

MBAA **International**

*Educating Business Professionals
for 2010 and Beyond*

March 28–30, 2007
The Drake Hotel • Chicago, Illinois

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MBAA International **“The Best Conference Value in America”**

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

In 2007 eleven formal organizations covering the entire breadth of business disciplines make up MBAA International. Leaders from colleges (large and small, public and private), governmental agencies, nonprofit institutions, and business organizations from all over America and around the world come together for a rich and rewarding experience—the MBAA International experience.

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



2008 Conference Dates

April 2–4, 2008

The Historic Drake Hotel

It’s where Chicago’s Magnificent Mile Begins!

MAIL ADVANCE REGISTRATION TO:

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

ADVANCE REGISTRATION

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

Membership in MBAA International is automatic with a paid primary registration and attendance at the annual meeting. Please indicate on your registration card if you do not plan to attend the meetings.

HOTEL ARRANGEMENTS

The Drake Hotel is offering a special MBAA International convention rate of \$180 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 or fax. Call 1-800-55DRAKE and ask for the MBAA International rate (code AMBA07) or fax the Fax Reservation Form (available at www.mbaainternational.org/conf.htm) directly to the hotel.

EXHIBITS

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

2008 MBAA INTERNATIONAL PROGRAM

Persons interested in participating in the 2008 program, scheduled for April 2–4, 2008, at the historic Drake Hotel, please contact:

Linda Knight, Associate Dean
DePaul University
School of Computer Science, Telecommunications, and
Information Systems
243 South Wabash Avenue
Chicago, IL 60604-2301
(312) 362-5165 • lknight@cti.depaul.edu

2007 MBAA INTERNATIONAL
McGRAW-HILL/IRWIN
DISTINGUISHED PAPER AWARDS

BEST OVERALL PAPER ON CONFERENCE THEME

David E. O’Gorman, University of Illinois at Springfield
“Bridging the Gap Between Theory and Practice: The Role of Protocol
Materials in Business Education for 2010 and Beyond”

ACADEMY OF FINANCE

Sung Bae, Bowling Green State University
Hoje Jo, Santa Clara University
“Do Underwriter Warrants Signal Long-Run Growth Potential?”

ACADEMY OF INTERNATIONAL BUSINESS, MIDWEST REGION

John Hill, University of Alabama
S. Scott Nadler, Eastern Carolina University
“Infusion Methods of Internationalizing the
Business Curriculum: A Pilot Study”

BUSINESS AND HEALTH ADMINISTRATION ASSOCIATION

Andrea Lorden, University of North Texas
Alberto Coutasse, University of North Texas
Karan P. Singh, University of North Texas
“The Balanced Scorecard Framework—A Case Study of Patient and
Employee Satisfaction: What Happens When It Doesn’t Work As Planned?”

BUSINESS, SOCIETY, AND GOVERNMENT

Donald Morris, University of Illinois Springfield
David Hemley, Eastern New Mexico University
“Corporate Governance and the Ethics of Designated Senior Financial
Managers: Tracking Sarbanes-Oxley Code of Ethics Waivers”

MARKETING MANAGEMENT ASSOCIATION

Thomas Baker, Clemson University
Christopher D. Hopkins, Clemson University
J. Joseph Cronin, Florida State University
“Service Contact Employee Customer Orientation, Service Quality,
and Satisfaction and the Moderating Role of Involvement”

MIDWEST ACADEMY OF LEGAL STUDIES IN BUSINESS

Paula Schaefer, University of Central Missouri

“Using Case Law to Teach Business Ethics: How Studying
the ‘Ethical Minimum’ Can Help Students Develop Ethical
(and Legal) Decision Making Skills”

NORTH AMERICAN ACCOUNTING SOCIETY

Paul Barnes, Northeastern University

“Auditor Decisions and the Problem of Independence: Informational
Asymmetry and the Actions of a ‘Rogue Auditor’”

NORTH AMERICAN MANAGEMENT SOCIETY

Tung-Chun Huang, National Central University

“The Relationship of Quality Work Life Programs and Organizational
Commitment: The Moderating Effects of Personal Traits”

Linda Balsamo, Walgreen Co. and University of Phoenix Online

“The Efficacy of Accommodating Deaf and Hard-of-Hearing Employees
in the Workplace via Note-Taking”

OPERATIONS MANAGEMENT AND
ENTREPRENEURSHIP ASSOCIATION

Fataneh Taghaboni-Dutta, University of Michigan-Flint

Amy Trappey, National Tsing Hua University

Charles Trappey, National Chiao Tung University

Ying-Shuo Huang, National Tsing Hua University

“Patent Analysis of RFID Technology”

SOCIETY FOR CASE RESEARCH

Doug Polley, St. Cloud State University

Paula Weber, St. Cloud State University

“A Manager’s Dilemma: Who Gets the Project?”

SOCIETY FOR THE ADVANCEMENT
OF INFORMATION SYSTEMS

Maggie O’Connor, Penn State-Berks

“Early Requirements for a Marketing Management
Support System for Exporters from Less Developed Countries:
The Case Study of Ethiopian Coffee”

MBAA INTERNATIONAL: ROOTS AND MORE . . .

The MBAA International experience is one of collegiality and fellowship, of renewing friendships and making new ones, and of continuing dialogues about teaching and research projects. It's the rich mixture of attendees from colleges (large and small, public and private), governmental agencies, nonprofit institutions, and the business community. It's Chicago—an incredible city with entertaining events, great food, and around-the-clock action. It's the warm feeling of the familiar and the excitement of the new—it's America's best conference value—MBAA International!

Over four decades ago, at the 1964 meeting of the American Economic Association in Chicago, the idea for the Midwest Business Administration Association was conceived. A committee consisting of Schuyler F. Otteson and L.L. Waters of Indiana University and Charles Saunders and Sidney Feldman of the University of Kansas planned the inaugural meeting for 1965. Their immediate objective was to provide a forum for people who wanted to participate in the fledging disciplines of business administration. About 200 people attended the first meeting that was held “on the occasion” of the Midwest Economic Association meeting in Kansas City, Missouri. They were treated to eight sessions involving ten presenters. Topics included economic development, marketing, quantitative decision-making, transportation, and public utilities.

The organization has become successful beyond the wildest expectations of its founders. The success is rooted in its founding philosophy: “We are convinced that the organization should function as a coordinating body—a sort of holding company—that would not threaten the identity or autonomy of organized groups in finance, accounting, marketing, etc. MBAA International should provide the forum for a single unifying program in addition to any meetings offered by specialized groups. MBAA International should offer a select number of speakers on topics of equal interest and value to all conferees.”

While some other organizations have adopted our “multidisciplinary experience” approach, MBAA International is proud to remain America's long-term leader in low-cost, high-value integrative professional development. Nobody's been doing it longer and many believe nobody does it better.

In 2007 eleven formal organizations make up MBAA International. The formal organizations are Academy of Finance, Marketing Management Association, Academy of International Business Midwest, Midwest Academy of Legal Studies in Business, Academy of Business Economics, Business and Health Administration Association, North American Management

Society, North American Accounting Society, Operations Management and Entrepreneurship Association, Society for Case Research, and the Society for the Advancement of Information Systems. The officers of all organizations are listed near the back of this program, as are members of the MBAA International Advisory Council, Presidents, Executive Directors, Exhibitors, and the Executive Board.

Primary registrations for the various MBAA International organizations at the 2003, 2004, 2005, and 2006 annual meetings were as follows:

	2003	2004	2005	2006
Accounting	64	71	77	77
Business, Society, and Government				19
Case Research	35	33	36	42
Economics	35	35	34	33
Finance.....	66	71	117	109
Health Administration.....	86	110	98	89
Information Systems	51	48	45	49
International Business.....	30	35	26	45
Legal Studies	53	55	55	55
Management	58	63	64	87
Marketing.....	149	139	156	136
Operations Management and Entrepreneurship	39	25	21	33
MBAA International	<u>21</u>	<u>37</u>	<u>49</u>	<u>42</u>
Total	<u>687</u>	<u>722</u>	<u>778</u>	<u>816</u>

These registrations tell only part of the story as some participants support more than one organization through one or more secondary registrations. In 2003, there were 117 secondary registrants; in 2004, 118; in 2005, 128; and in 2006, 141.

MBAA INTERNATIONAL— AN INTERNATIONAL CONFERENCE!

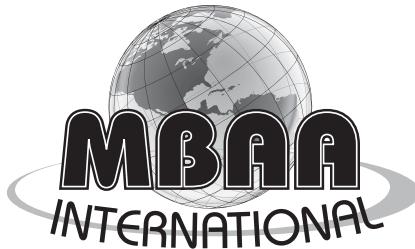
Here are some useful MBAA International facts:

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

No other multidisciplinary business conference has been doing what the MBAA International does for as long or with more 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!





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Business Meetings, Special Meetings, Meals, and Receptions

Pearson Education Cyber Cafe Gold Coast Ballroom
Refreshments will be available throughout the conference.

Wednesday, March 28, 2007

MBAA INTERNATIONAL HOSPITALITY SUITE (Wednesday only)
5:30 p.m.–11:00 p.m..... Parkside Room, Upper West Mezzanine

BUSINESS/SOCIETY/GOVERNMENT

1:30 p.m.–2:45 p.m.....9th Floor, 929
BUSINESS, SOCIETY, AND GOVERNMENT CONSORTIUM AND
ORGANIZATIONAL MEETING

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

CASE RESEARCH

1:30 p.m.–4:15 p.m.....8th Floor, 829
SCR BOARD OF DIRECTORS MEETING

Presiding: Martha Fransson, Rensselaer Polytechnic Institute

ACCOUNTING

4:30 p.m.–6:00 p.m.....4th Floor, 425
NORTH AMERICAN ACCOUNTING SOCIETY
BOARD MEETING

Presiding: Doug Johnson, Southeast Community College;
President, North American Accounting Society

Wednesday, March 28, 2007

BUSINESS AND HEALTH ADMINISTRATION

4:30 p.m.–5:30 p.m..... Ontario Room, Upper West Mezzanine
BHAA BOARD MEETING

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

MANAGEMENT

4:30 p.m.–5:30 p.m..... Michigan Room, Upper West Mezzanine
NAMS BOARD MEETING

Presiding: Ronald Faust, University of Evansville

MARKETING

4:30 p.m.–6:00 p.m..... Lakeshore Boardroom, 10th Floor
MMA BOARD OF DIRECTORS MEETING

Presiding: Melissa Moore, Mississippi State University

FINANCE

6:00 p.m.–7:00 p.m..... Venetian Room, Upper East Mezzanine
BOARD MEETING

MBAA INTERNATIONAL ADVISORY COUNCIL DINNER

7:00 p.m. Venetian Room, Upper East Mezzanine
(By invitation only)

Thursday, March 29, 2007

BUSINESS AND HEALTH ADMINISTRATION

8:00 a.m.–9:00 a.m. Parkside Room, Upper West Mezzanine
**BHAA ANNUAL BUSINESS MEETING AND
AWARDS FUNCTION**

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

All BHAA Members are invited to attend this meeting.

FINANCE

10:45 a.m.–12:00 p.m. Venetian Room, Upper East Mezzanine
ANNUAL BUSINESS MEETING

INTERNATIONAL BUSINESS

10:45 a.m.–12:15 p.m. Drake Room, Main Level
BUSINESS BRUNCH SESSION (Cost \$20)

(Admission is by ticket only. Please purchase ticket at time of advance registration for the conference.)

Keynote Speaker: Jeff Graber, V.P. of International Operations,
Cummins-Allison Corporation

MARKETING

10:45 a.m.–12:15 p.m. French Room, Lower East Mezzanine
MARKETING AWARDS BRUNCH (Cost \$20)

(Admission is by ticket only. Please purchase ticket at time of advance registration for the conference.)

CASE RESEARCH

12:15 p.m.–1:30 p.m. Parkside Room, Upper West Mezzanine
SOCIETY FOR CASE RESEARCH LUNCHEON (Cost \$20)

(Admission is by ticket only. Please purchase ticket at time of advance registration for the conference.)

Thursday, March 29, 2007

FINANCE

12:15 p.m.–1:30 p.m..... Georgian Room, Upper East Mezzanine
LUNCHEON (Cost \$20)

(Admission is by ticket only. Please purchase ticket at time of advance registration for the conference.)

BUSINESS ECONOMICS

12:15 p.m.–1:30 p.m.....9th Floor, 925
BOARD MEETING

CASE RESEARCH

1:30 p.m.–2:45 p.m.....8th Floor, 829
BUSINESS MEETING

MBAA INTERNATIONAL

4:20 p.m.–5:30 p.m..... Drake Room, Main Level
ANNUAL BUSINESS MEETING

Awards for Best Papers Presented

BUSINESS AND HEALTH ADMINISTRATION

5:30 p.m.–6:00 p.m..... Ontario Room, Upper West Mezzanine
BHAA (2007-2008) INCOMING BOARD MEETING

Presiding: Peter Fitzpatrick, Clayton State University

McGRAW-HILL/IRWIN PRESIDENT'S COCKTAIL BUFFET

6:00 p.m. French Room, Lower East Mezzanine

McGRAW-HILL/IRWIN FUN NIGHT AT THE DRAKE

7:00 p.m.

Classical Classics..... Gold Coast Ballroom

We Got the BluesGrand Ballroom

Friday, March 30, 2007

OPERATIONS MANAGEMENT

6:45 a.m.–7:45 a.m. Michigan Room, Upper West Mezzanine
OMEA ANNUAL BUSINESS AWARDS BREAKFAST (Cost \$15)
(Admission is by ticket only. Please purchase ticket at time of advance registration for the conference.)

BUSINESS ECONOMICS

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

ACCOUNTING

7:30 a.m.–9:15 a.m. Club International, Drake Hotel Main Level
BREAKFAST, SPEAKER, AND ANNUAL BUSINESS MEETING
(Cost \$15)
(Admission is by ticket only. Please purchase ticket at time of advance registration for the conference.)
Presiding: Doug Johnson, Southeast Community College;
President, North American Accounting Society

INFORMATION SYSTEMS/QUANTITATIVE METHODS

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
ANNUAL BUSINESS MEETING AND AWARDS
PRESENTATIONS

Friday, March 30, 2007

MANAGEMENT

8:00 a.m.–9:00 a.m. Erie Room, Upper West Mezzanine
**NAMS BUSINESS MEETING AND JOURNAL EDITORIAL
BOARD MEETING**

Presiding: Ronald Faust, University of Evansville;
Edward Heler, Heler² Consultancy, LLC

LEGAL STUDIES

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

LEGAL STUDIES

12:15 p.m.–1:30 p.m. Georgian Room, Upper East Mezzanine
LUNCHEON (Cost \$20)

(Admission is by ticket only. Please purchase ticket at time of advance
registration for the conference.)

MANAGEMENT

12:15 p.m.–1:30 p.m. Michigan Room, Upper West Mezzanine
**NORTH AMERICAN MANAGEMENT SOCIETY
AWARDS LUNCHEON (Cost \$20)**

(Admission is by ticket only. Please purchase ticket at time of advance
registration for the conference.)

Presiding: Ronald Faust, University of Evansville

MBAA INTERNATIONAL 2008 PROGRAM CHAIRS

12:30 p.m.–1:30 p.m.Gold Coast Ballroom (Registration Area)
**MBAA INTERNATIONAL 2008 PROGRAM CHAIRS PLANNING
MEETING**

Presiding: Linda Knight, DePaul University

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Originality	32

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Dean: Roger Jenkins

The University of Toledo
College of Business Administration
Toledo, OH 43606
Dean: Thomas Gutteridge

WEDNESDAY, MARCH 28, 2007

ACCOUNTING

1:30 p.m.–2:45 p.m.....4th Floor, 425

Workshop: **The Entrepreneur Ship: Will It Sail Without You?**

Presenter: Mary Delores Teal, University of Central Oklahoma

ACCOUNTING

1:30 p.m.–2:45 p.m.....4th Floor, 429

Workshop: **Using Blackboard as a Tool to Aid in the Advising Process: A Demonstration**

Presenter: Kimberly Sipes, Kentucky State University

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: **Health Care Administration Professionals**

Chair: Robert Spinelli, University of Scranton

Discussant: Alberto Coustasse, University of North Texas
Health Science Center

“Female Health Care Managers and Transformational Management”

Laura Anne Cavanaugh, Monmouth University

Michaeline Skiba, Monmouth University

“A Critical Administrative Incident in Meadows Nursing Center. Could a Better Decision Have Been Made? Proposing a Critical Incident Prevention Plan”

Hengameh Hosseini, King’s College

Nooshin Hosseini, Wellesley College

“Can You Hear Me?”

Dale Mueller, California State University at Dominguez Hills

Cheryle G. Levitt, Walden University

Timothy J. Legg, Touro University International

Deborah S. Adelman, Walden University

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: Issues in Healthcare

Chair: Warren Salmon, University of Illinois-Chicago

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

“Hospice Utilization Among International Health Systems”

Peter Fitzpatrick, Clayton State University

Amelia Broussard, Clayton State University

Russell Porter, Clayton State University

“Structuring an Administrative Residency in Medical Practice Management Using a Competency Based Model”

Daniel West, University of Scranton

“Development of a Self-Assessment Tool to Facilitate Decision-Making in Choosing a Major in Health and Aging Services Administration”

Jennifer Johs-Artisensi, University of Wisconsin-Eau Claire

Douglas Olson, University of Wisconsin-Eau Claire

Rebecca Westbrook, University of Wisconsin-Eau Claire

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: National and Global Health Policy

Chair: Adnan Kisa, Baskent University, Ankara Turkey

Discussant: David Paul III, Monmouth University

“A Hospitalist for Obstetrics: The Laborist”

Debra Gussman, Jersey Shore Medical Center

David Paul III, Monmouth University

“Comparing Healthcare Systems—United States and France”

John F. Delaney

Rose M. Hammond



“Barriers (Or Restraints?) to Diversity: Are Medical Schools the Only Filter?”

Terrie C. Reeves, University of Wisconsin-Milwaukee
Scott Stegall, University of Wisconsin-Milwaukee
Mary K. Madsen, University of Wisconsin-Milwaukee

“Treatment of Muslim Women in U.S. Healthcare Organizations”

Lila Ali, University of Wisconsin-Milwaukee
Terrie C. Reeves, University of Wisconsin-Milwaukee



BUSINESS ECONOMICS

1:30 p.m.–2:45 p.m.....9th Floor, 925

Session Title: Growth and Welfare

Chair: Nodir Adilov, Indiana University–Purdue University
Fort Wayne

“An Analysis of Inequality Measures and Common Datasets”

Chandini Sankaran, University of Wisconsin-Stevens Point

“Growth in Income Per Capita by State 1990, 2000, 2004”

Ben-Chieh Liu, Chicago State University
Robert Vargas, Chicago State University
Wan-I Huang, Chicago State University
Luis L.S. Lin, Yuan-Zhe University-Taiwan

“State Children’s Health Insurance Expansions and Gains for Those Already Eligible”

Jason Davis, University of Wisconsin-Stevens Point



BUSINESS/SOCIETY/GOVERNMENT

1:30 p.m.–2:45 p.m.....9th Floor, 929

Session Title: **Organizational Meeting**
Business, Society, and Government Consortium

Chairs: Jim Breyley, Jr., University of New England
 Steven Palmer, Eastern New Mexico University

CASE RESEARCH

1:30 p.m.–4:15 p.m.....8th Floor, 829

Session Title: **SCR Board of Directors Meeting**

Presiding: Martha Fransson, Rensselaer Polytechnic Institute

FINANCE

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

Session Title: **Corporate Finance**

Chair: Michael Robinson, Saint Mary's College

**“Estimation Issues in Executive Compensations with Time-Series
 Cross-Section Data”**

Huaiyu Chen, Youngstown State University

Sheen Liu, Youngstown State University

Peter Woodlock, Youngstown State University

Discussant: John S. Bowdidge, Missouri State University

**“Modern Science Is Quickly Becoming the Most Serious Enemy of
 Finance”**

John S. Bowdidge, Missouri State University

Edward C. Chang, Missouri State University

George Swales, Missouri State University

John Patton, Missouri State University

Discussant: James Haskins, University of North Dakota

“The Media of the World Took Notice of Ford’s Cutback”

John S. Bowdidge, Missouri State University

Edward C. Chang, Missouri State University

George Swales, Missouri State University

John Patton, Missouri State University

Discussant: Huaiyu Chen, Youngstown State University

FINANCE

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

Session Title: **The Future of Education in Finance**

Chair: Robert Balik, Western Michigan University

“A Pedagogical Tool: Electronic Application of Generalized Close-Form Equations of Calculating Stock Price”

Weiping Liu, Eastern Connecticut State University

Discussant: Chien-Chih Peng, Morehead State University

“Case Study: Assets and Liability Management at Cumberland Valley National Bank and Trust”

Chien-Chih Peng, Morehead State University

Discussant: Weiping Liu, Eastern Connecticut State University

“Case Study: Asset and Liability Management at American Savings Bank—Past, Present, and Future”

Chien-Chih Peng, Morehead State University

Discussant: Robert Balik, Western Michigan University

FINANCE

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

Session Title: **Investments**

Chair: Charles Johnston, Baker College



“Professors of Financial Analysis Meet Wall Street Analysts in a Test of Financial Statement Analysis: A Multivariate Study”

Robert Webster, Ouachita Baptist University

Discussant: James Philpot, Missouri State University

“Today Is a 7: A Test of Investing Using Astrology”

Joan Junkus, DePaul University

Discussant: Robert Webster, Ouachita Baptist University

“Can Financial Services Mutual Fund Managers Add Values?”

