

The 50th Annual

MBAA INTERNATIONAL CONFERENCE

**Celebrating 50 Years of Excellence:
Back Home to the Palmer House
for our 50th Birthday**

**Publishing: Practical Help
for Publishing Success**



March 26–28, 2014

Palmer House Hilton Hotel • Chicago, IL
www.mbaainternational.org

interpretive simulations

***Discover a better way to learn...
Active learning through business simulations.***

Today's students need to understand complex problems and experience working in teams. Our business simulations are the solution. Students take the role of executives, brand managers or a marketing team—in the end they walk away with experience using what you teach.

We offer 12 different business simulations for undergraduate and MBA level courses focused around management, marketing, and strategy.



MANAGEMENT



MARKETING



STRATEGY

Introduction to Business

Entrepreneurship

Human Resources

Strategic Management

Introduction to Marketing

Principles of Marketing

International Marketing

Marketing Strategy

Strategic Management

Corporate Strategy

Marketing Strategy

International Strategy

**Join us Thursday, March 27 at 10:45am
for an exhibitor session to learn more!**

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MBAA International

America's Best Conference Value!

2015 Conference Dates

March 25 through March 27, 2015

MBAA International is what a great conference should be! Dialogue and development, fellowship and friendship—hundreds of your colleagues across every business discipline from around the world—in an amazing city—all at an incredible price. That's why MBAA International is known as *America's best conference value!*



Our track record as a leader in high-value professional development now spans one half-century, and our reputation for incredible entertainment is just icing on the cake.

With twelve tracks covering every business discipline, leading education resource exhibitors, practical help on practical topics—including how to get published—(and two high quality, high impact evenings of entertainment), it's easy to see why MBAA International is America's best conference value!

Palmer House Hilton Hotel

In the heart of the theatre and financial district!

Mail Advance Registration to:

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

Advance Registration

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

Membership in MBAA International is included in your paid primary registration.

Hotel Arrangements

We will once again have a special conference rate at the Palmer House Hilton Hotel for the 2015 conference.

Please make all hotel reservations directly with the Palmer House Hilton Hotel. To make your reservation online, go to <http://www.mbaainternational.org> and follow the hotel reservation instructions.

Exhibits

MBAA International sponsors exhibits of educational material during the conference. Exhibits are located in the magnificent 3rd Floor Salons.

2015 MBAA International Program

Persons interested in participating in the 2015 program, scheduled for March 25 through March 27, 2015, at the amazing Palmer House Hilton Hotel ~ history in the heart of Chicago's Loop! ~ please contact:

Dr. Alex Faseruk
Memorial University of Newfoundland
St. John's, Newfoundland A1C 5S7
afaseruk@mun.ca
(709) 864-8005

2014 MBAA International McGraw-Hill Education Distinguished Paper Awards

Academy of Business Economics

*Merger Arbitrage Investment an Effective Strategy for High Rollers and
Small Time Investors: Evidence from U.S. Cash Deal Mergers*

Brenda Kahn, University of Tampa

Academy of Finance

Evidence of a Housing Wealth Effect on Municipal Bond Yields

Sheri Faircloth, University of Nevada-Reno
Marcus T. Allen, Florida Gulf Coast University
Ali Nejadmalayeri, University of Tulsa
Surya Chelikhani, Quinnipiac University

Academy of International Business, Midwest Region

*An Empirical Analysis of the Time-Varying Volatility Correlations of Major
U.S. Stock Indices during the 2008–2009 Economic Downturn*

Zhixin Kang, University of North Carolina at Pembroke
Ramin Maysami, University of North Carolina at Pembroke

Business and Health Administration Association

*Overweight and Obesity among Children:
An Evaluation of a Walking Program*

Nashat Zuraikat, Indiana University of Pennsylvania
Julie Cash, Indiana University of Pennsylvania

2014 MBAA International McGraw-Hill Education Distinguished Paper Awards

Marketing Management Association

*The Use of Voluntary Public Disclosure and Patenting
Strategies to Capture Value from Product Innovations*

Sharon James, Ohio State University

Midwest Academy of Legal Studies in Business

*A Legal Analysis and Contrarian View of the
Syllabus-as-Contract Perspective*

Kent D. Kauffman, Indiana University-Purdue University Fort Wayne

North American Accounting Society

*Gender in the New Age of Accounting Education:
An Analysis of Contributions to a Computerized Discussion
Board in a Cost Accounting Course*

Timothy J. Fogarty, Case Western Reserve University
Paul M. Goldwater, University of Central Florida

North American Management Society

Model for Effective Quick-Service Restaurant Leadership

Carlotta S. Walker, Baker College and
Southern New Hampshire University-COCE

2014 MBAA International McGraw-Hill Education Distinguished Paper Awards

Operations Management and Entrepreneurship Association

*Key Determinants Preventing Intra-Family
Business Succession: An Empirical Study*

Archie Lockamy III, Samford University

Society for Case Research

Cases on Minority and Women-Owned Businesses: An Update

Jeff Totten, McNeese State University
Rasheek Irtisam, McNeese State University

Society for the Advancement of Information Systems

*Living the Case Study: Teaching Management and
Leadership Ethics Online Through Serious Games*

Thomas L. Buck, College of St. Scholastica

CALL FOR PAPERS

International Journal of Integrated Marketing Communications

Submission Deadline: March 30, 2014



312-494-0100

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University

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Editorial Mission Statement

The *International Journal of Integrated Marketing Communications* is devoted to the dissemination of information about the teaching and practice of the range of disciplines under the umbrella of integrated marketing communications, including direct/interactive marketing, database marketing, public relations, advertising, sales promotion, and other forms of promotional communications for both for-profit and not-for-profit entities and about how they can be integrated for more effective results. *IJIMC* editorial content will include scholarly research on business applications of IMC as well as cases and research on teaching IMC. The target reader for this publication is the college classroom or online teacher—whether tenure track or adjunct, whether in a degree or executive/ professional development program—and IMC practitioner interested in actionable theory and practice.

Purpose

Two of the most powerful forces in business in the past two decades have been IMC (Integrated Marketing Communications) and globalization. Dozens of books and hundreds of articles have been written about both. Few attempts have been made to bring the two topics together in a single publication—until now. The *International Journal of Integrated Marketing Communications* will publish articles of interest and use to scholars, teachers, and practitioners on the subject of IMC in both domestic and international contexts.

Submission Guidelines

Initial Queries

Initial queries should include a one-page summary or abstract (250 words max.) and an outline of the proposed work. Topics might include any of the subject areas mentioned in the Editorial Mission Statement, with an IMC emphasis. Such topics include:

- Accountability measurements
- Aligning strategy and tactics
- Market triggers and predictors
- All tactical areas in Marketing Communications including, but not limited to, those mentioned in the Editorial Mission Statement.
- Teaching methodology or cases in any of these areas.

Send your submission by email to the Managing Editor, who will forward it to the Co-Editors. Your submission will be reviewed for fit with the *IJIMC*'s purpose and mission, and you will be contacted regarding next steps.

Editorial Board

Richard Beltrami, Department of Marketing, School of Business Administration, Wayne State University; Brad Berens, Editor in Chief, iMedia Corp.; Ella Carter, Bowie State University; Richard Cole, Professor and Chair, Dept. of Advertising, Public Relations and Retailing, Michigan State University; Thomas Duncan, Professor Emeritus, School of Communications, University of Colorado; Louis B. Falk, University of Texas, Brownsville; Lisa Fall, School of Communications, University of Tennessee; Suzanne Fogel, Chair, Department of Marketing, DePaul University; Richard Hren, Strategy Director, Euro RSCG Discover; Arthur Middleton Hughes, The Database Marketing Institute; Ron Jacobs, President, Jacobs & Clevenger; Susan K. Jones, Professor, Department of Marketing, Ferris State University; Thomas Kuczmarski, President, Kuczmarski & Associates; Theresa Kushner, Director, Customer Intelligence, Cisco; Robert F. Lauterborn, Professor Emeritus, School of Advertising and Communications, University of North Carolina, Chapel Hill; Sandra Moriarty, Professor Emerita, University of Colorado; Richard Nelson, Manship School of Mass Communication, Louisiana State University; Joseph Phelps, Professor, Department of Advertising and Public Relations, University of Alabama; Charles Prescott, Oak Knoll Limited/The Prescott Report; Freddy Rosales, Vice President and Partner, di Paola WPP, Argentina and Professor, Postgraduate School, ITBA (Buenos Aires Institute of Technology); Peter J. Rosenwald, Partner, Consult Partners, São Paulo, Brazil; Sheila Sasser, Professor, College of Business, Eastern Michigan University; J. Walker Smith, President, Yankelovich & Partners; George Spais, Athens University of Economics and Business; Ruth Stevens, Adjunct, Columbia University and Shanghai Management Institute; Alastair Tempest, Director General of the Federation of European Direct and Interactive Marketing (FEDIMA); Regine Vanheems, Lecturer, Sorbonne University; Maria Villar, Vice President, Marketing, MCVI, Inc.; Alan Weber, Adjunct, University of Kansas and President, d2g; Roy Young, President, Marketingprofs.com

What Does MBAA Stand For?

We used to get this question a lot but now, for most people, MBAA International stands for *MBAA International*—kind of like IBM stands for *IBM*. (Okay, most people know that *IBM* actually stands for *International Business Machines*, but IBM is really all you need to know.)

We could say that MBAA stands for a high quality, high value, multi-disciplinary gathering of leaders from around the world with a half century of history to present and receive useful research, share effective pedagogy, and network in a fun and familiar setting.

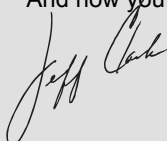
We could say that, and it would be true. Nobody has been doing what we do for as long as we've been doing it. Some people say that MBAA International *invented* the multidisciplinary conference. I don't really know about that, but I do know that it's a great group of people and the anchor to my own academic career. *My first ever* academic publication came right here at MBAA International in 1985, and I think I've been here every year since.

Back then we were known as the Midwest Business Administration Association. We were formed in 1964 when a group of professors from leading universities, including Indiana University and the University of Kansas, recognized the need for an interdisciplinary business conference.

We grew and we grew—in both reach and reputation—so that we came to have regular participants from all 50 states and dozens of countries. **It didn't seem right to keep calling ourselves *Midwest*—it just wasn't true.**

We talked about our name for a while and, like good professors, we took a survey. Someone mentioned that AACSB International went through more or less the same process—expansion in their reach and reputation—and, like us, they didn't want to abandon decades of brand identity with their familiar AACSB moniker. So AACSB became *AACSB International*. It seemed to our membership that if worked for them it ought to work for us, so we became *MBAA International*. So now *MBAA International* stands for *MBAA International* and it represents a lot of people from a lot of places.

And now you know.



Jeff Clark
Executive Director
MBAA INTERNATIONAL



MBAA INTERNATIONAL:

50 Years of Value

Fifty years ago (1964), Schuyler F. Otteson and L. L. Waters of Indiana University and Charles Saunders and Sidney Feldman of the University of Kansas gathered, as they later wrote, “on the occasion of the American Economic Association meeting” and planned the inaugural MBAA meeting in 1965.

MBAA INTERNATIONAL has become successful beyond the great dreams of its founders. They established a culture of coordination and cooperation that still thrives.

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

The MBAA INTERNATIONAL experience is the inviting feeling of the familiar and the excitement of the new.

The MBAA INTERNATIONAL experience is collegiality and fellowship, renewing friendships, and making new ones.

The MBAA INTERNATIONAL experience is initiating and continuing dialogues about teaching and research.

The MBAA INTERNATIONAL experience is the rich mixture of attendees from colleges (large and small, public and private), governmental agencies, nonprofit institutions, and businesses.

The MBAA INTERNATIONAL experience is Chicago—an incredible city with entertaining events, great food, and ’round-the-clock action.

We’re flattered that some other organizations have adopted our “multidisciplinary experience” approach, but nobody has been doing it longer and many believe nobody does it better than MBAA International—America’s long-term leader in low-cost, high-value integrative professional development.

MBAA INTERNATIONAL: On the Record

Our 2013 conference had nearly 700 registrants (in spite of being held during a February snowstorm, instead of our normal late March timing). Primary registrations for the various MBAA INTERNATIONAL tracks at the 2010, 2011, 2012, and 2013 annual meetings were:

	2010	2011	2012	2013
Accounting.....	71	73	71	60
Business, Society, and Government.....	20	22	19	17
Case Research.....	56	61	69	56
Economics.....	43	41	39	30
Finance.....	114	121	95	81
Health Administration.....	54	66	75	70
Information Systems.....	36	36	30	24
International Business.....	52	34	59	55
Legal Studies.....	59	64	44	53
Management.....	93	89	88	68
Marketing.....	155	169	136	120
Operations Management and Entrepreneurship.....	30	33	16	28
MBAA International.....	<u>14</u>	<u>15</u>	<u>25</u>	<u>24</u>
Total	<u>797</u>	<u>824</u>	<u>766</u>	<u>686</u>

Some participants support more than one organization through one or more secondary registrations. In 2010, there were 137 secondary registrants; in 2011, 136; in 2012, 119; and in 2013, 100.

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

Useful programming, collegial networking, and magnificent entertainment, all in a great city and all at an incredibly great price, make MBAA INTERNATIONAL ***AMERICA'S BEST CONFERENCE VALUE!***

Business Meetings, Special Meetings, Meals, and Receptions



Cyber Cafe sponsored by McGraw-Hill Education
3rd Floor Salons
Open during conference day sessions.

Wednesday, March 26, 2014

Registration Opens at 11:00 a.m.

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m. .... Madison Room, 3rd Floor

Theme: Business, Society, and Government Annual Meeting

Chair: Lee Weyant, Kutztown University

FINANCE

3:00–4:15 p.m. .... Clark 1, 7th Floor

Selection of the Academy of Finance Teaching Award

ACCOUNTING

4:30–5:30 p.m. .... Salon 10, 3rd Floor

North American Accounting Society Board Meeting

Presiding: Katherine Campbell, University of North Dakota

BUSINESS AND HEALTH ADMINISTRATION

4:30–5:45 p.m. .... Dearborn 1, 7th Floor

BHAA Board Meeting

Chair: Deborah Gritzmacher, Clayton State University

CASE RESEARCH

4:30–5:45 p.m. .... LaSalle 3, 7th Floor

Society for Case Research Board Meeting

Chair: Karen Berger, Pace University

Business Meetings, Special Meetings, Meals, and Receptions

MANAGEMENT

4:30–5:45 p.m......**Burnham 1, 7th Floor**

North American Management Society Executive Council Meeting

Chair: John Grant, Ohio Dominican University

MARKETING

4:30–5:45 p.m...... **Salon 1, 3rd Floor**

MMA Board of Directors Meeting

MBAA INTERNATIONAL

6:00 p.m......**Crystal Room, 3rd Floor**

Advisory Council Dinner and Meeting (By Invitation Only)

**Mc
Graw
Hill
Education**

BEATLES TRIBUTE SHOW

Sponsored by McGraw-Hill Education

8:00 p.m...... **The Empire Room, Off Lobby**

MBAA International thanks our long-time friend, McGraw-Hill Education, for their support and sponsorship of our Beatles Tribute Show.

MBAA INTERNATIONAL HOSPITALITY SUITE

–11:00 p.m. ..... **Room 128, 8th Floor

**Begins at the end of the Empire Room Entertainment event and closes at 11:00 p.m.

Thursday, March 27, 2014

Registration Opens at 7:45 a.m.

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m...... **Dearborn 1, 7th Floor**

BHAA Annual Business Meeting and Awards Function

Presiding: Zach Frank, Washburn University

All BHAA members invited to attend

Business Meetings, Special Meetings, Meals, and Receptions

FINANCE

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

Academy of Finance Executive/Board of Directors Meeting

Chair: Alex Meisami, Indiana University-South Bend

FINANCE

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

Academy of Finance Business Meeting

MARKETING

10:45 a.m.–12:00 p.m. .... Salon 3, 3rd Floor

MMA Awards Brunch (Ticket Required)

MMA 2014 Marketing Innovator.....Mary Jo Bitner

Mary Jo Bitner is the executive director of the Center for Services Leadership, Edward M. Carson Chair in Services Marketing, and professor of Marketing at the W. P. Carey School of Business, Arizona State University (ASU).

In her more than 25-year career as a professor and researcher, Dr. Bitner has been recognized as one of the founders and pioneers in the field of service marketing and management world-wide. At ASU she was a founding faculty member of the Center for Services Leadership and has been a leader in its emergence as the premier university-based center for the study of services marketing and management. Dr. Bitner is the editor-in-chief of the *Journal of Service Research*. She also serves currently as an elected member of the Board of the American Marketing Association.

Dr. Bitner's current research is concerned with service infusion strategies in goods-dominant companies and the strategic roles of technology and contact employees in determining customer satisfaction with services. She has published articles relevant to service marketing and management in the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Service Research*, *Journal of Business Research*, *Journal of Retailing*, *Journal of Service Management*, *Journal of the Academy of Marketing Science*, and the *Academy of Management Executive*.

Business Meetings, Special Meetings, Meals, and Receptions

INTERNATIONAL BUSINESS

11:45 a.m.–1:30 p.m. .... Crystal Room, 3rd Floor

Academy of International Business – Midwest Region Business Meeting

Academy of International Business–Midwest Region Luncheon (Ticket Required)

Theme: Is Europe Able to Follow American Energy Revolution? The Impact on Changes in Competitiveness of Industries and Economies

Speaker: Andrzej Rudka, Adviser to the Deputy Director-General in DG Enterprise and Industry of the European Commission in Brussels

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BUSINESS AND HEALTH ADMINISTRATION

12:15–1:30 p.m. .... Dearborn 1, 7th Floor

BHAA Luncheon (Ticket Required)

CASE RESEARCH

12:15–1:30 p.m. .... LaSalle 3, 7th Floor

Annual Meeting and Luncheon (Ticket Required)

FINANCE

12:15–1:30 p.m. .... Clark 5, 7th Floor

Academy of Finance Luncheon (Ticket Required)

MANAGEMENT

12:15–1:30 p.m. .... Burnham 4, 7th Floor

NAMS Awards Luncheon (Ticket Required)

MARKETING

12:15–1:30 p.m. .... Salon 3, 3rd Floor

MMA Business Meeting

Business Meetings, Special Meetings, Meals, and Receptions

MBAA INTERNATIONAL

4:20–5:30 p.m. .... Crystal Room, 3rd Floor

Annual Business Meeting

Includes “McGraw-Hill/Irwin Distinguished Paper” Awards Presentations

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“FUN NIGHT” – Chicago Blues Revue

8:00 p.m. .... The Empire Room, Off Lobby

MBAA INTERNATIONAL HOSPITALITY SUITE

**–11:00 p.m. .... Room 128, 8th Floor

****Begins at the end of Empire Room Entertainment event and closes
at 11:00 p.m.**

Friday, March 28, 2014

Registration Opens at 7:45 a.m.

ACCOUNTING

7:30–9:15 a.m. .... Salon 12, 3rd Floor

**North American Accounting Society Breakfast and Business Meeting
(Ticket Required)**

Presiding: Katherine Campbell, University of North Dakota

INFORMATION SYSTEMS

8:00–9:15 a.m. .... Kimball Room, 3rd Floor

**Society for the Advancement of Information Systems Annual
Business Meeting**

MANAGEMENT

8:00–9:15 a.m. .... Burnham 4, 7th Floor

North American Management Society Membership Meeting

Presiding: John Grant, Ohio Dominican University

Business Meetings, Special Meetings, Meals, and Receptions

LEGAL STUDIES

11:00 a.m.–12:15 p.m...... **Marshfield Room, 3rd Floor**

Theme: **MALSB Annual Meeting**

Presiding: Dale B. Thompson, University of St. Thomas
President, Midwest Academy of Legal Studies
in Business

LEGAL STUDIES

12:15–1:30 p.m...... **Wilson Room, 3rd Floor**

Plenary Lunch–Sponsored by DePaul University (Ticket Required)

MBAA INTERNATIONAL

12:15–1:30 p.m...... **Salon 12, 3rd Floor**

2015 Program Track Chairs Planning Workshop

Presiding: Alex Faseruk, Memorial University
Jeff Clark, Middle Tennessee State University

MBAA International 2015 Program Chair, Alex Faseruk, and Executive Director, Jeff Clark, will meet with the program track chairs from each of the twelve tracks. Each track should have their 2015 program chair present. 2014 program chairs may also attend to provide continuity. In the event that a 2015 program track chair can't attend, each track is responsible for providing their substitute.

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

12:15–1:30 p.m...... **Indiana Room, 3rd Floor**

OMEA Annual Meeting and Luncheon (Ticket Required)

MMA HOSPITALITY GATHERING – ALL MBAA INTERNATIONAL IS WELCOME

5:00–6:30 p.m...... **Potter's Lounge, Lobby Level**

Marketing Management Association welcomes MBAA International to “wind down together” at a special “end-of-event” reception. Everyone still in town is welcome to join us for a good time.

How to Get Published

Wednesday, March 26, 2014

MANAGEMENT

3:00–4:15 p.m......**Burnham 1, 7th Floor**

Theme: **Working Paper Roundtable Session**

Chairs: Regina Greenwood, Nova Southeastern University
                  Julia Teahen, Baker College

Participants in this interactive session are asked to bring a working paper to be reviewed. Attendees will read each other's papers and provide developmental feedback to the author.

Thursday, March 27, 2014

ACCOUNTING

9:15–10:30 a.m...... **Salon 10, 3rd Floor**

Theme: **Ideas for Getting Published**

Chair: Dee Ann Ellingson, University of North Dakota

CASE RESEARCH

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

Theme: **Panel: The Presentation and Publication of
Critical Incidents**

Panelists: Timothy Brotherton, Editor, *Journal of Critical Incidents*
                  Timothy Redmer, Associate, Editor, *Journal of
Critical Incidents*
                  John D. Veal, Chairman, SCR Publications Committee
                  Joe Thomas, Reviewer, *Journal of Critical Incidents*

How to Get Published

BUSINESS ECONOMICS

1:30–2:45 p.m. .... Logan Room, 3rd Floor

Theme: Panel Discussion, Publishing—Practical Help for
Publishing Success

Chair: Brian T. Kench, University of Tampa

Panelists: David Dilts, Indiana University-Purdue University
Fort Wayne
Nodir Adilov, Indiana University-Purdue University
Fort Wayne
Daniel Friesner, North Dakota State University
Brian T. Kench, University of Tampa

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. .... Dearborn 3, 7th Floor

Theme: How to Get Published

Chair: Ashish Chandra, University of Houston-Clear Lake

Discussant: Avinandan Mukherjee, Montclair State University

Meet the Editors

Ashish Chandra, *Hospital Topics*

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

MARKETING

1:30–2:45 p.m. .... Salon 3, 3rd Floor

Theme: How to Get Your Manuscript Published

Panelists: Mary Jo Bitner, W. P. Carey School of Business at
Arizona State University, Editor, *Journal of Services
Research*

Don Roy, Middle Tennessee State University, Immediate
Past Editor, *Marketing Management Journal*

Gail Zank, Texas State University, Incoming Editor
Marketing Management Journal

Brian Vander Schee, Aurora University, Editor,
Marketing Education Review

Debra Zahay-Blatz, Aurora University, Editor,
Journal of Research in Interactive Marketing

How to Get Published

MANAGEMENT

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

Theme: **How to Get Published**

Chairs: Julia Teahen, Managing Editor, *Journal of Leadership
and Organizational Studies*

Regina Greenwood, Nova Southeastern University

Panelists: Jann Freed, Central College

J. David Hunger, College of St. Benedict and
St. John's University

Kenneth Thompson, DePaul University

Carolyn Wiley, Roosevelt University

Exhibitor Series

Wednesday, March 26, 2014

EXHIBITOR SERIES – RACOM

1:30–2:45 p.m. .... Clark 10, 7th Floor

Theme: **Covering the World of Marketing Information
and Action**

Presenter: Rich Hagle, Editor and Publisher

Stories about the problems of managing and evaluating the endless stream of information available through all the new media forms are legendary.

