outdoors Advertising: Making Sense at Time Square

Tomas Lopez-Pumarego, Brooklyn College of Business

Veronica Manlow, Brooklyn College of Business

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

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

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

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

Friday, March 25, 2011

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

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

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

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

Friday, March 25, 2011

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

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

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

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, Pro vadis School of International Management and Technology, Germany
Aram Martinez, Tecnologico de Monterrey, Mexico

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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