James Philpot, Missouri State University

Discussant: Ernest Biktimirov, Brock University

“Proprietor’-Managed Mutual Funds”

James Philpot, Missouri State University

Discussant: Joan Junkus, DePaul University



FINANCE

1:30 p.m.–2:45 p.m..... Tudor Room, Upper East Mezzanine
Teaching Excellence Award

Chair: Ernest Biktimirov, Brock University



INFORMATION SYSTEMS/QUANTITATIVE METHODS

1:30 p.m.–2:45 p.m.....9th Floor, 950

Session Title: Data Warehouses and Database Security

Chair: Behrooz Saghafi, Chicago State University

Discussant: Dalsang Chung, Governors State University

“Planning for Successful Data Warehousing Deployment”

Joseph O. Chan, Roosevelt University

“Methodology for Ensuring Data Quality in Data Warehouses”

Shamsul Chowdhury, Roosevelt University



“Database Security Issues”

Ali Salehnia, South Dakota State University

INTERNATIONAL BUSINESS

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

Session Title: **Impact of Foreign Direct Investment on Economic Development**

Chair: Animesh Ghoshal, DePaul University

“Spillover Effects on Value Added Activities in Emerging Markets: The Case of Sub-Saharan Africa”

Etienne Musonera, Eastern New Mexico University

Attila Yaprak, Wayne State University

Leslie Monplaisir, Wayne State University

Discussant: Les Dlabay, Lake Forest College

“The Weighted Average Cost of Capital in Frontier Markets: Theory and Practice”

Vivian O. Okere, Providence College

Discussant: David Boggs, Eastern Illinois University

“Why Is India Lagging Behind? A Comparison of Antecedents to Foreign Direct Investment in India and China”

Rajasree K. Rajamma, Fairfield University

Discussant: Rajarshi Aroskar, University of Wisconsin-Eau Claire

INTERNATIONAL BUSINESS

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

Session Title: **Marketing Management in a Global Environment: Buyer Behavior and Sales Management Practices**

Chair: Chen Ferguson, Miami University

“Effects of Life-Style Dimensions and Ethnocentrism on Indian Consumers’ Buying Decisions: An Exploratory Study”

John Spillan, Penn State University

Manmohan D. Chaubey, Penn State University

Christopher Ziemnowicz, University of North Carolina-Pembroke

Nitish Singh, California State University-Chico

Bindu J. Vyas, King’s College

Discussant: Robert Moussetis, North Central College

“The Importance of Price for Australian University Students When Purchasing Fast Food”

Martin Meyers, University of Wisconsin-Stevens Point

Discussant: William “Rick” Crandall, University of
North Carolina-Pembroke**“Uncertainty Avoidance in Sales Management: A Comparison of Salesforce Control and Trust Strategies in the U.S. and Malaysia”**

Michael Mallin, University of Toledo

Anthony C. Koh, University of Toledo

Susita Asree, University of Toledo

Discussant: Juan Meraz, Missouri State University

INTERNATIONAL BUSINESS

1:30 p.m.–2:45 p.m. Grand Ballroom, Lower East Mezzanine

Session Title: **International Entrepreneurial Activities, Culture,
and Ethics: Antecedents and Impact**

Chair: Raffaele DeVito, Emporia State University

“International Entrepreneurial Capability: A Proposal of Measurement and Comparison between Born Global Firms and Traditional Exporters in China”

Man Zhang, Bowling Green State University

Patriya Tansuhaj, Washington State University

James McCullough, University of Puget Sound

Discussant: Rami Khasawneh, Lewis University



“Corruption and National Entrepreneurial Activity”

Sibin Wu, University of Texas-Pan American

Discussant: Grace Johnson, Marietta College

“Gender and International Business: A Comparative Analysis of Challenges Confronting American and South African Business Women”

Louis Osuji, Chicago State University

Mmuta Chukwuana, Allen University

Discussant: Karen Moustafa, University of Indiana-Purdue

“Analysis of Academically Dishonest Practices: An Exploratory Study of MBAs at an Institute of Management in India”

Uday Tate, Marshall University

Avinash Waikar, Southeastern Louisiana University

Bob S. Brown, Marshall University

Suneel Maheshwari, Marshall University

Discussant: Lisa (Tong) P. Gaynier, Cleveland State University



MANAGEMENT

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

Session Title: Teaching Methods and Development

Chair: Edward Heler, Heler² Consultancy, LLC

“Bridging the Gap Between Theory and Practice: The Role of Protocol Materials in Business Education for 2010 and Beyond”

David E. O’Gorman, University of Illinois at Springfield

Discussant: Kathryn Carlson Heler, Manchester College

“College Level Leadership Development: From the Customer’s Perspective”

Gerald W. Smith, Millikin University

Discussant: Jim Maddox, Friends University

“Perceived Value of Traditional Face-To-Face vs. Online Degrees as Viewed by Corporate HR Departments”

Michael R. Martin, Park University

Discussant: Michele Govekar, Ohio Northern University

“Improving Instruction Methods of Adjunct Professors through a Faculty Mentoring Program”

Michael G. Levas, Carroll College

Dick Penlesky, Carroll College

Discussant: Jann Freed, Central College

MANAGEMENT

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

Session Title: **Managing Human Resource Concerns**

Chair: Bartlett Finney, Park University

“Evaluating the Legal Risk of Employment Selection Procedures: Beyond Standardization and Simple Statistics”

Amanda M. Baugous, Augustana College

Jessica Porter, Augustana College

Discussant: Bill Walsh, Illinois Wesleyan University

“Human Trafficking: Deprivation and Abuse of Basic Human Rights”

Megan Grooters, Cintas Corporation

Michael Avery, Northwestern College

Discussant: Harry E. Fisher, Eureka College

“The Efficacy of Accommodating Deaf and Hard-of-Hearing Employees in the Workplace via Note-Taking”

Linda Balsamo, UOPHX Faculty, Walgreen Company

Discussant: David M. Savino, Ohio Northern University

MARKETING

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

Session Title: **Branding and Consumer Behavior Issues**

Chair: Cheryl L. Buff, Siena College

“Private Brands: Creating a Favorable Consumer Perception of Brand Quality”

Kevin Yongechuan Bao, California State-Fullerton

Lance Leuthesser, California State-Fullerton

Scott Greene, California State-Fullerton

“Private Label Brands and Stimulus Response Generalization: An EEG Analysis of Frontal Cortex Response to Manufacturer and Private-Label Brands”

Dmitry Burshteyn, Siena College

Cheryl Buff, Siena College

“Using Transportation to Aid in Branding a National Park”

Alan Brokaw, Michigan Technological University

William Sproule, Michigan Technological University

MARKETING

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

Session Title: **Current Issues in Selling and Sales**

Chair: Joe Hair, Kennesaw University

Discussant: Charles Schwepker, University of Central Missouri

“Sales Coaching: A Model for Training Sales Managers”

William J. Cobian, University of Wisconsin-Stout

“The Role of Compensation, Quotas, and Beliefs on Sales Performance in the Office Products Industry”

Shawn Green, Aurora University

Jeff Gardiner, Maximum Performance Group

Lori West, Maximum Performing Group

“An Explorative Study of Students’ Perceptions of Personal Selling as a Career”

Jeff Totten, McNeese State University

Christopher Ziemnowicz, University of North Carolina-Pembroke

John Spillan, Penn State University

“Needs Assessment for Training Sales Managers”

William J. Cobian, University of Wisconsin-Stout

MARKETING

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

FIFTH ANNUAL MMA Master Teaching Competition

Sponsored by Hormel Foods

Chair: Timothy R. Graeff, Middle Tennessee State University

Presenters: Ramon A. Avila, Ball State University

Robert McDonald, Texas Tech University

Donald Roy, Middle Tennessee State University



OPERATIONS MANAGEMENT

1:30 p.m.–2:45 p.m.....7th Floor, 725

Session Title: Supply Chain Management

Chair: Bruce D. Fischer, Elmhurst College

“Shopping Around for the Perfect Supply Chain: The Apparel Retailer and VMI”

T.K. Harris, Eastern Illinois University

Yunus Kathawala, Eastern Illinois University

“The Innovation Supply Chain: Invention through Implementation”

Bruce D. Fischer, Elmhurst College



ACCOUNTING

3:00 p.m.–4:15 p.m.....4th Floor, 425

Workshop: S. M. I. L. E.—Sharing My Input Livens Exchange

Presenter: Mary Delores Teal, University of Central Oklahoma

ACCOUNTING

3:00 p.m.–4:15 p.m.....4th Floor, 429

Session Title: International

Chair: Ronald D. Niemeyer, University of Central Missouri

“The International Internship Experience: Benefits and Challenges”

Mary Loyland, University of North Dakota

Dee Ann Ellingson, University of North Dakota

“Building an Accounting Profession in Post-War Afghanistan: The Role of Professional Organizations”

John A. Elfrink, Western Illinois University

Noorkhan Haidari, Western Illinois University

“Teaching in the United Arab Emirates”

Stephen C. DelVecchio, University of Central Missouri

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: Hospital Administration

Chair: Debra Cody, Clayton State University

Discussant: Amelia Broussard, Clayton State University

“The Balanced Scorecard Framework—A Case Study of Patient and Employee Satisfaction: What Happens When It Doesn’t Work As Planned?”

Andrea Lorden, University of North Texas Health Science Center

Alberto Coustasse, University of North Texas Health Science Center

Karan P. Singh, University of North Texas Health Science Center

“Ownership Issues in Specialty Hospitals”

William Pratt, Eastern New Mexico University

“Factors Associated with Hospital Capital Investment: 1998–2001”

Tae Hyun Kim

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: National and Global Health Policy

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

Discussant: David Paul III, Monmouth University

“Socioeconomic Development and Health Status: An Examination of the Southeastern Anatolia Irrigation Project”

Adnan Kisa, Baskent University, Ankara, Turkey

Sahin Kavuncubasi, Baskent University, Ankara, Turkey

Korkut Ersoy, Baskent University, Ankara, Turkey

“Determination of Job Dissatisfaction Among Public Hospital Physicians in Turkey”

Adnan Kisa, Baskent University, Ankara, Turkey

“Developing a Collaborative Model for Primary Healthcare Services in Haiti”

Daniel West, University of Scranton



BUSINESS ECONOMICS

3:00 p.m.–4:15 p.m.....9th Floor, 925

Session Title: Economic Costs of Labor Relations

Chair: Clarence R. Deitsch, Associate Editor, *Journal of Collective Negotiations*, Ball State University

Panelists: David A. Dilts, Executive Editor, *Journal of Collective Negotiations*, Indiana University–Purdue University Fort Wayne

Lawrence J. Haber, Associate Editor, *Journal of Collective Negotiations*, Indiana University–Purdue University Fort Wayne

Catherine Mulder, Indiana University–Purdue University Fort Wayne



BUSINESS/SOCIETY/GOVERNMENT

3:00 p.m.–4:15 p.m.....9th Floor, 929

Session Title: Panel Discussion

Chair: Steven Palmer, Eastern New Mexico University

“Educating Business Professionals in Online Communication: Corporate Social Responsibility and Company Web Sites”

Janet E. Roehl, Eastern New Mexico University

Anthony B. Schroeder, Eastern New Mexico University

“Applied Learning and AACSB Standards for Management Education”

Larry L. Lawson, Missouri Western State University



FINANCE

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

Session Title: **Corporate Finance**

Chair: Ernest Biktimirov, Brock University

“Forget Foreign Relations: Consider China Strictly from the Viewpoint of Finance”

John S. Bowdidge, Missouri State University

Edward C. Chang, Missouri State University

George Swales, Missouri State University

John Patton, Missouri State University

Discussant: Vafa Tarhan, Loyola University Chicago

“How Do Firms Finance Their Investments? The Relative Importance of Equity Issuance and Debt Contracting Costs”

Vafa Tarhan, Loyola University Chicago

Vladimir Gatchev, University of Central Florida

Paul Spindt, Tulane University

Discussant: Edward Chang, Missouri State University

“The International Press Explains the Seriousness of the Early 2006 Russian-Ukrainian Gas Dispute”

John S. Bowdidge, Missouri State University

Edward C. Chang, Missouri State University

George Swales, Missouri State University

John Patton, Missouri State University

Discussant: Alex Faseruk, Memorial University of Newfoundland

FINANCE

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

Session Title: **Financial Markets**

Chair: James Haskins, University of North Dakota

“The Profile and Motivations of Bank Angel Investors”

Stephen Morrissette, University of St. Francis

Discussant: John Mitchell, Central Michigan University



“Soybean Crush Spread Arbitrage: Trading Strategies and Market Efficiency”

John Mitchell, Central Michigan University

Discussant: Harry White, Boise State University

“The Variability of Mutual Fund Performance Persistence in the Long Run”

Harry White, Boise State University

Matt Maher, Boise State University

Discussant: Chien-Chih Peng, Morehead State University

“Assessing Interest Rate Risk and Its Management Methods”

Chien-Chih Peng, Morehead State University

Discussant: Stephen Morrissette, University of St. Francis



FINANCE

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

Session Title: **Financial Markets**

Chair: John Consler, LeMoyne College

“Middle East and North Africa Markets: Investment Challenges and Market’s Structure”

Tarek Zaher, Indiana State University

Eric Girard, Siena College

Discussant: Charles Johnston, Baker College

“Market Manipulation and Regulatory Response in Emerging Markets: A Comparative Study of Two South Asian Stock Markets”

Inayat Mangla, Western Michigan University

Jamshed Uppal, Catholic University of America

Discussant: Tarek Zaher, Indiana State University

“Are the Common Stock of U.S. MNCS Efficiently Priced?: A Test of the Efficient Markets Hypothesis”

Charles Johnston, Baker College

Discussant: John Consler, LeMoyne College

“On the Incidence of Deposit Taxes”

Tarek Zaher, Indiana State University

Discussant: Inayat Mangla, Western Michigan University

FINANCE

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

Session Title: **International Finance**

Chair: Nancy Beneda, University of North Dakota

“Risk-Adjusted Returns of ADRs from the Australian Region”

Ajay Samant, Western Michigan University

Onur Arugaslan, Western Michigan University

Discussant: Eric Tsai, State University of New York at Oswego

“Forecasting Exchange Rate Change by Using Fuzzy Logic System”

Weiping Liu, Eastern Connecticut State University

Discussant: Young Kwak, Delaware State University

“Methods of Payments and Acquiring Firm Valuation in Cross Border Mergers and Acquisitions”

Eric Tsai, State University of New York at Oswego

Discussant: Weiping Liu, Eastern Connecticut State University

“The Effect of Changes in Financial Leverage on the Relation Between Earnings and Stock Returns: Evidence from Korean Firms”

Young Kwak, Delaware State University

Jongdae Jin, University of Maryland-Eastern Shore

Kyung Joo Lee, Cheju National University

Discussant: Ajay Samant, Western Michigan University



INFORMATION SYSTEMS/QUANTITATIVE METHODS

3:00 p.m.–4:15 p.m.....9th Floor, 950

Session Title: **Information Technology Valuation and Empirical Analysis**

Chair: Cathy Poyner, Truman State University

Discussant: Timothy H. Greer, Middle Tennessee State University

“Conceptual Model of IT Project Potential Value and Project Performance: An Expectancy Theory Perspective”

Xiaobo (Bob) Xu, American University of Sharjah

“Inter-temporary Variation in Income Per Capita by State: 1990, 2000, and 2004”

Ben-Chieh Liu, Chicago State University

Robert Vargas, Chicago State University

Wan-I Huang, Chicago State University

“Team Structure, Synergy, and Role of Information Technology”

Justin Zhang, Eastern New Mexico State University



INTERNATIONAL BUSINESS

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

Session Title: **Economic and Security Issues in Global Transportation**

Chair: Christopher Ziemnowicz, University of North Carolina-Pembroke

“Considering Transportation as a Factor in Facility Location Decisions for Multinational Corporations”

Rocio Escalante, University of Rhode Island

Valerie Maier-Speredelozzi, University of Rhode Island

Mary Krome Hamilton, University of Rhode Island

Discussant: Vivian O. Okere, Providence College

“Integration of Global Transportation and Transnational Value Chains: A Dynamic Capabilities Perspective”

Mary Krome Hamilton, University of Rhode Island

Discussant: Martin Meyers, University of Wisconsin-Stevens Point

“The Effect of Increased Security Cost on Canada-U.S. Trade”

Prem Gandhi, Plattsburgh State University

Wayne Glass, Schoolcraft College

Discussant: Carl H. Tong, Radford University

INTERNATIONAL BUSINESS

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

Session Title: **Doing Business in China: Lessons Learned**

Chair: Michael Pisani, Central Michigan University

“Entering the Chinese Market: Guidelines for the American Automotive Supplier Industry”

Chen Ferguson, Miami University

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

“The Modernization of China: Globalization Strategies, Opportunities, Threats, and Cultural Issues”

Chia C. Lin, WuFeng Institute of Technologies

Jason Lin, Truman State University

Discussant: Sabin Wu, University of Texas-Pan American

“Foreign Banks in China: Critical Success Factors and Lessons Learned”

Ramin C. Maysami, University of North Carolina-Pembroke

Victor Bahhaouth, University of North Carolina-Pembroke

Discussant: Nicole Castater, Clark Atlanta University



INTERNATIONAL BUSINESS

3:00 p.m.–4:15 p.m..... Grand Ballroom, Lower East Mezzanine

Session Title: **International Trade and Competitiveness**

Chair: John Spillan, Penn State University

“International Competitiveness of SMEs in Emerging Markets: An Alternative Perspective”

Ragnamohan V. Eunni, Youngstown University

Ram K. Kasuganti, Youngstown University

Discussant: Hamid Hosseini, King’s College

“The Impact of China on Mexico’s Exports to the United States”

Animesh Ghoshal, DePaul University

Discussant: Juan Meraz, Missouri State University

“The U.S. Trade Balance as It Relates to Domestic and Foreign Income and the Dollar Exchange Rate”

Colleen Ramsey, DePaul University

Discussant: Vern Terpstra, University of Michigan

“A Regional Comparison of Informal Foreign Exchange Activities: A Qualitative Analysis”

Les Dlabay, Lake Forest College

Gregory J. Reger, Lake Forest College

Discussant: John Spillan, Penn State University

MANAGEMENT

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

Panel: **Introducing Culture through Experiential Education in Management and Entrepreneurship Courses (Cross-Listed with the Operations Management and Entrepreneurship Association)**

Chair: Richard Leake, Luther College

Panelists: Les Dlabay, Lake Forest College
Harry Fisher, Eureka College

MANAGEMENT

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

Session Title: **Nonprofit Organizations**

Chair: Paul Govekar, Ohio Northern University

“Capacity Building for Organizational Accomplishment: Lessons from a Network of Nonprofit Organizations”

Jacqueline M. Stavros, Lawrence Technological University

Jane Galloway Seiling, Taos Institute

Patty Castelli, Lawrence Technological University

Discussant: Gideon Falk, Purdue University-Calumet

“Frederick T. Gates and the Development of the Modern Philanthropic Foundation”

Kathryn Carlson Heler, Manchester College

Discussant: Gladys A. Lee, Rush University

“A Tale of Two Parishes: Pastoral Change Management in the U.S. Catholic Church”

Michele Govekar, Ohio Northern University

David M. Savino, Ohio Northern University

Discussant: Joe Martelli, The University of Findley

MARKETING

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

Session Title: **Ethical Issues in Marketing**

Chair: O.C. Ferrell, University of New Mexico

Discussant: John Fraedrich, University of Wyoming

“Using Seamless Integration to Teach Ethics”

Jeri Mullins-Beggs, Illinois State University

“Sales Ethics and Quota Failure: An Exploratory Investigation of Sales Manager Quotas”

Charles Schwepker, University of Central Missouri

“Corporate Image Marketing: Ethics in Action”

Summer E. Zwanziger, Capella University

MARKETING**3:00 p.m.–4:15 p.m.....Walton 1 Room, Lower East Mezzanine
Special Session****Title: “Keeping It Fresh: The Challenges of Incorporating
the Latest Trends into Marketing Curriculum”**Kim Folkers, Wartburg College
Lori Lohman, Augsburg College
Dana Lieberman, Alverno College
Mary Albrecht, Maryville College
Fred Hoyt, Illinois Wesleyan**MARKETING****3:00 p.m.–4:15 p.m.....Walton 2 Room, Lower East Mezzanine****Session Title: Global Marketing Issues****Chair: Tomas Hult, Michigan State University****Discussant: Brian R. Chabowski, Michigan State University****“A Market Segmentation Study of U.S. Travelers’ Perceived Images
of India”**Tsu-Hong Yen, San Jose State University
Gonzaga daGama, San Jose State University
Subha Mohan, San Jose State University**“Relationship Between Education and Ethnocentrism: Optimal Entry
Strategies into India for Global eMarketers”**Nabarun Ghose, University of Findlay
Pramod Prakash, University of Findlay**“Making Intangibles Tangible Internationally: Antecedents and
Consequences of Global Marketing Equity”**