To start, Hagle explains how *The Language of Marketing Technology: The Dictionary of Marketing Technology* gives marketing practitioners and educators a practical tool for navigating the tricky waters of marketing technology with practical, hands-on definitions of key terms and concepts.

He also explains how *The New Media Driver's License* can be used to put the best of the new media to work for you, both in the classroom and in professional practice.

Further, the blending and merging (integration) of many traditional marketing and communications has been occurring at an increasingly rapid pace in recent years, and Hagle describes how the new edition of *The IMC Handbook: Readings & Cases in Integrated Marketing Communications* tracks recent developments in IMC and provides the research base to explore it further. Hagle also explains the growth and development of *The International Journal of Integrated Marketing Communications*, now going into its sixth year, and prospects for the coming years.

In addition, he describes other forthcoming Racom titles, such as *Measuring and Managing New Media* by Richard Cole and Allie Siarto and *The Marketing Measurement Toolkit*, by David Raab.

Exhibitor Series

EXHIBITOR SERIES – INTERPRETIVE SIMULATIONS

3:00–4:15 p.m...... **Clark 10, 7th Floor**

Theme: **How and Why Business Simulations Work:
Connecting Students' Outcomes to Your
Course Objectives.**

Presenter: Clayton Shumate, President

The main reason professors use business simulations is because students learn better by doing. However, how do you interpret the results? In this session, we will focus on understanding student results and connecting them to course objectives.

Thursday, March 27, 2014

EXHIBITOR SERIES – STUKENT

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

Theme: **Keeping Up in Internet Marketing Education**

Presenter: Mark Kruckenberg

Introducing courseware to help educators teach internet marketing and provide students with hands on, relevant learning experiences.

EXHIBITOR SERIES – INTERPRETIVE SIMULATIONS

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

Theme: **How and Why Business Simulations Work:
Connecting Students' Outcomes to Your
Course Objectives**

Presenter: Clayton Shumate, President

The main reason professors use business simulations is because students learn better by doing. However, how do you interpret the results? In this session, we will focus on understanding student results and connecting them to course objectives.

Exhibitor Series

EXHIBITOR SERIES – CENGAGE

1:30–2:45 p.m...... **Clark 10, 7th Floor**

Theme: **Learning Solutions to Increase Engagement**

Presenters: Mike Roche, Sr. Product Manager
                              Katie Jergens, Marketing Manager

How can we use technology effectively to increase learner engagement? This session explores MindTap – an innovative solution offering a digital, personal learning experience to engage students with interactivity and custom content while supporting differentiated learning styles. You will learn more about MindTap Analytics, and how you can measure student performance and aggregate course data easily.

www.cengage.com/mindtap

EXHIBITOR SERIES – CENGAGE

3:00–4:15 p.m...... **Clark 10, 7th Floor**

Theme: **Learning Solutions to Increase Engagement**

Presenters: Mike Roche, Sr. Product Manager
                              Katie Jergens, Marketing Manager

How can we use technology effectively to increase learner engagement? This session explores MindTap—an innovative solution offering a digital, personal learning experience to engage students with interactivity and custom content while supporting differentiated learning styles. You will learn more about MindTap Analytics, and how you can measure student performance and aggregate course data easily.

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Exhibitor Series

Friday, March 28, 2014

EXHIBITOR SERIES – MCGRAW HILL EDUCATION

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

**Theme: The Flipped Classroom: Moving Content Delivery
Outside of Class to Maximize In-Class Learning**

Presenter: Jeffrey Anderson, Ohio University

The flipped classroom is one of the most significant trends in higher education today. Drawing from concepts such as active learning, student engagement, hybrid-design course design and course podcasting, the flipped classroom reverses the traditional instructional approach. In the flipped model, students receive direct instruction through short video lectures that they watch at home before class. Prepared with base level knowledge, students work collaboratively during class to solve problems and apply key concepts while the instructor acts as a guide and coach.

The flipped classroom helps students develop the 21st century skills of critical thinking, problem-solving, collaborative learning, and life-long learning skills and maximizes the value of the face-to-face interaction between the student and instructor.

In this session we will explore the need to make pedagogical changes in today's higher education courses. We then outline the process used to flip undergraduate business classes taught at a large midwestern university and present an analysis of the resulting changes in instructor and student perceptions and roles. Finally, we will outline lessons learned from implementing the classroom flip.

Exhibitor Series

EXHIBITOR SERIES – RACOM

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

Theme: **Covering the World of Marketing Information
and Action**

Presenter: Rich Hagle, Editor and Publisher

Stories about the problems of managing and evaluating the endless stream of information available through all the new media forms are legendary.

To start, Hagle explains how *The Language of Marketing Technology: The Dictionary of Marketing Technology* gives marketing practitioners and educators a practical tool for navigating the tricky waters of marketing technology with practical, hands-on definitions of key terms and concepts.

He also explains how *The New Media Driver's License* can be used to put the best of the new media to work for you, both in the classroom and in professional practice.

Further, the blending and merging (integration) of many traditional marketing and communications has been occurring at an increasingly rapid pace in recent years, and Hagle describes how the new edition of *The IMC Handbook: Readings & Cases in Integrated Marketing Communications* tracks recent developments in IMC and provides the research base to explore it further. Hagle also explains the growth and development of *The International Journal of Integrated Marketing Communications*, now going into its sixth year, and prospects for the coming years.

In addition, he describes other forthcoming Racom titles, such as *Measuring and Managing New Media* by Richard Cole and Allie Siarto and *The Marketing Measurement Toolkit*, by David Raab.

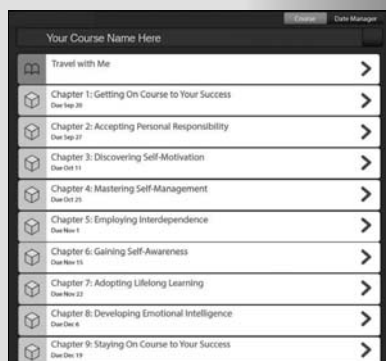


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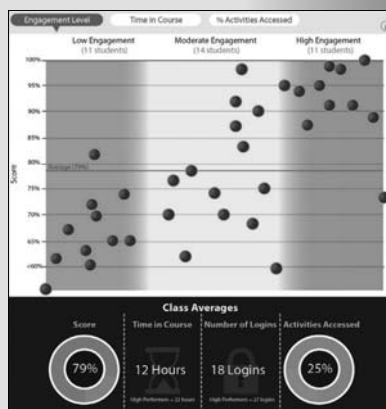
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Drive Outcomes ►►



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— SCOTT DOMOWICZ, ERIE INSTITUTE OF TECHNOLOGY

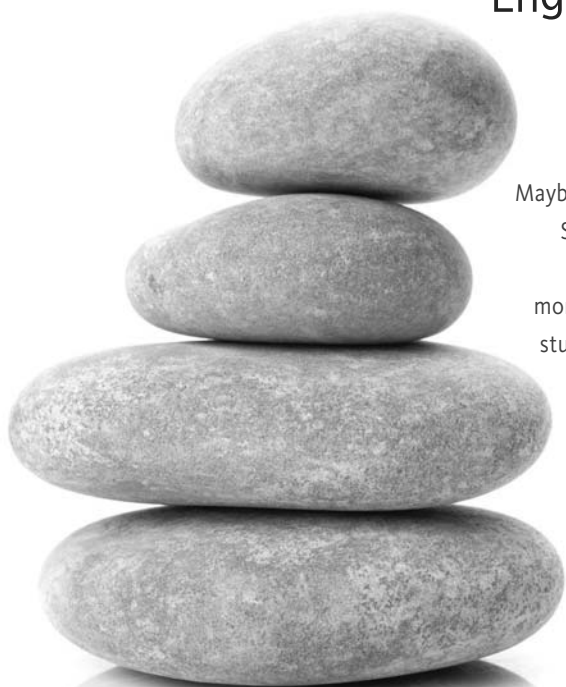
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– Chinese proverb



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Cengage Learning would like to congratulate
the MBAA for celebrating 50 years!

Wednesday, March 26, 2014

ACCOUNTING

1:30–2:45 p.m..... Salon 12, 3rd Floor

Theme: Accounting Profession

Chair: Gary Olsen, Carroll University

An Examination of AICPA Disciplinary Actions: 1999–2012

Jack Armitage, University of Nebraska-Omaha

Practitioners' Views of the Requirements for CPA Licensure in Colorado, Florida, Maine, Oklahoma, and Vermont

Roberto Demagalhaes, University of North Dakota

Harold Wilde, University of North Dakota

CPAs' Perspective: An Examination of Audit Partner and Audit Firm Rotation Policies for Private Companies

Quinton Booker, Jackson State University

Cecil Hill, Jackson State University

Adrian L. Mayse, Middle Tennessee State University

BUSINESS ECONOMICS

1:30–2:45 p.m..... Logan Room, 3rd Floor

Theme: Bankruptcy and Taxation

Chair: Scott Wallace, University of Wisconsin-Stevens Point

Do Debtors Have an Obvious Financial Rationale for Filing a Chapter 13 Bankruptcy Petition?

Donald D. Hackney, Gonzaga University

Daniel Friesner, North Dakota State University

Matthew McPherson, Gonzaga University

Effects of IRS Collection Activities on the Determination to File Bankruptcy

Donald D. Hackney, Gonzaga University

Daniel Friesner, North Dakota State University

Andrew M. Brajcich, Gonzaga University

Leila Hickman, Gonzaga University



Program Sessions Wednesday, March 26, 2014

Using Maximum Entropy Outlier Analysis to Identify Multinational Corporation Tax Havens

Daniel Friesner, North Dakota State University

Andrew M. Brajcich, Gonzaga University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Nursing**

Chair: Deborah Gritzmacher, Clayton State University

Discussant: Colleen Meade, Oakland University

Nurses' Perceptions on Communications, Teamwork, and Stress in Long-Term Care Facilities

Ron Fuqua, Clayton State University

Thomas McIlwain, Clayton State University

Scott Stegall, Clayton State University

MeriBeth Stegall, Clayton State University

The Magnet Nursing Services Recognition Program: Does Magnet Status Attract Higher HCAHPS Patient Satisfaction Scores?

James Dockins, Rockhurst University

Martin Stack, Rockhurst University

Myles Gartland, Rockhurst University

The American Epidemic: The U.S. Nursing Shortage and Turnover Problem

Patrick Cox, Marshall University

William Willis, Marshall University

Alberto Coustasse, Marshall University

Toward Improving Rural Healthcare Services: A Collaborative Interdisciplinary Education Approach

Mahmoud Yasin, East Tennessee State University

Program Sessions

Wednesday, March 26, 2014



BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Healthcare Education

Chair: Daniel J. West Jr., University of Scranton

Discussant: William B. Stroube, University of Evansville

The Changing Face of Education in the 21st Century

Kelly Duffy, Daytona State College

Carole Peterson, Daytona State College

Jane Rosati, Daytona State College

Optimizing Learning in Project-Based Capstone Courses

Randolph Schwering, Rockhurst University

Educating Health Administration Students About Social Media and Professionalism: A Case Study Approach

Ed Leonard, Trine University

Leigh W. Cellucci, East Carolina University

Medical Education, PDAs, and Smartphones: Welcome to the 21st Century

David P. Paul III, Monmouth University

Nicole Moussa, Marshall University

Sarah Asad, Marshall University

Brad Pershing, Marshall University

Alberto Coustasse, Marshall University

BUSINESS, SOCIETY, AND GOVERNMENT

1:30–2:45 p.m...... Madison Room, 3rd Floor

Theme: BSG Roundtable 2014: Let's Tweet for Professional Development

Chair: Lee Weyant, Kutztown University



Program Sessions Wednesday, March 26, 2014

CASE RESEARCH

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

Theme: Critical Incident Presentations

Chair: Karen Berger, Pace University

Scribe: Timothy Brotherton, Ferris State University

Discussants: Ann Hackert, Idaho State University
Kay Hodge, University of Nebraska at Kearney

Smile Train Donors NOT Smiling?

Cheryl B. Ward, Middle Tennessee State University

Diane R. Edmondson, Middle Tennessee State University

Winnebago's Use of LIFO

Karen M. Foust, Tulane University

Michael H. Hogg, Tulane University

Christine P. Smith, Tulane University

Telecommuting: A Bust or a Boom

John D. Veal, Webster University

CASE RESEARCH

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

Theme: Embryo Case Presentations

Chair: Marianne Collins, Winona State University

Scribe: Roy Cook, Fort Lewis College

Discussants: Joanne Tockle, Idaho State University
Timothy Redmer, Regent University

Adding Mathematical Statistics to the Auditor's Tool Box

Eddward Herron, University of Wisconsin-LaCrosse

Jack Knorr, Baylor University

Joseph Kastantin, University of Wisconsin-LaCrosse

Keystone Business Administration Institute: A Case Study in Failed Entrepreneurship

Robert Edmonds, SUNY Maritime College

Program Sessions Wednesday, March 26, 2014



Don't Waffle When Faced with a Tipping Point!

David Jenkins, Entrepreneur

Harsha Desai, Loyola University of Maryland

Kiran Desai, Louisiana Tech University

EXHIBITOR SERIES – RACOM

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**Theme: Covering the World of Marketing Information
                                  and Action**

Presenter: Rich Hagle, Editor and Publisher

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Program Sessions Wednesday, March 26, 2014

FINANCE

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

Theme: Corporate Finance

Chair: David Kunz, Southeastern Missouri State University

Improving the Internal Rate of Return Measure

David DeBoeuf, Western Illinois University

Maksim Masharuev, Western Illinois University

Don T. Johnson, Western Illinois University

Jonathan Bohn, Western Illinois University

Discussant: Alex Faseruk, Memorial University

Cash Flow Forecasts and Value of the Firm—A Relationship Examined

Monzurul Hoque, Saint Xavier University

Kenneth C. Rakow, Saint Xavier University

Discussant: Raj K. Kohli, Indiana University-South Bend

On Equivalent Annual Cost and Corporate Investment

Howard Qi, Michigan Technological University

Dan Han, University of North Carolina-Charlotte

Discussant: Chien-Chih Peng, Morehead University

FINANCE

1:30–2:45 p.m. .... Clark 5, 7th Floor

Theme: Asian Markets

Chair: Tom Cooper, Memorial University

Financing and Capital Structure Policies in Korea

Soon Suk Yoon, Western Illinois University

Hyo Jin Kim, Jeonju University

Hongbok Lee, Western Illinois University

Discussant: Walt A. Nelson, Missouri State University

Can Investor Sentiment be a Channel of Contagion During the 1997 Asian Crisis? Evidence from Closed-End Country Funds

Chu-Sheng Tai, Texas Southern University

Discussant: Tom Cooper, Memorial University

Program Sessions

Wednesday, March 26, 2014



Insurance Distribution Systems: The Case of Korean Insurance Market

Jin Park, Indiana State University

Jonghyun Park, Indiana State University

Discussant: Pauline Downer, Memorial University

INTERNATIONAL BUSINESS

1:30–2:45 p.m. ....Crystal Room, 3rd Floor

Theme: International Business Education

Chair: Raffaele DeVito, Emporia State University

Universities and Corporate Social Responsibility (CSR) a Preliminary Review of the Practice at Select International Institutions

Natalia Kopeć, John Paul II Catholic University of Lublin

Christopher H. Ziemnowicz, University of North Carolina at Pembroke

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

Uday Tate, Marshall University

Suneel Maheshwari, Marshall University

Avinash Waikar, Southeastern Louisiana University

Discussant: Dave Blust, North Central College

The Internationalization of Higher Education

Dave Blust, North Central College

INTERNATIONAL BUSINESS

1:30–2:45 p.m. ....Cresthill Room, 3rd Floor

Theme: Environment of International Business

Chair: Robert Moussetis, North Central College

Economic Growth and Wealth Distribution: An Intertemporal Comparison between China and USA on the Top 100 Billionaires Since 2005

Ben-Chieh Liu, Chicago State University

Liu Jan-Jo Chen, Chicago State University

Jian-Chern Chen, Northwestern Polytechnic University



Program Sessions Wednesday, March 26, 2014

The China Transformation and the Real Estate Bubble

Peter Geib, Minnesota State University-Moorhead

Lucie Pfaff, College of Mount Saint Vincent

Discussant: Man Zhang, Bowling Green State University

The Greek Economic Crisis and Occupational Safety and Health in Greece

Foster Rinefort, Foster Rinefort and Associates, Inc.

Joseph Petrick, Wright State University

David J. Boggs, Eastern Illinois University

MANAGEMENT

1:30–2:45 p.m. .... Burnham 4, 7th Floor

**Theme: Looking Forward, Looking Back:
North American Management Society (NAMS)**

Chairs: Erin Fluegge Woolf, Southeast Missouri State University
John Grant, Ohio Dominican University

This plenary session features commentary from current and past NAMS presidents and executive board members as well as a discussion of how to be involved in future activities, including an interactive question and answer session for first time NAMS participants.

MARKETING

1:30–2:45 p.m. .... Salon 1, 3rd Floor

Theme: Services and Retail Management

Chair: Mark Kendrick, Methodist University

Examining the Effects of Gender and Occupational Stereotype on Perceptions of Service Quality in Different Cultures

Musa Pinar, Valparaíso University

Coleen Wilder, Valparaíso University

James Stück, Valparaíso University

Abdel Manim Shaltoni, University of Petra

Program Sessions

Wednesday, March 26, 2014



The Intersection of Social Shopping and Consumption Communities

Robert E. Boostrom Jr., University of Wisconsin-Whitewater

Kesha K. Coker, Eastern Illinois University

Suzanne Altobello, Southern Illinois University-Carbondale

The Food Truck Phenomenon: The Vendor's Perspective

Sandipan Sen, Southeast Missouri State University

Katrina Savitskie, Savannah State University

Sampathkumar Ranganathan, University of Wisconsin-Green Bay

John R. (Rusty) Brooks Jr., Houston Baptist University

MARKETING

1:30–2:45 p.m. .... Salon 2, 3rd Floor

Theme: Hormel Master Teacher Competition

Chair: Lyle Wetsch, Memorial University of Newfoundland,
Canada

Finalists: Taj Agnihotri, Ohio University
Brian Vander Schee, Aurora University
Barbara Ross, University of Texas-Tyler

MARKETING

1:30–2:45 p.m. .... Salon 3, 3rd Floor

**Theme: Supply Chain, Logistics, B2B, and Technology
in Marketing**

Chairs: Michael Pepe, Siena College
Rebecca Hochradel, Delta State University

Mutual Respect and Mutual Trust Within Channels of Distribution

Kevin Hammond, University of Tennessee-Martin

Gene Brown, University of Missouri-Kansas City

Nathan Hammond, Mississippi State University

Brandon Kilburn, University of Tennessee-Martin

Ashley Kilburn, University of Tennessee-Martin

Pricing Disparity between Store Brand and National Brands and Impact on Category Market Share and Profitability

Michael Pepe, Siena College

James Burnes, Siena College



Program Sessions **Wednesday, March 26, 2014**

From Emily Post to P.M. Forni: Etiquette and Civility in a Digital and Non-Digital World

Chris Ward, University of Findlay

Dan Yates, University of Findlay

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

1:30–2:45 p.m...... **Indiana Room, 3rd Floor**

Theme: **Unusual Perspectives on Management**

Chair: John P. Leschke, University of Wisconsin-Stevens Point

The Epistemology of Management

Bruce Sherony, Northern Michigan University

Marge Sklar, Northern Michigan University

An Enterprise-Driven Framework for the Integrating the Business School Curriculum

John P. Leschke, University of Wisconsin-Stevens Point

ACCOUNTING

3:00–4:15 p.m...... **Salon 12, 3rd Floor**

Theme: **Financial Accounting and Reporting + History**

Chair: John Elfrink, Western Illinois University

The Internal Capital Market: A Bridge Too Far for Economic Analysis

Timothy J. Fogarty, Case Western Reserve University

Reed Roig, University of North Carolina-Asheville

Is Free Cash Flow Value Relevant? The Case of the Telecommunication Industry

Mostafa M. Maksy, Kutztown University of Pennsylvania

The Development of Roman Accounting Systems

William Violet, Minnesota State University Moorhead

M. Wayne Alexander, Minnesota State University Moorhead

Program Sessions

Wednesday, March 26, 2014



ACCOUNTING

3:00–4:15 p.m...... **Salon 10, 3rd Floor**

Theme: **Panel: The Role of First-Year Seminars in Retention**

Panelists: Donna Whitten, Purdue University North Central
Grace Johnson, Marietta College

BUSINESS ECONOMICS

3:00–4:15 p.m...... **Logan Room, 3rd Floor**

Theme: **Consumer and Firm Behavior**

Chair: Daniel Friesner, North Dakota State University

Alcohol as a Lubricant for Economic Activity: The Case of Korea

Myeong Hwan Kim, Indiana University-Purdue University Fort Wayne

Hedayeh Samavati, Indiana University-Purdue University Fort Wayne

Nodir Adilov, Indiana University-Purdue University Fort Wayne

David Dilts, Indiana University-Purdue University Fort Wayne

Public Welfare and Religious Affiliation

John Stinespring, University of Tampa

Characterizing Hybrid Organizations: An Economic (Property) Rights Approach

Scott Wallace, University of Wisconsin-Stevens Point

Trevor Knox, Muhlenberg College

The Economic Impact of Having Quotas on Boards of Directors

Marty Meyers, University of Wisconsin-Stevens Point



Program Sessions

Wednesday, March 26, 2014

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m...... Dearborn 1, 7th Floor

Theme: Healthcare Management

Chair: Scott Stegall, Clayton State University

Discussant: Nadene A. Chambers, Governors State University

Organizational Commitment and Employee Engagement in a Human Services Organization

Derek Cortez, Viterbo University

Kem Gambrell, Viterbo University

The Case for Integrating Healthcare Management Courses into the Curricula of Selected Healthcare Providers

Peter Fitzpatrick, Clayton State University

Marcia Butler, Clayton State University

Chris Pitsikoulis, Clayton State University

Kendolyn Smith, Clayton State University

Latrina Walden, Clayton State University

The Business Case for the Efficiency and Effectiveness of Tele-Intensive Care Units

David P. Paul III, Monmouth University

Deanna Bailey, Marshall University

Alesia Hairston, Marshall University

Stacie Deslich, Marshall University

Alberto Coustasse, Marshall University

Early Mobilization in ICU patients

Alex Hunter, Marshall University

Leslie Johnson, Marshall University

Alberto Coustasse, Marshall University

William Willis, Marshall University

Program Sessions

Wednesday, March 26, 2014



BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m...... Dearborn 2, 7th Floor

Theme: Global Healthcare Reform

Chair: William Willis, Marshall University

Discussant: Marcia Butler, Clayton State University

A Comparative Study of Reciprocity in International Physician Licensing

Vivek Pande, University of Wisconsin-La Crosse

Shrisha Juneja, University of Wisconsin-La Crosse

Healthcare Reform: How We Might Make Progress through Translational Research

Dennis Emmett, Marshall University

New Zealand Healthcare: A Learning Laboratory for the Patient Protection and Affordable Care Act?

Gene C. Wunder, Washburn University

Judy Wunder, Wunder Consulting Group

A New Model for Building International Networks

Bernardo Ramirez, University of Central Florida

Daniel J. West Jr., University of Scranton

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Healthcare Marketing

Chair: David P. Paul III, Monmouth University

Discussant: Ashish Chandra, University of Houston-Clear Lake

Medical Tourism: Comparing Coronary Bypass Surgery in the U.S. and Abroad

William Willis, Marshall University

Alberto Coustasse, Marshall University

Customer Loyalty: Does it Work in Healthcare?

Robert J. Spinelli, University of Scranton



Program Sessions

Wednesday, March 26, 2014

Patient Satisfaction with Hospice Care Survey: A Cross-Cultural Study

Michael Christian, University of Scranton

Daniel J. West Jr., University of Scranton

Loud and Unclear: An Empirical Vocal Analysis of Forming of Risks Versus Rewards in Direct to Consumer Television Ads

Kathleen Broussard, Lamar University

Vivek Natarajan, Lamar University

Kabir Chandra Sen, Lamar University

Nandhu Radhakrishnan, Lamar University

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m...... **Madison Room, 3rd Floor**

Theme: **Business, Society, and Government Annual Meeting**

Chair: Lee Weyant, Kutztown University

CASE RESEARCH

3:00–4:15 p.m...... **LaSalle 1, 7th Floor**

Theme: **Critical Incident Presentations**

Chair: Diane R. Edmondson, Middle Tennessee
State University

Scribe: Marianne Collins, Winona State University

Discussants: Cheryl B. Ward, Middle Tennessee State University
John D. Veal, Webster University

Gold Peak Tea: Social Media Promotion Gone Wrong

Karen Berger, Pace University

David Fleischmann, Pace University

Mortgage Concentration Risk in a Small Depository Institution

Robert Tokle, Idaho State University

Joanne Tokle, Idaho State University

Too Big for His Britches

Kay Hodge, University of Nebraska-Kearney

Donald A. Carpenter, Colorado Mesa University

Program Sessions

Wednesday, March 26, 2014



CASE RESEARCH

3:00–4:15 p.m......LaSalle 2, 7th Floor

Theme: **Critical Incident Presentations**

Chair: Sambhavi Lakshminarayanan, City University
                          of New York

Scribe: Ann Hackert, Idaho State University

Discussants: Harsha Desai, Loyola University of Maryland
                          Jeff Totten, McNeese State University

Chennai Super Kings: Growing a Global Sports

Joffi Thomas, Indian Institute of Management Kozhikode

Biswarup Saha, Indian Institute of Management Kozhikode

Chandrasekhar Satpathy, Indian Institute of Management Kozhikode

Refuge: A Place of Safety or Danger

Timothy Redmer, Regent University

Hey! Worm!

Frank Dattilo, Elmhurst College

Elyse Jacks, Elmhurst College

Sondra Simpson, Elmhurst College

EXHIBITOR SERIES – INTERPRETIVE SIMULATIONS

3:00–4:15 p.m...... Clark 10, 7th Floor

Theme: **How and Why Business Simulations Work:
                          Connecting Students' Outcomes to Your
                          Course Objectives.**

Presenter: Clayton Shumate, President

The main reason professors use business simulations is because students learn better by doing. However, how do you interpret the results? In this session, we will focus on understanding student results and connecting them to course objectives.



Program Sessions

Wednesday, March 26, 2014

FINANCE

3:00–4:15 p.m...... **Clark 1, 7th Floor**
Selection of the Academy of Finance Teaching Award

FINANCE

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

Theme: **Finance in China**

Chair: Monzurul Hoque, Saint Xavier University

Corporate Governance and Market Performance of Seasoned Equity

Offerings: Evidence from Chinese “A” Share Issues

Chien-Chih Peng, Morehead State University

Ming-Long Wang, National Cheng-Kung University

Discussant: Soon Suk Yoon, Western Illinois University

The Effects of Pilot Financial Deregulation in China: Evidence from Shanghai’s Free-Trade Zone

Ingyu Chiou, Eastern Illinois University

Zhenghong Hou, Eastern Illinois University

Yifan Liu, Eastern Illinois University

Discussant: Howard Qi, Michigan Technological University

Financial Convergence between China and ASEAN stock markets

Elisabeta Pana, Illinois Wesleyan University

Tung Nguyen, Illinois Wesleyan University

Discussant: Monzurul Hoque, Saint Xavier University

FINANCE

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

Theme: **Real Estate Financing and Anomalies**

Chair: Don T. Johnson, Western Illinois University

Deriving Unlevered Value—The REIT Approach

Walt A. Nelson, Missouri State University

Discussant: Marc McIntosh, Augsburg College

Program Sessions

Wednesday, March 26, 2014



Impact of LEED Certification on Commercial Property Values

Richard Clift, Memorial University

Alex Faseruk, Memorial University

Discussant: David Kunz, Southeastern Missouri State University

Day-of-the-Week Effect and January Effect Examined in Copper and Aluminum Metals

Raj K. Kohli, Indiana University-South Bend

Discussant: Chu-Sheng Tai, Texas Southern University

INFORMATION SYSTEMS

3:00–4:15 p.m. ....Kimball Room, 3rd Floor

Theme: IS and Curriculum

Chair: Jim Newtown, Baker College

Data Analytics in the Information Systems Curriculum

Carol Clark, Middle Tennessee State University

Jennifer Williams, University of Southern Indiana

INTERNATIONAL BUSINESS

3:00–4:15 p.m..... Crystal Room, 3rd Floor

Theme: International Markets

Chair: Peter Geib, Minnesota State University-Moorhead

An Empirical Analysis of the Time-Varying Volatility Correlations of Major U.S. Stock Indices During the 2008–2009 Economic Downturn

Zhixin Kang, University of North Carolina at Pembroke

Ramin Maysami, University of North Carolina at Pembroke

Discussant: Robert Moussetis, North Central College

Market Segmentation: Role of M-Commerce in Global Markets

Ritu Malhotra, University of Findlay

Bilwa Malwade, University of Findlay

Shiv K. Gupta, University of Findlay



Program Sessions **Wednesday, March 26, 2014**

The Flow of Foreign Direct and Indirect Investments into the MENA Region: Does Country Risk Matter?

Ritab Al-Khouri, Qatar University

Discussant: Nabeel Sawalha, Gulf University for Science
and Technology

Selling to a Younger China: An Analysis of Changing Trends in Consumption Behaviors among Generation Y in China

Patrick Bresnahan, Wayne State University

Anthony Pellegrino, Wayne State University

Attila Yaprak, Wayne State University

Discussant: Salman Kimiagari, Laval University

INTERNATIONAL BUSINESS

3:00–4:15 p.m. .... Cresthill Room, 3rd Floor

Theme: Panel: International Business Education

Chair: Raffaele DeVito, Emporia State University

Business School Collaborations in Global Markets: Complexities, Challenges, and Opportunities

Raffaele DeVito, Emporia State University

Gyongyi Konyu-Fogel, Walsh College

Etienne Musonera, Mercer University

Anand Pore, Emporia State University

Uday Tate, Marshall University

MANAGEMENT

3:00–4:15 p.m. .... Burnham 1, 7th Floor

Theme: Working Paper Roundtable Session

Chairs: Regina Greenwood, Nova Southeastern University
Julia Teahen, Baker College

Participants in this interactive session are asked to bring a working paper to be reviewed. Attendees will read each other's papers and provide developmental feedback to the author.

Program Sessions

Wednesday, March 26, 2014



MANAGEMENT

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

Theme: **Business Administration and Liberal Arts:
An Excellent Fit?**

Chair: Harry Fisher, Eureka College

Panelists: Bruce Bloom, Founder, Career Consulting Services
Debela Birru, Central College
Jeffrey Fahrenwald, Rockford University
Jann Freed, Central College
Paul L. Govekar, Ohio Northern University
Michele Govekar, Ohio Northern University
Richard Leake, Luther College
C. R. Marshall, University of Wisconsin-Stevens Point

MANAGEMENT

3:00–4:15 p.m......**Burnham 2, 7th Floor**

Theme: **Creating Student Engagement: Teaching Strategies
for Avoiding Sleeping Audiences**

Chair: Jay Johnson, Friends University

Panelists: Jay Johnson, Friends University
Jim Maddox, Friends University

MARKETING

3:00–4:15 p.m......**Salon 1, 3rd Floor**

Theme: **Services and Retail Management**

Chair: Mark Kendrick, Methodist University

**Internal Marketing's Effects on Employee Satisfaction, Product
Quality, Customer Satisfaction, and Firm Performance**

Abhay Shah, Colorado State University-Pueblo

**An Exploratory Study of the Effects of Service Failures and Recovery
Efforts on Customer Satisfaction**

Andreas Stratemeyer, California State University-Fresno

Susan Geringer, California State University-Fresno

Alan Canton, California State University-Fresno



Program Sessions Wednesday, March 26, 2014

MARKETING

3:00–4:15 p.m...... **Salon 2, 3rd Floor, 3rd Floor**

Theme: **Entrepreneurship**

Chair: Dennis Schwieger, Millikin University

Notions in Their Heads: Exploring the Discrepant Selves of African American Female Entrepreneurs

Jeanetta Sims, University of Central Oklahoma

Sarah Neese, University of Central Oklahoma

Atoya Sims, University of Central Oklahoma

Peggy Anderson, University of Central Oklahoma

Can Franchising Be a Vehicle for Economic Mobility

Hector R. Lozada, Seton Hall University

Richard J. Hunter Jr., Seton Hall University

Beyond Marketing II: Integrating Artistic Programming, Marketing, and Entrepreneurship

Jeffrey Nytech, University of Colorado-Boulder

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

3:00–4:15 p.m...... **Indiana Room, 3rd Floor**

Theme: **Teaching Operations Management**

Chair: Timothy Vaughan, University of Wisconsin-Eau Claire

A Facilitated, Group Participation Implementation of the Beer Game

Qian Gangyi, Jinan University

Timothy Vaughan, University of Wisconsin-Eau Claire

The Utilization of Excel Spreadsheets in Teaching Operations Management

Raida Abuizam, Purdue University Calumet

ACCOUNTING

4:30–5:30 p.m...... **Salon 10, 3rd Floor**

North American Accounting Society Board Meeting

Presiding: Katherine Campbell, University of North Dakota

Program Sessions

Wednesday, March 26, 2014



BUSINESS AND HEALTH ADMINISTRATION

4:30–5:45 p.m. .... Dearborn 1, 7th Floor

BHAA Board Meeting

Chair: Deborah Gritzmacher, Clayton State University

CASE RESEARCH

4:30–5:45 p.m. .... LaSalle 3, 7th Floor

Society for Case Research Board Meeting

Chair: Karen Berger, Pace University

MANAGEMENT

4:30–5:45 p.m. .... Burnham 1, 7th Floor

North American Management Society Executive Council Meeting

Chair: John Grant, Ohio Dominican University

MARKETING

4:30–5:45 p.m. .... Salon 1, 3rd Floor

MMA Board of Directors Meeting

MBAA INTERNATIONAL

6:00 p.m. .... Crystal Room, 3rd Floor

Advisory Council Dinner and Meeting (By invitation only)



BEATLES TRIBUTE SHOW sponsored by McGraw-Hill Education

8:00 p.m. .... The Empire Room, Off Lobby

MBAA International thanks our long-time friend, McGraw-Hill Education, for their support and sponsorship of our Beatles Tribute Show.

MBAA INTERNATIONAL HOSPITALITY SUITE

**–11:00 p.m. .... Room 128, 8th Floor

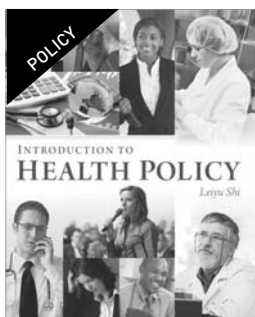
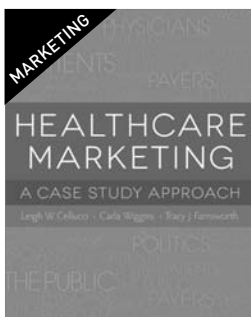
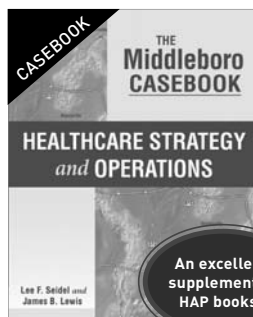
**Begins at the end of the Empire Room Entertainment event and closes at 11:00 p.m.



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Thursday, March 27, 2014

ACCOUNTING

8:00–9:00 a.m. .... Salon 12, 3rd Floor

Theme: Accounting Education Problems

Chair: Dee Ann Ellingson, University of North Dakota

Does a University Financial Literacy Course Change Financial Behavior? A Five-Tiered Course Evaluation

Vicki Jobst, Benedictine University

Exploring Student Persistence and the Role of a Freshman Year Seminar

Donna Whitten, Purdue University North Central

The Interaction of Reward Systems and Gender on Whistleblowing in College: A Laboratory Experiment

Jason Haen, St. Norbert College

Iris Jenkel, St. Norbert College

BUSINESS ECONOMICS

8:00–9:00 a.m. .... Logan Room, 3rd Floor

Theme: Microeconomics

Chair: Jason Davis, University of Wisconsin-Stevens Point

Do Defined Benefit Pensions Create Monopsony Power? Evidence from the Academic Labor Market

Kevin Neuman, University of Wisconsin-Stevens Point

Scott Wallace, University of Wisconsin-Stevens Point

The Skills Gap: Fact or Scapegoat?

Anthony Sindone, Purdue University North Central

Testing the Environmental Kuznets Curve in the U.S. at the County Level: Effects of Per Capita Forest on Emission of CO₂

Ramin Maysami, University of North Carolina at Pembroke

Bishwa Koirala, University of North Carolina at Pembroke



Program Sessions

Thursday, March 27, 2014

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. ..... Dearborn 1, 7th Floor

BHAA Annual Business Meeting and Awards Function

Presiding: Zach Frank, Washburn University

All BHAA members invited to attend

BUSINESS, SOCIETY, AND GOVERNMENT

8:00–9:00 a.m. ..... Madison Room, 3rd Floor

Theme: Employee Benefits

Chair: Michael Daley, University of New England

What Happens if Pensions Disappear? A Case Analysis

Jonathan Furdek, Purdue University Calumet

John Lucas, Purdue University Calumet

Is there a Correlation between Public and Private Sector Jobs in Wisconsin?

Ralph Bourret, Northwestern Oklahoma State University

Wei Zhou, Northwestern Oklahoma State University

CASE RESEARCH

8:00–9:00 a.m. ..... LaSalle 1, 7th Floor

Theme: Panel Discussion: Secrets to a Successful Conference Experience

Panelists: John D. Veal, Webster University
Ann Hackert, Idaho State University
Cara Peters, Winthrop University



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Program Sessions

Thursday, March 27, 2014



CASE RESEARCH

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

Theme: Critical Incident Presentations

Chair: Poonam Arora, Manhattan College

Scribe: Donna Smith, Ferris State University

Discussants: Roy Cook, Fort Lewis College
Gabriele Lingenfelter, Christopher Newport University

Datsun Returns: Reviving an Abolished Brand for Select Global Markets

Nakato Hirakubo, Brooklyn College

Craig Davis, Ohio University

American Textbooks: Buying Strategies and New Business Models

Parag Dhumal, University of Wisconsin-Parkside

Michele Gee, University of Wisconsin-Parkside

Qi Zou, University of Wisconsin-Parkside

CASE RESEARCH

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

Theme: Embryo Cases

Chair: Timothy Redmer, Regent University

Scribe: Andrew Borchers, Lipscomb University

Discussants: Patrick Schultz, University of North Dakota
Tracy Blasdel, Rockhurst University

Is It Okay to Bid Again?

Britt Shirley, University of Tampa

As the World Churns: Food Network and Butter Wrapper Protest to Save Paula Deen

Amanda J. Weed, Ohio University



Program Sessions

Thursday, March 27, 2014

FINANCE

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

Academy of Finance Executive/Board of Directors Meeting

Chair: Alex Meisami, Indiana University-South Bend

INTERNATIONAL BUSINESS

8:00–9:00 a.m. ....Crystal Room, 3rd Floor

Theme: International Business Education

Chair: Etienne Musonera, Mercer University

Does Effectiveness of Various Teaching Methods Differ Across Different Regions in the U.S.?

Linden Dalecki, Pittsburg State University

Raffaele DeVito, Emporia State University

Ronald Freeze, Emporia State University

Anand Pore, Emporia State University

Grishma Shah, Manhattan College

Using a Country Pamphlet Project as a Peer Learning and Assessment Tool

Civi Emin, University of New Brunswick

Teaching the Perspectives of Globalization: Internet Resources for Globalized Business Curriculum

Mark S. Blodgett, Suffolk University

INTERNATIONAL BUSINESS

8:00–9:00 a.m. ....Cresthill Room, 3rd Floor

Theme: International Business Sectors

Chair: Donna M. Wiencek, Western Illinois University

The Future of Craft Enterprises: The European Approach to Fostering Micro Businesses

Christopher H. Ziemnowicz, University of North Carolina at Pembroke

Michael Menefee, University of North Carolina at Pembroke

Discussant: Ben-Chieh Liu, Chicago State University

Program Sessions Thursday, March 27, 2014



Innogage: Convergence of Digital Marketing and Technology and the Impact on Effective Communications

Donna M. Wiencek, Western Illinois University

LEGAL STUDIES

8:00–9:00 a.m. .... Wilson Room, 3rd Floor

Theme: Ethics (Round 1)

Chair: Dawn R. Swink, University of St. Thomas

Everyday Decisions: An Emperical Look at Small Business Ethics with Regard to Tax Reporting

Abbey Stemler, Indiana University

True Love: Marketing and Legal Considerations in Disclosing Social Shopping Rewards

Kesha K. Coker, Eastern Illinois University

Denise S. Smith, Eastern Illinois University

Robert E. Boostrom Jr., University of Wisconsin-Whitewater

Suzanne Altobello, Southern Illinois University

LEGAL STUDIES

8:00–9:00 a.m. .... Marshfield Room, 3rd Floor

Theme: Employment Law

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

Viva Yeshiva? Update on Faculty Unionization Possibilities at Private Universities

Dexter Woods, Ohio Northern University

Informal Socialization Mechanism as a Moderator between Gender Imbalance in Paralegal Job and Job Stress for Male Employees

Jia Zhou, Western Illinois University



Program Sessions Thursday, March 27, 2014

MANAGEMENT

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

Theme: Managing Human Resources

Chair: Harry Fisher, Eureka College

Discussant: Jay Young, Ohio Dominican University

Personality, Perceptions, and Workplace Monitoring

E. Anne Christo-Baker, Purdue University North Central

Classifications of Barriers to and Facilitators of Workplace Learning in the Hotel Sector

Wendy Doyle, Mount Saint Vincent University

Sandi Findlay, Mount Saint Vincent University

Gary Sneddon, Mount Saint Vincent University

Jeffrey Young, Mount Saint Vincent University

Cultivate the Habit of Empathy in Ongoing Sustainability Research

Maria Lai-Ling Lam, Malone University

MANAGEMENT

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

Theme: Retirement Planning and the Challenges Facing Us in 2014

Chair: Bruce Bloom, Founder, Career Consulting Services

Panelists: Bruce Bloom, Founder, Career Consulting Services

Matthew Raunio, University of Wisconsin-Colleges Online

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Program Sessions

Thursday, March 27, 2014



MANAGEMENT

8:00–9:00 a.m. ....Burnham 2, 7th Floor

Theme: Management Applications

Chair: Jeffrey Fahrenwald, Rockford University

Discussant: Alexandra White, Luther College

How Implementing Management Improvement Programs Is Like Playing Tic-Tac-Toe: Thoughts on the Technology, Infrastructure, and Culture Triad

Richard Crandall, Appalachian State University

Rick Crandall, University of North Carolina at Pembroke

NLRA Unfair Labor Practice Case

Ryan Petty, Roosevelt University

MARKETING

8:00–9:00 a.m. .... Salon 1, 3rd Floor

Theme: Marketing Education

Chair: Susan Geringer, California State University-Fresno

Identifying the Skills that Employers Seek in College Graduates and Strategies for Teaching These Skills in the Classroom

Panelists: Timothy Graeff, Middle Tennessee State University
Susan Geringer, California State University-Fresno
Don Roy, Middle Tennessee State University
Jessica Murray, Word of Mouth Marketing Association

Teaching on the Road: Infusing Marketing Course Content into Student Travel Experiences

Panelists: Stacey Hills, Southern Vermont College
Fred Hoyt, Illinois Wesleyan University
Carrie Trimble, Millikin University
Mandeep Singh, Western Illinois University



Program Sessions

Thursday, March 27, 2014

Life in Higher Education: Collaborating on a Manuscript

Panelists: Fred Hoyt, Illinois Wesleyan University
Rick Saucier, Thomas College
Kimberly Folkers, Wartburg College
Lori Lohman, Augsburg College
Nora Barnes, University of Massachusetts-Dartmouth
Lisa Lindgren, College of St. Benedict and
St. John's University
Stephanie Jacobsen, University of Massachusetts-
Dartmouth

MARKETING

8:00–9:00 a.m. .... Salon 2, 3rd Floor

Theme: Consumer Behavior

Chair: Kimberly Folkers, Wartburg College

Personal and Purchasing Altruism: Antecedents and Interrelationships

Thomas Powers, University of Alabama-Birmingham

Raymond Hopkins, The Boeing Company

An Exploration of Motivational Priming and Food Consumption Behavior

Cynthia Webster, Mississippi State University

Kinard Brian, University of North Carolina-Wilmington

MARKETING

8:00–9:00 a.m. .... Salon 3, 3rd Floor

Theme: Marketing Research

Chair: Zinaida Taran, Penn State Harrisburg

Testing Directional Hypotheses In Marketing With Categorical Data: A Procedure

Ugur Yavas, East Tennessee State University

Program Sessions Thursday, March 27, 2014



Customization Strategies and Trade-offs between Alignable Versus Non-Alignable Features

Ahmed Moosa, Algeos

Anish Nagpal, University of Melbourne

Feisal Murshed, Kutztown University

How Do Self-Handicapping Strategies Influence the Purchasing Experiences of Consumers?