Brian R. Chabowski, Michigan State University

OPERATIONS MANAGEMENT

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

Panel: **Introducing Culture through Experiential Education
in Management and Entrepreneurship Courses
(cross-listed with North American Management
Society)**

Chair: Richard Leake, Luther College

Discussants: Les Dlabay, Lake Forest College
Harry Fisher, Eureka College

OPERATIONS MANAGEMENT

3:00 p.m.–4:15 p.m..... 7th Floor, 729

Session Title: **RFID**

Chair: Fateneh Taghaboni-Dutta

“Patent Analysis of RFID Technology”

Fateneh Taghaboni-Dutta, University of Michigan-Flint
Amy Trappey, National Tsing Hua University
Charles Trappey, National Chiao Tung University
Ying-Shuo Huang, National Tsing Hua University

“RFID for Asset Management in Healthcare”

Bill Roach, Washburn University
Gene Wunder, Washburn University

“Use of RFID by First Responders”

Bill Roach, Washburn University
David Wickersheim, University of Kansas

ACCOUNTING

4:30 p.m.–6:00 p.m.....4th Floor, 425

NORTH AMERICAN ACCOUNTING SOCIETY**BOARD MEETING**

Presiding: Doug Johnson, Southeast Community College;
President, North American Accounting Society



BUSINESS AND HEALTH ADMINISTRATION

4:30 p.m.–5:30 p.m..... Ontario Room, Upper West Mezzanine
BHAA BOARD MEETING

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

MANAGEMENT

4:30 p.m.–5:30 p.m..... Michigan Room, Upper West Mezzanine
NAMS BOARD MEETING

Presiding: Ronald Faust, University of Evansville

MARKETING

4:30 p.m.–6:00 p.m..... Lakeshore Boardroom, 10th Floor
MMA BOARD OF DIRECTORS MEETING

Presiding: Melissa Moore, Mississippi State University

FINANCE

6:00 p.m.–7:00 p.m..... Georgia Room, Upper East Mezzanine
BOARD MEETING

MBAA INTERNATIONAL ADVISORY COUNCIL DINNER

7:00 p.m. Venetian Room, Upper East Mezzanine
(By invitation only)

THURSDAY, MARCH 29, 2007

ACCOUNTING

8:00 a.m.–9:00 a.m.4th Floor, 425

ACCOUNTING DISCIPLINE FORUM

This is an opportunity to meet with other faculty in your discipline to discuss pedagogy, current practices, teaching innovations, and concerns. The following moderators will facilitate the group discussions in the following disciplines:

Principles: Margaret D. Combs, University of the Cumberland

Intermediate: Grace Johnson, Marietta College

Tax: William Maas, University of Wisconsin-Stevens Point

ACCOUNTING

8:00 a.m.–9:00 a.m.4th Floor, 429

ACCOUNTING DISCIPLINE FORUM

This is an opportunity to meet with other faculty in your discipline to discuss pedagogy, current practices, teaching innovations, and concerns. The following moderators will facilitate the group discussions in the following disciplines:

Cost/Managerial: Maggie Jorgenson, North Dakota State University

Systems: Carol Jessup, University of Illinois-Springfield

Audit: Stephen C. DelVecchio, University of Central Missouri

BUSINESS AND HEALTH ADMINISTRATION

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

BHAA ANNUAL BUSINESS MEETING AND AWARDS FUNCTION

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

All BHAA Members are invited to attend this meeting.

BUSINESS ECONOMICS

8:00 a.m.–9:00 a.m.9th Floor, 925

Session Title: **Optimization and Decision Making**

Chair: Brian T. Kench, University of Tampa

“What Do Employers Look for when Hiring Employees and How Does It Relate to Welfare Reform? Empirical Evidence from Washington State”

Dan Axelsen, ERS Group

Daniel A. Underwood, Peninsula College

Dan Friesner, Gonzaga University

“Strategies for Obtaining the Target Value”

Chand Chauhan, Indiana University–Purdue University Fort Wayne

Y.M. Zubovic, Indiana University–Purdue University Fort Wayne

“Economics of Story Choice in Broadcast Television”

Nodir Adilov, Indiana University–Purdue University Fort Wayne

Peter J. Alexander, Federal Communications Commission

Keith Brown, Center for Naval Analysis Corporation

“Suicide Terrorism as a Rational Choice: The Use of Economic Theory to Inform Counter-Terrorism Policy”

Peter Cashel-Cordo, University of Southern Indiana

Sudesh Mujumdar, University of Southern Indiana

Katherine Sauer, University of Southern Indiana

Dan Friesner, Gonzaga University

BUSINESS/SOCIETY/GOVERNMENT

8:00 a.m.–9:00 a.m.9th Floor, 929

Session Title: **Matters of Right and Wrong**

Chair: William Pratt, Eastern New Mexico University

“Erin Brockovich in the Business Ethics Classroom”

Steven Palmer, Eastern New Mexico University

“What We Think We Know: Right and Wrong . . . and Values”

Eugene Sz wajkowski, University of Illinois-Chicago

Deborah K. Jones, Wayne State University

“A Twenty-First Century Glance at Business Ethics Before It’s Too Late”

George Swales, Missouri State University
 John S. Bowdidge, Missouri State University
 Mark A. Bowdidge, Brewton-Parker College

CASE RESEARCH

8:00 a.m.–9:00 a.m.8th Floor, 829

Session Title: Paper and Embryo Case
Chair: Bill Stratton, Idaho State University

Paper: “All For Naught”

Kay Hodge, University of Nebraska at Kearney

Embryo Case: “To Close or Not to Close Barat College: Balancing Mission and Financial Sustainability”

William “Marty” Martin, DePaul University

Discussants/

Panelists: Barbara Nemecek, University of Wisconsin-River Falls
 Robyne Hart, Hanover College
 Roy Cook, Fort Lewis College

FINANCE

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

Session Title: Investments
Chair: Sharon Lee, Western New England College

“Dollar Cost Averaging vs. Lump Sum Investing: An Example”

Kevin Bahr, University of Wisconsin-Stevens Point
 William Maas, University of Wisconsin-Stevens Point
Discussant: Peppi Kenny, Western Illinois University

“Market Reactions to Jim Cramer’s Mad Money Lightning Round”

John Neumann, St. John’s University

Peppi Kenny, Western Illinois University

Discussant: Alex Faseruk, Memorial University of Newfoundland

“Does Mad Money Make the Market Go Mad?”

John Neumann, St. John’s University

Peppi Kenny, Western Illinois University

Discussant: Kevin Bahr, University of Wisconsin-Stevens Point

“Unit-Variance Leptokurtic Fractal Normal Statistics”

Alex Faseruk, Memorial University of Newfoundland

Jim Stacey, Memorial University of Newfoundland

Discussant: John Neumann, St. John’s University

FINANCE**8:00 a.m.–9:00 a.m. Georgian Room, Upper East Mezzanine****Session Title: Investments**

Chair: Rajarshi Aroskar, University of Wisconsin-Eau Claire

“Investing in IPOs (Summing It Up): 1995 to 2002”

Nancy Beneda, University of North Dakota

Discussant: Edward C. Chang, Missouri State University

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

Edward C. Chang, Missouri State University

George Swales, Missouri State University

Tsu-Hong Yen, San Jose State University

Discussant: Jamshid Mehran, Indiana University-South Bend

“A Comparative Analysis of the Housing Markets in Six Metropolitan Cities: Chicago, Cleveland, Indianapolis, Miami, San Francisco, and South Bend: An Empirical Study”

Jamshid Mehran, Indiana University-South Bend

Robert Balik, Western Michigan University

Discussant: Nancy Beneda, University of North Dakota

FINANCE

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

Session Title: International Finance

Chair: Jim Tripp, Western Illinois University

“The Impact of Monetary Union on Equity Market Integration”

Edward Waller, University of Houston-Clear Lake

Halil Kiyamaz, Rollins College

Discussant: John S. Bowdidge, Missouri State University

“A Rose by Any Other Nickname: Stock Market Reactions to Pure Ticker Changes”

Ernest Biktimirov, Brock University

Discussant: Chu-Sheng Tai, Texas Southern University

“Conditional Market Risk-Return Relationship Revisited”

Chu-Sheng Tai, Texas Southern University

Discussant: Edward Waller, University of Houston-Clear Lake

“The Financial Games of the 2008 Olympics”

John S. Bowdidge, Missouri State University

Edward C. Chang, Missouri State University

George Swales, Missouri State University

John Patton, Missouri State University

Discussant: Ernest Biktimirov, Brock University

FINANCE

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

Session Title: **The Future of Education in Finance**

Chair: Walt Nelson, Missouri State University

“Entrepreneurial Finance Education”

John Stephens, Lawrence Technological University

Mariam Iskandarani, Lawrence Technological University

Discussant: Thomas Krueger, University of Wisconsin-Las Crosse

“Does Investing in Interim Terms Pay Dividends?”

Thomas Krueger, University of Wisconsin-Las Crosse

Lise Graham, University of Wisconsin-Las Crosse

Discussant: Charles Gahala, Benedictine University

“Business Credit Tasks Essential for Job Advancement in a Selected Industry”

Charles Gahala, Benedictine University

Discussant: John Stephens, Lawrence Technological University

INFORMATION SYSTEMS/QUANTITATIVE METHODS

8:00 a.m.–9:00 a.m.9th Floor, 950

Session Title: **Data Mining and CRM**

Chair: Timothy H. Greer, Middle Tennessee State University

Discussant: Amy Hennington, University of Memphis

“Profiling of Customer Data Base through a Sample Survey, A Data Mining Approach for Business Solution”

Kuriakose Athappilly, Western Michigan University

Furio Camillo, Università di Bologna

Caterina Liberati, Università di Bologna

“Mining AIDS for Aiding the Stricken, A Data Mining Approach to Explore Factors Leading to HIV Fatality Rate”

Kuriakose Athappilly, Western Michigan University

INTERNATIONAL BUSINESS**8:00 a.m.–9:00 a.m. Drake Room, Main Level****Session Title: Teaching International Business in the
Contemporary Era****Chair: Nicole Castater, Clark Atlanta University****“New Content and Pedagogical Approaches to the Teaching of
International Business”****S. Tamer Cavusgil, Michigan State University****INTERNATIONAL BUSINESS****8:00 a.m.–9:00 a.m. Marquette Room, Main Level****Session Title: Managing Global Enterprises: A Case Study
Approach****Chair: Carol Finnegan, Michigan State University****“When Crisis Management Goes Abroad: The Demise of SK-II in
China”****William “Rick” Crandall, University of North Carolina-Pembroke****John A. Parnell, University of North Carolina-Pembroke****Pan Xihui, Tsinghua University****Zhang Long, China University of Geosciences****Discussant: Abel Adekola, University of Wisconsin-Stout****“Using Financial Principles to Fix GM’s Problems”****Charles Johnston, Baker College****Discussant: David Boggs, Eastern Illinois University****“The Continuing Battle between Boeing and Airbus: Analyses
and Lessons”****Carl H. Tong, Radford University****Richard Rio, Danaher Corporation****Lee-Ing Tong, National Chiao-Tung University****Discussant: Christopher Ziemnowicz, University of North
Carolina-Pembroke**



OPERATIONS MANAGEMENT

8:00 a.m.–9:00 a.m. 7th Floor, 725

Session Title: Supply Chain Management

Chair: Guram Gopal, Elmhurst College

“Supply Chain Practices for SMEs”

Yavuz Agan

“ATP Engine Model for Supply Chain Management”

Guram Gopal, Elmhurst College

Kyle Marx, Elmhurst College

Mark Herman, Elmhurst College

Jim Pollpeter, Elmhurst College

Marty Wiesnewski, Elmhurst College

“Green Supply Chain Management and Its Opportunities”

Johnny Ho, Columbus State College



OPERATIONS MANAGEMENT

8:00 a.m.–9:00 a.m. 7th Floor, 729

Session Title: Entrepreneurship

Chair: Ronald Romba, Elmhurst College

Discussant: William Bauer, Carroll College

“Identifying and Improving Factors which Contribute to Productivity in a Small Firm”

Hamid Aminzadeh, University of Illinois-Springfield

Ardeshir Lohrasbi, University of Illinois-Springfield

“Researching the Nutraceutical Industry: Preparing the Business Plan”

Ronald Romba, Elmhurst College





ACCOUNTING

9:15 a.m.–10:30 a.m.4th Floor, 425

Session Title: **Education Outside the Textbook**

Chair: Maggie Jorgenson, North Dakota State University

“Using a Medical Analogy to Enhance Students’ Comprehension of Financial Accounting Principles”

Leslie Turner, Northern Kentucky University

Andrea Weickgenannt, Northern Kentucky University

“Using Real World Learning Strategies to Educate the ‘Now Generation”

Carla Cabarle, Minot State University

Dean Frantsvog, Minot State University

“Community Benefits: Feedback from a University Service Learning Program”

Andrew Griffith, University of Central Oklahoma

Mary F. Sheets, University of Central Oklahoma

Bambi Hora, University of Central Oklahoma



ACCOUNTING

9:15 a.m.–10:30 a.m.4th Floor, 429

Session Title: **Financial Accounting**

Chair: Denise Probert Bloom, Viterbo University

“Displaying the Funding Status of Postretirement Plans for All to See: The FASB’s Recent Pronouncement”

Jerry Kreuze, Western Michigan University

Sheldon A. Langsam, Western Michigan University

“Off-Balance-Sheet Financing”

Kenneth E. Stone, University of Central Missouri

Ronald D. Niemeyer, University of Central Missouri

“Accounting for Income Tax Uncertainties: A Step Towards Financial Transparency”

Alan Reinstein, Wayne State University

Gerald H. Lander, University of South Florida-St. Petersburg



BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: Issues in Health Care

Chair: Warren Salmon, University of Illinois-Chicago

Discussant: Andrea Lorden, University of North Texas

“Disparities in ADL and IADL Disability Among Hispanic Subgroups: Analysis of the National Health Interview”

Alberto Coustasse, University of North Texas Health Science Center

Nuha A. Lackan, University of North Texas Health Science Center

Elizabeth Trevino, University of North Texas Health Science Center

Karan P. Singh, University of North Texas Health Science Center

Fernando M. Trevino, University of North Texas Health Science Center

“A Hospice Challenge: Bereavement Program Development”

Geraldine Abbatiello, Pace University

“Measuring Quality of Life Impact Using Integrative Modalities on Cancer Patients”

Steven Szydlowski, University of Scranton



BUSINESS ECONOMICS

9:15 a.m.–10:30 a.m.9th Floor, 925

Session Title: Debt and Equity Financing and Risk Premiums

Chair: Robert L. Beekman, University of Tampa

“Straight Bonds vs. Securitized Bonds: Do Investors Get Adequately Compensated for Risk?”

Vandana Rao, Indiana University-East



“The Status of the China Syndrome”

Carolyn F. Stumph, Indiana University–Purdue University Fort Wayne
Antanas Vanchev, Indiana University–Purdue University Fort Wayne

“Related Lending: Can the Information and Looting Views be Reconciled?”

Randy Cray, University of Wisconsin-Stevens Point
Jason Davis, University of Wisconsin-Stevens Point
Tracy Hofer, University of Wisconsin-Stevens Point
H. Scott Wallace, University of Wisconsin-Stevens Point

“The Link Between Islamic Banking and Microfinancing”

Nasrin Shahinpoor, Hanover College



BUSINESS/SOCIETY/GOVERNMENT

9:15 a.m.–10:30 a.m.9th Floor, 929

Session Title: Planning and Performance

Chair: John Stockmyer, Eastern New Mexico University

“Organizational Entropy”

Don Yates, Louisiana State University Alexandria
J. William Ray, Jr., Louisiana Tech University

“Evaluating the Effectiveness of a University’s Organizational Structure from a Business Point of View”

Rick Conley, Louisiana State University-Alexandria
Adena LeJeune, Louisiana State University-Alexandria

“Hospital or Zoo? Zoo Recommended: Compliance-Gaining Strategies and Emergency Healthcare Management”

Michelle L. Lievens, Eastern New Mexico University

“The Relationship Between Bed Count and Net Revenue at Specialty Hospitals”

William Pratt, Eastern New Mexico University



CASE RESEARCH

9:15 a.m.–10:30 a.m.8th Floor, 829

Session Title: **Case Incidents**

Chair: Paul Brennan, Minnesota State University-Mankato

“Weighted Average Cost of Capital at Rockwell Collins, Inc.”

Ben Knutson, Luther College

Craig Rabe, Luther College

“To Sign or Not To Sign”

Thomas L. Lyon, Rockhurst University

Anthony L. Tocco, Rockhurst University

“When Market Success Demands Organizational Change”

Nona J. Jones, Benedictine University

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

Karen Foust, Tulane University

Mark Bezik, Idaho State University

FINANCE

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

Session Title: **Investments**

Chair: Young Kwak, Delaware State University

**“The Relationship Between the Forecasting Ability and Risk Premiums
in Futures Markets”**

Jeong Lee, University of North Dakota

Discussant: Edward C. Chang, Missouri State University

“Do Socially Responsible Mutual Funds Measure Up?”

Edward Chang, Missouri State University

James Philpot, Missouri State University

George Swales, Missouri State University

Discussant: Thomas Krueger, University of Wisconsin-La Crosse

“Corporate Reputation and Investment Value”

Thomas Krueger, University of Wisconsin-Las Crosse

Mark Wrolstad, Winona State University

Discussant: Jeong Lee, University of North Dakota

**FINANCE****9:15 a.m.–10:30 a.m. Georgian Room, Upper East Mezzanine****Session Title: International Finance**

Chair: Joan Junkus, DePaul University

“Dynamic Relationships Between IShares and Country Funds: The Case of Europe and Asia”

Raj Aroskar, University of Wisconsin-Eau Claire

Discussant: Anthony Yanxiang Gu, State University of New York
(Shandong University of Economics)**“Short-Sales Constraints and Return Volatility: Evidence from the Chinese A and H Share Markets”**Anthony Yanxiang Gu, State University of New York (Shandong
University of Economics)

Leslie Miller, State University of New York

Discussant: Kumoli Ramakrishnan, University of South Dakota

“The Future That’s Already Past? Deciphering Demographic Implications in Early 21st Century”

Kumoli Ramakrishnan, University of South Dakota

Dipak Jain, Northwestern University

Discussant: Rajarshi Aroskar, University of Wisconsin Eau Claire

“Portfolio Diversification in the European Union: Country Beta Approach”

G.N. Naidu, Illinois State University

Askar Choudhury, Illinois State University

Discussant: Anthony Yanxiang Gu, State University of New York
(Shandong University of Economics)

FINANCE

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

Session Title: Corporate Finance

Chair: Tom Berry, DePaul University

“Financial Performance Measure”

Stephen Kane, Suffolk University

Sandra Zerbo, Suffolk University

Discussant: Jeong Lee, University of North Dakota

“Characteristics of Industrial Dividend Payers”

John Consler, Le Moyne College

Greg Lepak, Le Moyne College

Discussant: Nancy Beneda, University of North Dakota

“Noisy Capital Markets: Theory and Evidence”

Jeong Lee, University of North Dakota

Discussant: John Consler, Le Moyne College

“Commercial Lenders Validate Viability of Start-up Firms”

Nancy Beneda, University of North Dakota

Discussant: Stephen Kane, Suffolk University

FINANCE

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

Session Title: The Future of Education in Finance

Chair: Eddie Ary, Ouachita Baptist University

“The Value of a Finance Degree: Is Tuition Too Low?”

Walt Nelson, Missouri State University

Discussant: Raj Kohli, Indiana University-South Bend

“Enhancing Pedagogy in Teaching Option Strategies Through the Use of Management Science Techniques”

Alex Faseruk, Memorial University of Newfoundland

Chris Deacon, Memorial University of Newfoundland

Discussant: Walt Nelson, Missouri State University

“Student Evaluations of Homework Assignments and Use of Technology in the Personal Finance Course”

Raj Kohli, Indiana University-South Bend

Discussant: Alex Faseruk, Memorial University of Newfoundland

INFORMATION SYSTEMS/QUANTITATIVE METHODS**9:15 a.m.–10:30 a.m.9th Floor, 950****Session Title: Information Technology and Empirical Analysis**

Chair: Shamsul Chowdhury, Roosevelt University

Discussant: Xiaobo (Bob) Xu, American University of Sharjah

“How to Tell The Truth with Statistics: Beyond the Ubiquitous Average”

John L. Stedl, Chicago State University

“Value Chain Approach to Quality Enhancement Programs at Institutions of Higher Learning”

Raja K. Iyer, Tarleton State University

Sankar Sundarajan, Tarleton State University

“Adopting Service Oriented Architectures for Designing “Information Systems””

Matt Germonprez, University of Wisconsin-Eau Claire

INTERNATIONAL BUSINESS**9:15 a.m.–10:30 a.m. Drake Room, Main Level****Panel: International Trade Promotion and Development**

Chair: Robert Moussetis, North Central College

A panel of experts from the U.S International Trade Administration/ Department of Commerce, the U.S. Export-Import Bank, and U.S. Small Business Administration will discuss current issues and problems in promoting U.S. foreign trade.