Raj Devasagayam, Siena College

Nicholas Stark, Siena College

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

8:00–9:00 a.m. ..... Indiana Room, 3rd Floor

Theme: Operations Planning and Pricing Models

Chair: Queen Booker, Minnesota State University

Models for Representing the Price Process in Online Auction for Restaurant Equipment: A Guide for New Business Owners

Beka Yahya, Minnesota State University

Queen Booker, Minnesota State University

A Multiple Price Point Newsvendor

John Wilson, Western University

ACCOUNTING

9:15–10:30 a.m. ..... Salon 12, 3rd Floor

Theme: Not-For-Profit and Governmental Internal Control

Chair: Nancy Johnson, St. Catherine University

The Seven Deadly Sins of Church Accounting

Daphne Rixon, Saint Mary's University

Judy Rois, Trinity College, University of Toronto, and Executive Director,

Anglican Foundation of Canada

Alex Faseruk, Memorial University



Program Sessions

Thursday, March 27, 2014

Fraudtown USA: Three Essential Controls for Public Sector Entities

Grace Johnson, Marietta College

Rachel Hartong, Marietta College

Brittany Kidd, Marietta College

An Overview of the Federal Improper Payments Situation

Elizabeth Owens, University of Illinois at Springfield

Carol Jessup, University of Illinois at Springfield

ACCOUNTING

9:15–10:30 a.m...... **Salon 10, 3rd Floor**

Theme: **Ideas for Getting Published**

Chair: Dee Ann Ellingson, University of North Dakota

BUSINESS ECONOMICS

9:15–10:30 a.m...... **Logan Room, 3rd Floor**

Theme: **Topics in Health Economics**

Chair: Ramin Maysami, University of North Carolina
                                  at Pembroke

Cost Effectiveness of Breast Cancer Screening

Jason Davis, University of Wisconsin-Stevens Point

Economics of Orphan Drugs: The Canadian Experience

John McGuire, Memorial University

Eric Njabon, Memorial University

Alex Faseruk, Memorial University

An Analysis of Firm Survival in the Medical Tourism Facilitator Industry

James R. Frederick, University of North Carolina at Pembroke

Lydia L. Gan, University of North Carolina at Pembroke

Legalized Market for Human Kidneys: A Wrong Solution to a Right Problem

Reza Varjavand, St. Xavier University

Program Sessions

Thursday, March 27, 2014



BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Healthcare Management

Chair: Gary Ross, Community Health Charities

Discussant: Dennis Emmett, Marshall University

Customer Service and the Patient Experience: What the Hospital Industry Can Learn from Hospitality

Caryn P. Ewbank, University of Scranton

Robert J. Spinelli, University of Scranton

Social Management and its Use in Social Worker's Practice

Milan Schavel, St. Elizabeth University

Andrej Matel, St. Elizabeth University

Eva Grey, St. Elizabeth University of Health and Social Work

Improving Healthcare Quality by Implementing Patient-Centered Medical Home (PCMH)

Layla AlTurabi, University of Scranton

Robert J. Spinelli, University of Scranton

Non-Monetary Employee Motivation: The Case of Kazakhstan Pharmaceutical Company

Alma Alpeissova, KIMEP University

Dilbar Gimranova, KIMEP University

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. .... Dearborn 2, 7th Floor

Theme: Health and Wellness

Chair: Michael Dalmat, Clayton State University

Discussant: Robert J. Spinelli, University of Scranton

A Bridge from "Pulling Teeth" to Employee Wellness at Covington Family Dentistry

Cheryl Mills, Clayton State University

Nancy Xiong, Clayton State University

Michael Dalmat, Clayton State University

Erin Gray, Clayton State University

Dion Walden, Clayton State University



Program Sessions **Thursday, March 27, 2014**

Applied research and collaboration workshop

Cheryl Mills, Clayton State University
Nancy Xiong, Clayton State University
Michael Dalmat, Clayton State University
Erin Gray, Clayton State University
Dion Walden, Clayton State University

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. .... Dearborn 3, 7th Floor

Theme: International/Nursing

Chair: Robert Babela, St. Elizabeth University

Discussant: Nashat Zuraikat, Indiana University of Pennsylvania

Drug Utilization in Management of Cardiovascular Diseases in Slovakia: Review of Period from 2005 until 2012

Robert Babela, St. Elizabeth University of Health and Social Work
Marian Karvaj, St. Elizabeth University
Marian Fasko, St. Elizabeth University
Jana Hruskova, St. Elizabeth University
Jan Stevlik, Medical University
Tomas Tesar, St. Elizabeth University

Pricing, Reimbursement, and Availability of Orphan Drugs in Slovakia: Eight Years Review (2005–2012)

Robert Babela, St. Elizabeth University of Health and Social Work
Vladimir Uraz, St. Elizabeth University
Olga Babelova, St. Elizabeth University

Brief History of Nursing in Slovakia

Marian Karvaj, St. Elizabeth University
Lucia Eliasova, St. Elizabeth University
Imrich Matuska, St. Elizabeth University
Monika Jankechova, St. Elizabeth University
Darina Karvajova, St. Elizabeth University

Program Sessions Thursday, March 27, 2014



The Current State of Nursing Education in Slovakia

Darina Karvajova, St. Elizabeth University

Lucia Eliasova, St. Elizabeth University

Monika Jankechova, St. Elizabeth University

Marian Karvaj, St. Elizabeth University

BUSINESS, SOCIETY, AND GOVERNMENT

9:15–10:30 a.m...... **Madison Room, 3rd Floor**

Theme: **Marketing Challenges**

Chair: Rick Revoir, College of St. Scholastica

Perceived Deservingness: A New Type of Cognitive Bias

John Stockmyer, Northwestern Oklahoma State University

Motorcycle Drive Tourism Leading to Rural Tourism Opportunities

Diane Sykes, Kaplan University

Kathryn Kelly, Kaplan University

Work Alienation among Marketing Employees: Antecedents, Influencing Factors, Mechanisms, and Control

Tony Yan, College of St. Benedict and St. John's University

Deborah Pembleton, College of St. Benedict and St. Johns University

Really? The Surprising Lack of Response to Customer Complaints

Alexandria Beehler-Evans, Ohio Northern University

Kristen Fultz, Ohio Northern University

Richard Patterson, Ohio Northern University

Susan Schertzer, Ohio Northern University

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Program Sessions

Thursday, March 27, 2014

CASE RESEARCH

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

Theme: **The Faces of Facebook: Critical Incidents**

Chair: Robert Edmonds, SUNY Maritime College

Scribe: Wesley Bily, Elmhurst College

Discussants: Nicolette Avery, Elmhurst College
Robert Mittelman, Carleton University

Social Media, Free Speech, and Discipline

Charles P. Wilson, Rhode Island College

Shirley A. Wilson, Bryant University

Facebook

Joseph Younkin, Christopher Newman University

Gabriele Lingenfelter, Christopher Newman University

In Your Face(book): Social Media and Unfair Labor Practices

Janell Kurtz, St. Cloud State University

Elaine Davis, St. Cloud State University

CASE RESEARCH

9:15–10:30 a.m. ....LaSalle 2, 7th Floor

Theme: **Panel: The Presentation and Publication of
Critical Incidents**

Panelists: Timothy Brotherton, Editor, *Journal of Critical Incidents*
Timothy Redmer, Associate Editor, *Journal of
Critical Incidents*

John D. Veal, Chairman, SCR Publications Committee
Joe Thomas, Reviewer, *Journal of Critical Incidents*

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Program Sessions

Thursday, March 27, 2014



CASE RESEARCH

9:15–10:30 a.m. ....LaSalle 3, 7th Floor

Theme: Critical Incident Presentations

Chair: Joffi Thomas, Indian Institute of Management Kozhikode

Scribe: Jeff Totten, McNeese State University

Discussants: Britt Shirley, University of Tampa
Mike Stellern, Rockhurst University

Balancing Business Needs with Protecting Corporate Culture

Tracy Blasdel, Rockhurst University

Jeremy O'Connor, Rockhurst University

Easy Money: An Ethical Dilemma

Susan Tyler, Elmhurst College

Sondra Simpson, Elmhurst College

Should I Report Him?

Nanette Clinch, San Jose State University

Asbjorn Osland, San Jose State University

Natalie Carboni, San Jose State University

Pamela Wells, San Jose State University

EXHIBITOR SERIES – STUKENT

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

Theme: Keeping Up in Internet Marketing Education

Presenter: Mark Kruckenberg

Introducing courseware to help educators teach internet marketing and provide students with hands on, relevant learning experiences.



Program Sessions

Thursday, March 27, 2014

FINANCE

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

Theme: International Finance

Chair: Don T. Johnson, Western Illinois University

International Equity Returns: Absolute vs. Dollar Adjusted

Kevin Bahr, University of Wisconsin-Stevens Point

William E. Maas, University of Wisconsin-La Crosse

Discussant: Meredith Perren, Memorial University

Does Deregulation Affect the Currency Market? Evidence from the Yen-Dollar Exchange Rate in Three Markets

Ingyu Chiou, Eastern Illinois University

Discussant: Henry Ajagbawa, International School of Management-Paris

MNC's Cash Flow and Marketing Investment: The Case of Manufacturing Firms

Janikan Supanvanij, St. Cloud State University

Discussant: Larry Bauer, Memorial University

FINANCE

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

Theme: Investor Behavior

Chair: Sheri Faircloth, University of Nevada-Reno

Character Investing

Thomas M. Krueger, Texas A&M University-Kingsville

Mark A. Wrolstad, Winona State University

Discussant: Jeong W. Lee, University of North Dakota

Investor Sentiment and Herding—A State-Space Approach

Shantanu Namjoshi, University of Connecticut

Discussant: K. Matthew Young, St. John's University

Program Sessions Thursday, March 27, 2014



Online Search Frequency, Information Asymmetry, and Market Liquidity

Xing Lu, Indiana University-South Bend

Hunter Holzhauser, Pennsylvania State University-Erie

Jun Wang, Missouri Western State University

Discussant: Sheri Faircloth, University of Nevada-Reno

FINANCE

9:15–10:30 a.m. ..... **Clark 3, 7th Floor**

Theme: Micro and Personal Finance

Chair: Harry White, Boise State University

Microfinancing in a Commercial Bank: Impact on Firm Metrics and Mission

Marc McIntosh, Augsburg College

Discussant: Arthur J. Young, University of Central Missouri

Redlining and Spatial Correlation in Homeowners Insurance

Zhiqiang Yan, Western Illinois University

Discussant: Harry White, Boise State University

FINANCE

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

Theme: Information

Chair: Matt Maher, Boise State University

Constrained Investments and Opportunity Cost—A Comparison of Conventional and Sharia Benchmarks

Mustafa Dah, Lebanese American University

Monzurul Hoque, Saint Xavier University

Song Wang, Saint Xavier University

Discussant: Mihaela Craioveanu, University of Central Missouri



Program Sessions

Thursday, March 27, 2014

Information Content of Stock Price Gap

Robert Balik, Western Michigan University

Jamshid Mehran, Indiana University-South Bend

Discussant: Raja Bouzouita, University of Central Missouri

Austerity to Prosperity during Global Crisis—A Paradox Examined

Monzurul Hoque, Saint Xavier University

Discussant: Matt Maher, Boise State University

INTERNATIONAL BUSINESS

9:15–10:30 a.m. ....Crystal Room, 3rd Floor

Theme: FDI and Entry Modes

Chair: Animesh Ghoshal, DePaul University

The Effect of Organizational Citizenship Behavior (OCB) on Entry Modes of Foreign Direct Investment (FDI), FDI Spillovers, and MNE Performance

Wootae Chun, Saint Louis University

Discussant: Animesh Ghoshal, DePaul University

Dynamic International Market Selection: Toward Joint Application of Analytical Network Process and Road Map Approach for International Market Selection

Salman Kimiagari, Laval University

Samira Keivanpour, Laval University

Discussant: Zhixin Kang, University of North Carolina at Pembroke

Empirical Determinants of FDI: Evidence from Latin America

Animesh Ghoshal, DePaul University

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Program Sessions

Thursday, March 27, 2014



INTERNATIONAL BUSINESS

9:15–10:30 a.m. ....Cresthill Room, 3rd Floor

Theme: International Strategies

Chair: Juan Meraz, Missouri State University

International Market Orientation and Export Performance in Emerging Market: An Investigation of Malaysian's SMEs

Falahat Nejadmahani Mohammad, UTAR University-Malaysia

Intra-African Trade, Foreign Direct Investment, and Growth in Sub-Saharan African Countries: A Correlation Analysis

Derrick Collins, Chicago State University

Wolanyo Kpo, Chicago State University

Louis Osuji, Chicago State University

Roosevelt Martin, Chicago State University

What Influences Americans Versus Kuwaitis to Accept an International Assignment

Craig D. Harris, Eastern Illinois University

David J. Boggs, Eastern Illinois University

Yunus Kathawala, Gulf University for Science and Technology

John Hayes, Gulf University for Science and Technology

Discussant: Gyongyi Konyu-Fogel, Walsh College

LEGAL STUDIES

9:15–10:30 a.m. .... Wilson Room, 3rd Floor

Theme: Social Media

Chair: Denise S. Smith, Eastern Illinois University

Facebook Posting: Employer-Employee Beware

Mary Noe, St. John's University

Educators Beware: The Legal and Professional Dangers of Engaging with Social Media

Elizabeth A. Cameron, Alma College

Dawn R. Swink, University of St. Thomas

Autumn Ouellette, Clio High School, Michigan

Mason Molesky, Alma College



Program Sessions

Thursday, March 27, 2014

LEGAL STUDIES

9:15–10:30 a.m. .... Marshfield Room, 3rd Floor

Theme: International Law

Chair: Matthew Hlinak, Dominican University

Banking Supervision in Europe under Optimal Federalism

Dale B. Thompson, University of St. Thomas

Almost 20 Years of NAFTA: A Success or Not?

Horace E. Johns, Middle Tennessee State University

Charlotte Parkyn, Middle Tennessee State University

The Art of War: Reforming the FCPA to Promote U.S. Competitiveness with China in Emerging Economies

Michael B. Runnels, Loyola University-Maryland

Adam M. Burton, Prospect Capital Management

The Role of the Small Agricultural Enterprise in Reducing Food Scarcity: Will the Extension of the Cape Town Convention to Farming Equipment Make a Bit of Difference?

Anjanette Raymond, Indiana University

Abbey Stemler, Indiana University

MANAGEMENT

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

Theme: Strategic Management Applications

Chair: Molly Williams, Morningside College

Discussant: Jeffrey Young, Mount Saint Vincent University

The Impact of Corporate Board and Senior Management Diversity and Characteristics on Corporate Financial Performance

Carolyn Wiley, Roosevelt University

Mireia Monllor Tormos, Airbus (Spain)

The Inner Ring: What It Is, How It's Formed, and What to do About It

Daniel Gullifor, Bradley University

Program Sessions Thursday, March 27, 2014



The Transition from the Classroom to CEO and Back to the Classroom

Bill Minnis, Eastern Illinois University

MANAGEMENT

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

Theme: **Pros and Cons of a High-Tech World: Tactics to Maximize Benefits and Minimize Challenges**

Moderator: Jill Halverson, University of Wisconsin-Fox Valley

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MANAGEMENT

9:15–10:30 a.m......**Burnham 2, 7th Floor**

Theme: **Issues in Human Resource Education**

Chair: David Savino, Ohio Northern University

Discussant: John Grant, Ohio Dominican University

A Comparison of SHRM Recommended Courses and Actual Requirements by U.S. HRM University Programs

Gideon Falk, Purdue University Calumet

Casimir C. Barczyk, Purdue University Calumet

Master's of Human Resource Management Program Structure: Current Realities and Future Directions

Ryan Petty, Roosevelt University

The Impact of MOOCs on Human Resource Training and Development

David Savino, Ohio Northern University



Program Sessions

Thursday, March 27, 2014

MARKETING

9:15–10:30 a.m. ..... **Salon 1, 3rd Floor**

Theme: **Marketing Education**

Chair: Susan Geringer, California State University-Fresno

Cross-Cultural Communication via Videoconferencing: Strategies for a Successful International Marketing Assignment

Doreen Sams, Georgia College and State University

Minna Rollins, University of West Georgia

Social Media Survey of Marketing Students

John Wellington, Indiana University-Purdue University Fort Wayne

Stephen Lewis, Mongrel Works L.L.C.

Michael Messina, Gannon University

Exploring Skill Development in a Marketing Program's Assurance of Learning

Matt Elbeck, Troy University

Deborah L. Owens, University of Akron

Claudia C. Mich, Purdue University Calumet

Michael A. Levin, Otterbein University

MARKETING

9:15–10:30 a.m. ..... **Salon 2, 3rd Floor**

Theme: **Global Marketing**

Chair: Eliane Karsaklian, Université Sorbonne

Buyer's Remorse and Coping Mechanisms: Lessons from an Emergent Economy

Raj Devasagayam, Siena College

Asif Zameer, FORE School of Management

Disney Turns to Strategic Marketing for Their Expansion into Shanghai: A Case Study of the Disney Effect

Allen Marber, Governors State University

Dorina Filippini, Governors State University

Program Sessions Thursday, March 27, 2014



Drug Deals: Measuring the Success of Global Pharmaceutical Alliances

Ursula Sullivan, Northern Illinois University
Anne Coughlan, Northwestern University
Anthony Preston, Northern Illinois University

Agglomeration Effects in Collaborative Clusters: The Impact of Competitor and Supplier Clusters on Innovation

Vishal Bindroo, Indiana University-South Bend

MARKETING

9:15–10:30 a.m...... Salon 3, 3rd Floor

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

Track Chair: Ursula Sullivan, Northern Illinois University

Session Chair: Sharon James, Ohio State University

Experiential Product Bundling Category: A Case in Music Industry

Adhi Baskara Ekananda, University of Indonesia

The Use of Voluntary Public Disclosure and Patenting Strategies to Capture Value from Product Innovations

Sharon James, Ohio State University

The Effect of Bank Marketing Strategy on the Students' Saving Decisions

Junhong Min, Michigan Technological University
Dean Johnson, Michigan Technological University
Madhav Segal, Southern Illinois University-Edwardsville

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

9:15–10:30 a.m...... Indiana Room, 3rd Floor

Theme: **Practical Applications of Operations Management**

Chair: Kelly Jean Kattesh, East Tennessee State University

Benchmarking Best Practices in University Recycling Programs

Cynthia M. Sullivan, East Tennessee State University
Kelly Jean Kattesh, East Tennessee State University



Program Sessions **Thursday, March 27, 2014**

The Potential Deployment of Set Covering and Location-Assignment Model: The Case of Locating Trauma Centers at the Midwest Region
Raida Abuizam, Purdue University Calumet

School District Saves With Managed Print Services
Bill Roach, Washburn University
Daryl Webb, Washburn University

ACCOUNTING

10:45 a.m.–12:00 p.m. .... Salon 12, 3rd Floor

Theme: Accounting Education

Chair: Quinton Booker, Jackson State University

Gender in the New Age of Accounting Education: An Analysis of Contributions to a Computerized Discussion Board in a Cost Accounting Course

Timothy J. Fogarty, Case Western Reserve University

Paul M. Goldwater, University of Central Florida

Financial Literacy and the Sociodemographics of College Students: Implication for Business Education

John Elfrink, Western Illinois University

George Mangalaraj, Western Illinois University

Kasing Man, Western Illinois University

Gamification of Learning in Accounting Education

Susan Moncada, Indiana State University

Thomas Moncada, Eastern Illinois University

ACCOUNTING

10:45 a.m.–12:00 p.m. .... Salon 10, 3rd Floor

Theme: Auditing and Tax

Chair: Carol Jessup, University of Illinois-Springfield

Factors Affecting Auditors' Conservatism

Essam Elshafie, Northeastern Illinois University

Program Sessions Thursday, March 27, 2014



The Effects of Auditor Rotation and Client Importance on Lenders' Perceptions of Auditor Independence, Financial Statement Reliability, and Loan Decisions

Kayla Booker, Jackson State University

Tax Implications of the Affordable Care Act

Larry R. Garrison, University of Missouri-Kansas City

Penalties for Being Married under Federal Tax Laws: A Brief History and Update of Some Implications of Saying "I Do"

Kel-Ann Eyler, Wesleyan College

Wilhelmina Ford, Middle Georgia State College

BUSINESS ECONOMICS

10:45 a.m.–12:00 p.m...... Logan Room, 3rd Floor

Theme: Keynote Address

Chair: Scott Wallace, University of Wisconsin-Stevens Point

Monetary Policy since 2007: A Brave New World?

Vivekanand Jayakumar, University of Tampa

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Panel Discussion: Future Use of Technology
in Education

Chair: Zach Frank, Washburn University

Discussant: William Willis, Marshall University

Panelists: Tom Sheridan, Turning Technologies
Bernardo Ramirez, University of Central Florida
Kathrine Ure, Washburn University



Program Sessions

Thursday, March 27, 2014

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Clinicians

Chair: Ahmet Ozturk, Cabell Huntington Hospital

Discussant: Steven J. Szydlowski, University of Scranton

The Role of Genetic Drug Sensitivity Testing (GDST) in Pain Management

Ahmet Ozturk, Cabell Huntington Hospital

Pain Assessment in the Critically Ill, Intubated Patient-Neurological

Colleen Meade, Oakland University

Matthew Ripper, Siena Heights University

Assessment of Bronchothermoplasty in Qualified Asthma Patients

Colleen Meade, Oakland University

Matthew Ripper, Siena Heights University

Evolution of the Development of a Health Care System that Fits All

Kuriakose Athappilly, Western Michigan University

BUSINESS, SOCIETY, AND GOVERNMENT

10:45 a.m.–12:00 p.m...... Madison Room, 3rd Floor

Theme: Panel: Meeting the Education Challenges of Veterans

Chair: Lee Weyant, Kutztown University

Discussants: Sue Evans, Austin Peay State University
Ray Eldridge, Lipscomb University

CASE RESEARCH

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

Theme: Critical Incident Presentations

Chair: Harsha Desai, Loyola University of Maryland

Scribe: Kay Hodge, University of Nebraska-Kearney

Discussants: George Whaley, San Jose State University
Eddward Herron, University of Wisconsin-LaCrosse

Program Sessions Thursday, March 27, 2014



The Human Side of Logistics

Poonam Arora, Manhattan College

Peter Hanges, Manhattan College

Tina Nitis, Manhattan College

Anthony Bruzzone, Manhattan College

Diversity Challenges at Eastern University

Shirley A. Wilson, Bryant University

Harsh Luthar, Bryant University

Harassment: I've Left, Do I Still Come Forward?