Debra Rogers, Senior International Trade Specialist, U.S. Department of Commerce, Chicago, IL

Michael Howard, Midwest Regional Director, Business Development, Export-Import Bank

John A. Nevell, Regional Manager, International Trade Programs, U.S. Small Business Administration and U.S. Export Assistance Center, Chicago, IL

INTERNATIONAL BUSINESS

9:15 a.m.–10:30 a.m. Marquette Room, Main Level

Session Title: A Global Mindset and Impact of Study Abroad Programs

Chair: Sameer Vaidya, Texas Wesleyan University

“Developing a Global Mindset—Are We Meeting the Challenge?”

Georgine Fogel, Fairmont State University

Discussant: Attila Yaprak, Wayne State University

“Pedagogical and Teaching Issues in International Business Education: Encouraging Business Students to Study Abroad”

Teressa L. Elliott, Northern Kentucky University

Discussant: Anthony C. Koh, University of Toledo

“Study Abroad Trips: How International Business Students May Take Advantage of Them”

Scot Lehren, University of Toledo

Ken Kim, University of Toledo

Discussant: Maria Lai-Ling Lam, Malone College

“The Impact of Destination-Specific Terrorism on Student Study Abroad Plans”

Douglas W. Naffziger, Ball State University

Jennifer P. Bott, Ball State University

Discussant: David Cleeton, Oberlin College

LEGAL STUDIES

9:15 a.m.–10:30 a.m.6th Floor, 625

Session Title: **Employment Law: Employee Rights**

Chair: Steven Smith, Truman State University

“Peer Arbitration”

Elizabeth A. Campbell, Central Michigan University

“Granting Weingarten Rights to Non-Represented Employees: A Best Practices Approach?”

Francine Guice, Indiana University–Purdue University Fort Wayne

“Wrongful Discharge of At-Will Employees for Whistleblowing or Refusal to Participate in Illegal or Unethical Employer Practices”

Michael Katz, Delaware State University

“Is Academic Freedom at Risk?”

Steven Palmer, Eastern New Mexico University



LEGAL STUDIES

9:15 a.m.–10:30 a.m.6th Floor, 629

Session Title: **Property Law: Mergers and Acquisitions**

Chair: Penny Herickhoff

“Real Estate Law: Time Shares and Quarter Shares—Issues Involving Fractional Ownership Interests”

Elizabeth Cameron, Alma College

“Frat Boys and Gypsies v. Borat: How Hollywood Helps Teach Contracts and Torts”

Nancy A. Allen, Missouri State University

“Maytag and Whirlpool Merger: How High a Market Share Will Draw Government Action?”

Bryce Jones, Truman State University



MANAGEMENT

9:15 a.m.–10:30 a.m. Erie Room, Upper West Mezzanine
Panel Session: “If Leadership Can Be Learned, What Is the Best
Way to Teach?”

Chair: Jann Freed, Central College

Panelists: Gary Keller, Cardinal Stritch University
 David Banner, Viterbo University
 Steve Axley, Western Illinois University
 Coy Jones, University of Memphis
 Rhetta Standifer, University of Wisconsin-Eau Claire
 John Washbush, University of Wisconsin-Whitewater

MANAGEMENT

9:15 a.m.–10:30 a.m. Huron Room, Upper West Mezzanine
Session Title: Managing Improvement

Chair: Ron Faust, University of Evansville

“A Long-Term Study of Sex Differences in Attitudes Toward Women’s
Roles in the Military and in Combat”

Regina Greenwood, Kettering University
 Edward F. Murphy, Embry Riddle Aeronautical University
 Bahaudin Mujtaba, Nova Southeastern University
 Terrell G. Manyak, Nova Southeastern University
Discussant: Elizabeth Martin, University of Wisconsin-
 Stevens Point

“All Organizational Programs Are Not Created Equal”

James A. Belohlav, DePaul University
 Lori S. Cook, DePaul University
 David E. Drehmer, DePaul University
Discussant: Ron Faust, University of Evansville

“Quality Improvement Practices in Israel”

Gideon Falk, Purdue University-Calumet
 Casimir Barczyk, Purdue University Calumet
 Danny Galiin, Ruppin Academic Center
 Emek Hefer, Israel
Discussant: Lynn Isvik, Upper Iowa University

“The Relationship of Quality Work Life Programs and Organizational Commitment: The Moderating Effects of Personal Traits”

Tung-Chun Huang, National Central University Taiwan

Discussant: William “Rick” Crandall, University of
North Carolina-Pembroke**MARKETING**

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

Session Title: **Consumer Behavior Issues Among Less Experienced
Target Markets**

Chair: Phylis Mansfield, Penn State-Behrend

“Too Many Credit Cards? Exploring College Students Use of Credit”

Beverlee B. Anderson, California State University-San Marcos

Marie D. Thomas, California State University-San Marcos

“Consumer Vulnerability and Credit Card Usage: An Exploratory Study Among Developmentally Disabled Citizens”

Phylis Mansfield, Penn State-Behrend

Mary Beth Pinto, Penn State-Behrend

John Crane, Penn State-Behrend

“Blink’ and They’re Gone: A ‘Quick-Take’ on Impulse Purchasing Behavior and Enrollment Management in Higher Education”

Oscar McKnight, Ashland University

Ronald Paugh, Ashland University

Vahn Knight, Ashland University

MARKETING

9:15 a.m.–10:30 a.m. Walton 1 Room, Lower East Mezzanine

Special Session Title: **“Online Cheating: Lessons We’ve Learned and
Things We Wish We Knew”**

Robert Erffmeyer, University of Wisconsin-Eau Claire

John Cherry, Southeast Missouri State University

Michele Kunz, Moorehead State University

MARKETING

9:15 a.m.–10:30 a.m.Walton 2 Room, Lower East Mezzanine

Special Session: “Supporting Your Business Ethics Initiative through Outside Funding”

John Fraedrich, University of Wyoming
O.C. Ferrell, University of New Mexico
Linda Ferrell, University of New Mexico



OPERATIONS MANAGEMENT

9:15 a.m.–10:30 a.m.7th Floor, 725

Panel Session: Business Graduates in 2010 and Beyond: The Caliber of OM Education?

Chair: Edward Knod, Western Illinois University
Panelists: Ashok Kumar, Grand Valley State University
Barbara Ribbens, Western Illinois University
Terri Friel, Butler University



OPERATIONS MANAGEMENT

9:15 a.m.–10:30 a.m.7th Floor, 729

Session Title: Entrepreneurship

Chair: Richard Judd, University of Illinois-Springfield

“Should Federal Economic Development Policy Be Modified “

Richard Judd, University of Illinois-Springfield
Dyanne Ferk, University of Illinois-Springfield

“Innovation and Developmental Entrepreneurship “

Ram Kesacvan, University of Detroit-Mercy
Oswald Mascarenhas, University of Detroit-Mercy
Michael Bernacchi, University of Detroit-Mercy

“Emerging Issues in Workplace Violence and Legal Implications for OSHA”

James Maxwell, Indiana State University



ACCOUNTING

10:45 a.m.–12:00 noon.....4th Floor, 425

Panel Session: Innovative Approaches to Enhancing Accounting Students' Communication Skills

Chair: Grace Johnson, Marietta College

Panelists: Tim Catalano, Marietta College
Ashley Woolam, Marietta College
Sandi Owen, Indiana University-Bloomington**ACCOUNTING**

10:45 a.m.–12:00 noon.....4th Floor, 429

Session Title: Research on Teaching

Chair: Lynn Spellman White, Trinity Christian College

“Charisma in the Business School: An Exploratory Analysis”

Timothy J. Fogarty, Case Western Reserve University

Brian Hogan, Case Western Reserve University

“Student Perceptions of Good Teaching in the Accounting Classroom”

Edward H. Osborne, Marietta College

Lindsey Green, Marietta College

“Student Specific and Education Environment: Determinants of Student Failure/Success in Intermediate Accounting, an Empirical Analysis”

Musa Darayseh, American University of Sharjah

Bassam Abu Alfoul, American University of Sharjah

Elaine Waples, Purdue University-Calumet

BUSINESS AND HEALTH ADMINISTRATION

10:45 a.m.–12:00 noon..... Astor Room, Upper East Mezzanine

Session Title: Health Promotion and Prevention

Chair: Michelle Bush, WV Prevention Resource Center

Discussant: Kevin Valadares, University of Southern Indiana

“No, The HIV/AIDS Pandemic Has Not Yet Left Planet Earth”

George Swales, Missouri State University

John S. Bowdidge, Missouri State University

“The Use of a Soup Kitchen by the Poor in Northeastern Pennsylvania: An Ethnographic Study”

Hengameh Hosseini, King’s College

Nooshin Hosseini, Wellesley College

“Is Health Care a Factor for Educating Poor Children?”

Hengameh Hosseini, King’s College

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: Hospital Administration

Chair: Debra Cody, Clayton State University

Discussant: Russell Porter, Clayton State University

“The Challenge of Magnet Recognition Program Among Acute Healthcare Setting”

Nashat Zuraikat, Indiana University of Pennsylvania

Catherine Dugan, Indiana University of Pennsylvania

Corrie E. Smichnick, Indiana University of Pennsylvania

“A Field Study of Patients’ and Physicians’ Perceptions on the Performance-Based Incentive Payment System Implemented in Turkish Hospitals”

Ali Gazi, Ministry of Health

Dilaver Tengilimoglu, Gazi University, Ankara, Turkey

Ertuğrul Çetiner, Atilim Universty



“General Health Insurance Law and Concerns of Hospital Administrators In Turkey”

Enver Hasanoglu, Gazi University, Ankara, Turkey
Dilaver Tengilimoglu, Gazi University, Ankara, Turkey
E. Asuman Atilla, Gazi University, Ankara, Turkey



BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: **National and Global Health Policy**
Chair: Adnan Kisa, Baskent University, Ankara, Turkey
Discussant: Debra Gussman, Jersey Shore Medical Center

“Conceptual Framework for Assessing Primary Care in Developing Nations: Fundamental Principles and Implications”

Aaron K. Landon, University of Scranton
Daniel West, The University of Scranton

“Social Isolation of Persons with Disabilities: A Comparison Between Brazil and the U.S.A.”

Mary K. Madsen, University of Wisconsin-Milwaukee

“Malnutrition in Children in Nairobi’s Slums”

Juraj Benca, St. Elizabeth University, Slovak Republic



BUSINESS ECONOMICS

10:45 a.m.–12:00 noon.....9th Floor, 925

Session Title: **Petroleum Economics**
Chair: Jason Davis, University of Wisconsin-Stevens Point

“Preliminary Examination of Gasoline Expenditures by Gender”

Veree Ethridge, University of St. Francis, Joliet, Illinois

“Petroleum Prices and their Impact on Aggregate Economic Activity: Greasing the Skids?”

Hedayeh Samavati, Indiana University–Purdue University Fort Wayne
David A. Dilts, Indiana University–Purdue University Fort Wayne
Joe Perkins, Indiana University–Purdue University Fort Wayne

“A Case for Higher Crude Prices: A Teaching Note”

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

BUSINESS/SOCIETY/GOVERNMENT

10:45 a.m.–12:00 noon.....9th Floor, 929

Session Title: **Environmental Matters**

Chair: Joseph Habraken, University of New England

“Ecological Economics, Business, and Problem Solving: A Path Toward Action”

Michael Daley, University of New England

“Electric Utility Industry: Rejuvenation through Practical Applications”

Jessica L. Hein, Indiana University–Purdue University Fort Wayne

“Global Carbon Credits and Climate Exchanges”

M. Anaam Hashmi, Minnesota State University

CASE RESEARCH

10:45 a.m.–12:00 noon.....8th Floor, 829

Theme: **Embryo Cases**

Chair: Kenneth Rhee, Northern Kentucky University

“Is Survival a Grassroots Success Story?”

Lisa M. Amoroso, Roosevelt University
Martha Thompson, Northeastern Illinois University



“To Serve, to Protect, and to Love? Romantic Relationships in the Military”

Debra Hunter, Troy University-Atlanta Campus

“JetBlue and the NYC Blizzard of 2006”

Barbara Ross Wooldridge, University of Tampa

Britt M. Shirley, University of Tampa

Discussants: Cheryl Noll, Eastern Illinois University
Tim Redmer, Regent University



FINANCE

10:45 a.m.–12:00 noon..... Venetian Room, Upper East Mezzanine
ACADEMY OF FINANCE BUSINESS MEETING



INFORMATION SYSTEMS/QUANTITATIVE METHODS

10:45 a.m.–12:00 noon.....9th Floor, 950

Session Title: Teaching Strategies for Information Systems

Chair: Judy Holmes, Middle Tennessee State University

Discussant: Behrooz Saghafi, Chicago State University

“Using Instrumental Assistance to Increase the Number of Information Systems Majors”

Asli Yagmur Akbulut, Grand Valley State University

Clayton Arlen Looney, University of Montana

Jaideep Motwani, Grand Valley State University

“Collaborative Synchronous Online Learning through Discussion: Its Impact on the Students’ Satisfaction”

Dalsang Chung, Governors State University

John Simon, Governors State University

“Statistical Results of the Active-Student Teaching Strategies Methodology for CIS Courses”

Judy Holmes, Middle Tennessee State University



INTERNATIONAL BUSINESS

**10:45 a.m.–12:15 p.m. Drake Room, Main Level
AIB-MIDWEST BUSINESS BRUNCH SESSION (Cost \$20)**

(Admission is by ticket only. Please purchase ticket at time of advance registration for the conference.)

**Session Title: Operational Issues in Doing Business Abroad:
The Cummins-Allison Corporation**

Chair: Robert Moussetis, North Central University

**Keynote speaker: Jeff Graber, V.P. of International Operations,
Cummins-Allison Corporation**

Jeff Graber is V.P. of International Operations for Cummins-Allison Corporation in Mt. Prospect, Illinois. He joined Cummins in 2001 as international market development manager and was promoted to sales manager of International Operations in 2003 where he is directly responsible for overseeing new market development and management of Cummins' global dealer network located throughout 70 countries.

Cummins-Allison is a world leader and the only remaining U.S. manufacturer of high-speed coin and currency handling equipment. All Cummins products are designed, engineered, and manufactured at its modern headquarters in Mt. Prospect, Illinois. Cummins was awarded an Export Achievement Certificate in 2006 for making inroads into the new market of Poland.

Graber's former international experience involved working as international market manager for De La Rue and Marconi Data Systems; product manager for Tenneco Automotive and export development manager for the International Trade Offices for the states of Missouri, North Carolina, and Illinois.

A current member of the Illinois District Export Council, Graber is a graduate of Webster University in St. Louis with a Master's in international business and Bachelor's degree in international relations. He has also taken advanced course offerings at Thunderbird University in Phoenix.



LEGAL STUDIES

10:45 a.m.–12:00 noon.....6th Floor, 625

Session Title: **Miscellaneous**

Chair: Francine Guice

“Regulatory Influences on Compensation”

Lynn K. Saubert, Radford University

“The Impact of Dividend Repatriation Under the American Job Creation Act of 2004”

R. Wayne Saubert, Radford University

“Not-for-Profits”

Horace E. Johns, Middle Tennessee State University

“The Demise of the Doha Round”

Brian G. Sullivan, Western Kentucky University



LEGAL STUDIES

10:45 a.m.–12:00 noon.....6th Floor, 629

Session Title: **Ethics**

Chair: Michael Katz, Delaware State University

“Shh! It Happens: The Dirty Little Secret of Arbitrator Misconduct”

Georgia Holmes, Minnesota State University

“Using Case Law to Teach Business Ethics: How Studying the ‘Ethical Minimum’ Can Help Students Develop Ethical (and Legal) Decision-Making Skills”

Paula Schaefer, University of Central Missouri

“Director Privacy and Corporate Governance: 21st Century Standards”

Robert Sprague, University of Wyoming



MANAGEMENT**10:45 a.m.–12:00 noon..... Erie Room, Upper West Mezzanine****Panel Session: “If Leadership Can Be Learned, What Is the Best Way to Teach?”**

Chair: Jeffrey Fahrenwald, Rockford College

Panelists: Stephanie Rodgers, Viterbo University
Karen Moustafa, Indiana University–Purdue University
Fort Wayne

Greg Schultz, Carroll College

Joe Martelli, University of Findley

Michael Avery, Northwestern College

Bruce Bloom, DeVry University

MANAGEMENT**10:45 a.m.–12:00 noon..... Huron Room, Upper West Mezzanine****Session Title: Managing Financial Concerns**

Chair: Cheryl Waddington, Wayne State University

“WEP: Double Taxation without Equalization?”

James Paradiso, College of Lake County

Discussant: Regina Greenwood, Kettering University

“Reassessing the Use of Contract Labor: A Look at Traditional and Virtual Environments”

Daniel Troutman, University of North Carolina at Pembroke

Discussant: David Strubler, Kettering University

“Short SOX? An Historical Perspective”

Paul Govekar, Ohio Northern University

Discussant: Richard Sebastian, St. Cloud State University

“Employment and Absenteeism Pension Effects for Low Income Workers”

Ronald Faust, University of Evansville

Discussant: Paul Keaton, University of Wisconsin-La Crosse

MANAGEMENT

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

Session Title: Management Skills

Chair: Paul Leavens, Linfield College

“Restructure the Mentoring Program to Create a Mentoring Culture throughout the Organization”

Gloria Matthews Kray, Nova Southeastern University

Discussant: Pamela Kephart, University of Saint Francis-
Ft. Wayne

“Communication and the Business Professional in a Globally Integrated World”

Peter J. Linden, Chicago State University

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

“Educating Business Professionals for 2010 and Beyond: Six Critical Management Themes and Skills to Emphasize”

Hamid Akbari, Northeastern Illinois University

Discussant: Ralph Haug, Roosevelt University

“Sociology of Knowledge and Leadership Development: The Case of Southwest Nigeria”

Solomon Fakinledge, Baltimore City Community College

Discussant: Casimir Barczyk, Purdue University Calumet

MARKETING

10:45 a.m.–12:15 p.m.....French Room, Lower East Mezzanine
MMA AWARDS BRUNCH (Cost \$20)

(Admission is by ticket only. Please purchase ticket at time of advance registration for the conference.)

2007 Innovative Marketing Award Winner:

Joe Hair, Kennesaw State University



MARKETING

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



OPERATIONS MANAGEMENT

10:45 a.m.–12:00 noon..... 7th Floor, 725

Session Title: Operations Management

Chair: James Maxwell, Indiana State University

“Adding Operations and Information Systems Components to the Situation Analysis”

Janice Connolly, University of Wisconsin-Eau Claire

Ronald Decker, University of Wisconsin-Eau Claire

Abraham Nahm, University of Wisconsin-Eau Claire

Jean A. Pratt, University of Wisconsin-Eau Claire

“Process Management and Process Mapping’s Importance to Increased Productivity”

James Maxwell, Indiana State University

“The Views of Public Sector Officials on Project Management”

Carlos Gomes, Faculdade de Economia da Universidade de Coimbra

Mahmoud Yasin, East Tennessee State University



OPERATIONS MANAGEMENT

10:45 a.m.–12:00 noon..... 7th Floor, 729

Session Title: Entrepreneurship

Chair: Joseph N. Khamalah

“Franchising Fee Profile”

Richard Judd, University of Illinois-Springfield

“Basic Real Options (Abstract)”

Richard A. Hall



“Repeated Prisoner’s Dilemma with Asymmetric Probability of Misperception between the Players”

Lawrence J. Haber
Nicholas Malin-Adams
Joseph N. Khamalah

“Extra-Norm and Extra Role Behavior: Organization Citizenship Behavior’s Contribution to Entrepreneurial Innovation”

David L. Turnipseed, Indiana-Purdue University
Stanley W. Davis, Indiana-Purdue University

CASE RESEARCH

12:15 p.m.–1:30 p.m..... Parkside Room, Upper West Mezzanine
SOCIETY FOR CASE RESEARCH LUNCHEON (Cost \$20)
(Admission is by ticket only. Please purchase ticket at time of advance registration for the conference.)

FINANCE

12:15 p.m.–1:30 p.m..... Georgian Room, Upper East Mezzanine
LUNCHEON (Cost \$20)
(Admission is by ticket only. Please purchase ticket at time of advance registration for the conference.)

BUSINESS ECONOMICS

12:15 p.m.–1:30 p.m.....9th Floor, 925
BOARD MEETING



ACCOUNTING

1:30 p.m.–2:45 p.m.....4th Floor, 425

Panel Session: Journey into the Unknown: Taking Students to Foreign Lands

Moderator: Claude Renshaw, Saint Mary’s College

Panelists: Mary Loyland, University of North Dakota
Maggie Jorgenson, North Dakota State University
Gerald Thalmann, North Central College
Mostafa Maksy, Northeastern Illinois University

ACCOUNTING

1:30 p.m.–2:45 p.m.....4th Floor, 429

Session Title: Financial Reporting

Chair: Harold Wilde, University of North Dakota

“Do U.S. Airlines Disclose More Voluntary Forward-looking Earnings Information in Their Annual Reports than Their Overseas Counterparts?”

Bert J. Zarb, Embry-Riddle University

“An Investigation of the Relative Value Relevance of Earnings and Book Values in Brazil: 1990-2003”

J. Roberto A. deMagalhaes, University of North Dakota
Jacob Wambsgans, University of North Dakota

“Intellectual Capital: Can It Be Measured? Should It Be Measured? An Accountant’s View of Measuring Intellectual Capital”

John D. Morgan, Winona State University

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: Meet the Editors

Chair: Peter Fitzpatrick

Ashish Chandra, *Hospital Topics*

Avinandan Mukherjee, *International Journal of Pharmaceuticals and Health Care Marketing*

David Paul III, *Health Marketing Quarterly*

Russell Porter, *Journal of Health Administration Ethics*

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: **Issues in Nursing Administration**

Chair: Scott Saccomano, Southern Connecticut State University

Discussant: Deborah Gritzmacher, Clayton State University

“An Educational Challenge: Strategies for Male Nursing Students in Obstetrical Nursing”

Josephine DeVito, Seton Hall University

Scott Saccomano, Southern Connecticut State University

“Leadership Competencies Needed to Manage Critical Access Hospitals”

Anjani Upadhyay, University of Scranton

Ann Marie Stevens, Mid-Valley Hospital

Daniel West, University of Scranton

BUSINESS ECONOMICS

1:30 p.m.–2:45 p.m.....9th Floor, 925

Session Title: **Labor Markets**

Chair: Timothy Schibik, University of Southern Indiana

“Revisiting the Determinants of Union Membership in the United States”

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

Sanyutadev (Dev) Joshi, Indiana University–Purdue University Fort Wayne

“The Effect of Job Characteristics and Retirement Duration on Retirement Satisfaction”

Kevin Neuman, University of Wisconsin-Stevens Point

“The Law of One Price and Skilled Labor Outsourcing”

C.K. Chauhan, Indiana University–Purdue University Fort Wayne

Carolyn F. Stumph, Indiana University–Purdue University Fort Wayne

“The Role of Emotional Intelligence in a Dictator Game”

Brian T. Kench, University of Tampa
Robert L. Beekman, University of Tampa
Wanda V. Chaves, University of Tampa
Neil B. Niman, University of New Hampshire



BUSINESS/SOCIETY/GOVERNMENT

1:30 p.m.–2:45 p.m.....9th Floor, 929

Session Title: Matters for the Board
Chair: Michael Daley, University of New England

“Managing Risk in the Boardroom: The Ethics of Internal Investigations”

Michael A. Yahr, Robert Morris University

“Corporate Governance and the Ethics of Designated Senior Financial Managers: Tracking Sarbanes-Oxley Code of Ethics Waivers”

Donald Morris, University of Illinois-Springfield
David Hemley, Eastern New Mexico University

“Determinants of CEO Compensation: A Look at the Forbes 500”

David Hemley, Eastern New Mexico University
Bogdan Stanca, Eastern New Mexico University



CASE RESEARCH

1:30 p.m.–2:45 p.m.....8th Floor, 829

Theme: SCR Annual Business Meeting
Presiding: Martha Fransson, Rensselaer Polytechnic Institute



FINANCE

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

Session Title: **Real Estate and Insurance**

Chair: Monzurul Hoque, Saint Xavier University and
Abu Dhahi University

“Terrorism Risk Insurance in the U.S.: Can We Learn from the French or Germans?”

Stanley Adamson, Missouri State University

Discussant: Jin Park, Illinois Wesleyan University

“Interest Rate Sensitivity of Financial Institutions by Liquidity Risk: Evidence from U.S. Property/Liability Insurers”

Jin Park, Illinois Wesleyan University

Paul Choi, Howard University

Discussant: Anthony Yanxiang Gu, State University of New York
(Shandong University of Economics)

“The Housing Bubble in China and Lessons from Typical Countries”

Anthony Yanxiang Gu, State University of New York (Shandong
University of Economics)

Leslie Miller, State University of New York

Discussant: Stanley Adamson, Missouri State University

FINANCE

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

Session Title: **Personal Financial Planning**

Chair: Kent Ragan, Missouri State University

“The Shift to Defined Contribution Retirement Plans: What Are the Consequences?”

Brian Porter, Hope College

Discussant: Kent Ragan, Missouri State University

“Predictors of Future S&P 500 Index Returns”

Thomas Kochanek, Western Illinois University
 David DeBoeuf, Memorial University of Newfoundland

Discussant: Charles Rayhorn, Northern Michigan University

“The January Effect—The Saga Continues”

Charles Rayhorn, Northern Michigan University
 Kenneth Jason, Northern Michigan University

Discussant: Brian Porter, Hope College

“Analyzing a Portfolio Using Morningstar.com’s ‘Instant X-Ray’ Tool: A Project for the Beginning Personal Financial Planning Course”

Kent Ragan, Missouri State University
 James Pettijohn, Missouri State University
 Susan Crain, Missouri State University

Discussant: Thomas Kochanek, Western Illinois University

FINANCE

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

Session Title: Special Topics

Chair: Jim Tripp, Western Illinois University

“Finance Students and Their Knowledge of the Euro: A Comparison of Students at Two Universities”

Ralph Pope, California State University, Sacramento
 Thomas Howe, Illinois State University

Discussant: Matthew Wong, St. John’s University

“Like It or Not, the Sarbanes-Oxley Act Is Here”

Limount Xiaofeng Zhao, Southern Arkansas University
 Edesiri Onoge, Southern Arkansas University

Discussant: Lakshmi Narain, Georgia College and State University

“Ethical Investment Constraints and Fund Performance”

Lakshmi Narain, Georgia College & State University
 Shawn Mercer, A.G. Edward and Sons, Inc.

Discussant: Limount Xiaofeng Zhao, Southern Arkansas University

“The Weighted Average Cost of Capital and Marginal Cost: An Exploration of the Pedagogical Issues”

Matthew Wong, St. John’s University

Discussant: Ralph Pope, California State University-Sacramento

FINANCE

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

Session Title: Special Topics

Chair: Alfred Francfort, James Madison University

“Household Income Distribution”

Alonzo Redmon, North Carolina A&T State University

Robert Howard

Discussant: Don Johnson, Western Illinois University

“Excel Charts: What Kind? Why and How?”

Robert Balik, Western Michigan University

Jamshid Mehran, Indiana University-South Bend

Discussant: Dennis Debrecht, Carroll College

“The Academy of Finance: The First Twenty-One Years, 1987-2007”

Don Johnson, Western Illinois University

James Philpot, Missouri State University

Discussant: Robert Balik, Western Michigan University

“The Interrelationship between Finance and Economics in Capital Budgeting”

Dennis Debrecht, Carroll College

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

INFORMATION SYSTEMS/QUANTITATIVE METHODS

1:30 p.m.–2:45 p.m.....9th Floor, 950

Session Title: Research in Information Systems**Chair:** Jennifer Williams, University of Southern Indiana**Discussant:** Marvin Albin, University of Southern Indiana**“Assessing Teamwork Skills in Business Courses”**

Cathy Poyner, Truman State University

“Early Requirements for a Marketing Management Support System for Exporters from Less Developed Countries: The Case Study of Ethiopian Coffee”

Maggie O'Connor, Penn State Berks

“Understanding IS Usage in Mandatory Environments: Effects of Usage and Compatibility on Burnout”

Amy Hennington, University of Memphis

INTERNATIONAL BUSINESS

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

Panel Session: Internationalizing the Business Curriculum:
Operating in a Resource-Constrained
Environment**Panelists:** Rama Yelkur (Moderator), University of Wisconsin-
Eau Claire

David Cleeton, Oberlin College

Ian Gladding, Lewis University

Raffaele DeVito, Emporia State University

Diana Wong, Eastern Michigan University

INTERNATIONAL BUSINESS

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

Session Title: Cross-Cultural and Corporate Governance Issues
in Global Business**Chair:** Michael Avery, Northwestern College

“East Vs. West: An Empirical Study of Cross-Cultural Differences in Time Use”

Dianne Ferry, University of Delaware
Sharon Watson, University of Delaware
Corrine Boyles, Kinki University

Discussant: Daaim Shabazz, Florida A&M University

“Can You Please Stop Talking While I Teach: Anglo-Saxon Teaching Expectations in a French Business Education Environment”

Erika Marsillac, University of Toledo
Donald Minday, ESC Rennes Business School
Tom McNamara, ESC Rennes Business School

Discussant: Edward C. Chang, Missouri State University

“Increasing Corporate Social Responsibility of Multinational Enterprises in China”

Maria Lai-Ling Lam, Malone College

Discussant: Ken Kim, University of Toledo

“Impact of Culture on Tunisian Corporate Governance System”

Rim Boussada, Institut Supérieur de gestion
Abdelwahed Omri, Institut Supérieur de gestion

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



LEGAL STUDIES

1:30 p.m.–2:45 p.m.....6th Floor, 625

Session Title: **Employment Law**

Chair: Robert Sprague

“Rights and Risks of the ‘Anonymous’ Anti-Employer Blogger”

Patrick W. Fitzgerald, Vanderbilt University

“The Delicate Balance: A Federal Human Resource Manager’s Guide to Privacy”

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

“Tips for Employees Who Blog—How to Avoid Getting Terminated”

Karen A. Hosack, Illinois State University

Katrin C. Varner, Illinois State University



LEGAL STUDIES

1:30 p.m.–2:45 p.m.....6th Floor, 629

Session Title: Miscellaneous

Chair: Paula Schaefer

“Conservation Easements—Emerging Issues”

Carol Miller, Missouri State University

“Messages from Indigenous People for the Environment and Trade Agreements”

Paulette L. Stenzel, Michigan State University

“Russian Legal Systems Attempt to Cope With Abusive Real Estate Practices”

John S. Bowdidge, Missouri State University

“Are Punitive Damage Awards Out of Control?”

Frank Gaskill, Elizabeth City State University



MANAGEMENT

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

Symposium: **“Whither HR? A Roundtable on the Future of the HR/IR Field”**

Chair: Edward Heler, Heler² Consultancy, LLC

Panelists: Terry Boyd, Franklin University
Ronald Brownie, Purdue University North Central
Georgia Lee Eshelman, Malone College
Ronald Faust, University of Evansville
Richard Leake, Luther College
Elaine Potoker, Maine Maritime Academy
John Spillan, Penn State University
Cheryl Waddington, Wayne State College



MANAGEMENT

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

Panel Session: “The Diverse Classroom: A Window into the Workplace”

Chair: Lisa M. Amoroso, Roosevelt University

Panelists: Shelley Brickson, University of Illinois-Chicago
 Nona Burney, Roosevelt University
 Jenny M. Hoobler, University of Illinois-Chicago
 Denise Lewin Loyd, MIT Sloan School of Management
 Martha Thompson, Northeastern Illinois University

MANAGEMENT

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

Session Title: Leadership (sponsored jointly by NAMS and the American National Business Hall of Fame (ANBHF))

Chair: Regina Greenwood, Kettering University

“Employee Confidence in Organization’s Ability to Withstand an Extreme Event: A Scale Development Project”

Anjali Chaudhry, University of Illinois-Chicago

Discussant: Rhetta Standifer, University of Wisconsin-Eau Claire

“Utilizing Leadership as a Source of Decision Making in Emergency Preparedness: One Country’s Experience”

Donald D. Maier, University of St. Francis

Richard Vaughan, University of St. Francis

Kristi Ondo, Holy Spirit Hospital, Camp Hill, PA

Discussant: Jeffrey Fahrenwald, Rockford College

“A Look to the Future: Emerging Trends in Crisis Management”

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

John Spillan, Penn State University

Discussant: Cheryl Waddington, Wayne State College



“A Look at Those Exciting Days Belarus Experienced in Spring 2006”

George S. Swales, Jr., Missouri State University

John S. Bowdidge, Missouri State University

Discussant: Bill Livingston, Baker College

MARKETING

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

Chair: David Kurtz, University of Arkansas

“Beauty May Be Skin Deep But Successful Marketing Strategy Is Not”

Paul Wellen, Roosevelt University

Allen Marber, Fordham University

“Creating a Mentoring Culture for Peak Performance in a Marketing Environment”

Gloria Matthews Kray, Nova Southeastern University

Cynthia Francis, FrancisGroup LLC

MARKETING

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

Special Session: **“Online Education: State of Our Practice—State of Our Knowledge”**

Karen Norman Kennedy, University of Alabama-Birmingham

Dawn Deeter-Schmelz, Ohio University

MARKETING

1:30 p.m.–2:45 p.m.....Walton 2 Room, Lower East Mezzanine
**Special Session: “Teaching the Advertising Campaigns Class: Lessons
 Learned from the Experts”**

John Benavidez, University of New Mexico
 Dorothy Pisarski, Drake University
 Diana Haytko, Missouri State University
 Susan Seymour, Webster University
 Del Schwinker, Washington University

OPERATIONS MANAGEMENT

1:30 p.m.–2:45 p.m.....7th Floor, 725

Session Title: Operations Management

Chair: Glenn Metts, Indiana University–Purdue University
 Fort Wayne

“Spreadsheet Models in Operations Management”

John Simon, Governors State University

“Alternative Control Mechanisms for Cyclical Scheduling Systems”

Timothy Vaughan, University of Wisconsin-Eau Claire
 Curtiss Mayenschein

“Operations Strategy in Small Service Organizations”

Glenn Metts, Indiana University–Purdue University Fort Wayne
 Joseph N. Khamalah, Indiana University–Purdue University Fort Wayne

ACCOUNTING

3:00 p.m.–4:15 p.m.....4th Floor, 425

Session Title: Student Ethics

Chair: Gary Olsen, Carroll College



“The Ethical Development of Accounting Students and Non-Accounting Business Students at Church Affiliated Liberal Arts Colleges: An Empirical Investigation”

Margaret Combs, University of the Cumberlands

“Why Students Cheat: The Impact of the Ethic of Care”

D’Arcy Becker, University of Wisconsin-Eau Claire

Ingrid Ulstad, University of Wisconsin-Eau Claire

Jim Rundall, University of Wisconsin-Eau Claire

“Auditing Lessons Derived from a Personal Retrospective of Time Spent with Arthur Anderson and Co.”

Carol Jessup, University of Illinois-Springfield



ACCOUNTING

3:00 p.m.–4:15 p.m.....4th Floor, 429

Session Title: Tax

Chair: Doug Johnson, Southeast Community College

“Tax Court Ruling Clarifies Election Filing Requirements for the Mark-to-Market Method for Securities Traders”

George Schmelzle, Missouri State University

Carl E. Keller, Jr., Indiana University–Purdue University

“Gambling Taxation Adds to the Risk of Loss”

William Maas, University of Wisconsin-Stevens Point

Kevin Bahr, University of Wisconsin-Stevens Point

“Defining a Gambling Transaction: Know When to Hold ’em, Know When to Fold ’em”

Donald Morris, University of Illinois-Springfield



BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: Health Promotion and Prevention

Chair: Michelle Bush, West Virginia Prevention Resource Center

Discussant: Emilie W. Cellucci, Idaho State University

“Assessment of Health Status of Tobacco Users”

Ashish Chandra, Marshall University

Nate Carder, Marshall University

William K. Willis, King’s Daughters Medical Center

“Leveraging Advertising to Combat HIV/AIDS: A Comparison of Different Execution Strategies”

Avinandan Mukherjee, Montclair State University

“Substance Abuse: Ignore or Inspire”

Suzanne Bailey, University of Evansville

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: Nursing Administration

Chair: Scott Saccomano, State University of Southern Connecticut

Discussant: Josephine DeVito, Seton Hall University

“Nurses and Workplace Violence: Turkish Nurses’ Experiences of Verbal Abuse At Work”

Sezer Kisa, Gazi University, Ankara, Turkey

“Preceptor University and Charge Nurse University: Formal Development for Informal Nursing Leaders”

Donna Redding, Memorial Medical Center

Kristi Olson-Sitki, Memorial Medical Center

“Turkish Nurses’ Concerns about Home Health Care in Turkey”

Sezer Kisa, Gazi University, Ankara, Turkey



BUSINESS ECONOMICS

3:00 p.m.–4:15 p.m.....9th Floor, 925

Session Title: **Economic Education**

Chair: Thomas Sadler, Western Illinois University

“College Student Eagerness and Persistence to the Second Year”

Timothy Schibik, University of Southern Indiana

Charles Harrington, University of North Carolina-Pembroke

“Proctored vs. Unproctored Testing: Does Cheating Really Help?”

Mohammad Ashraf, University of North Carolina-Pembroke

“Response of Economics Principles Students to a Change in High-Scorer Disincentives”

Johnnie B. Linn III, Concord University, WV

“A Model of Learner-Centered Approach and Best Practices in Distance Education”

Georgine Fogel, Fairmont State University, WV



BUSINESS/SOCIETY/GOVERNMENT

3:00 p.m.–4:15 p.m.....9th Floor, 929

Session Title: **Panel Discussion**

Chair: Steven Palmer, Eastern New Mexico University

“Educating Future Business Leaders: Using Technology to Enhance Business Education”

John Stockmyer, Eastern New Mexico University

Steven Palmer, Eastern New Mexico University

Lee Weyant, Eastern New Mexico University

Teresa Main, Eastern New Mexico University



CASE RESEARCH

3:00 p.m.–4:15 p.m.....8th Floor, 829

Session Title: **Embryo Cases**

Chair: Jeff Totten, McNeese State University

“Breaking Down Customer Relationships: Ramada Inn”

Karen Berger, Pace University

Martin T. Topol, Pace University

“Big Changes in Rental Industry Test Retail Powerhouse Blockbuster”

Barbara Ross Wooldridge, The University of Tampa

Erika Matulich, The University of Tampa

Barbara Page, University of Tampa

Alexis Hudak, University of Tampa

Craig DeSilva, University of Tampa

“Trust Me”

Reed McKnight, Texas Tech University

Suzanne Wilhelm, Fort Lewis College

Roy Cook, Fort Lewis College

Discussants: Nona Jones, Benedictine University
Eric Nelson, Central Missouri University
John Riddick, Hanover College

FINANCE

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

Session Title: **Special Topics**

Chair: Alonzo Redmon, North Carolina A&T State
University

“Do Stock Options Encourage Managers to Take Risk?”

Sheen Liu, Youngstown State University

Howard Qi, Michigan Tech University

Peter Woodlock, Youngstown State University

Haiyang Chen, William Paterson University

Discussant: George Famy, Radford University

“Rethinking Lintner: An Alternative Dynamic Model of Dividends”

Larry Bauer, Memorial University of Newfoundland

Nalinaksha Bhattacharyya, University of Manitoba

Discussant: James Haskins, University of North Dakota

“Monte Carlo Simulation: Important Comments for Authors, Academics, and Users”

James Haskins, University of North Dakota

Will Kusler, University of North Dakota

Discussant: Sheen Liu, Youngstown State University

“Timing the Market with Valuation and Trend”

George Famy, Radford University

Shalini Perumpral, Radford University

Discussant: Larry Bauer, Memorial University of Newfoundland

FINANCE

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

Session Title: Special Topics

Chair: Kevin Bahr, University of Wisconsin-Stevens Point

“The Shareholder Wealth Effects of an Executive Joining Another Company’s Board”

John Byrd, University of Colorado-Denver

Ann Martin, University of Colorado-Denver

Subhrendu Rath, Curtin University of Technology

Discussant: Jason Lin, Truman State University

“Estimating the Value of Victory: English Football”

Kent Hickman, Gonzaga University

Stuart Cooper, Aston University

Sam Agyei-Ampomah, Aston University

Discussant: Janikan Supanvanij, St. Cloud State University

“The Impact of Sarbanes-Oxley on Corporate Reporting of Working Capital”

Jason Lin, Truman State University

Steve Jones, Ernst and Young, LLP

Discussant: John Byrd, University of Colorado at Denver

“Business Diversification and Management Incentives: Multinational Firms vs. Domestic Firms”

Janikan Supanvanij, St. Cloud State University

Discussant: Kent Hickman, Gonzaga University

FINANCE

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

Session Title: Investments

Chair: Don Johnson, Western Illinois University

“A New Look at the Equity Premium”

Thomas Kochanek, Western Illinois University

Jeremy Alexander, Western Illinois University

Don Johnson, Western Illinois University

Discussant: Alex Faseruk, Memorial University of Newfoundland

“Simulation-Based Modeling that Compares Cash Flow and Accrual Accounting for Use in Equity Valuation”

Alex Faseruk, Memorial University of Newfoundland

Punit Anand, Memorial University of Newfoundland

Discussant: Richard Taylor, Arkansas State University

“Saudi Stock Exchange—Which Way Is It Going?”

Monzurul Hoque, Saint Xavier University and Abu Dhabi University

Discussant: Thomas Kochanek, Western Illinois University

“A Note on International Diversification”

Richard Taylor, Arkansas State University

Jim Washam, Arkansas State University

Discussant: Monzurul Hoque, Saint Xavier University and
Abu Dhabi University

FINANCE

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

Session Title: **International Finance**

Chair: Hongbok Lee, Western Illinois University

“International Joint Ventures”

Mariam Iskandarani, Lawrence Technological University

John Stephens, Lawrence Technological University

Discussant: Ralph Pope, California State University-Sacramento

“Financial and Economic Obstacles Facing Eastern Enlargement of the European Union”

Ralph Pope, California State University-Sacramento

James Kuhle, California State University-Sacramento

Discussant: David Basterfield, Hillsdale College

“Multivariate Stable Distribution and Value at Risk: The Case of the Asian Currency Crisis”

David Basterfield, Hillsdale College

Thomas Bundt, Hillsdale College

Discussant: Mariam Iskandarani, Lawrence Technological University

INFORMATION SYSTEMS/QUANTITATIVE METHODS

3:00 p.m.–4:15 p.m.....9th Floor, 950

Session Title: **Emerging Issues in Information Systems**

Chair: Judy Holmes, Middle Tennessee State University

Discussant: Theresa Steinbach, DePaul University

“Does Your Six-Year-Old Need a Cell Phone?”