Jennifer Cordon Thor, Oakland University

Lizabeth Barclay, Oakland University

CASE RESEARCH

10:45 a.m.–12:00 p.m. ....LaSalle 2, 7th Floor

Theme: Critical Incident Presentations

Chair: Neil Tocher, Idaho State University

Scribe: Tracy Bladel, Rockhurst University

Discussants: Britt Shirley, University of Tampa
Patrick Schultz, University of North Dakota

Skyline's Windscape

Lisa Lindgren, St. John's University

Sensemaking: Is She Crafting a Hobby or a Business

Donna Smith, Ferris State University

Timothy Brotherton, Ferris State University

First Katrina, Now This: The *Times-Picayune* Downsizes

Jeff Totten, McNeese State University

Craig Davis, Ohio University



Program Sessions

Thursday, March 27, 2014

CASE RESEARCH

10:45 a.m.–12:00 p.m.....LaSalle 3, 7th Floor

Theme: Critical Incident Presentations

Chair: Joffi Thomas, Indian Institute of Management Kozhikode

Scribe: Ann Hackert, Idaho State University

Discussants: J. David Hunger, Saint John's University
Elizabeth Jones, Notre Dame of Maryland University

Tattoos in the Workplace

Asbjorn Osland, San Jose State University

Nanette Clinch, San Jose State University

An Unforeseen Christmas Crisis

Wesley Bily, Elmhurst College

Amanda Grenier, Elmhurst College

Edward O'Connor, Elmhurst College

Sondra Simpson, Elmhurst College

KIVA Zip: Mission Drift or Niche Extension

Robert Mittelman, Carleton University

EXHIBITOR SERIES – INTERPRETIVE SIMULATIONS

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

Theme: How and Why Business Simulations Work:
Connecting Students' Outcomes to Your
Course Objectives.

Presenter: Clayton Shumate, President

The main reason professors use business simulations is because students learn better by doing. However, how do you interpret the results? In this session, we will focus on understanding student results and connecting them to course objectives.

FINANCE

10:45 a.m.–12:00 p.m..... Clark 7, 7th Floor
Academy of Finance Business Meeting

Program Sessions

Thursday, March 27, 2014



INFORMATION SYSTEMS

10:45 a.m.–12:00 p.m......Kimball Room, 3rd Floor

Theme: **New Approaches**

Chair: Jim Newtown, Baker College

Yet Another Reason to Modify Reporting the Daily Change in the Dow

John Stedl, Chicago State University

The Millennium Revolution; Embracing Change through Technology

Roosevelt Martin, Chicago State University

An Enterprise Model Framework for Business Process Management

Joseph O. Chan, Roosevelt University

INTERNATIONAL BUSINESS

10:45 a.m.–11:30 p.m......Crystal Room, 3rd Floor

Theme: **Emerging Markets**

Chair: Raffaele DeVito, Emporia State University

Is North Korean Market Emerging or Submerging?

Sang T. Choe, University of Southern Indiana

INTERNATIONAL BUSINESS

10:45 a.m.–11:30 p.m......Cresthill Room, 3rd Floor

Theme: **International Human Resources**

Chair: Kyle Coble, Lindenwood University

Japan's Aging Work Force and the Challenges of Keeping Older Workers

Chikako Usui, University of Missouri-St. Louis

Richard A. Colignon, Saint Louis University

Discussant: Craig D. Harris, Eastern Illinois University



Program Sessions Thursday, March 27, 2014

Challenges and Practices of Selection of Human Resources in a Global Environment

Gyongyi Konyu-Fogel, Walsh College

Discussant: Zafar A. Bokhari, Chicago State University

LEGAL STUDIES

10:45 a.m.–12:00 p.m. .... Wilson Room, 3rd Floor

Theme: Teaching/Pedagogy (Round 1)

Chair: Michael B. Runnels, Loyola University-Maryland

A Legal Analysis and Contrarian View of the Syllabus-as-Contract Perspective

Kent D. Kauffman, Indiana University-Purdue University Fort Wayne

Deceased by Law: *Res Ipsa Loquitor*—The Grave Is Empty and I'm Not Dead!

Elizabeth A. Cameron, Alma College

Life as a Casebook: Constructivist Approaches to Legal Studies Education

Matthew Hlinak, Dominican University

LEGAL STUDIES

10:45 a.m.–12:00 p.m. .... Marshfield Room, 3rd Floor

Theme: Healthcare

Chair: Abbey Stemler, Indiana University

When Patients Attack: The Legal and Ethical Dilemmas Surrounding Workplace Violence Against Nurses

Jason P. Kight, Eastern Illinois University

Lindsey J. May, Indiana University

Does Board Composition Affect Firm Behavior? Evidence from Health Maintenance Organizations

Paul H. Robinson, Viterbo University

John F. Robinson, Viterbo University

Program Sessions Thursday, March 27, 2014



Blazing the Trail: Establishing Audit Guidelines under the Affordable Care Act

Kevin P. Savage, Eastern Illinois University

Denise S. Smith, Eastern Illinois University

MANAGEMENT

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

Theme: **Spotlight on Industry Research**

Chair: Bruce Bloom, Founder, Career Consulting Services

Discussant: David Savino, Ohio Northern University

Opportunities for Management Research in Additive Manufacturing

Richard Crandall, Appalachian State University

Rick Crandall, University of North Carolina at Pembroke

Training for the Future: How to Achieve a Workforce that is Skilled Enough to Facilitate the Reshoring of U.S. Manufacturing

Daniel Bought, University of North Carolina at Pembroke

An Examination of the Ethical Considerations for Orphan Drug Decision Frameworks

Jennifer Donnan, Memorial University

Tom Cooper, Memorial University

Alex Faseruk, Memorial University

MANAGEMENT

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

Theme: **Assurance of Learning and Assessing Student Learning Outcomes: Lessons Learned**

Chair: Carolyn Wiley, Roosevelt University

Panelists: Carolyn Wiley, Roosevelt University
Shamsul Chowdhury, Roosevelt University
Meng Li, Roosevelt University
Stephen Fedota, Roosevelt University
C. R. Marshall, University of Wisconsin-Stevens Point
Michele Govekar, Ohio Northern University



Program Sessions

Thursday, March 27, 2014

MANAGEMENT

10:45 a.m.–12:00 p.m.....Burnham 2, 7th Floor

Theme: Business Leadership Research

Chair: Regina Greenwood, Nova Southeastern University

Discussant: Julia Teahen, Baker College

The Fallacy of Leadership Transparency

Jay Johnson, Friends University

Jim Maddox, Friends University

Model for Effective Quick-Service Restaurant Leadership

Carlotta S. Walker, Baker College and Southern New Hampshire
University-COCE

Learning to Lead to Legacy

Jann Freed, Central College

MARKETING

10:45 a.m.–12:00 p.m..... Salon 3, 3rd Floor
MMA Awards Brunch (Ticket Required)

MMA 2014 Marketing Innovator.....Mary Jo Bitner

Mary Jo Bitner is the executive director of the Center for Services Leadership, Edward M. Carson Chair in Services Marketing, and professor of Marketing at the W. P. Carey School of Business, Arizona State University (ASU).

In her more than 25-year career as a professor and researcher, Dr. Bitner has been recognized as one of the founders and pioneers in the field of service marketing and management world-wide. At ASU she was a founding faculty member of the Center for Services Leadership and has been a leader in its emergence as the premier university-based center for the study of services marketing and management. Dr. Bitner is the editor-in-chief of the *Journal of Service Research*. She also serves currently as an elected member of the Board of the American Marketing Association.

Dr. Bitner's current research is concerned with service infusion strategies in goods-dominant companies and the strategic roles of technology and contact employees in determining customer satisfaction with services. She

Program Sessions

Thursday, March 27, 2014



has published articles relevant to service marketing and management in the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Service Research*, *Journal of Business Research*, *Journal of Retailing*, *Journal of Service Management*, *Journal of the Academy of Marketing Science*, and the *Academy of Management Executive*.

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

10:45 a.m.–12:00 p.m..... Indiana Room, 3rd Floor

Theme: Entrepreneurship Education

Chair: Gideon Falk, Purdue University Calumet

A Survey of Major Entrepreneurial Programs in the U.S.: What are the Undergraduate Degree Requirements?

Gideon Falk, Purdue University Calumet

Jamaluddin Husain, Purdue University Calumet

Oral Communication Dimensions and Effective Profiles: The Changing Role of Business Education

Carlos Gomes, University of Coimbra

Fariba Khovash, Isfahan University of Medical Sciences

Jafar Alavi, Eastern Tennessee State University

Mahmoud Yasin, Eastern Tennessee State University

The Roosevelt University Incubator: The First Two Years

Terri Friel, Roosevelt University

INTERNATIONAL BUSINESS

11:45 a.m.–1:30 p.m.....Crystal Room, 3rd Floor

Academy of International Business – Midwest Region Business Meeting

Academy of International Business–Midwest Region Luncheon (Ticket Required)

Theme: Is Europe Able to Follow American Energy Revolution? The Impact on Changes in Competitiveness of Industries and Economies

Speaker: Andrzej Rudka, Adviser to the Deputy Director-General in DG Enterprise and Industry of the European Commission in Brussels

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Program Sessions

Thursday, March 27, 2014

BUSINESS AND HEALTH ADMINISTRATION

12:15–1:30 p.m. .... Dearborn 1, 7th Floor
BHAA Luncheon (Ticket Required)

CASE RESEARCH

12:15–1:30 p.m. .... LaSalle 3, 7th Floor
Annual Meeting and Luncheon (Ticket Required)

FINANCE

12:15–1:30 p.m. .... Clark 5, 7th Floor
Academy of Finance Luncheon (Ticket Required)

MANAGEMENT

12:15–1:30 p.m. .... Burnham 4, 7th Floor
NAMS Awards Luncheon (Ticket Required)

MARKETING

12:15–1:30 p.m. .... Salon 3, 3rd Floor
MMA Business Meeting

ACCOUNTING

1:30–2:45 p.m. .... Salon 12, 3rd Floor

Theme: Cases

Chair: Bambi Hora, University of Central Oklahoma

Student Loan Cash Budgeting Case

Sandra Byrd, Missouri State University

David Byrd, Missouri State University

Michael Hammond, Missouri State University

Program Sessions

Thursday, March 27, 2014



There'll be Nun of That

Kathy Pollock, Indiana University-Purdue University Fort Wayne

Janet Papiernik, Indiana University-Purdue University Fort Wayne

The Bookstore Fraud

Kassie Govro, Missouri State University

George Schmelzle, Missouri State University

ACCOUNTING

1:30–2:45 p.m...... **Salon 10, 3rd Floor**

Theme: **New AACSB Standards**

Chair: John Elfrink, Western Illinois University

BUSINESS ECONOMICS

1:30–2:45 p.m...... **Logan Room, 3rd Floor**

Theme: **Panel Discussion, Publishing–Practical Help for
Publishing Success**

Chair: Brian T. Kench, University of Tampa

Panelists: David Dilts, Indiana University-Purdue University
Fort Wayne

Nodir Adilov, Indiana University-Purdue University
Fort Wayne

Daniel Friesner, North Dakota State University

Brian T. Kench, University of Tampa

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Health Information and Technology**

Chair: Bernardo Ramirez, University of Central Florida

Discussant: Jean Sanchez, Washburn University

Issues, Challenges, and Findings in Healthcare Information

Technology (HIT) Implementations: A Literature Review

Rangarajan Parthasarathy, Depaul University

Linda V. Knight, Depaul University



Program Sessions **Thursday, March 27, 2014**

Does Computerized Physician Order Entry Reduce Medical Errors?

Krista Charles, Marshall University

William Willis, Marshall University

Alberto Coustasse, Marshall University

Long Term Care: Online Exit Survey and Retention

Ron Fuqua, Clayton State University

Deborah Gritzmacher, Clayton State University

Impact of Interactive Response Systems on Student Attendance, Preparation, Focus, and Ability to Learn

Zach Frank, Washburn University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Healthcare Economics

Chair: Vivek Natarajan, Lamar University

Discussant: Kisha Reed, Florida Agricultural and
Mechanical University

Financial Advantages of Hospitals' Relationships with Accountable Care Organizations

David P. Paul III, Monmouth University

Rodrigo Camargo, Marshall University

Thaisa Camargo, Marshall University

Stacie Deslich, Marshall University

Alberto Coustasse, Marshall University

The Human Touch: A Phenomenological Study of Spiritual Care Workers in the Hospital Setting

Maria Stahl, Viterbo University

Kem Gambrell, Viterbo University

Community Hospitals vs. Physician-Owned Hospitals or How to Excise Entrepreneurial Doctors from the Medicare Payment Prescription

Jaciel Keltgen, Augustana College

Program Sessions Thursday, March 27, 2014



Diversity and the Affordable Care Act: Implications for the Future

Darrell McCall, University of Scranton

Steven J. Szydlowski, University of Scranton

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m...... **Dearborn 3, 7th Floor**

Theme: **How to Get Published**

Chair: Ashish Chandra, University of Houston-Clear Lake

Discussant: Avinandan Mukherjee, Montclair State University

Meet the Editors

Ashish Chandra, *Hospital Topics*

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

BUSINESS, SOCIETY, AND GOVERNMENT

1:30–2:45 p.m...... **Wilson Room, 3rd Floor**

Theme: **Joint Panel Discussion with Legal Studies:
Teaching Online**

Moderators: Steven C. Palmer, Northwestern Oklahoma
State University
Lee Weyant, Kutztown University

Panelists: Steven C. Palmer, Northwestern Oklahoma State
University
Lee Weyant, Kutztown University
John Stockmyer, Northwestern Oklahoma State
University
Ramin Maysami, University of North Carolina
at Pembroke
Catherine E. Jorgens, Carroll University



Cyber Cafe sponsored by McGraw-Hill Education
3rd Floor Salons
Open during conference day sessions.



Program Sessions

Thursday, March 27, 2014

CASE RESEARCH

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

Theme: Panel: Teaching with Cases: Problems and Solutions

Panelists: J. David Hunger, Saint John's University
Roy Cook, Fort Lewis College
Robyne J. Hart, Associated Colleges of the Midwest

CASE RESEARCH

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

Theme: Critical Incident Presentations

Chair: Edwin Portugal, State University of New York-Potsdam

Scribe: George Whaley, San Jose State University

Discussants: Kelly Trusty, Trine University
Joseph Kastantin, University of Wisconsin-LaCrosse

High Heels and Low Morale

Poonam Arora, Manhattan College

Breadmaking 101: Pricing for Profits

Ann Hackert, Idaho State University

Taking the Ire Out of anirate Customer

Marianne Collins, Winona State University

CASE RESEARCH

1:30–2:45 p.m. ....LaSalle 3, 7th Floor

Theme: Critical Incident Presentations

Chair: Carolyn Predmore, Manhattan College

Scribe: Janet Rovenpor, Manhattan College

Discussants: Neil Tocher, Idaho State University
Amanda J. Weed, Ohio University

What Is the Right Deferral Period for MSM and Blood Donations?

Asbjorn Osland, San Jose State University

Program Sessions Thursday, March 27, 2014



Inventory Management at the Theme Park: Am I Prepared for the Unexpected?

David Baker, University of Central Missouri

Eric Nelson, University of Central Missouri

Matthew VanSchenk Hof, University of Central Missouri

Jessica Cox, University of Central Missouri

Rolling Stone and the Boston Bomber: Savvy Marketing, Social Irresponsibility, or Both?

Barbara Schuldt, Southeast Louisiana University

Jeff Totten, McNeese State University

EXHIBITOR SERIES – CENGAGE

1:30–2:45 p.m. .... Clark 10, 7th Floor

Theme: Learning Solutions to Increase Engagement

Presenters: Mike Roche, Sr. Product Manager
Katie Jergens, Marketing Manager

How can we use technology effectively to increase learner engagement? This session explores MindTap – an innovative solution offering a digital, personal learning experience to engage students with interactivity and custom content while supporting differentiated learning styles. You will learn more about MindTap Analytics, and how you can measure student performance and aggregate course data easily. www.cengage.com/mindtap

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FINANCE

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

Theme: Wealth Effects and Anomalies

Chair: Kevin Bahr, University of Wisconsin-Stevens Point

Does it Pay to Invest in Weak Balance Sheet Firms When Interest Rates are Low?

Tarek Zaher, Indiana State University

Discussant: Janikan Supanvanij, St. Cloud State University



Program Sessions

Thursday, March 27, 2014

Day of the Week Stock Returns: Review and Update

Robert Balik, Western Michigan University

Jamshid Mehran, Indiana University-South Bend

Discussant: Zhiqiang Yan, Western Illinois University

Evidence of a Housing Wealth Effect on Municipal Bond Yields

Sheri Faircloth, University of Nevada-Reno

Marcus T. Allen, Florida Gulf Coast University

Ali Nejadmayeri, University of Tulsa

Surya Chelikhani, Quinnipiac University

Discussant: Kevin Bahr, University of Wisconsin-Stevens Point

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FINANCE

1:30–2:45 p.m. .... Clark 3, 7th Floor

Theme: Financial Issues I

Chair: Mark A. Wrolstad, Winona State University

Corporate Governance and Firm Performance: Roles of Insider and Institutional Holdings

Sharon Lee, University of Hawaii-West Oahu

William Bosworth, Western New England University

Discussant: Mark A. Wrolstad, Winona State University

Does Dividend Policy Drive Repurchases? An Empirical Study

Nan Liu, Indiana University-South Bend

Jamshid Mehran, Indiana University-South Bend

Discussant: Ingyu Chiou, Eastern Illinois University

Municipal Infrastructure Risk: A Descriptive Study from a Canadian Province

Tom Cooper, Memorial University

Alex Faseruk, Memorial University

Pauline Downer, Memorial University

Ian Glew, Memorial University

Discussant: Shantanu Namjoshi, University of Connecticut

Program Sessions

Thursday, March 27, 2014



FINANCE

1:30–2:45 p.m...... **Clark 9, 7th Floor**

Theme: **Financial Issues II**

Chair: John Stevens, University of Michigan-Flint

The Information Contained in Option Implied Volatility: Changing Patterns around the Turn of the Year

Cliff R. Moll, University of Wisconsin-Oshkosh

David R. Peterson, Florida State University

Discussant: Pat Obi, Purdue University Calumet

An Analysis of the Spread between West Texas Intermediate and Brent Crude Prices: A Geologist's Perspective

Frank Ryan, Memorial University

Alex Faseruk, Memorial University

Discussant: John Stevens, University of Michigan-Flint

Corporate Communication Differences between Countries that Use the Same Language

Padmaja Pillutla, Western Illinois University

Don T. Johnson, Western Illinois University

Arun Pillutla, St. Ambrose University

Discussant: James P. Haskins, University of North Dakota

INFORMATION SYSTEMS

1:30–2:45 p.m...... **Kimball Room, 3rd Floor**

Theme: **Ethics and Technology**

Chair: Kaushik Ghosh, Lamar University

Living the Case Study: Teaching Management and Leadership Ethics Online Through Serious Games

Thomas L. Buck, College of St. Scholastica

Ethical Issues of Utilizing Health Information Technology: The Adoption and Implementation of an Electronic Health Records System

Michael F. Peters, Baker College

Jim Newtown, Baker College



Program Sessions

Thursday, March 27, 2014

The Importance of Emerging and Wireless Technologies for Industry and Education

Kevin Lohrasbi, Pace University

INTERNATIONAL BUSINESS

1:30–2:45 p.m......**Crystal Room, 3rd Floor**

Theme: **International Finance**

Chair: Christopher H. Ziemnowicz, University of North Carolina
                                  at Pembroke

Is Social Entrepreneurship the New Global Capitalism? An Exploration of the Strategic and Legal Nature of Social Entrepreneurship

Robert Moussetis, North Central College

Thomas Cavenagh, North Central College

Antecedents to the Greek Financial Crisis—A Contextual Analysis

Robert Moussetis, North Central College

George Nakos, Clayton State University

Discussant: Marc McIntosh, Augsburg College

Micro-Financing in a Commercial Bank: Impact in Metrics and Mission

Marc McIntosh, Augsburg College

Discussant: Robert Moussetis, North Central College

INTERNATIONAL BUSINESS

1:30–2:45 p.m......**Cresthill Room, 3rd Floor**

Theme: **International Organizational Behavior**

Chair: Man Zhang, Bowling Green State University

Effective Leadership Can Develop Third World Economies by Creating Linkage between Universities, Policy Makers, Financial Institutions, and Businesses

Zafar A. Bokhari, Chicago State University

Roosevelt Martin, Chicago State University

Program Sessions Thursday, March 27, 2014



Perceived Organizational Justice, Job Characteristics, Work Performance, and Satisfaction across Cultures

Nabeel Sawalha, Gulf University for Science and Technology

Discussant: Ritab Al-Khouri, Qatar University

LEGAL STUDIES

1:30–2:45 p.m. .... Wilson Room, 3rd Floor

Theme: Joint Panel Discussion with Business, Society, and Government: Teaching Online

Moderators: Steven C. Palmer, Northwestern Oklahoma State University
Lee Weyant, Kutztown University

Panelists: Steven C. Palmer, Northwestern Oklahoma State University
Lee Weyant, Kutztown University
John Stockmyer, Northwestern Oklahoma State University
Ramin Maysami, University of North Carolina at Pembroke
Catherine E. Jorgens, Carroll University

MANAGEMENT

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

Theme: Issues in Human Resource Management

Chair: John Grant, Ohio Dominican University

Discussant: Jay Young, Ohio Dominican University

Exploring the Role Organizational Change Has on Morale and Safety in the Airline Industry

Angela McCaskill, Liberty University

The Top Four Percent: An Exploratory Study of Women Leading Fortune 1000 Firms

Marge Karsten, University of Wisconsin-Platteville

Wendy Brooke, University of Wisconsin-Platteville

Marvee Marr, Ashford University



Program Sessions

Thursday, March 27, 2014

Generational Differences in Attitudes Toward Women in Latin America

Julia Teahen, Baker College

Ed Murphy, Embry-Riddle Aeronautical University

Regina Greenwood, Nova Southeastern University

MANAGEMENT

1:30–2:45 p.m. .... Burnham 4, 7th Floor

Theme: **A New Online Certificate for Business Sustainability:
Issues of Demand, Curriculum, and Delivery**

Chair: Robert Hatfield, Western Kentucky University

Panelists: Robert Hatfield, Western Kentucky University
                         Brian Sullivan, Western Kentucky University
                         Dana Cosby, Western Kentucky University
                         Mariah Yates, University of Cincinnati

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MANAGEMENT

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

Theme: **Business Career Paths**

Chair: Alexandra White, Luther College

Discussant: Rick Crandall, University of North Carolina at Pembroke

Student Self-Efficacy in a Chosen Business Career Path: The Influence of Cognitive Style

Joseph Harder, Indiana State University

Arthur Lloyd Sherwood, Indiana State University

Alan B. Czyzewski, Indiana State University

The Role of Business Internships in Understanding Effective Performance and Employment

Mahmoud Yasin, East Tennessee State University

Carlos Gomes, University of Coimbra

Phillip Miller, East Tennessee State University



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Program Sessions Thursday, March 27, 2014



The Use and Usefulness of Social-Network-Site Recruiting

Allison Tharp, Eastern Illinois University

David J. Boggs, Eastern Illinois University

MARKETING

1:30–2:45 p.m...... **Salon 1, 3rd Floor**

Theme: **Marketing Education**

Chair: Susan Geringer, California State University-Fresno

Unique Holistic Approaches to Marketing and Promoting Science Education

Jesse Edwards, Florida Agricultural and Mechanical University

James Bouyer, Florida Agricultural and Mechanical University

Mark Howse, Florida Agricultural and Mechanical University

A Content Analysis of the Marketing Domain's Top Pedagogical Journals

Kristy McManus, University of Wisconsin-La Crosse

David E. Fleming, Eastern Illinois University

Maggie McDermott, University of Wisconsin-La Crosse

Andrew B. Artis, University of South Florida

Ethical Leadership Certification for Marketing Courses

O. C. Ferrell, University of New Mexico

Linda Ferrell, University of New Mexico

Alphonzo Alexander, Center for Public Trust

MARKETING

1:30–2:45 p.m...... **Salon 2, 3rd Floor**

Theme: **Consumer Behavior**

Chair: Kimberly Folkers, Wartburg College

Need for Touch, Gender, Self-construal, and Internet shopping Attitudes among Korean Consumers

Seung-Hee Lee, Southern Illinois University

Kwangho Jung, Seoul National University

Jane Workman, Southern Illinois University



Program Sessions

Thursday, March 27, 2014

Once Retro Now Novel Again: Does that Apply to Consumption Habits?