Judy Holmes, Middle Tennessee State University

“Perceived Outcomes of Blogging as an Instructional Tool: A Case Study of Graduate Business Learners”

Sara Cook, Viterbo University

“Project Management Master’s Degrees”

Linda Knight, DePaul University

Theresa Steinbach, DePaul University

INTERNATIONAL BUSINESS

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

Session Title: Sustaining National Competitiveness and Economic Development**Chair:** David Boggs, Eastern Illinois University**“A Mixed Economic Integration Model for Africa”**

Uzziel Ndagijimana, Campus de Mburabuturo

Etienne Musonera, Eastern New Mexico University

Discussant: Daaim Shabazz, Florida A&M University**“Valuation and Sustainable Development”**

Frank Gaskill, Elizabeth City State University

James Chow, Elizabeth City State University

Jan R. Jasper, Elizabeth State University

Discussant: Animesh Ghoshal, DePaul University**“IT Industry Development: A Model for Growth and Innovation”**

Sheryl Walters-Malcolm, Nova Southeastern University

Discussant: Kun Liao, University of Toledo**“Emerging Market Strategy Research in Eastern Europe and Latin America: Combining Theory and Practice”**

Claudia Costiuc, Kent State University

Lisa E. Williams, Kent State University

Discussant: Man Zhang, Bowling State University



INTERNATIONAL BUSINESS

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

Session Title: **MNC Strategy and Decision Support Tools**

Chair: George Tesar, Umea University, Sweden/University of Wisconsin-Whitewater

“Psychic Distance, Psychic Distance Paradox, and FDI: An Economic Model of MNC Behavior”

Hamid Hosseini, King’s College

Discussant: Raffaele DeVito, Emporia State University

“Building a Bridge between Theory and Practice: A Decision Support Tool for Assessing Entry Mode Options”

James D. Goodnow, Bradley University

Jason Hegland, Stanford University

Discussant: Vern Terpstra, University of Michigan

“Web Based Interactive Software in International Business: The Case of the Global Market Potential System Online”

Basil Janavaras, Minnesota State University

Emanuel Gomes, Coventry University

Discussant: John Hill, University of Alabama



LEGAL STUDIES

3:00 p.m.–4:15 p.m.....6th Floor, 625

Session Title: **Constitutional Law and Intellectual Property**

Chair: R. Wayne Saubert

“Is It Time to Revisit the Doctrine of ‘State Action’ in the Context of Intercollegiate and Interscholastic Sports?”

Richard J. Hunter, Jr., Seton Hall University

“Copyright’s Fair Use Doctrine in the Digital Age”

Thomas E. Knothe, Viterbo University

“The Blackboard v. Desire2Learn Online War: Implications for the Future of Online Learning”

Vicki Luoma, Minnesota State University
 Milton H. Luoma, Jr., Metropolitan University
 Nancy Nentl, Metropolitan University

LEGAL STUDIES

3:00 p.m.–4:15 p.m.....6th Floor, 629

Session Title: **All-Time Favorite Teaching Cases**

Chair: Donna J. Cunningham, Valdosta State University

“Ooh, Look What I Found! Using Found Property Law and the Benjamin Case to Teach Sources of Law”

Thomas C. Collins, Loras College

“Simple Cases for Business Law Immersion and Business Integration”

Dexter Woods, Jr., Ohio Northern University

“The Abramoff Case—A Bouillabaisse of Ethics, Crime, and Regulatory Failure”

Penny Herickhoff, Minnesota State University

MANAGEMENT

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

Symposium: **“Whither HR? A Roundtable on the Future of the HR/IR Field”**

Chair: Edward Heler, Heler² Consultancy, LLC

Panelists: Terry Boyd, Franklin University
 Ronald Brownie, Purdue University-North Central
 Georgia Lee Eshelman, Malone College
 Ronald Faust, University of Evansville
 Richard Leake, Luther College
 Elaine Potoker, Maine Maritime Academy
 John Spillan, Penn State University
 Cheryl Waddington, Wayne State College

MANAGEMENT

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

Session Title: **Needed Managerial Skills**

Chair: Brian Hinrichs, Saint Xavier University

“A Futurist View of Business Ethics: The Need to Expand the Scope of Ethics”

Mike Whitty, University of Detroit Mercy

Discussant: Liz Erhardt Regimbal, Cardinal Stritch University

“That So-called Soft Stuff for Entrepreneurs”

Kristin Holmberg-Wright, University of Wisconsin-Parkside

Discussant: Kathryn Carlson Heler, Manchester College

“Networking: A Vital Survival Skill for Success in Today’s Workplace”

Bruce Bloom, DeVry University

Discussant: Brian Hinrichs, Saint Xavier University

“The Importance of Creativity in Management in the 21st Century”

James Maxwell, Indiana State University-Terre Haute

Discussant: Gary Keller, Cardinal Stritch University

MANAGEMENT

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

Session Title: **Human Resource Management**

Chair: Harry Fisher, Eureka College

“Human Resource Management and Intellectual Capital: The Case of Knowledge Workers”

Casimir Barczyk, Purdue University-Calumet

Rebecca Stankowski, Purdue University-Calumet

Discussant: Barbara Mihm, University of Wisconsin-Stevens Point

“Abusive Supervision: Student Perceptions of Consequences and Causes”

Richard Sebastian, St. Cloud State University

Dennis Bristow, St. Cloud State University

Caity Longfield, St. Cloud State University

Discussant: Claretha H. Banks, University of Arkansas

“Revisiting the Pygmalion Effect: Applications for Managers”

Jay Toland, University of North Carolina-Pembroke

Discussant: D. Westerfield, Webster University

“Napping in the Workplace”

Suzanne M. Crampton, Grand Valley State University

John W. Hodge, Grand Valley State University

Jitendra M. Mishra, Grand Valley State University

Discussant: Gideon Falk, Purdue University-Calumet

MARKETING**3:00 p.m.–4:15 p.m. French Room, Lower East Mezzanine****Session Title: Technology in Marketing**

Chair: Michael J. Messina, Gannon University

Discussant: Larry Haase, Central Missouri State University

“Analysis of Internet Use by Nonprofit Organizations”

Jean A. Pratt, University of Wisconsin-Eau Claire

Ravshan Yusupovich Yakubov, University of Wisconsin-Eau Claire

Rachel L. Glinski, University of Wisconsin-Eau Claire

Brian J. Reas, University of Wisconsin-Eau Claire

Matthew Anderson, University of Wisconsin-Eau Claire

“Revolutionary Research on the Cheap: Leveraging Neuroscientific Studies in Marketing”

Robert E. Boostrom, Southern Illinois University-Carbondale

“To Blog or Not to Blog? Advice from Established Business Bloggers”

Nora Ganim Barnes, University of Massachusetts-Dartmouth



MARKETING

3:00 p.m.–4:15 p.m.....Walton 1 Room, Lower East Mezzanine
Special Session: “Service Learning: Implementation, Outcomes, and Value”

Robert E. McDonald, Texas Tech University
Catherine Duran, Texas Tech University
Morgan Mercer, Texas Tech University

MARKETING

3:00 p.m.–4:15 p.m.....Walton 2 Room, Lower East Mezzanine
Session Title: Services and Customer Orientation
Chair: Dennis Pedrick, Central College
Discussant: Gary Hunter, Illinois State University

“Service Contact Employee Customer Orientation, Service Quality, and Satisfaction and the Moderating Role of Involvement”
Thomas Baker, Clemson University
Christopher D. Hopkins, Clemson University
J. Joseph Cronin, Florida State University

“Empowerment of Postmodern Sports Fans: A Conceptual Framework for the Examination of Influences on Fantasy Sports Consumption”
Donald Roy, Middle Tennessee State University
Benjamin Goss, Missouri State University

“An Empirical Investigation of the Total Market Orientation Construct”
Laurent Tournois, NEGOCIA-France

OPERATIONS MANAGEMENT

3:00 p.m.–4:15 p.m.....7th Floor, 725
Session Title: Operations Management
Chair: Paul Keaton, University of Wisconsin-La Crosse



“Where on Earth Shall We Put It?”

Drew Stapleton, University of Wisconsin-La Crosse
Sara Abraham, University of Wisconsin-La Crosse
Erin Kearns, University of Wisconsin-La Crosse
Paul Keaton, University of Wisconsin-La Crosse
Martha Keaton, University of Wisconsin-La Crosse

**“A Goal Programming Approach to Mutual Fund Portfolio Allocation:
The Case of Load Funds”**

Doug Baumgardner, Indiana University–Purdue University Fort Wayne
James Moore, Indiana University–Purdue University Fort Wayne

MBAA INTERNATIONAL

4:20 p.m.–5:30 p.m..... Drake Room, Main Level
ANNUAL BUSINESS MEETING

Includes presentation of McGraw/Hill Irwin Best Paper Awards

BUSINESS AND HEALTH ADMINISTRATION

5:30 p.m.–6:00 p.m..... Ontario Room, Upper West Mezzanine
BHAA (2007-2008) INCOMING BOARD MEETING

Presiding: Peter Fitzpatrick, Clayton State University

McGRAW-HILL/IRWIN PRESIDENT’S COCKTAIL BUFFET

6:00 p.m. French Room, Lower East Mezzanine

McGRAW-HILL/IRWIN FUN NIGHT AT THE DRAKE

7:00 p.m.

Classical Classics..... Gold Coast Ballroom

We Got the BluesGrand Ballroom

FRIDAY, MARCH 30, 2007

OPERATIONS MANAGEMENT

6:45 a.m.–7:45 a.m. Michigan Room, Upper West Mezzanine
OMEA ANNUAL BUSINESS AWARDS BREAKFAST (Cost \$15)
(Admission is by ticket only. Please purchase ticket at time of advance registration for the conference.)

BUSINESS ECONOMICS

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

ACCOUNTING

7:30 a.m.–9:15 a.m. Club International, Drake Hotel Main Level
BREAKFAST, SPEAKER, AND ANNUAL BUSINESS MEETING
(Cost \$15)
(Admission is by ticket only. Please purchase ticket at time of advance registration for the conference.)

Presiding: Doug Johnson, Southeast Community College;
President, North American Accounting Society

BUSINESS AND HEALTH ADMINISTRATION

8:00 a.m.–9:15 a.m. Parkside Room, Upper West Mezzanine
Session Title: Healthcare Marketing
Chair: Deborah Gritzmacher, Clayton State University
Discussant: Nashat Zuraikat, Indiana University of Pennsylvania

“The Slippery Slope of Market-Driven Health Care: An Operational and Value-Based Analysis”

Kevin Valadares, University of Southern Indiana

“Social Reactions to Valium and Prozac: A Cultural Lag and Drug Diffusion and Adoption”

Kimball P. Marshall, Alcorn State University
Zhanna Georgievskava, Alcorn State University
Igor Georgievsky, Alcorn State University

“Uncompensated Care in Hospitals: Findings from a Sample of Texas Hospitals”

Alberto Coustasse, University of North Texas Health Science Center
 April Mitchell, University of North Texas Health Science Center
 Elizabeth Trevino, University of North Texas Health Science Center

BUSINESS AND HEALTH ADMINISTRATION

8:00 a.m.–9:15 a.m. Superior Room, Upper West Mezzanine

Session Title: **Pharmaco-Economics**

Chair: Ateequr Rahman, Shenandoah University

Discussant: Gary Ross, Community Health Charities of Wisconsin

“The Extent of Implementation and Effectiveness of Quality Improvement Initiatives in Pharmaceutical Operational Settings”

Jafar Alavi, East Tennessee State University
 Mahmoud Yasin, East Tennessee State University

“Comparison of Herbal Medicines Regulation between China, Germany, and the United States”

Xiaoqing (Frank) Liu, University of Illinois-Chicago
 Warren Salmon, University of Illinois-Chicago

BUSINESS AND HEALTH ADMINISTRATION

8:00 a.m.–9:15 a.m. Ontario Room, Upper West Mezzanine

Session Title: **Quality of Life**

Chair: Ahmet “Ozzie” Ozturk, CHH Regional Pain
 Management Center

Discussant: Terrie C. Reeves, University of Wisconsin-Milwaukee

“Safety Practices of Health Care Professionals Exposed to Radiation”

Nancy Godby, Logan Regional Medical Center
 Ashish Chandra, Marshall University

“Disaster Preparedness from the Consumer’s Point of View—A Small Scale Study”

Ashish Chandra, Marshall University
Tammy Holman, Marshall University
Terri L. Barrett, WV Health Care Authority

“The Potential Impact of Sports Injuries on Current and Future Quality of Life Issues”

Ashish Chandra, Marshall University
David Dunn, Marshall University
Maricris Miller, Marshall University

“Registered Nurses Job Satisfaction: A Comparative Study Between University Teaching and a Community Non-Teaching Hospital”

Steven Vandevander, Altoona Hospital
Nashat Zuraikat, Indiana University of Pennsylvania



BUSINESS ECONOMICS

8:00 a.m.–9:15 a.m.9th Floor, 925

Session Title: Emerging Economies and the Challenge of Meeting Global Competition—A Graduate Student Panel Discussion

Panelists: Sailu Neupane, University of Findlay
Phani Dasari, University of Findlay
Pramod Prakash, University of Findlay
Kavya Shree, University of Findlay
Gonglala Srikanth, University of Findlay



BUSINESS/SOCIETY/GOVERNMENT

8:00 a.m.–9:15 a.m.9th Floor, 929

Session Title: Matters of Law
Chair: Lal Shimpi, St. Augustine’s College

“Central City Makes a Promotion (Part C)”

Steven Palmer, Eastern New Mexico University

Lee Weyant, Eastern New Mexico University

George McNary, Creighton University

“Engle: The Final Word”

Jim Breyley, Jr., University of New England

CASE RESEARCH

8:00 a.m.–9:15 a.m.8th Floor, 829

Theme: Case Incidents**Chair:** Cheryl Noll, Eastern Illinois University**“Early Morning Decisions: Making Life Choices When Faced With Conflicting Values”**

Russell Casey, Clayton State University

Marc Bacon, LeTourneau University

“What About the Dress Code?”

Karen Moustafa, Indiana University–Purdue University Fort Wayne

Ed Leonard, Indiana University–Purdue University Fort Wayne

Roy Cook, Fort Lewis College

“AOL Releases Search Data: Is It a Violation of Privacy Laws or Ethics?”

Karen Berger, Pace University

Discussants: Bill Stratton, Idaho State University

Kenneth Rhee, Northern Kentucky University

John Riddick, Hanover College

FINANCE

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

Session Title: Corporate Finance**Chair:** Kent Hickman, Gonzaga University

“Poison Pills: Comparison of Shareholder Effects, Pre- vs. Post-Enron”

Sharon Lee, Western New England College

Loring Carlson, Western New England College

Discussant: Kiyoung Chang, Indiana University-South Bend

“Readability of Letters to Shareholders and Stock Performance”

Peppi Kenny, Western Illinois University

Don Johnson, Western Illinois University

Jim Tripp, Western Illinois University

Discussant: Sharon Lee, Western New England College

“Dividend Policy, Corporate Governance, and the Capital Markets”

Kiyoung Chang, Indiana University-South Bend

Eun Kang, California State University-San Marcos

Discussant: Peppi Kenny, Western Illinois University

**FINANCE****8:00 a.m.–9:15 a.m. Georgian Room, Upper East Mezzanine****Session Title: The Future of Education in Finance****Chair: Jinhu Qian, Le Moyne College****“Online Stock Portfolio Evaluation and Analysis in a Basic Investment Course”**

Eddie Ary, Ouachita Baptist University

Discussant: Donald Swanton, Roosevelt University

“Derivative Disasters as Failures of Corporate Governance”

Donald Swanton, Roosevelt University

Discussant: Mary Collins, Le Moyne College

“Opportunity for Early Extinguishment of Debt: The Case for a Small Liberal Arts College”

Mary Collins, Le Moyne College

Discussant: Eddie Ary, Ouachita Baptist University



FINANCE

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

Session Title: **Financial Topics**

Chair: Aidong Hu, Sonoma State University

**“Value and Growth Stocks Performances Along Major Market Trends:
Evidences from the U.S. Semiconductor Stocks”**

Anthony Yanxiang Gu, State University of New York

Leslie Miller, State University of New York

Discussant: Janice Barrow, Kennesaw State University

**“An Empirical Study on Value-Based Performance Measures,
Stakeholder Satisfaction, and Stock Prices”**

Reza Rahgozar, University of Wisconsin

Mary Tichich, University of Wisconsin

Discussant: Anthony Yanxiang Gu, State University of New York

“Developing Financial Acumen within an Executing MBA Program”

Janice Barrow, Kennesaw State University

Grace Turner, University College of the Caribbean

Discussant: Reza Rahgozar, University of Wisconsin

FINANCE

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

Session Title: **Financial Market**

Chair: Ralph Pope, California State University-Sacramento

**“Modeling Steel Futures: An Empirical Study Using Spot Price and
Convenience Yield”**

Sheen Liu, Youngstown State University

Richard Ulam, Ulam Financial Services

Ragnamohan V. Eunni, Youngstown State University

Discussant: Amine Bouden, Paris Assa University



“Do Credit Rating Changes of Industrial Companies Have Information Content Important to Equity Investors?”

John Donahue, New Jersey City University

Joseph Riotto, New Jersey City University

Discussant: Sheen Liu, Youngstown State University

“The Behavior of Implied Volatility Surface: Evidence from Crude Oil Futures Options”

Amine Bouden, Paris Assa University

Discussant: Sung Bae, Bowling Green State University

“Do Underwriter Warrants Signal Long-Run Growth Potential?”

Sung C. Bae, Bowling Green State University

Hoje Jo, Santa Clara University

Discussant: John Donahue, New Jersey City University



INFORMATION SYSTEMS/QUANTITATIVE METHODS

8:00 a.m.–9:15 a.m.9th Floor, 950
SAIS ANNUAL MEETING



INTERNATIONAL BUSINESS

8:00 a.m.–9:15 a.m. Drake Room, Main Level
ANNUAL BUSINESS MEETING OF THE ACADEMY OF
INTERNATIONAL BUSINESS-MIDWEST REGION AND AWARD
PRESENTATIONS

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



LEGAL STUDIES

8:00 a.m.–9:15 a.m.6th Floor, 625

Session Title: **Employment Law**

Chair: Richard J. Hunter, Jr.

“Peer Arbitration”

Tanya Marcum, Central Michigan University

“Academic Freedom in an Age of Assessment and Accountability”

Denise Smith, Eastern Illinois University

“Genetic Screening and Testing and the Right to Privacy”

Marvin Newman, Rollins College

LEGAL STUDIES

8:00 a.m.–9:15 a.m.6th Floor, 629

Session Title: **Teaching and Pedagogy**

Chair: Dexter Woods, Jr., Ohio Northern University

“The Importance of Including Economic Practicalities When Shaping Legal Strategies for Business—Implications for Effective Pedagogy”

Patrick W. Fitzgerald, Vanderbilt University

“What Do Students ‘Know’ About Law Before Their Law Course: An Entrance Exam for the Legal Environment Course”

Steven Smith, Truman State University

“Business Law Practical Pedagogical Projects”

William Maas, University of Wisconsin-Stevens Point

“Findings on Field Education as a Component of a Business Law Class”

John DelVecchio, University of St. Thomas



MANAGEMENT

**8:00 a.m.–9:00 a.m. Erie Room, Upper West Mezzanine
NAMS BUSINESS MEETING AND JOURNAL EDITORIAL
BOARD MEETING**

Presiding: Ronald Faust, University of Evansville;
Edward Heler, Heler² Consultancy, LLC

MANAGEMENT

8:00 a.m.–9:15 a.m. Huron Room, Upper West Mezzanine

Session Title: Managing Decision-Making

Chair: Richard Sebastian, St. Cloud State University

“Integrating the MBTI ‘Zig Zag’ Model Into Group and Team Decision-Making”

Donald Westerfield, Webster University

Douglas Westerfield, Webster University

Discussant: Debra Hunter, Troy University

“Sensemanaging: The Leader’s Role in Making Sense”

Gina Hinrichs, Hinrichs Consulting, Benedictine University

Jane Galloway Seiling, The Taos Institute

Discussant: Pamela Kephart, University of Saint Francis-Ft. Wayne

“Normative Self-Interest or Moral Hypocrisy?”

George Watson, Southern Illinois University-Edwardsville

Farooq Sheikh, State University of New York-Geneseo

Discussant: Pamela Wolfmeyer, Winona State University

MARKETING

8:00 a.m.–9:15 a.m. French Room, Lower East Mezzanine

**Session Title: Information Acquisition and Delivery Issues
in Marketing**

Chair: Zafar A. Bokhari, Chicago State University

Discussant: Zafar A. Bokhari, Chicago State University

“Underlying Motivations for Establishing E-Commerce Business”

Fahri Karakaya, University of Massachusetts-Dartmouth

Timothy Shea, University of Massachusetts-Dartmouth

“Portal Design Issues for Public Information Managers”

Melissa Moore, Mississippi State University

Robert Moore, Mississippi State University

Pearson Liddell, Jr., Mississippi State University

William D. Eshee, Jr., Mississippi State University

Gloria Liddell, Mississippi State University

“Shifting from Collection to Access: The Role of E-Procurement in Library Acquisitions”

Robert Opoku, Lulea University of Technology-Sweden

MARKETING

8:00 a.m.–9:15 a.m.Walton 1 Room, Lower East Mezzanine

Special Session: IMC Issues in the New Health Care Environment

Delonia Minor, Texas Southern University

Richard Rocco, University of Memphis

Alan Bush, University of Memphis

MARKETING

8:00 a.m.–9:15 a.m.Walton 2 Room, Lower East Mezzanine

Session Title: Marketing Education

Chair: Bill Pride, Texas A&M University

Discussant: P. Raj Devasagayam, Siena College

“Student Perceptions of Pedagogical Effectiveness of Foreign Born Instructors”

P. Raj Devasagayam, Siena College

Heather Gagliardi, Siena College

“Marketing Students’ Perceptions of Classroom Fun”

Philip Hurdle, Elmira College

“Using Correlation Coefficients to Examine the Association Between Academic Performance of Market Research Students and Their Preferred Learning Styles”

Mary T. Galvin, North Central College

“Changing Future Student Population of the Business Classroom and Implications”

Ronald Romba, Elmhurst College

OPERATIONS MANAGEMENT

8:00 a.m.–9:15 a.m. 7th Floor, 725

Session Title: Doctoral Students Consortium

Chair: Rajeev Sawhney, Western Illinois University

“Outsourcing and Stress: The Role of TM”

E.R. Shivaji, Maharishi University of Management

Rajeev Sawhney, Western Illinois University

“Impact of Consumer Behavior on the Greening of Environment in Taiwan”

W. Sanchez, Maharishi University of Management

Rajeev Sawhney, Western Illinois University

ACCOUNTING

9:30 a.m.–10:45 a.m. 4th Floor, 425

Panel Session: Student Preparation and Participation Are the Keys to Student Success

Chair: Bambi Hora, University of Central Oklahoma

Panelists: Mary F. Sheets, University of Central Oklahoma
Katherine P. Terrell, University of Central Oklahoma
Robert L. Terrell, University of Central Oklahoma

ACCOUNTING

9:30 a.m.–10:45 a.m.4th Floor, 429

Session Title: **Audit Issues**

Chair: Carol Jessup, University of Illinois-Springfield

“Auditor Decisions and the Problem of Independence: Informational Asymmetry and the Actions of a ‘Rogue Auditor’”

Paul Barnes, Northeastern University

“RFID: Refocusing the Auditing Process”

Keith Moreland, University of Michigan-Flint

Fataneh Taghaboni-Dutta, University of Michigan-Flint

“Study of Topic Importance in University Level Auditing Courses from the Viewpoint of Accounting Practitioners”

Jack Armitage, University of Nebraska-Omaha

Jillian K. Poyzer, University of Nebraska-Omaha

BUSINESS AND HEALTH ADMINISTRATION

9:30 a.m.–10:45 a.m. Parkside Room, Upper West Mezzanine

Session Title: **Student-Led Papers**

Chair: Scott Stegall, University of Wisconsin-Milwaukee

Discussant: Donna Redding, Memorial Medical Center

“Recruitment and Retention of Nurse Practitioners in Medical Group Practice”

Lee Gonzalez, University of Scranton

Daniel West, University of Scranton

“Leadership Competencies Needed to Successfully Navigate Change in Healthcare”

Anjani Upadhyay, University of Scranton

Michael M. Costello, Moses Taylor Hospital

Daniel West, University of Scranton



“To the Bitter End: Disparity Issues in End-of-Life Care in the United States”

Theresa Dalrymple Quiroz, University of North Texas
Alberto Coustasse, University of North Texas Health Science Center
Sue Lurie, University of North Texas

BUSINESS AND HEALTH ADMINISTRATION

9:30 a.m.–10:45 a.m. Superior Room, Upper West Mezzanine

Session Title: Quality of Life
Chair: Ahmet “Ozzie” Ozturk, CHH Regional Pain Management Center
Discussant: Geraldine Abbatiello, Pace University

“Differential Significance of Quality of Life Domains in Chronic Pain Patients during Initial Evaluation.”

Ahmet “Ozzie” Ozturk, CHH Regional Pain Management Center
Anita Callicoat, CHH Regional Pain Management Center
Ken Devlin, Marshall University
Kimilee Wilson, Marshall University

“Disease Management Programs: Quality and Cost Impacts.”

Daniel Stier, Monmouth University
David Paul III, Monmouth University

BUSINESS ECONOMICS

9:30 a.m.–10:45 a.m.9th Floor, 925

Session Title: Outsourcing: Is It in the Interest of Consumers and Society, Here and Abroad?—A Panel Discussion
Chair: Shiv Gupta, University of Findlay
Panelists: Zoher Shipchandler, Indiana University–Purdue University Fort Wayne
Doug Asbury, University of Findlay
Maria Gamba, University of Findlay
Lewis Lyman, Indiana University–Purdue University Fort Wayne

BUSINESS/SOCIETY/GOVERNMENT

9:30 a.m.–10:45 a.m.9th Floor, 929

Session Title: Economic Impacts**Chair:** Emmanuel Oritsejafor, North Carolina Central University**“Information Value of Secondary Statistics”**

Rolf Hackmann, Western Illinois University

Mary C. Horstman, Western Illinois University

Sabita Sawhney, Maharishi University of Management

Yavuz Agan, Western Illinois University

“The Impact of the Upper Manhattan Empowerment Zone (UMEZ) on Retail at Harlem”

Tomas A. Lopez-Pumarejo, Brooklyn College-City University of New York

“Net Neutrality and the Wild, Wild Web”

Joseph Habraken, University of New England

CASE RESEARCH

9:30 a.m.–10:45 a.m.8th Floor, 829

Theme: Case Incidents**Chair:** Eric Nelson, Central Missouri State University**“Oh, My, What Will Popeye® Do?: Reassuring Consumers After the E-Coli Outbreak”**

Jeff Totten, McNeese State University

“A Manager’s Dilemma: Who Gets the Project?”

Doug Polley, St. Cloud State University

Paula Weber, St. Cloud State University

“To Mass Customize”

Brian G. Gnauck, Northern Michigan University

Bruce C. Sherony, Northern Michigan University

Discussants: Janet Papiernik, Indiana University–Purdue University
Fort Wayne
Tim Redmer, Regent University
Kenneth Rhee, Northern Kentucky University

FINANCE

9:30 a.m.–10:45 a.m. Venetian Room, Upper East Mezzanine

Session Title: Corporate Finance

Chair: Donald Swanton, Roosevelt University

“Corporate Governance, Cost of Capital and Performance: Evidence from Australian Firms”

Jason Zein, University of New South Wales

Peter Pham, University of New South Wales

Jo-Ann Suchard, University of New South Wales

Discussant: Tom Miller, Kennesaw State University

“Do Dividend Clienteles Explain Price Reactions to Dividends Change?”

Jinhu Qian, Le Moyne College

Arman Kosedag, Berry College

Discussant: Kiyong Chang, Indiana University-South Bend

“Effects of Cultural Difference and Liquidity on Cross Country Mergers and Acquisitions”

Kiyong Chang, Indiana University-South Bend

Ha-Chin Yi, Texas State University-San Marcos

Discussant: Jason Zein, University of New South Wales

“Terminal Values for Firms in Competitive Markets”

Tom Miller, Kennesaw State University

Discussant: Jinhu Qian, Le Moyne College

FINANCE

9:30 a.m.–10:45 a.m. Georgian Room, Upper East Mezzanine

Session Title: **Real Estate and Insurance**

Chair: Jin Park, Illinois Wesleyan University

“The Residential Housing Market: Are There Momentum Investing Opportunities?”

Don Johnson, Western Illinois University

Hongbok Lee, Western Illinois University

Doug Waggle, University of West Florida, Pensacola

Discussant: Alfred Francfort, James Madison University

“Trading on Past Performance in the Real Estate Market”

Stephen Lee, Cass Business School

Discussant: Don Johnson, Western Illinois University

“Lease vs. Buy of Real Assets”

Alfred Francfort, James Madison University

Joseph Albert, James Madison University

Hugh Hobson, James Madison University

Discussant: Stephen Lee, Cass Business School

FINANCE

9:30 a.m.–10:45 a.m. Astor Room, Upper East Mezzanine

Session Title: **Personal Financial Planning**

Chair: Samit Chakravorti, Western Illinois University

“Life Cycle Funds: A “Stage in Life” Investment Alternative”

George Swales, Missouri State University

Edward C. Chang, Missouri State University

John S. Bowdidge, Missouri State University

Discussant: William Trainor, East Tennessee State University

“Analysis of High Yield Bond Mutual Funds: Risk Adjusted Performance Measurement and Return Determinants”

William Trainor, East Tennessee State University

Discussant: John Lee, Middle Tennessee State University



“The Economics of Health Savings Accounts”

John Lee, Middle Tennessee State University

Discussant: George Swales, Missouri State University

FINANCE

9:30 a.m.–10:45 a.m. Tudor Room, Upper East Mezzanine

Session Title: Special Topics

Chair: Yewmun Yip, University of South Dakota

“Board Meeting Frequency, Executive Characteristics, and Dividend Policies”

Aidong Hu, Sonoma State University

Vincent Richman, Sonoma State University

Discussant: Nauzer Balsara, Northern Illinois University

“Analyzing the Value of Proprietary Claims Under Uncertainty: A Real Options Approach”

Nauzer Balsara, Northern Illinois University

Andrea Vidozzi, Northern Illinois University

Luca Vidozzi, Northern Illinois University

Discussant: Ying Li, Indiana University-South Bend

“Managerial Incentives and Risk Taking-New vs. Old Funds of Funds”

Ying Li, Indiana University-South Bend

Discussant: Aidong Hu, Sonoma State University

INFORMATION SYSTEMS/QUANTITATIVE METHODS

9:30 a.m.–10:45 a.m.9th Floor, 950

Session Title: Project Management—Curriculum and Degree Issues

This discussion will be led by faculty members from three schools with recent project management curriculum revisions.

Panelists: Carol Clark, Middle Tennessee State University
 Jeff Clark, Middle Tennessee State University
 Timothy H. Greer, Middle Tennessee State University
 Linda Knight, DePaul University
 Theresa Steinbach, DePaul University
 Jennifer Williams, University of Southern Indiana

INTERNATIONAL BUSINESS

9:30 a.m.–10:45 a.m. Drake Room, Main Level

Panel Session: **“Creative Grant Writing to Support International Business Programs”**

Panelists: Attila Yaprak (Moderator), Wayne State University
 S. Tamer Cavusgil, Michigan State University
 Daaim Shabazz, Florida A&M University

INTERNATIONAL BUSINESS

9:30 a.m.–10:45 a.m. Marquette Room, Main Level

Session Title: **Global Supply Chain Management**

Chair: Ken Kim, University of Toledo

“Global Supply Chain Adaptation: A Process of Supply Base Establishment and Logistics Integration”

Kun Liao, University of Toledo

Erika Marsillac, University of Toledo

Discussant: James D. Goodnow, Bradley University

“The Significance of Trading Companies as Chain Agent Facilitators in the Japanese Automotive-Parts Global Supply Chain”

Scott Dickenson, Indiana State University

Discussant: Basil Janavaras, Minnesota State University

“Comparative Effects of Supply Chain Integration on Performance Between SMEs and LEs Using Hierarchical Linear Modeling”

Thawatchai Jitpaiboon, Ball State University

Ramesh Dangol, Ball State University

Dothang Truong, Fayetteville State University

Ashish Thatte, Gonzaga University

Discussant: Hamid Hosseini, King's College

INTERNATIONAL BUSINESS

9:30 a.m.–10:45 a.m. Grand Ballroom, Lower East Mezzanine

Session Title: Cultural Issues in Cross-Border Mergers and Acquisitions

Chair: Norlin Rueschhoff, University of Notre Dame

“Determinants of Premiums in Acquisition Transactions: The Role of National Culture”

Paul Komiak, Texas A&M International University

Discussant: Charles Johnston, Baker College

“The Impact of Managerial Characteristics on the Performance of International Acquisitions”

Alison Busillo, University of Delaware

Sharon Watson, University of Delaware

Discussant: John Hill, University of Alabama

“Effect of National Cultural Differences on the Performance of Cross Border Mergers: The Case of Indian Companies Going Abroad”

Emanuel Gomes, Coventry University

Punyadip Cheema, Coventry University

Basil Janavaras, Minnesota State University

Discussant: Dianne Ferry, University of Delaware



LEGAL STUDIES

9:30 a.m.–10:45 a.m.6th Floor, 625

Session Title: **Employment Law**

Chair: Tanya Marcum, Central Michigan University

“International Mobility of Health Care Providers: A Looming Crisis?”

Dana M. Muir, University of Michigan

“New Developments in the Family and Medical Leave Act”

Carson Varner, Illinois State University

“Categories of Disabilities: A Comparison of Social Distance Preference With Actual Complaints Under the Americans With Disabilities Act”

Robert Hatfield, Western Kentucky University



LEGAL STUDIES

9:30 a.m.–10:45 a.m.6th Floor, 629

Session Title: **Teaching and Pedagogy**

Chair: Lynn K. Saubert

“Lecturing and Beyond”

Daniel A. Levin, Minnesota State University

“Helping Business Students to Think Globally”

Donna Cunningham, Valdosta State University

“Problem-Based Learning: How Well Does It Really Work?”

Vicki Luoma, Minnesota State University

Milton H. Luoma, Jr., Metropolitan University

Chris Miller, St. Francis University

“A Theatrical Approach to Constitution Day”

Stephen N. Bretsen, Whaton College



MANAGEMENT

9:30 a.m.–10:45 a.m. Erie Room, Upper West Mezzanine

Panel Session: “Enhancing the Business Administration Curriculum through Discipline-Based International Programs”

Chairs: Barbara Mihm, University of Wisconsin-Stevens Point
Gary Mullins, University of Wisconsin-Stevens Point

Panelists: Jackie Wolosek, University of Wisconsin-Stevens Point
Courtney Timblin, University of Wisconsin-Stevens Point
Amanda Bedessem, University of Wisconsin-Stevens Point

MANAGEMENT

9:30 a.m.–10:45 a.m. Huron Room, Upper West Mezzanine

Symposium: “Is the MBA a Cookie-Cutter Education?”

Chair: Edward Heler, Heler² Consultancy, LLC

Panelists: Robyn Hulsart, Austin Peay State University
Jim Maddox, Friends University
James Paradiso, College of Lake County
Allen Shub, Northeastern Illinois University

MARKETING

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

Session Title: Relevant Issues in Marketing Research

Chair: Thomas L. Baker, Clemson University

Discussant: Christopher D. Hopkins

“The Development of a Chance/Hazard Scale to Measure Aberrant Online Consumers”

Kevin Shanahan, University of Texas-Tyler

Tammy W. Cowart, University of Texas-Tyler

“The Importance of Relationship Marketing and Lifestyle in Controlling the Cost of Health Care”

Michael J. Messina, Gannon University

John F. Wellington, Indiana University–Purdue University Fort Wayne

“Preliminary Results from a Survey Related to the Teaching of Marketing Research”

Holt Wilson, Central Michigan University

MARKETING

9:30 a.m.–10:45 a.m.Walton 1 Room, Lower East Mezzanine

Special Session: “The Value of Integrative Learning: A Three-Way Path for Bringing Theory into Practice”

Panelists: Andrew Newman, University of Manchester
 Chuck Hermans, Missouri State University
 Charles Pettijohn, Missouri State University

MARKETING

9:30 a.m.–10:45 a.m.Walton 2 Room, Lower East Mezzanine

Session Title: Current Issues in IMC

Chair: Alan Bush, University of Memphis

Discussant: Victoria Bush, University of Mississippi

“Permission Marketing: Marketing Communications, Customer Response, and Sales Effectiveness”

Susan King, Indiana University–Purdue University Fort Wayne

Nichaya Suntornpithug, Indiana University–Purdue University Fort Wayne

“Women’s Roles in Television Ads: A Critical Analysis of ‘Best’ Commercials 1995-1999”

Letty Workman, Utah Valley State College

“DTC Prescription Drug Advertising: What Do Consumers See and Comprehend?”

Michele Kunz, Moorehead State University

“Advertising to Children: Are We Using Socially Responsible Marketing”

Georgine Fogel, Fairmont State University

OPERATIONS MANAGEMENT

9:30 a.m.–10:45 a.m. 7th Floor, 725

Panel Session: Sustainable Living and Development

Chair: Rajeev Sawhney, Western Illinois University

Panelists: Vicki Alexander, Maharishi University of Management
 James T. Brakefield, Western Illinois University
 Vikrant Viniak, Maharishi University of Management
 Brandon Huang, Maharishi University of Management
 William Roach, Washburn University

OPERATIONS MANAGEMENT

9:30 a.m.–10:45 a.m. 7th Floor, 729

Session Title: The Sandwich Factory

Chair: Timothy Vaughan, University of Wisconsin-Eau Claire

Discussants: Justin Gardner, University of Wisconsin-Eau Claire
 Glenn Metts, Indiana University–Purdue University
 Fort Wayne University

ACCOUNTING

11:00 a.m.–12:15 p.m. 4th Floor, 425

Session Title: Ethics

Chair: Mostafa Maksy, Northeastern Illinois University

“Understanding the Impact of Individual and Organizational Factors on Ethical Awareness and Behavior”

Michael J. Miller, Sullivan University

“Ethical and Fair Decision-making Within a Company: Focus on Accounting”

Elizabeth Pogue, Capella University

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

Shikara Beaudoin; Angel Belchev; Rebecca Dodge; Kim Nygard; Bana Schneider; Mariya Simidchieva; Samantha Stauber; and Tracy Urbanek, Wagner Honors Accounting Scholars, Lakeland College

Joseph D. Botana, Lakeland College

Rick Gaumer, Lakeland College

ACCOUNTING

11:00 a.m.–12:15 p.m. 4th Floor, 429

Session Title: Education**Chair:** Donna Whitten, Purdue University-North Central**“Accounting Education as a Rite of Passage”**

Richard Sathe, University of St. Thomas

“Accounting Principles: A Change in Direction or Maintaining the Status Quo?”

Tom Clement, University of North Dakota

Jacob Wambsgans, University of North Dakota

“An Investigation of the Accounting and Finance Professional Development Interests of Nonprofit Officers and Directors”

Susan M. Moncada, Indiana State University

BUSINESS AND HEALTH ADMINISTRATION

11:00 a.m.–12:15 p.m. Parkside Room, Upper West Mezzanine

Session Title: Healthcare Education**Chair:** Daniel West, University of Scranton**Discussant:** Frank Liu, University of Illinois-Chicago



“The Formation of Partnerships to Expand Worksite Wellness Programs”

Bernard J. Healey, King’s College
James Sysko, King’s College

“Self-Directed Learning: An Educational Strategy”

Scott Saccomano, Southern Connecticut State University

“Using Online Discussion Forums to Develop and Maintain Collaborative skills in Health Administration Education”

Kevin J. Valadares, University of Southern Indiana

“Health Care Education”

Gail Henson, Bellarmine University



BUSINESS AND HEALTH ADMINISTRATION

11:00 a.m.–12:15 p.m. Superior Room, Upper West Mezzanine

Session Title: Ethical and Legal Issues in Healthcare

Chair: William Strobe, University of Evansville

Discussant: Gary Ross, Community Health Charities of Wisconsin

“Maintaining Competitive Balance in Horizontal Healthcare Mergers: The Application of U.S. Antitrust Law”

Michael M. Costello, University of Scranton

“The HIPAA Notice of Privacy Practices: Informative or Intimidating?”