Gwen Achenreiner, University of Wisconsin-LaCrosse

Brand Attachment and the Compulsive Buyer

Devon Sacramento, Eastern Illinois University

Richard Flight, Eastern Illinois University

MARKETING

1:30–2:45 p.m. .... Salon 3, 3rd Floor

Theme: How to Get Your Manuscript Published

Panelists: Mary Jo Bitner, W. P. Carey School of Business at
Arizona State University, Editor, *Journal of Services
Research*

Don Roy, Middle Tennessee State University, Immediate
Past Editor, *Marketing Management Journal*

Gail Zank, Texas State University, Incoming Editor
Marketing Management Journal

Brian Vander Schee, Aurora University, Editor,
Marketing Education Review

Debra Zahay-Blatz, Aurora University, Editor,
Journal of Research in Interactive Marketing

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

1:30–2:45 p.m. .... Indiana Room, 3rd Floor

Theme: Social Entrepreneurship and Mindfulness

Chair: In Lee, Western Illinois University

Exploring a Business Model for Social Enterprises

In Lee, Western Illinois University

Honeybee Keeping: Self-Employment Opportunity for Mountain Women of Northern Pakistan

Rukhsana Hasan, Fatima Jinnah Women's University

Seemi Ali, Fatima Jinnah Women's University

Program Sessions Thursday, March 27, 2014



Yoga Studio: Business Plan

Dilara Adilbek, Maharishi University of Management

Sabita Sawhney, Maharishi University of Management

ACCOUNTING

3:00–4:15 p.m...... Salon 12, 3rd Floor

Theme: **Workshop: Using MS-Excel and QuickBooks to
Teach Principles of Accounting as an
Interdisciplinary Course**

Presenter: Nausser Jamali, Illinois College

ACCOUNTING

3:00–4:15 p.m...... Salon 10, 3rd Floor

Theme: **Financial Reporting and Disclosure**

Chair: Lynn White, Trinity Christian College

An Examination of Pfizer's Crisis Communication Strategies in the Celebrex Case

Mary Stone, Minnesota State University-Moorhead

Sheri Erickson, Minnesota State University-Moorhead

Megan Thorwick, Minnesota State University-Moorhead

Regulation Fair Disclosure and Social Media

Katherine Campbell, University of North Dakota

Dee Ann Ellingson, University of North Dakota

Greg Gaynor, University of Baltimore

Matthew Notbohm, University of North Dakota

Crowdfunding and the JOBS Act of 2012: Accounting Challenges in Equity Investment Requirements

Ryan Gillespie, University of Portland

Ellen Lippman, University of Portland



Program Sessions **Thursday, March 27, 2014**

BUSINESS ECONOMICS

3:00–4:15 p.m...... **Logan Room, 3rd Floor**

Theme: **Game Theory and Strategic Behavior**

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

Multi-Period Ultimatum Games under Dual Time Pressure

Lindsey Nagy, Muhlenberg College

Keep Them Guessing

Robert Beekman, University of Tampa

Lisa Bostick, University of Tampa

Strategic Offsetting and Optimal Selection in Basketball

Thomas Sadler, Western Illinois University

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m. ..... **Dearborn 1, 7th Floor**

Theme: **International**

Chair: Robert Babela, St. Elizabeth University

Discussant: Vivek Natarajan, Lamar University

Multiple Sclerosis in India: A Qualitative Study of Access, Adherence, and Other Issues in Southern India

Meghana Aruru, Roosevelt University

Lessons Learned from the Pictogram Labeling Project in Haiti (PLPH)

Meghana Aruru, Roosevelt University

Jack Warren Salmon, University of Illinois-Chicago

Accredited Healthcare Management Education for Nurses and Other Healthcare Workers in Slovakia Since 2006

Zuzana Slezakova, St. Elizabeth University

Robert Babela, St. Elizabeth University

New Social Reform in Marginalized Roma Communities in Slovakia (i.e., The Roma Reform)

Michal Olah, St. Elizabeth University

Peter Pollak, Ministry of Internal affairs of Slovak Republic



BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m. ..... Dearborn 2, 7th Floor

Theme: Health and Wellness

Chair: Michael Dalmat, Clayton State University

Discussant: Kathrine Ure, Washburn University

**Reasons Behind the Rise of Obesity and the Impact on Health
in Brazil**

Sana Khan, University of Scranton

Daniel J. West Jr., University of Scranton

**The Influence of Positive Psychology on Employee
Assistance Programs**

Nicole Veglahn, Viterbo University

Kem Gambrell, Viterbo University

**Complementary and Alternative Care: The Role of Chiropractic
Services in Hospital Settings**

David Linhares, University of Scranton

Steven J. Szydlowski, University of Scranton

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Corporate Healthcare

Chair: Peter Fitzpatrick, Clayton State University

Discussant: Daniel Friesner, North Dakota State University

Financing of Renal Dialysis

Marisa Borelli, Monmouth University

David P. Paul III, Monmouth University

Michaeline Skiba, Monmouth University

**Human Resource and Organizational Development Activities of the
Affordable Care Act**

Ivan Muslin, Marshall University



Program Sessions

Thursday, March 27, 2014

The Veterans Equitable Resource Allocation Model and the Distribution of Funding for Healthcare Throughout the VA Health System

Wesley Brown, Marshall University
Ronald W. McGrady, Marshall University
William Willis, Marshall University

The Effect of the Affordable Care Act on the Financial Performance of Healthcare Institutions

Conrad Francis, Texas Tech University
Charles Chekwa, Troy University
Michael McDuffe, Troy University

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m...... **Madison Room, 3rd Floor**

Theme: e-Learning

Chair: Josetta McLaughlin, Roosevelt University

Educational Experience: Does It Make a Difference in Persistence for Military Students Enrolled in an e-Learning Program?

Charlotte Hislop, Allied American University
Diane Sykes, Allied American University

Developing and Delivering a MOOC Focusing on Ethical Leadership

Rick Revoir, College of St. Scholastica

Social Media in Management Education: An Application for Facebook and Google Plus

Lee Weyant, Kutztown University

CASE RESEARCH

3:00–4:15 p.m...... **LaSalle 1, 7th Floor**

Theme: Critical Incident Presentations

Chair: Lisa Lindgren, St. John's University

Scribe: Susan Tyler, Elmhurst College

Discussants: Denise Oas, University of Central Missouri
Jennifer Cordon Thor, Oakland University

Program Sessions Thursday, March 27, 2014



A Hasty Firing and an Angry Client

Sambhavi Lakshminarayanan, City University of New York

Evelyn Maggio, City University of New York

Savita Hanspal, College of St. Rose

Ryan Braun's Suspension

Britt Shirley, University of Tampa

A Leave of Absence Gone Wrong

Nicolette Avery, Elmhurst College

Kelsey Schnabl, Elmhurst College

Sondra Simpson, Elmhurst College

CASE RESEARCH

3:00–4:15 p.m. .... LaSalle 2, 7th Floor

Theme: Paper and Critical Incident Presentations

Chair: Wesley Bily, Elmhurst College

Scribe: Eric Nelson, University of Central Missouri

Discussants: John Vitton, University of North Dakota
Fredricka Joyner, Indiana University East

Cases on Minority and Women-Owned Businesses: An Update

Jeff Totten, McNeese State University

Rasheek Irtisam, McNeese State University

Strategic Consumer Choice: A College Student's Dilemma

Parag Dhumal, University of Wisconsin-Parkside

Michele Gee, University of Wisconsin-Parkside

Qi Zou, University of Wisconsin-Parkside

One Fell Off the Roof

Carolyn Predmore, Manhattan College



Program Sessions

Thursday, March 27, 2014

CASE RESEARCH

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

Theme: **Critical Incident Presentations**
Chair: Nicolette Avery, Elmhurst College
Scribe: Jeffrey Miller, Sam Houston State University
Discussants: Andrew Borchers, Lipscomb University
                              Bonnie Leonhardt, University of Northwestern Ohio

Who's Working When?

Matthew VanSchenk Hof, University of Central Missouri
David Baker, University of Central Missouri
Jessica Cox, University of Central Missouri

Gridlock at Bay Gray, Inc.

George Whaley, San Jose State University

Who Made the Nachos?

Ed Leonard, Trine University
Roy Cook, Fort Lewis College
Reed McKnight, University of New Mexico
Kelly Trusty, Trine University
Lori Leonard, Indiana University-Purdue University Fort Wayne

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EXHIBITOR SERIES – CENGAGE

3:00–4:15 p.m......**Clark 10, 7th Floor**

Theme: **Learning Solutions to Increase Engagement**
Presenters: Mike Roche, Sr. Product Manager
                              Katie Jergens, Marketing Manager

How can we use technology effectively to increase learner engagement? This session explores MindTap – an innovative solution offering a digital, personal learning experience to engage students with interactivity and custom content while supporting differentiated learning styles. You will learn more about MindTap Analytics, and how you can measure student performance and aggregate course data easily. www.cengage.com/mindtap

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Program Sessions Thursday, March 27, 2014



FINANCE

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

Theme: **Emerging Markets**

Chair: Sharon Lee, University of Hawaii-West Oahu

Macroeconomic Forces and Share Prices: An Empirical Analysis of the Emerging Economy of Jordan

Dimitrios Tsoukalas, Purdue University Calumet

Raida Abuizam, Purdue University Calumet

Discussant: Sharon Lee, University of Hawaii-West Oahu

The Post QE World: Implications for Financial Markets, Capital Flows, and Exchange Rates in Emerging Markets

Inayat U. Mangla, Western Michigan University

Jamshed Y. Uppal, Catholic University of America

Discussant: Tom Hohel, Loyola University

Angel Investing in Nigeria: A Case

Henry Ajagbawa, International School of Management-Paris

K. Matthew Wong, St. John's University

Discussant: Alex Faseruk, Memorial University

FINANCE

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

Theme: **Managed Funds**

Chair: Ian Glew, Memorial University

Vice Versus Virtue: Mutual Fund Performance in the United States

Chih-Cheng (Ed) Chang, Missouri State University

Thomas M. Krueger, Texas A&M University-Kingsville

Discussant: Steven Todd, Loyola University



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Program Sessions **Thursday, March 27, 2014**

An Update on Mutual Fund Costs Versus Performance: The Impact of Passive Investing Trends

Harry White, Boise State University

Matt Maher, Boise State University

Phil Fry, Boise State University

Discussant: Nan Liu, Indiana University-South Bend

A Comparison of Portfolio Optimization Models Available in R.

Arthur J. Young, University of Central Missouri

Raja Bouzouita, University of Central Missouri

Mihaela Craioveanu, University of Central Missouri

Discussant: Ian Glew, Memorial University

FINANCE

3:00–4:15 p.m. .... Clark 9, 7th Floor

Theme: Financial Issues III

Chair: Peter Bush, University of Michigan-Flint

The Academy of Finance, 1987–2014

Don T. Johnson, Western Illinois University

Peppi M. Kenny, Western Illinois University

Discussant: Shomir Sil, Purdue University Calumet

Corporate Capital Structure: Theory and Evidence

Cameron Morrill, University of Manitoba

Nalinaksha Battacharyya, University of Alaska-Anchorage

Discussant: Daniel Perez Liston, Prairie View A&M University

Firm Performance, Macro-Economic Variables and Firm Size (Non-Financial Sector of Pakistan)

Ramiz-ur-Rehman, Xi'an Jiaotong University

Rizwan Ali, University of Lahore

Mudassar Hasan, University of Lahore

Discussant: Peter Bush, University of Michigan-Flint

Program Sessions

Thursday, March 27, 2014



INFORMATION SYSTEMS

3:00–4:15 p.m...... **Kimball Room, 3rd Floor**

Theme: **Business, Technology, and Social Issues**

Chair: Shamsul Chowdhury, Roosevelt University

Women in Technology: Does Gender Matter? A Review of Current Factors in the Decreasing Percentage of Women in Technology

Krystal Hoheisel, College of St. Scholastica

Shauna Donahue, College of St. Scholastica

Self-Disclosure and Generational Differences in Online Business Classes

Trish Maguire, Eastern New Mexico University

Janet Roehl, Eastern New Mexico University

Janet Buzzard, Eastern New Mexico University

How the Nexus Connects Us: How Society's Social, Mobile, Cloud, and Information Trends Affect Your Organization

Judy Holmes, Middle Tennessee State University

INTERNATIONAL BUSINESS

3:00–4:15 p.m...... **Crystal Room, 3rd Floor**

Theme: **Multinationals**

Chair: David J. Boggs, Eastern Illinois University

Foreign Countries Preferred for Entry by U.S. Manufacturing and Service Firms Since 1965: The Role of Psychic Distance Over Time and Across Sectors

Suresh Singh, Northeastern Illinois University

Oded Shenkar, Ohio State University

Discussant: Wootae Chun, Saint Louis University

The Effect of Institutional Environment on International Entrepreneurial Capability and International Performance of Born Global Firms in Emerging Market: The Moderating Role of Informal Communication

Man Zhang, Bowling Green State University

Jungsook Kwon, University of Ulsan

Discussant: Suresh Singh, Northeastern Illinois University



Program Sessions

Thursday, March 27, 2014

Do CEOs Use Acquisitions for Their Own Benefits?

Omer F. Genc, Minnesota State University-Mankato

Discussant: Anand Pore, Emporia State University

INTERNATIONAL BUSINESS

3:00–4:15 p.m......Cresthill Room, 3rd Floor

Theme: Marketing and Entrepreneurship

Chair: Uday Tate, Marshall University

The Role of Threat Perception and Social Categorization Influences on the Proclivity to Buy Domestic Products

Terence Motsi, Cleveland State University

Discussant: Patrick Bresnahan, Wayne State University

International SMEs: Developing Global Leads

Raffaele DeVito, Emporia State University

Linden Dalecki, Pittsburg State University

Jeff Wills, Fluent Pages

Traditional Arts Handicraft in Poland—A Case Study of Change in a Globalized Economy

Christopher H. Ziemnowicz, University of North Carolina at Pembroke

Jaroslawn Romaniuk, Foreign Relations Manager, Polish Craft Association

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LEGAL STUDIES

3:00–4:15 p.m......Wilson Room, 3rd Floor

Theme: Constitutional Law

Chair: George W. McNary, Creighton University

Gideon v. Wainwright at Fifty: What Does the Right to Counsel Mean for Indigent Defendants?

Lawrence G. Price, Saint Mary's University of Minnesota

Program Sessions Thursday, March 27, 2014



Whether a For-Profit Secular Corporation Can Exercise Religion under the First Amendment Free Exercise Clause and the Religious Restoration Act so as to Be Exempt from Providing Mandated Coverage under the Affordable Care Act

Nancy K. McKenna, University of St. Francis

LEGAL STUDIES

3:00–4:15 p.m. .... Marshfield Room, 3rd Floor

Theme: Contracts/UCC

Chair: Catherine E. Jorgens, Carroll University

Special Complications and Solutions for the Simultaneous Death of All Parties to a Buy/Sell Agreement

Mark A. Huesmann, University of Wisconsin-La Crosse

Steven Tippins, University of Wisconsin-La Crosse

William E. Maas, University of Wisconsin-La Crosse

Vivek Pande, University of Wisconsin-La Crosse

Laissez-Faire: An Illusion that Reflects Major Policy Preferences

Lester G. Lindley, Nova Southeastern University

Positive Pay and Commercial Paper

Bryce Jones, Truman State University

Andrew King, Truman State University

Lauren Barcenilla, Truman State University

J. Martinez, Truman State University

MANAGEMENT

3:00–4:15 p.m. .... Burnham 1, 7th Floor

Theme: Issues in Higher Education

Chair: Jeffrey Young, Mount Saint Vincent University

Discussant: Michael Levas, Carroll University

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Program Sessions

Thursday, March 27, 2014

Putting it in Writing: Examining the Link between Higher Education Institution Performance Rankings, Best Places to Work, and Emphasis on Human Resources in Mission Statements

John Fazio, Concord University

Rick Crandall, University of North Carolina at Pembroke

Christopher H. Ziemnowicz, University of North Carolina at Pembroke

For-Profit Higher Education Institutions: A Look at Economic Mission and Conceptual Concerns

Mary Tarling, Aurora University

Performance Evaluation and Promotion Criteria: Perceptions of Faculty Evaluation in Promotion Decisions

Valerie Wallingford, Bemidji State University

Gyongyi Konyu-Fogel, Walsh College

Mary DuBois, Bemidji State University

MANAGEMENT

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

Theme: How to Get Published

Chairs: Julia Teahen, Managing Editor, *Journal of Leadership and Organizational Studies*

Regina Greenwood, Nova Southeastern University

Panelists: Jann Freed, Central College

J. David Hunger, College of St. Benedict and
St. John's University

Kenneth Thompson, DePaul University

Carolyn Wiley, Roosevelt University

MANAGEMENT

3:00–4:15 p.m. .... Burnham 2, 7th Floor

Theme: Managing Diversity

Chair: David Savino, Ohio Northern University

Discussant: Michele Govekar, Ohio Northern University

Program Sessions Thursday, March 27, 2014



Toward a Research Agenda for Communicating Diversity: The Most Prevalent Diversity Initiatives with Message Design Implications

Jeanetta Sims, University of Central Oklahoma
Angelia Barrera-Medina, University of Central Oklahoma
Hung-Lin (Jimmy) Lai, University of Central Oklahoma

Varying Perspectives on Diversity Management: Implications for Future Research in Business Related Fields

Chaunda Scott, Oakland University
Marilyn Byrd, Mary Hardin-Baylor University
Claretha Hughes, University of Arkansas

The Rising Hispanic Workforce

Jitendra Mishra, Grand Valley State University

MARKETING

3:00–4:15 p.m...... **Salon 1, 3rd Floor**

Theme: **Consumer Behavior**

Chair: Kimberly Folkers, Wartburg College

The Role of Economics and Emotion in Adoption of Water Conservation Technology

Janna Parker, Georgia College and State University
Doreen Sams, Georgia College and State University

Media Bingeing: A Qualitative Study of Psychological Influences

Raj Devasagayam, Siena College
Chad Bingo, Siena College

MARKETING

3:00–4:15 p.m...... **Salon 2, 3rd Floor**

Theme: **Marketing Research**

Chair: Zinaida Taran, Penn State-Harrisburg

Knowledge Acquisition in Service Alliances: An Event Study Approach

Joseph Miller, Rochester Institute of Technology/Saunders College of Business
Wesley Pollitte, University of Southern Mississippi



Program Sessions

Thursday, March 27, 2014

I Will Eat this Chocolate Cake Only if You Have One Too! The Curious Case of Indulging with Others

Ozge Aybat, Pennsylvania State University-Harrisburg

Thomas Kramer, University of South Carolina

You Are Telling Me Things So I Trust You: An Investigation of Trust Online

Zinaida Taran, Penn State-Harrisburg

Jeff Foreman, Penn State-Harrisburg

Warren Martin, North Georgia College and State University

Save the Best for Last: The Impact of Long-Term Orientation on Consumers' Decisions

Ozge Aybat, Penn State-Harrisburg

MARKETING

3:00–4:15 p.m...... **Salon 3, 3rd Floor**

Theme: **Global Marketing**

Chair: Eliane Karsaklian, Université Sorbonne

An Examination of European Retail Distribution Intensity

Thomas Powers, University of Alabama-Birmingham

Till Scheer, Volkswagen Hong Kong Limited

Connecting Two Student Cultures Using a Blog to Enhance International Marketing Cultural Insights

Tyler Laird-Magee, Linfield College

Same Ad; Different Views. A Cross-Cultural Research on Advertising Interpretation

Eliane Karsaklian, Université Sorbonne



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Program Sessions
Thursday, March 27, 2014



OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

3:00–4:15 p.m...... **Indiana Room, 3rd Floor**

Theme: **Entrepreneurial Behaviors and Profiles**

Chair: **Archie Lockamy III, Samford University**

Key Determinants Preventing Intra-Family Business Succession: An Empirical Study

Archie Lockamy III, Samford University

Psychological Hardiness and the Entrepreneur

Robert Sinclair, Governors State University

Rodney D'Souza, Northern Kentucky University

MBAA INTERNATIONAL

4:20–5:30 p.m......**Crystal Room, 3rd Floor**

Annual Business Meeting

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

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"FUN NIGHT" – Chicago Blues Revue

8:00 p.m...... **The Empire Room, Off Lobby**

MBAA INTERNATIONAL HOSPITALITY SUITE

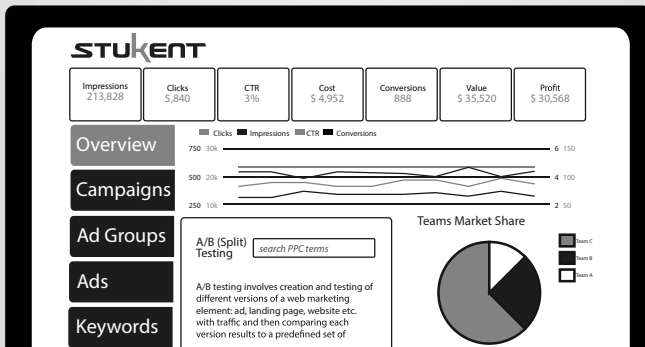
–11:00 p.m. ..... **Room 128, 8th Floor

**Begins at the end of the Empire Room Entertainment event and closes at 11:00 p.m.

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SIMULATION DEMO

Thursday, Mar 27th @ 9:15AM

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Friday, March 28, 2014

ACCOUNTING

7:30–9:15 a.m. .... Salon 12, 3rd Floor
**North American Accounting Society Breakfast and Business Meeting
(Ticket Required)**

Presiding: Katherine Campbell, University of North Dakota

BUSINESS ECONOMICS

8:00–9:15 a.m. .... Logan Room, 3rd Floor

Theme: Industry and Regional Studies

Chair: Scott Wallace, University of Wisconsin-Stevens Point

Convergence and Volatility in the U.S. Auto Market: Shocks or Structural Breaks

Anthony Andrews, Governors State University

Indiana Manufacturing During the Business Cycles of the Early 2000s

Derek Bjonback, Purdue University North Central

Farm Earnings to the Rescue in Northwest Indiana

Paul McGrath, Purdue University Calumet

Derek Bjonback, Purdue University North Central

Anthony Sindone, Purdue University North Central

Does the “Tiger Effect” Live On: A Test of Growth in Golf

Timothy Schibik, University of Southern Indiana



Program Sessions

Friday, March 28, 2014

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. ..... Dearborn 1, 7th Floor

Theme: **Public Health**

Chair: Marcia Butler, Clayton State University

Discussant: Michael Dalmat, Clayton State University

Approaches to Engaging Low-Income Communities in Improving Their Diabetes Health: A Review of the Literature Published in the 21st Century

Nadene A. Chambers, Governors State University

Delawnia Comer-Hagans, Governors State University

Zo Ramamonjiravelo, Governors State University

The Topeka El Centro Community Health Project: The Impact of Education

Adrienne Hearrell, Washburn University

Amanda Keeler, Washburn University

Dawna Leck, Washburn University

Lindsey Peterson, Washburn University

Mary Root, Washburn University

Kathrine Ure, Washburn University

Zach Frank, Washburn University

Overweight and Obesity Among Children: An Evaluation of a Walking Program

Nashat Zuraikat, Indiana University of Pennsylvania

Out-of-Pocket Spending and Its Effect on Public Health in the Slovak Republic

Robert J. Sawyer Jr., University of Scranton

Daniel J. West Jr., University of Scranton

Program Sessions Friday, March 28, 2014



BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Student Led Papers**

Chair: Kem Gambrell, Viterbo University

Discussant: Hengameh M. Hosseini, Penn State University-
                          Harrisburg

Accountability: A Necessary Value

Cynthia M. Chicker, Viterbo University

Kem Gambrell, Viterbo University

The Experiences of Post-Combat Deployed Fathers Absent During the Birth of Their Child

Kim Massey, Georgia State University

Ptlene Minick, Georgia State University

Influence of Parents and Friends on Overspending in America

Matthew Evenson, Viterbo University

Kem Gambrell, Viterbo University

A Research Proposal: The Effect of Bankruptcy on Consumer Credit

Brandon Hougom, Viterbo University

Kem Gambrell, Viterbo University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Pharmaceutical Healthcare Issues**

Chair: Avinandan Mukherjee, Montclair State University

Discussant: David P. Paul III, Monmouth University

The Business Case for Hospital Telepharmacy in North Dakota and Northwestern Minnesota

Shelley Doherty-Johnsen, e–Pharmacist Direct

Daniel Friesner, North Dakota State University

David Scott, North Dakota State University

Ann Rathke, North Dakota State University

Christian Albano, Concordia University of Wisconsin School of Pharmacy



Program Sessions **Friday, March 28, 2014**

How Frequently Do Children Really Abuse Prescription Pain Killers?