Michael T. Harmon, West Virginia Public Employees Insurance Agency



BUSINESS AND HEALTH ADMINISTRATION

11:00 a.m.–12:15 p.m. Ontario Room, Upper West Mezzanine

Session Title: Ethical and Legal Issues in Healthcare

Chair: Russell Porter, Clayton State University

Discussant: Stephen Cupps, Marshall University

“Ethical Decision Making with Post-Exposure Prophylaxis (PEP): HIV/AIDS’s Double-Edge Sword”

Deborah Gritzmacher, Clayton State University

Debra Cody, Clayton State University

Fred Bloom, Centers for Disease Control and Prevention

Ptlene Minick, Georgia State University

“When Good Nurses Do Bad Things: The Phenomenon of Ethical Drift”

Carol S. Kleinman, New Jersey City University

BUSINESS ECONOMICS

11:00 a.m.–12:15 p.m.9th Floor, 925

Session Title: Economics of Public Policy

Chair: Reza Varjavand, Saint Xavier University-Chicago

“What Makes a Community ‘Friendly’ to Walking? Empirical Evidence from West Virginia”

Matthew McPherson, Gonzaga University

Bill Reger-Nash, West Virginia University

Dan Friesner, Gonzaga University

“Harnessing the Power of Information: Twenty Years of the Toxics Release Inventory”

Thomas Sadler, Western Illinois University

“My Old Indiana Home: A Study of Rising Foreclosure Rates”

Hedayeh Samavati, Indiana University–Purdue University Fort Wayne

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

Lawrence J. Haber, Indiana University–Purdue University Fort Wayne

Farah Gosnell, Indiana University–Purdue University Fort Wayne

“A Quick Look at the Economy of Israel: A Quiet Topic the World’s Mass Media Usually Skip”

John S. Bowdidge, Missouri State University

Edward C. Chang, Missouri State University



BUSINESS/SOCIETY/GOVERNMENT

11:00 a.m.–12:15 p.m.....9th Floor, 929

Session Title: **International Issues**

Chair: Don Yates, Louisiana State University-Alexandria

“The Impact of the Nigerian Oil-Boom on Agricultural Development”

Olukayode Adulusi, Mobile Lubricants Distributors

“The Political Economy of Nigeria since Independence: An Analysis”

James S. Guseh, North Carolina Central University

Emmanuel Oritsejafor, North Carolina Central University

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

Mathias Materu, St. Augustine’s College

Lal Shimpi, St. Augustine’s College

“Analysis of the 2003 Chilean Socioeconomic Survey: The Chilean Social Security System”

Gregory Buchholz, Missouri Southern State University

Alberto Coustasse, University of North Texas Health Science Center

Karan P. Singh, University of North Texas Health Science Center

CASE RESEARCH

11:00 a.m.–12:15 p.m.....8th Floor, 829

Theme: **Embryo Cases**

Chair: Karen A. Berger, Pace University

“PRMC: To Merge or Not to Merge”

Mark H. Bezik, Idaho State University

Carla A. Wiggins, Idaho State University

“Apache Corporation Rewards Its Employees”

John Byrd, University of Colorado at Denver

Kent Hickman, Gonzaga University

“Complementary and Alternative Medicine Goes Mainstream”

William “Marty” Martin, DePaul University

Discussants: Martha Fransson, Rensselaer Polytechnic Institute
 Jeff Totten, McNeese State University
 Eric Nelson, Central Missouri State University

FINANCE

11:00 a.m.–12:15 p.m. Venetian Room, Upper East Mezzanine

Session Title: **Financial Market**

Chair: Ying Li, Indiana University-South Bend

“Customer Relationship Management in Banking”

Samit Chakravorti, Western Illinois University

Discussant: Jinhu Qian, Le Moyne College

“The Impact of Strikes on Shareholder’s Wealth Empirical Evidence from the 1990s”

Yewmun Yip, University of South Dakota

Yuli Su, San Francisco State University

Sherry Wang, San Francisco State University

Discussant: Samit Chakravorti, Western Illinois University

“Market Performance, Competition, and Information Known to Market Makers”

Jinhu Qian, Le Moyne College

Arman Kosedag, Berry College

Discussant: Yewmun Yip, University of South Dakota

INFORMATION SYSTEMS/QUANTITATIVE METHODS

11:00 a.m.–12:15 p.m. 9th Floor, 950

Session Title: **Software Adoption and IT Projects**

Chair: Theresa Steinbach, DePaul University

Discussant: Jennifer Williams, University of Southern Indiana

“Business Analysis Skills”

Joan Brady Lumpkin, Wright State University

“Timing Software Adoption”

Marvin Albin, University of Southern Indiana

Mehmet Kocakülâh, University of Southern Indiana

“Impact of IS Innovation Context on the Outcome of IS Projects”

Andy Chen, Northeastern Illinois University

Myung-Ho Yoon, Northeastern Illinois University

INTERNATIONAL BUSINESS

11:00 a.m.–12:15 p.m. Drake Room, Main Level

Session Title: Pedagogy and Curricular Issues in International Business**Chair:** Vern Terpstra, University of Michigan**“Infusion Methods of Internationalizing the Business Curriculum: A Pilot Study”**

John Hill, University of Alabama

S. Scott Nadler, Eastern Carolina University

Discussant: Ian Gladding, Lewis University**“International Business Education: Collaborative Alliances Using Supply Chain Concepts”**

Raffaele DeVito, Emporia State University

Myrna M. Cornett-DeVito, Emporia State University

Discussant: Nicole Castater, Clark Atlanta University**“Cultural Diversity Education: Higher Education’s Response to Globalization”**

Marilyn Martin, Missouri State University

Cynthia MacGregor, Missouri State University

Juan Meraz, Missouri State University

Discussant: Diana Wong, Eastern Michigan University

INTERNATIONAL BUSINESS

11:00 a.m.–12:15 p.m. Marquette Room, Main Level

Session Title: Global E-Commerce

Chair: James S. Chow, Elizabeth City State University

“International Product Adoption Process for Electronic Services: Characteristics of British Adopters of Online Banking”

George Nakos, Clayton State University

Keith Brouthers, King’s College

Robert Moussetis, North Central College

Ali Abu-Rahma, Alliant International University

Discussant: John Spillan, Penn State University

“E-Government: A Conceptual Model”

Mehdi Sagheb-Tehrani, Campbell University

Ramin C. Maysami, University of North Carolina-Pembroke

Discussant: Frank Gaskill, Elizabeth City State University

“The Underlying Structure of Global E-Business: A Service-Dominant Logic Perspective”

Kittipong Sophonthummapharn, Umea University

Discussant: Rama Yelkur, University of Wisconsin-Eau Claire

“E-Customizing Strategy for the Japanese Market: An Approach from Consumers’ Perceived Risk”

SuJin Yang, Purdue University

JungKun Park, Purdue University

Discussant: Christopher Ziemnowicz, University of North Carolina-Pembroke

INTERNATIONAL BUSINESS

11:00 a.m.–12:15 p.m. Grand Ballroom, Lower East Mezzanine

Session Title: Outsourcing

Chair: Uday Tate, Marshall University



“Modularity, Path Dependency, and the Off-shoring of (Some) Physician Services”

Martin Stack, Rockhurst University

Myles Gartland, Rockhurst University

Sylvia Dochterman, Rockhurst University

Discussant: Thawatchai Jitpaiboon, Ball State University

“Type of Entrepreneurs and Outsourcing”

Sibin Wu, University of Texas-Pan American

Discussant: Susita Asree, University of Toledo

“Outsourcing to India: Current and Future Trends”

Abdullah Aldarrab, University of Toledo

Sandeep Jagani, University of Toledo

Tauseef Iqbal, University of Toledo

Discussant: Gideon Falk, Purdue University-Calumet

“Transformational Outsourcing: Evidence from India, Singapore, and the Philippines”

Lucy Pfaff, College of Mount Saint Vincent

Discussant: S. Subba Rao, University of Toledo

LEGAL STUDIES

11:00 a.m.–12:15 p.m.6th Floor, 625

ANNUAL BUSINESS MEETING

MANAGEMENT

11:00 a.m.–12:15 p.m. Erie Room, Upper West Mezzanine

Panel Session: **“Managing Diversity in Organizations from a HBCU Perspective”**

Chair: Serena C. Brenneman, University of Arkansas-Pine Bluff

Panelists: Hank L. Campbell, University of Arkansas-Pine Bluff
Marcia Stewart, University of Arkansas-Pine Bluff

MANAGEMENT

11:00 a.m.–12:15 p.m..... Huron Room, Upper West Mezzanine

Session Title: **Strategy and Competitive Advantage**

Chair: Barbara Mihm, University of Wisconsin-Stevens Point

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

James Maxwell, Indiana State University-Terre Haute

Discussant: Brian Hinrichs, Saint Xavier University

“Strategic and Visionary Leadership: Individual Differences in Cognitive Styles for Creating Mental Images and Strategic Visions”

Tobias Huning, University of Memphis

Coy Jones, University of Memphis

Discussant: Linda Heilman, Cardinal Stritch University

“Entrepreneurship and Human Resources Management in the 21st Century Knowledge Age”

Garland Wiggs, Radford University

Discussant: Pamela Wolfmeyer, Winona State University

“Strategic Alignment: A Model for Linking Behaviors to Strategy to Drive Organizational Success”

Jim Maddox, Friends University

Discussant: Steve Kleisath, University of Wisconsin-Plattville

MARKETING

11:00 a.m.–12:15 p.m..... French Room, Lower East Mezzanine

Session Title: **Marketing Education Issues**

Chair: O.C. Ferrell, University of New Mexico

Discussant: Dennis Pedrick, Central College

“Student Attitudes Towards Social Networks and Learning Modalities”

Alison M. Wolfe, Elmira College

“Laptop Technology and Higher Education: Investigating the Differing Viewpoints of Students and Faculty”

Ryan Watroba, Siena College

P. Raj Devasagayam, Siena College

“Factors Contributing to Student Satisfaction Levels: Implications for Marketing Business School Programs”

John Palmer, Quincy University

Rowan Cafun, Quincy University

Vicky Eidson, Quincy University

MARKETING

11:00 a.m.–12:15 p.m.Walton 1 Room, Lower East Mezzanine

Special Session: “Publishing Your Research: Deal or No Deal”

Steven Grove, Clemson University

Michael Dorsch, Clemson University

Thomas L. Baker, Clemson University

Kevin Shanahan, University of Texas-Tyler

MARKETING

11:00 a.m.–12:15 p.m.Walton 2 Room, Lower East Mezzanine

Session Title: New Realities in Marketing

Chair: Linda Ferrell, University of New Mexico

Discussant: Zafar Bokhari, Chicago State University

“Do Entrepreneurs Have to Be Marketers? The Reality of Today’s Entrepreneurship from a Marketing Perspective”

Zafar Bokhari, Chicago State University

“Conversion Rates in Online Stores of Hybrid Retailers: Impact of Image Congruity with Parent Physical Store and Rival Online Prototype”

Vishag Badrinarayanan, Texas State University

Enrique Becerra, Texas State University



“Visualizers and Verbalizers: A New Scale”

Douglas Friedman, Penn State-Harrisburg

OPERATIONS MANAGEMENT

11:00 a.m.–12:15 p.m..... 7th Floor, 725

Session Title: **Entrepreneurship Programs.**

Chair: David Price

Discussant:

“Entrepreneurship in Engineering Schools: An Exploratory Study”

Andy Borchers, Kettering University

“Entrepreneurial Marketing as a Component of Curriculum”

David Price, Washburn University

“One Undergraduate Entrepreneur Program in Transition”

Raymond Hughes, University of Wisconsin-Eau Claire

“Entrepreneurial Culture Transformation”

James Maxwell, Indiana State University

LEGAL STUDIES

12:15 p.m.–1:30 p.m..... Georgian Room, Upper East Mezzanine
LUNCHEON (Cost \$20)

(Admission is by ticket only. Please purchase ticket at time of advance registration for the conference.)



MANAGEMENT

**12:15 p.m.–1:30 p.m..... Michigan Room, Upper West Mezzanine
NORTH AMERICAN MANAGEMENT SOCIETY
AWARDS LUNCHEON (Cost \$20)**

(Admission is by ticket only. Please purchase ticket at time of advance registration for the conference.)

Presiding: Ronald Faust, University of Evansville

MBAA INTERNATIONAL 2008 PROGRAM CHAIRS

**12:30 p.m.–1:30 p.m.....Gold Coast Ballroom (Registration Area)
MBAA INTERNATIONAL 2008 PROGRAM CHAIRS PLANNING
MEETING**

Presiding: Linda Knight, DePaul University

BUSINESS ECONOMICS

**1:30 p.m.–2:45 p.m.....9th Floor, 925
Session Title: China: Growing Economic and Political Power—
A Panel Discussion**

Chair: Ismail Shariff, University of Wisconsin-Green Bay

Panelists: John F. Wellington, Indiana University–Purdue
University Fort Wayne
Michael Slaubaugh, Indiana University–Purdue
University Fort Wayne
Michael J. Messina, Gannon University

BUSINESS/SOCIETY/GOVERNMENT

**1:30 p.m.–2:45 p.m.....9th Floor, 929
Session Title: Social Impacts**

Chair: Lee Weyant, Eastern New Mexico University

“Predicting U.S. Congressional Elections”

David Hemley, Eastern New Mexico University

William Pratt, Eastern New Mexico University

“Have We Forgotten the Impact of Divorce on Business, Society, and Government?”

James Simmerman, Missouri State University

“Music and Politics: The Internationalized Case Study of the Dixie Chicks”

George Swales, Missouri State University

John. S. Bowdidge, Missouri State University

“Assessing the Integration of Information Technology into the First Year of College at a Hispanic Serving Institution”

Trish Maguire, Eastern New Mexico University

CASE RESEARCH

1:30 p.m.–2:45 p.m.....8th Floor, 829

Theme: Case Incidents**Chair:** Robyne Hart, Hanover College**“Analysis of the Use of Auctions by ALCOA to Sell a Significant Portfolio of Non-Distressed Properties”**

Margot B. Weinstein, MW Leadership Consultants, LLC

Steven L. Good, Sheldon Good & Company Auctions

“Georgia Gulf Sulfur (A)”

Kenneth L. Stanley, Valdosta State University

Phyllis G. Holland, Valdosta State University

“Choctaw Nation Health Care Center”

Tim Redmer, Regent University

Discussants: Paul Brennan, Minnesota State University-Mankato
Karen Moustafa, Indiana University–Purdue University
Fort Wayne

Barbara Nemecek, University of Wisconsin-River Falls

INTERNATIONAL BUSINESS

1:30 p.m.–2:45 p.m.....Walton 1 Room, Lower East Mezzanine
**JOINT SESSION WITH MARKETING MANAGEMENT
 ASSOCIATION**

**Panel: The Use of Software/Simulation for Student
 Projects in International Marketing/International
 Business Courses**

Panelists: Basil Janavaras (Moderator), Minnesota State
 University
 Emanuel Gomes, Coventry University
 Fred Hoyt, Illinois Wesleyan University
 Hans Thorelli, Indiana University
 Richard Young, Minnesota State University

INTERNATIONAL BUSINESS

1:30 p.m.–2:45 p.m..... Drake Room, Main Level
**Session Title: Cultural, Legal, and Operational Issues in Doing
 Business Abroad (I)**

Chair: James D. Goodnow, Bradley University

“A Case Study of Shrimp Exports from India”

Subhadip Roy, University of Toledo

Discussant: Georgine Fogel, Fairmont State University

**“The Strategic Approach to Privatization of State-Owned Enterprises
in Thailand: A Research Proposal”**

Orawee Sriboonlue, Alliant International University

Robert Moussetis, North Central College

Ali Abu-Rahma, Alliant International University

Discussant: James S. Chow, Elizabeth City State University

**“Turkey and Accession into the European Union: United in
Diversity?”**

Sarah Zimmerman, University of Toledo

Jonathon “Seth” Chatfield, University of Toledo

Discussant: Christopher Ziemnowicz, University of North
 Carolina-Pembroke

“Diversification Potential in Latin America”

Rajarshi Aroskar, University of Wisconsin-Eau Claire

Discussant: Frank Gaskill, Elizabeth City State University

INTERNATIONAL BUSINESS

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

Session Title: **Cultural, Legal, and Operational Issues in Doing Business Abroad (II)**

Chair: Etienne Musonera, Wayne State University

“Leadership in India: A Research Proposal”

Sameer Vaidya, Texas Wesleyan University

Discussant: Erika Marsillac, University of Toledo

“When Warren Buffett Makes a Move, Here’s Proof the World Pays Attention”

George Swales, Missouri State University

Juan Meraz, Missouri State University

Susan Crain, Missouri State University

John S. Bowdidge, Missouri State University

Discussant: Abel Adekola, University of Wisconsin-Stout

“The Theory and Practice of Islamic Banking in Malaysia”

Anthony C. Koh, University of Toledo

Susita Asree, University of Toledo

Abdullah Aldarrab, University of Toledo

Discussant: Juan Meraz, Missouri State University

“The Iran Dilemma: A Multifaceted Investigation in Diplomacy, Foreign Policy, and Islam”

David M. Goodoien, Northwestern College

Michael L. Avery, Northwestern College

Discussant: Gideon Falk, Purdue University-Calumet



LEGAL STUDIES

1:30 p.m.–2:45 p.m.....6th Floor, 625

Session Title: **Contract Law/Business Law**

Chair: Stephen N. Bretsen, Wheaton College

“Foundations for Research in the Legal Services Industry: An Essential Basis for Educating Business Professionals for 2010 and Beyond”

John A. Pearce II, Villanova University

“Examples of Merchantability: The Plains States”

Daniel Botz, Kansas Wesleyan University

“American Idol Contract: The Keith Beukelare Experience, Like a Virgin”

Vicki Luoma, Minnesota State University

Milton H. Luoma, Jr., Metropolitan University

“Law in Movies: A Guide to Films for Business Law”

Steven Palmer, Eastern New Mexico University

George McNary, Creighton University



LEGAL STUDIES

1:30 p.m.–2:45 p.m.....6th Floor, 629

Session Title: **Constitutional Law/Tort Law**

Chair: Daniel A. Levin

“Congress’ Ability to Expose the States to Private Party Actions for Violations of Federal Law: A Consideration of a Decade of Legal Development by the U.S. Supreme Court, 1996-2006”

Joseph M. Pellicotti, Indiana University Northwest

“The Agony of Defeat: Liability of Co-Participants in Recreational Activities”

Gail K. McCracken, University of Michigan-Dearborn

“Imputing Income from Potential, Reasonably Prudent Investments without Demonstrating ‘Bad Faith’”

Jack Karns, East Carolina University



MANAGEMENT

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

Session Title: **Global Human Resources**

Chair: William Walsh, Illinois Wesleyan University

“Learning to Communicate in a Multicultural and Global Environment”

M. Jane Crabtree, Benedictine University

Discussant: Maria Lai-Ling Lam, Malone College

“Performance? Ja! German and Other Global Attitudes Toward Teams and Team Outcomes”

James T. Brakefield, Western Illinois University

Rodney M. Walter, Jr., Western Illinois University

Björn Klusacek, Western Illinois University

Discussant: Jeffrey Fahrenwald, Rockford College

“Women on Global Assignments”

Suzanne M. Crampton, Grand Valley State University

John W. Hodge, Grand Valley State University

Jitendra M. Mishra, Grand Valley State University

Discussant: Georgia Lee Eshelman, Malone College

“Two Voices: Reflections on Being a Manager and a Woman in Corporate America”

Nona Jones, Benedictine University

Discussant: Debra Hunter, Troy University

MANAGEMENT

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

Session Title: **Managing Instructional Innovations**

Chair: Kathryn Carlson Heler, Manchester College

“Inspirations from Universal Instructional Design in 21st Century Business Education”

Maria Lai-Ling Lam, Malone College

Discussant: Jann Freed, Central College

“A Comparison of Business Policy Case Analyses and Reports of Online and Traditional MBA Graduate Students”

Bartlett Finney, Park University

Discussant: Jim Maddox, Friends University

“Integrating an Online Simulation into a Capstone Undergraduate Strategy Course: Lessons Learned”

Dawna Drum, University of Wisconsin-Eau Claire

Kristy Lauver, University of Wisconsin-Eau Claire

Discussant: Bartlett Finney, Park University

“The Effects of Innovation Technology on Management”

James Maxwell, Indiana State University-Terre Haute

Discussant: Brian Hinrichs, Saint Xavier University

MARKETING**1:30 p.m.–2:45 p.m..... French Room, Lower East Mezzanine
Special Session: One World, One Dream: The Chinese Marketing of
the 2008 Olympics**Panelists: Allen Marber, Fordham University
Paul Wellen, Roosevelt University
Al Holden, Fordham University
Abdella Hagen, Grambling State University

MARKETING**1:30 p.m.–2:45 p.m.....Walton 1 Room, Lower East Mezzanine
Special Session: The Use of Software Simulations for Student
Projects in International Marketing and
International Business Courses (Joint Session/
Co-sponsored with AIB)**

Chair/Moderator: Basil Janavaras, Minnesota State University

“An Overview of IB Software Developed by JAI, Inc”

Basil Janavaras, Minnesota State University

“Using the GMP SO Software”

Richard Young, Minnesota State University, Mankato

“Using the Global Market Potential Online Software”

Fred Hoyt, Illinois Wesleyan University

“Using the Global Marketing Management System Online

Emanuel Gomes, Coventry University, UK

“International Marketing Simulation”

Hans Thorelli, Indiana University

OPERATIONS MANAGEMENT

1:30 p.m.–2:45 p.m.....7th Floor, 725

Session Title: **Simulation of the Sandwich Factory**

Chair: Timothy Vaughan, University of Wisconsin-Eau Claire

CASE RESEARCH

3:00 p.m.–4:15 p.m.....8th Floor, 829

Session Title: **Panel Discussion and Program Wrap-up**

Chair: Bill Stratton, Idaho State University

“Conference Review: Reactions to the Introduction of Embryo Cases”**INTERNATIONAL BUSINESS**

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

Session Title: **Getting Published and Becoming a Reviewer—A
Journal of Management Education Workshop**Panelists: Jane Schmidt-Wilk (Moderator and Co-Editor),
Maharishi University of Management
Susan Herman (Co-Editor), University of
Alaska-Fairbanks

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