Evidence from Misclassification Analysis

Robert Rosenman, Washington State University

Gray Marketing in Prescription Drugs

Soumava Bandyopadhyay, Lamar University

Vivek Natarajan, Lamar University

Electronic Prescribing and its Implementation in the United States

Kate Engelbert, Marshall University

Amber Porterfield, Marshall University

William Willis, Marshall University

Alberto Coustasse, Marshall University

BUSINESS, SOCIETY, AND GOVERNMENT

8:00–9:15 a.m. .... Madison Room, 3rd Floor

Theme: Banking

Chair: Ralph Bourret, Northwestern Oklahoma State University

Digital Boards and the Banking Industry

Michael Yahr, Robert Morris University

Components of Free Cash Flow Pre and Post the 2008 Credit Crisis

William Pratt, Clarion University

An Update on Say-on-Pay Practices at Large Commercial Banks

Michael Yahr, Robert Morris University



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CASE RESEARCH

8:00–9:15 a.m. ....LaSalle 1, 7th Floor

Theme: Critical Incident Presentations

Chair: Qi Zou, University of Wisconsin-Parkside

Scribe: Bonnie Leonhardt, University of Northwestern Ohio

Discussants: Fredricka Joyner, Indiana University East
Diane Magary, Hanover College

Send Him with Todd

Kay Hodge, University of Nebraska-Kearney

Donald A. Carpenter, Colorado Mesa University

What Shall We Do About the Cooks?

Elizabeth Jones, Notre Dame of Maryland University

Anthony Mento, Loyola University Maryland

Elida Lynch, Loyola University Maryland

Kikkoman and Its CSR in Japan

Kaori Takano, Fort Lewis College

Suzanne Wilhelm, Fort Lewis College

FINANCE

8:00–9:15 a.m. .... Clark 7, 7th Floor

Theme: Financial Issues IV

Chair: Hwei-Lin Chuang, National Tsing Hua University

Independence Levels of Board Compensation Committees Is 100% Necessary

Sharon Lee, University of Hawaii-West Oahu

Franklin Kudo, University of Hawaii-West Oahu

Discussant: Min-Teh Yu, National Chia Tung University

Proffitt's CEO Hedges His Bet: A Case Study on a Zero Cost Covered Collar Option Strategy

Cliff R. Moll, University of Wisconsin-Oshkosh

Robert A. Kunkel, University of Wisconsin-Oshkosh

Discussant: Jayen B. Patel, Adelphi University



Program Sessions

Friday, March 28, 2014

Impact of Geographical Location on Small-Medium Enterprises

Ashrafee T. Hossain, Memorial University

Harjeet Bhabra, Concordia University-Montreal

Discussant: Hwei-Lin Chuang, National Tsing Hua University

FINANCE

8:00–9:15 a.m. ..... **Clark 5, 7th Floor**

Theme: European Finance

Chair: Shyam B. Bhandari, Bradley University

The Impact of the Financial Crisis on European Equity Market

Efficiency: An Empirical Analysis of the Return of the Monday Effect

John Stephens, University of Michigan-Flint

Peter Bush, University of Michigan-Flint

Discussant: Yewmun Yip, University of South Dakota

Lambs to Slaughter: Potential for Financial Crises in the Smaller Nations Admitted to the European Union

Ian Glew, Memorial University

Discussant: Reza Rahgozar, University of Wisconsin-River Falls

Is the Fear of Interest Rate Volatility Overrated? A Simulation Case Study of Bondholders' Long-term Returns

Alex Meisami, Indiana University-South Bend

Discussant: Shyam B. Bhandari, Bradley University

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3rd Floor Salons
Open during conference day sessions.

Program Sessions

Friday, March 28, 2014



FINANCE

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

Theme: **Liquidity and Performance Measures**

Chair: Yuli Su, San Francisco State University

Choice of Short-term Debt Financing: Vendor Financing Versus Bank Revolving Line

Sung C. Bae, Bowling Green State University

Byung-Uk Chong, University of Seoul

Yura Kim, Bowling Green State University

Discussant: Jamshed Y. Uppal, Catholic University of America

The Cash Cycle, Cash Balance and the Value of Cash

James P. Haskins, University of North Dakota

Yilei Zhang, University of North Dakota

Walt A. Nelson, Missouri State University

Discussant: Charles W. Johnston, Baker College

Identifying Leading Measures of Firm Performance

Victor Bahhouth, University of North Carolina at Pembroke

Ramin Maysami, University of North Carolina at Pembroke

Rebecca Gonzalez, University of North Carolina at Pembroke

Discussant: Yuli Su, San Francisco State University

FINANCE

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

Theme: **Repurchases**

Chair: Inayat U. Mangla, Western Michigan University

The Decision to Repurchase Debt

Tom Nohel, Loyola University

Steven Todd, Loyola University

Timothy Kruse, Xavier University

Discussant: Song Wang, Saint Xavier University



Program Sessions **Friday, March 28, 2014**

An Unpleasant Small-Stock Effect: The Case of the Dependent Buyer

Anthony Loviscek, Seton Hall University

Jennifer Itzkowitz, Seton Hall University

Discussant: Inayat U. Mangla, Western Michigan University

OPBM II: An Interpretation on the CAN SLIM Investment Strategy

Matt Lutey, Northern Michigan University

Michael Crum, Northern Michigan University

David Rayome, Northern Michigan University

Discussant: Phil Fry, Boise State University

INFORMATION SYSTEMS

8:00–9:15 a.m. .... Kimball Room, 3rd Floor
Society for the Advancement of Information Systems Annual
Business Meeting

INTERNATIONAL BUSINESS

8:00–9:15 a.m. .... Crystal Room, 3rd Floor

Theme: Panel: International Business Education

Chair: Richard Vaughan, University of St. Francis

Current and Future Status of Social Media Courses in International Business Curricula: Issues of Course Content, Delivery, and Assessment of Learning

Donna M. Wiencek, Western Illinois University

Richard Vaughan, University of St. Francis

Gyongyi Konyu-Fogel, Walsh College

Uday Tate, Marshall University

Zinaida Taran, Penn State University-Harrisburg

Program Sessions

Friday, March 28, 2014



INTERNATIONAL BUSINESS

8:00–9:15 a.m. .....Cresthill Room, 3rd Floor

Theme: **Panel: International Business Education**

Global Studies at Saint Mary's College, Notre Dame, Indiana

Jill Lynn Vihtelic, Saint Mary's College

Ujvala Rajadhyaksha, Saint Mary's College

Abrar Fitwi, Saint Mary's College

LEGAL STUDIES

8:00–9:15 a.m. ..... Wilson Room, 3rd Floor

Theme: **Teaching/Pedagogy (Round 2)**

Chair: William E. Maas, University of Wisconsin-La Crosse

Ballpark Volunteer Vendors: Using Volunteer Group Agreements to Teach Agency Law and Ethics in the Legal Environment of Business Course

Jennifer Cordon Thor, Oakland University

Kenneth M. York, Oakland University

Teaching Applied Ethics across the University Curriculum: A Student Project Template for “Doing Good and Making a Profit”

Mark S. Blodgett, Suffolk University

Linda Melconian, Suffolk University

Hiring Exercises for Use in the Classroom

Steven C. Palmer, Northwestern Oklahoma State University

LEGAL STUDIES

8:00–9:15 a.m. ..... Marshfield Room, 3rd Floor

Theme: **Ethics (Round 2)**

Chair: Denise S. Smith, Eastern Illinois University

Band of Brothers—Henry V's Leadership

Carson Varner, Illinois State University

Katrin Varner, Illinois State University



Program Sessions

Friday, March 28, 2014

The Ethical Boundaries of Attorney-Client Privilege

Elizabeth A. Campbell, Central Michigan University

Tanya M. Marcum, Bradley University

Dancing on the Slippery Slope: The Effects of Competitive Versus Unethical Tactics on Negotiation Process and Outcome

Denise Fleck, Federal University of Rio de Janeiro

Roger J. Volkema, IAG/PUC-Rio

Sergio Pereira, IAG/PUC-Rio

Barbara Levy, IAG/PUC-Rio

Lara Vaccari, IAG/PUC-Rio

MANAGEMENT

8:00–9:15 a.m. .... Burnham 4, 7th Floor

North American Management Society Membership Meeting

Presiding: John Grant, Ohio Dominican University

MARKETING

8:00–9:15 a.m. .... Salon 1, 3rd Floor

Theme: Sales and Sales Management

Chair: David E. Fleming, Eastern Illinois University

Implications for How Fear of Rejection Can Impact Sales Call

Reluctance

Shawn Green, Aurora University

Where Are We in the Evolution of Sales and Marketing to Hispanics?

A Consumer Packaged Goods (CPG) Perspective

Robert Evans, Texas A&M International University

Rich Rocco, DePaul University

Program Sessions

Friday, March 28, 2014



MARKETING

8:00–9:15 a.m. ..... **Salon 2, 3rd Floor**

Theme: **Sports, Recreation, and Events Marketing**

Chair: Annette Singleton-Jackson, Florida Agricultural and
                                  Mechanical University

Marketing Athletic Clubs, Recreation Centers, and Country Clubs: Recruiting and Retaining Members Using Psychodemographics

Oscar McKnight, Ashland University

Ronald Paugh, Ashland University

Jordan McKnight, University of Akron

Lily Zuccaro, Miami University

Gina Tornabene, Ashland University

The Status of Black Colleges and Their Athletic Marketing Units

E. Newton Jackson, University of North Florida

Robert Lyons, Queens University-Charlotte

Dawn Norwood, Florida Agricultural and Mechanical University

Professional Sports Compete to Go Green

Marlene Blankenbuehler, Morehead State University

Michelle B. Kunz, Morehead State University

MARKETING

8:00–9:15 a.m. ..... **Salon 3, 3rd Floor**

Theme: **Social Media Marketing**

Chair: Michael Messina, Gannon University

Social Commerce Emerges as Big Brands Position Themselves to Turn Follows, Likes, and Pins into Sales

Nora Barnes, University of Massachusetts-Dartmouth

Are Business Schools Using Social Media Effectively?

Christopher H. Ziemnowicz, University of North Carolina at Pembroke

Nick Arena, University of North Carolina at Pembroke

Donna M. Wiencek, Western Illinois University



Program Sessions Friday, March 28, 2014

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

8:00–9:15 a.m. ..... Indiana Room, 3rd Floor

Theme: **Employee Involvement**

Chair: Nancy Montalbano, Elmhurst College

Continuous Innovation from all Employees: An Underutilized Font of Organizational Improvement

Bruce Fischer, Elmhurst College

Nancy Montalbano, Elmhurst College

Facilitators and Barriers to Chinese Shop-Floor Employees' Participation in Problem Solving

Abraham Nahm, University of Wisconsin-Eau Claire

Benbo Li, Chongqing University

Jian-yu Ke, University of Wisconsin-Eau Claire

Rebecca Wyland, University of Wisconsin-Eau Claire

Wei Yan, Chongqing University

ACCOUNTING

9:30–10:45 a.m. ..... Salon 12, 3rd Floor

Theme: **Accounting Education Issues**

Chair: George Schmelzle, Missouri State University

Market Orientation Toward Students and Its Effect on Organization Performance: A Comparative Study of Public and Private School Accounting Department Leaders

Robert Webster, Ouachita Baptist University

Jeanie Curry, Ouachita Baptist University

Kevin Hammond, University of Tennessee-Martin

How the Cohort Model Affects Instructor Evaluations

Richard Sathe, University of St. Thomas

Strategic Planning for Metropolitan and Regionally-Focused Accounting Programs

Alan Reinstein, Wayne State University

Mark Higgins, University of Rhode Island

James Rebele, Robert Morris University



ACCOUNTING

9:30–10:45 a.m. .... Salon 10, 3rd Floor

Theme: Panel: Teaching Circles

Panelists: Carol Jessup, University of Illinois-Springfield
Grace Johnson, Marietta College
Dee Ann Ellingson, University of North Dakota

BUSINESS ECONOMICS

9:30–10:45 a.m. .... Logan Room, 3rd Floor

Theme: Topics in Financial Economics

Chair: Joseph Horton, University of Central Arkansas

Merger Arbitrage Investment an Effective Strategy for High Rollers and Small Time Investors: Evidence from the U.S. Cash Deal Mergers
Brenda Kahn, University of Tampa

Option Valuation Based on Fractional Brownian Motion Models with Various Estimates of Hurst Parameters
Sangwoo Heo, University of Southern Indiana
Jong C. Rhim, University of Southern Indiana

The Viability of Equipment Financing in the Changing Community Banking Landscape
Charles Kelly, University of Southern Indiana
Mohammed Khayum, University of Southern Indiana
Curtis Price, University of Southern Indiana

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Ethical and Legal Issues

Chair: William B. Stroube, University of Evansville

Discussant: Matthew Ripper, Siena Heights University

The Impact of the Patient Protection and Affordable Care Act on Physician Patient Relationships
Kelsey Murphy, University of Scranton
Daniel J. West Jr., University of Scranton



Program Sessions

Friday, March 28, 2014

Conscientious Objection and Health Care Professionals

Eva Grey, St. Elizabeth University of Health and Social Work

Robert Babela, St. Elizabeth University of Health and Social Work

Aging and the Rising Costs of Healthcare in the United States: Arguments for and Against Age-Based Rationing as a Solution

Hengameh M. Hosseini, Penn State University-Harrisburg

Civility in the Health Care Work Place

Nashat Zuraikat, Indiana University of Pennsylvania

Mallory Ferguson, Indiana University of Pennsylvania

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Clinicians/Physical Therapy

Chair: Kisha Reed, Florida Agricultural and
Mechanical University

Discussant: Barbara Quaney, Washburn University

Advances in Dental Technology: What's New in Endodontics (Root Canal Treatment)?

David P. Paul III, Monmouth University

Safe Patient Handling Practices in Long-Term Care Facilities

Maggie West, Washburn University

Jean Sanchez, Washburn University

Using ASTYM to Reduce Costs Associated with Plantar Fasciitis

Jessica Peschel, Washburn University

Zach Frank, Washburn University

Treatment and Management of Endometriosis in African-American Women

Kisha Reed, Florida Agricultural and Mechanical University

Charlotte Baker, Florida Agricultural and Mechanical University

Program Sessions

Friday, March 28, 2014



BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Pregnancy and Women's Health Issues

Chair: Marcia Butler, Clayton State University

Discussant: Ptlene Minick, Georgia State University

The Business Behind Being Born

Payal Patel-Dovlatabadi, University of Evansville

Mitigating the Economic Impact of Teen Pregnancy on Business

Jeanne Solis, Central Louisiana Health Education Center

Don Yates, Louisiana State University-Alexandria

HPV Vaccine: Are the Pros and Cons the Same Six Years After Its Introduction?

Marcia Butler, Clayton State University

William Willis, Marshall University

Female Genital Mutilation as a Ritual Violence Against Women and Its Consequences

Libusa Radkova, St. Elisabeth University of Health and Social Work

Anna Pavlovicova, St. Elisabeth University of Health and Social Work

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BUSINESS, SOCIETY, AND GOVERNMENT

9:30–10:45 a.m. .... Madison Room, 3rd Floor

Theme: Regulatory Compliance

Chair: William Pratt, Clarion University

Noncompliance with AML Mandate: The Case of Beneficial Ownership and S. 1483

Deborah Pavelka, Roosevelt University

Josetta McLaughlin, Roosevelt University

The Federal Housing Enterprise Financial Safety and Soundness Act: The Role that it Played in the Creation and Collapse of the Housing Bubble

Jim Breyley, Northwestern Oklahoma State University



Program Sessions

Friday, March 28, 2014

CASE RESEARCH

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

Theme: Critical Incident Presentations

Chair: Janell Kurtz, St. Cloud State University

Scribe: Mallori Kleeman, Elmhurst College

Discussants: Eric Nelson, University of Central Missouri
Joanne Togle, Idaho State University

Return Fraud

Roy Cook, Fort Lewis College

Reed McKnight, University of New Mexico

AGRANA's Joint Ventures

Karen M. Foust, Tulane University

Michael H. Hogg, Tulane University

Mengqi Yu, Tulane University

The Case of a Misclassified Cash Flow: Does It Matter?

Jeffrey Miller, Sam Houston State University

Joseph Kavanaugh, Sam Houston State University

CASE RESEARCH

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

Theme: Panel: Getting Involved in Society for Case Research

Panelists: John D. Veal, Webster University

Kay Hodge, University of Nebraska-Kearney

Joe Thomas, Middle Tennessee State University

CASE RESEARCH

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

Theme: Critical Incident Presentations

Chair: Joseph Younkin, Christopher Newman University

Scribe: Britt Shirley, University of Tampa

Discussants: Cara Peters, Winthrop University
Timothy Brotherton, Ferris State University

Program Sessions

Friday, March 28, 2014



Using the Boston Consulting Group Portfolio Matrix to Analyze Management of a Business Undergraduate Student Program at a Small Liberal Arts University

Dennis Debrecht, Carroll University

Michael Levas, Carroll University

The Fight Heard Around the World

Joseph Infusino, Elmhurst College

John Eliades, Elmhurst College

Eastman Kodak: Facing Disruptive Technological Change

John Vitton, University of North Dakota

Patrick Schultz, University of North Dakota

Nikolaus Butz, University of North Dakota

EXHIBITOR SERIES – MCGRAW HILL EDUCATION

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

Theme: The Flipped Classroom: Moving Content Delivery Outside of Class to Maximize In-Class Learning

Presenter: Jeffrey Anderson, Ohio University

The flipped classroom is one of the most significant trends in higher education today. Drawing from concepts such as active learning, student engagement, hybrid-design course design and course podcasting, the flipped classroom reverses the traditional instructional approach. In the flipped model, students receive direct instruction through short video lectures that they watch at home before class. Prepared with base level knowledge, students work collaboratively during class to solve problems and apply key concepts while the instructor acts as a guide and coach.

The flipped classroom helps students develop the 21st century skills of critical thinking, problem-solving, collaborative learning and life-long learning skills and maximizes the value of the face-to-face interaction between the student and instructor.

In this session we will explore the need to make pedagogical changes in today's higher education courses. We then outline the process used to flip undergraduate business classes taught at a large midwestern university and present an analysis of the resulting changes in instructor and student perceptions and roles. Finally, we will outline lessons learned from implementing the classroom flip.



Program Sessions

Friday, March 28, 2014

FINANCE

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

Theme: Islamic and Minority Financing

Chair: Ashrafee T. Hossain, Memorial University

Revised Capital Provision for Market Risk: A Comparative Study of U.S. and European Bank Portfolios

Pat Obi, Purdue University Calumet

Shomir Sil, Purdue University Calumet

Discussant: Alan B. Czyzewski, Indiana State University

Does Investor Sentiment Impact the Returns and Volatility of Islamic Equities?

Daniel Perez Liston, Prairie View A&M University

Sanzid Haq, Prairie View A&M University

Daniel Huerta, University of Texas–Pan American

Discussant: Ashrafee T. Hossain, Memorial University

Diversity and Firm Performance: An Analysis of Different Workforce Level and Ethnic Groups

B. Paul Choi, Howard University

Jin-Gil Jeong, Howard University

Youngho Lee, Howard University

Discussant: Sean T. Carey, University of Wisconsin-Stevens Point

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FINANCE

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

Theme: Special Topics V

Chair: John H. Thornton Jr., Kent State University

Compensation and Performance: Evidence from Major League Baseball

Hwei-Lin Chuang, National Tsing Hua University

Eric S. Lin, National Tsing Hua University

Yu-Li Tao, National Tsing Hua University

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

Program Sessions

Friday, March 28, 2014



The Real Value of Super Bowl Advertising

Michael Bernacchi, University of Detroit Mercy

Robert Hutchinson, University of Detroit Mercy

Tejovathi Inamanamelluri, University of Detroit Mercy

Ram Kesavan, University of Detroit Mercy

Discussant: Muhammad Bakhtear Talukdar,
Florida International University

The Hedging Performance of Treasury Futures

Jeong W. Lee, University of North Dakota

Discussant: John H. Thornton Jr., Kent State University

FINANCE

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

Theme: **Failure and Crisis**

Chair: Olgun Fuat Sahin, Minnesota State University

A Critique of Two Models of Predicting Business Failure: The Oldest Versus the Newest

Shyam B. Bhandari, Bradley University

Discussant: Larry Bauer, Memorial University

Contagion Effect of Financial Crisis on Emerging Stock Markets

Yewmun Yip, University of South Dakota

Yuli Su, San Francisco State University

Discussant: Shahnaz Abdullah, Alabama A&M University

Insurance Systematic Risk during the Financial Crisis

Raja Bouzouita, University of Central Missouri

Mihaela Craioveanu, University of Central Missouri

Arthur J. Young, University of Central Missouri

Discussant: Olgun Fuat Sahin, Minnesota State University



Program Sessions

Friday, March 28, 2014

FINANCE

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

Theme: Banking

Chair: Sung C. Bae, Bowling Green State University

Bank Contingent Capital: Valuation and the Role of Market Discipline

Min-Teh Yu, National Chia Tung University

Chia-Chien Chang, National Kaohsiung University of Applied Science

Hwei-Lin Chuang, National Tsing Hua University

Discussant: Frank Ryan, Memorial University

Financial Sector Reforms and Comparison among the Conventional Banks (A Case of Pakistan)

Rizwan Ali, University of Lahore

Mudassar Hasan, University of Lahore

Ramiz-ur-Rehman, Xi'an Jiaotong University

Discussant: Sung C. Bae, Bowling Green State University

A Review of Behavioral Finance

Meredith Perren, Memorial University

Alex Faseruk, Memorial University

Tom Cooper, Memorial University

Discussant: Matt Lutey, Northern Michigan University

INFORMATION SYSTEMS

9:30–10:45 a.m. .... Kimball Room, 3rd Floor

Theme New Technologies

Chair: Jennifer Williams, University of Southern Indiana

An Analysis to Cloud Computing, Risk, and Value

David C. Chou, Eastern Michigan University

Spatial Databases

Reema Kurani, Middle Tennessee State University

Steven Morris, Middle Tennessee State University

Dangers of Public Wi-Fi and Preventive Measures

Binal Singapuri, Middle Tennessee State University



INTERNATIONAL BUSINESS

9:30–10:45 a.m. ..... **Crystal Room, 3rd Floor**

Theme: **Human Relations and International Business**

Chair: Man Zhang, Bowling Green State University

Global Communication Skills and its Relationship with Emotional Intelligence

Teja Jadhav, University of Findlay

Sindhuri Gudipati, University of Findlay

Shiv K. Gupta, University of Findlay

Empathy as a Major Contributing Factor to Sustainable Business Development in China

Maria Lai-Ling Lam, Malone University

New Nationalism Online and the Future of ‘International’

Kyle Coble, Lindenwood University

Jeremiah Ratican, The Art Institute

Ashley Walsh, Lindenwood University

INTERNATIONAL BUSINESS

9:30–10:45 a.m. ..... **Cresthill Room, 3rd Floor**

Theme: **Trade and Entrepreneurship**

Chair: Uday Tate, Marshall University

A Survey of Freight Forwarders’ and Shippers’ Use of INCOTERMS 2010

Vivek Pande, University of Wisconsin-La Crosse

Drew Stapleton, University of Wisconsin-La Crosse

Sean O’Keefe, University of Wisconsin-La Crosse

Nicole Johnson, University of Wisconsin-La Crosse



Program Sessions **Friday, March 28, 2014**

Comparing Entrepreneurial Attributes in South and East Asia: Evidence from India and Japan

Justin Paul, University of Puerto Rico

Archana Srivastava, Vellore Institute of Technology

Discussant: Falahat Nejadmahani Mohammad, UTAR University
Malaysia

LEGAL STUDIES

9:30–10:45 a.m. .... Wilson Room, 3rd Floor

Theme: Teaching/Pedagogy (Round 3)

Chair: Jennifer Cordon Thor, Oakland University

Effective Strategies for Incorporating Internationalization Efforts into an Undergraduate Business Law Curriculum

Catherine E. Jorgens, Carroll University

Enriching the Legal Environment Course with Other Disciplines— History, Economics, Ethics, and Comparative Law

Steven Smith, Truman State University

Flips and Flops: A New Approach to a Traditional Law Class

Sandra J. Perry, Bradley University

Tanya M. Marcum, Bradley University

LEGAL STUDIES

9:30–10:45 a.m. .... Marshfield Room, 3rd Floor

Theme: Miscellaneous Topics

Chair: Carson Varner, Illinois State University

What's in a Name: Limitations on the Use of Names and Logos in Registering Trademarks

A. David Austill, Union University

Viable Solutions to the Digital Estate Planning Dilemma

Jamie Patrick Hopkins, American College

Ilya Alexander Lipin, Attorney at Law

Program Sessions

Friday, March 28, 2014



Recent Post-Gore Punitive Damages Cases: Is There a Common Thread?

Karen A. Hosack, Illinois State University
Joseph J. Solberg, Illinois State University

The Merrill Doctrine and Federally Reinsured Crop Insurers

Chad G. Marzen, Florida State University

MANAGEMENT

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

Theme: **Global Management Issues**

Chair: Rick Crandall, University of North Carolina at Pembroke

Discussant: Jeffrey Fahrenwald, Rockford College

Can Sustainable Tourism be Driven on the Silk Road?

Anne Reilly, Loyola University Chicago
Naznin Larya, Loyola University Chicago

Leadership in Resource-Based Economies: Challenges of Globalization

Kenneth Fah, Ohio Dominican University

Competitive Strategies in the Portuguese Service Sector

Carlos Gomes, University of Coimbra
Mahmoud Yasin, East Tennessee State University
Michael Small, East Tennessee State University

MANAGEMENT

9:30–10:45 a.m......**Burnham 4, 7th Floor**

Theme: **International Programs for Management Education:
Trends among Business Schools**

Chair: Carolyn Wiley, Roosevelt University

Panelists: Carolyn Wiley, Roosevelt University
Joanne Canyon-Heller, Roosevelt University
La Verne Hairston Higgins, Eastern Michigan University
Jay Young, Ohio Dominican University



Program Sessions

Friday, March 28, 2014

MANAGEMENT

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

Theme: **Business Education Pedagogy**

Chair: Jim Maddox, Friends University

Discussant: Bruce Bloom, Founder, Career Consulting Services

Minute Paper and Interdisciplinary Studies: Pre-Test/Post-Test Study

Jill Halverson, University of Wisconsin-Fox Valley

Bringing a “Real World” Flavor to the Business School Classroom

Marc Lynn, John Carroll University

Social Networking Media in the International Business Classroom

Casimir C. Barczyk, Purdue University Calumet

Doris Duncan, California State University-East Bay

MARKETING

9:30–10:45 a.m. ..... **Salon 1, 3rd Floor**

Theme: **Special Session: Global Negotiations Workshop**

Chair: Eliane Karsaklian, Université Sorbonne

MARKETING

9:30–10:45 a.m. ..... **Salon 2, 3rd Floor**

Theme: **Sports, Recreation, and Event Marketing**

Chair: Annette Singleton-Jackson, Florida Agricultural
and Mechanical University

Operation Maximum Attendance: Bragg Stadium 2014

Larry Smith, Florida Agricultural and Mechanical University

Carissa McBride, Florida Agricultural and Mechanical University

Corey Fedrick, Florida Agricultural and Mechanical University

**An Analysis of Sports Industry Career Preparation with a Focus on
Sports Marketing Undergraduate Education**

Destiny Price, University of Texas-Arlington

Elten Briggs, University of Texas-Arlington

Program Sessions Friday, March 28, 2014



How Similar Are Futbol Followers to Fans of the Old Ball Game? A Comparison of Major League Soccer and Major League Baseball Fans Using 2011 Secondary Data

Ricard Jensen, Montclair State University

Avinandan Mukherjee, Montclair State University

MARKETING

9:30–10:45 a.m. ..... Salon 3, 3rd Floor

Theme: Social Media Marketing

Chair: Michael Messina, Gannon University

Exploring the Impact of Social Networking Sites on Brand Equity

Tiffany Machado Blanchflower, University of North Carolina-Greensboro

Kittichai Watchravesringkan, University of North Carolina-Greensboro

A Comparative Analysis of Coke's and Pepsi's Use of Social Media

Colleen Slattery, University of Toledo

Ainsworth A. Bailey, University of Toledo

Do Brands Targeting Women Use Instamarketing? Differently: A Content Analysis

Areej Hassan, Minnesota State University-Mankato

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

9:30–10:45 a.m. ..... Indiana Room, 3rd Floor

Theme: Supply Chain

Chair: Mona Rashidirad, University of Kent

The Role of Marketing in Reverse Supply Chain

Shad Dowlatsahi, University of Missouri-Kansas City

The Relationship between Supplier Quality Management and Internal Quality Performance: How the Contingency Effects of Organizational Size May Alter this Relationship?

Ebrahim Soltani, University of Kent

Hamid Salimian, University of Kent

Mona Rashidirad, University of Kent



Program Sessions Friday, March 28, 2014

ACCOUNTING

11:00 a.m.–12:15 p.m...... **Salon 12, 3rd Floor**

Theme: **International and Financial Topics**

Chair: Mostafa M. Maksy, Kutztown University of Pennsylvania

A Synthesis of the Factors Affecting Accountants' Performance at GCC Companies: An Empirical Analysis

Musa Darayseh, American University of Sharjah

An Evaluation of the Usefulness of Alternative Accounting Measures of Performance in Managers' Bonus Contracts

Hongmei Jia, Louisiana Tech University

Jonathan Ross, State University of New York at Binghamton

David Ziebart, University of Kentucky

ACCOUNTING

11:00 a.m.–12:15 p.m...... **Salon 10, 3rd Floor**

Theme: **Accounting Education**

Chair: Richard Sathe, University of St. Thomas

Do Supplemental Online Review Questions Impact Exam Scores in an Introduction to Financial Accounting Course? Report of Preliminary Results

Sandra Byrd, Missouri State University

Michael Byrd, University of Arizona

David Byrd, Missouri State University

A Classroom Activity Illustrating What a Student Can Achieve with Major in Accounting, CIS, or a Combination of the Two Majors

Steven Haenchen, Pittsburg State University

Stephen Del Vecchio, Pittsburg State University

Fun with Leases: A Student Case Study

Natalie Churyk, Northern Illinois University

Alan Reinstein, Wayne State University

Lance Smith, Ernst & Young LLP

Program Sessions

Friday, March 28, 2014



Examining How Auditing Text Books Cover the AICPA's Conceptual Framework for Ethics

Martin Leibowitz, Yeshiva University

Alan Reinstein, Wayne State University

BUSINESS ECONOMICS

11:00 a.m.-12:15 p.m...... Logan Room, 3rd Floor

Theme: Economic Development and Transition Economies

Chair: Curtis Price, University of Southern Indiana

Volatility and Transparency in Financial Markets in the MENA Region

Stefan Ruediger, Arizona State University

The Relationship between Monetary and Fiscal Policy Instruments and Firm Investments in Fixed Assets in Transition Economies

Zafar Nazarov, Indiana University-Purdue University Fort Wayne

Opportunities and Challenges Facing China and the U.S.A.

Joseph Horton, University of Central Arkansas

Lauren Maxwell, University of Central Arkansas

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Healthcare Education

Chair: Daniel J. West Jr., University of Scranton

Discussant: Zachary Hill, Washburn University

Attitudes of the Next Generation of Allied Health Professionals in the United States Towards Universal Healthcare

Barbara Quaney, Washburn University

Zach Frank, Washburn University

Jean Sanchez, Washburn University

Nursing Education in Saudi Arabia: Challenges and Future Implications

Adel S. Bashatah, King Saud University

Osama A. Samarkandiy, King Saud University



Program Sessions **Friday, March 28, 2014**

Barriers to Conduct Evidence-Based Practices in Saudi Arabia

Majed Alamri, Sulaiman Alrajhi Colleges

A Review of Current Sources of Information on Discipline and Quality of Healthcare Professionals

Taylor A. Anderson, University of Evansville

Christina L. Nowlin, University of Evansville

William B. Stroube, University of Evansville

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Student Led Papers

Chair: Kem Gambrell, Viterbo University

Discussant: David P. Paul III, Monmouth University

Perceptions of Elderly Women in Acute Pain

Rebecca Morgan, Georgia State University

Ptlene Minick, Georgia State University

Understanding Eating and Snacking Experiences in African American Women

Elicia Collins, Georgia State University

Joan Cranford, Georgia State University

Ptlene Minick, Georgia State University

Experiences of Women with Chest Pain in an Emergency Department

Debbie Grier, Georgia State University

Ptlene Minick, Georgia State University

Mentoring and Career Success in Women and Lower Socioeconomic Status Individuals

Abbi Clauss, Viterbo University

Kem Gambrell, Viterbo University

Program Sessions Friday, March 28, 2014



BUSINESS AND HEALTH ADMINISTRATION

11:00 a.m.-12:15 p.m. .... Dearborn 3, 7th Floor

Theme: Public Health

Chair: Marcia Butler, Clayton State University

Discussant: Don Yates, Louisiana State University of Alexandria

Grades Really Are Everything—Restaurant Inspections and Your Family's Safety

Sandra Johnson, Clayton State University

Michael Dalmat, Clayton State University

Marcia Butler, Clayton State University

Wykeila Carter, Clayton State University

Darshanand (Fred) Chand, Clayton State University

Louetta Cody, Clayton State University

Leroy Danglar, Clayton State University

Karen Duncan, Clayton State University

Juanisha Felder, Clayton State University

Jamaal Parham, Clayton State University

Lynthia Stephens, Clayton State University

Nhuquynh Tran, Clayton State University

Lynanne Warner, Clayton State University

What Is Distracting to You? A Field Study of Distracted Driving to Improve Public Safety in the City of Riverdale

Michael Dalmat, Clayton State University

Teyara Moss, Clayton State University

Viviette Hudson, Clayton State University

Sabrina Smith, Clayton State University

Lynanne Warner, Clayton State University

Christopher Carson, Clayton State University

Emily Maynard, Clayton State University

Hugo Menjay, Clayton State University

Bianca Robinson, Clayton State University

Martha Robles, Clayton State University

Emmanuel Toe, Clayton State University

Organ Transplantation Rates in Central Europe: Cultural and Bioethical Considerations

Christopher Nebzydoski, University of Scranton

Daniel J. West Jr., University of Scranton



Program Sessions Friday, March 28, 2014

Frugal Innovations in Healthcare: What the Bottom-of-the-Pyramid Can Teach the World

Avinandan Mukherjee, Montclair State University

Is the NFL Protecting the Shield? College Student Perceptions of the NFL's Efforts to Prevent Concussions

Avinandan Mukherjee, Montclair State University

Ricard Jensen, Montclair State University

BUSINESS, SOCIETY, AND GOVERNMENT

11:00 a.m.–12:15 p.m. .... Madison Room, 3rd Floor

Theme: Diversity

Chair: Michael Yahr, Robert Morris University

Discussant: Jaciel Keltgen, Augustana College

A Note on Measuring the Diversity of the MBA

Joseetta McLaughlin, Roosevelt University

Jacqueline McLaughlin, University of North Carolina

Gerald McLaughlin, DePaul University

Women in Decision-Making Bodies in Pakistan

Rukhsana Hasan, Fatima Jinna Women's University-Pakistan

Gideon Falk, Purdue University Calumet

Merit Versus Quota: Is Affirmative Action to Blame for Creating Fewer Successful Minority Graduate School Grads?

Tyler Rohr, College of St. Scholastica

CASE RESEARCH

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

Theme: Critical Incident Presentations

Chair: Cheryl B. Ward, Middle Tennessee State University

Scribe: Dennis Debrecht, Carroll University

Discussants: Amanda J. Weed, Ohio University

Elizabeth Jones, Notre Dame of Maryland University

Program Sessions Friday, March 28, 2014



Secrets, Secrets Are No Fun Unless You Share with Everyone

Mallori Kleeman, Elmhurst College

Moshin Haque, Elmhurst College

Life in the Dragon's Nest: Talent Management at Shanda Games

Bonnie Leonhardt, University of Northwestern Ohio

Peeling the Cultural Onion on the German Approach to Business

Fredricka Joyner, Indiana University East

Eric Nelson, University of Central Missouri

CASE RESEARCH

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

Theme: Critical Incident Presentations

Chair: Kiran Desai, Louisiana Tech University

Scribe: Diane R. Edmondson, Middle Tennessee State University

Discussants: David Baker, University of Central Missouri

John Riddick, Hanover College

On the Edge

Neil Tocher, Idaho State University

Alexander Bolinger, Idaho State University

Whistleblowing—The Unfortunate Case of Drummond v. Land Learning Foundation

Denise Oas, University of Central Missouri

Coca Cola's Public Relations Nightmare

Janet Rovenpor, Manhattan College

Rose Klimovich, Manhattan College



Program Sessions Friday, March 28, 2014

CASE RESEARCH

11:00 a.m.–12:15 p.m......LaSalle 3, 7th Floor

Theme: Critical Incident Presentations

Chair: Craig Davis, Ohio University

Scribe: Joseph Infusino, Elmhurst College

Discussants: Shirley A. Wilson, Bryant University
Janet Rovenpor, Manhattan College

Healthcare.gov Website Failure

Kevin Huggins, U.S. Military Academy

Andrew Borchers, Lipscomb University

Jeff Crawford, Lipscomb University

Leadership Transition at Microsoft

Patrick Schultz, University of North Dakota

Duane Helleloid, University of North Dakota

The Family Business: To Join, or Not to Join

Edwin Portugal, State University of New York-Potsdam

Jacinto Gavino, Asian Institute of Management

Miguel Suarez, Asian Institute of Management

EXHIBITOR SERIES – RACOM

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

Theme: Covering the World of Marketing Information
and Action

Presenter: Rich Hagle, Editor and Publisher

Stories about the problems of managing and evaluating the endless stream of information available through all the new media forms are legendary.

To start, Hagle explains how *The Language of Marketing Technology: The Dictionary of Marketing Technology* gives marketing practitioners and educators a practical tool for navigating the tricky waters of marketing technology with practical, hands-on definitions of key terms and concepts.

He also explains how *The New Media Driver's License* can be used to put the best of the new media to work for you, both in the classroom and in professional practice.



Further, the blending and merging (integration) of many traditional marketing and communications has been occurring at an increasingly rapid pace in recent years, and Hagle describes how the new edition of *The IMC Handbook: Readings & Cases in Integrated Marketing Communications* tracks recent developments in IMC and provides the research base to explore it further. Hagle also explains the growth and development of *The International Journal of Integrated Marketing Communications*, now going into its sixth year, and prospects for the coming years.

In addition, he describes other forthcoming Racom titles, such as *Measuring and Managing New Media* by Richard Cole and Allie Siarto and *The Marketing Measurement Toolkit*, by David Raab.

FINANCE

11:00 a.m.–12:15 p.m......Clark 7

Theme: Taxation Issues

Chair: Raja Bouzouita, University of Central Missouri

Does the Management Discussion and Analysis Section of the 10-K Provide Information for Retirement Decisions?

Alan B. Czyzewski, Indiana State University

Kelly Wilkinson, Indiana State University

Discussant: Mihaela Craioveanu, University of Central Missouri

Save Billions in U.S. Tax Dollars—A Guide to Exporting your U.S. Tax Liability

Sean T. Carey, University of Wisconsin-Stevens Point

Discussant: Raja Bouzouita, University of Central Missouri

Mutual and Pension Funds Trading Patterns and Market Behavior

Eric Scott, Indiana University-South Bend

Discussant: Steven Krull, Hofstra University



Program Sessions

Friday, March 28, 2014

FINANCE

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

Theme: Investments and Portfolio

Chair: B. Paul Choi, Howard University

Analysis of Selective Hedging in U.S. Bank Holding Companies

Lisa E. Williams, Loyola University-Chicago

John H. Thornton Jr., Kent State University

Discussant: Michael Bernacchi, University of Detroit Mercy

An Analysis of the Advance-Decline Indicator in the Indian Stock Market

Jayen B. Patel, Adelphi University

Discussant: Robert Hutchinson, University of Detroit Mercy

An Introduction to Valuation Based on the WACC and Adjusted Present Value (APV) Methods

Tom Nohel, Loyola University

Discussant: Tejovathi Inamanamelluri, University of Detroit Mercy

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FINANCE

11:00 a.m.–12:15 p.m...... Clark 3, 7th Floor

Theme: Economic Issues

Chair: Rizwan Ali, University of Lahore

A Monetarist Critique of the Federal Reserve's Keynesian Expansionary Monetary Policy in the 2008-2013 Period in Response to the Great Recession and Financial Crisis

Charles W. Johnston, Baker College

Discussant: Rizwan Ali, University of Lahore

Economic Growth and Energy Security - Implications for Macro-Economic Policies in Chronic Energy Deficit Developing Countries

Inayat U. Mangla, Western Michigan University

Jamshed Y. Uppal, Catholic University of America

Discussant: Alex Faseruk, Memorial University

Program Sessions

Friday, March 28, 2014



REIT Spreads around Dividend Cuts and Suspension

Olgun Fuat Sahin, Minnesota State University-Moorhead

Pattareke Sarajoti, Chulalongkorn University

Alireza Nasseh, Saint Louis University

Discussant: Don T. Johnson, Western Illinois University

Financial Performance: A Macroeconomic and Leverage View

Mudassar Hasan, University of Lahore

Gul Rukh, University of Lahore

Rizwan Ali, University of Lahore

Ramiz-ur-Rehman, Xi'an Jiaotong University

Discussant: David Rayome, Northern Michigan University

FINANCE

11:00 a.m.–12:15 p.m. .... Clark 9, 7th Floor

Theme: Special Topics VI

Chair: Pauline Downer, Memorial University

Female CEOs in Fortune 500 Companies: A Case Study on Yahoo! Inc.

Shahnaz Abdullah, Alabama A&M University

Lal C. Chugh, University of Massachusetts-Boston

Muhammad Bakhtear Talukdar, Florida International University

Discussant: Pauline Downer, Memorial University

Privatization, Credit Application, and Credit Constraint in Eastern Europe and Central Asia

Meifang Xiang, University of Wisconsin-Whitewater

Discussant: Arthur J. Young, University of Central Missouri

A Comparison of Effects of Net Income and Free Cash Flow in Determining Stock Returns Over Time and Company Capital Structure

Reza Rahgozar, University of Wisconsin-River Falls

Mary Tichich, University of Wisconsin-River Falls

Discussant: Anthony Loviscek, Seton Hall University



Program Sessions **Friday, March 28, 2014**

INFORMATION SYSTEMS

11:00 a.m.–12:15 a.m. .... Kimball Room, 3rd Floor

Theme: Teaching with Technology

Chair: Behrooz Saghafi, Chicago State University

Teaching with Technology: Students' Engagement and Learning

Shamsul Chowdhury, Roosevelt University

Katelyn Hilst, Roosevelt University

Susan Stefanovich, Roosevelt University

Video Presentations in an Online Management Information Systems Course

David Wolshon, Baker College

Jim Newtown, Baker College

A String Search Marketing Application Using MIT App Inventor Visual Programming: Chin Vegas Paper Revisited

Jerry Chin, Missouri State University

Mary Chin, Missouri State University

Economic Growth and Enterprise Greed: Wealth Distribution on the Top 100 Billionaires between China and USA since 2005

Ben-Chieh Liu, Chicago State University

Liu Jan-Jo Chen, Chicago State University

Jian-Chern Chen, Northwestern Polytechnic University

INTERNATIONAL BUSINESS

11:00 a.m.–12:15 p.m. .... Crystal Room, 3rd Floor

Theme: Higher Education/Leadership

Chair: Juan Meraz, Missouri State University

The Impact of Internationalization on Higher Education and an Analysis of the Stakeholders

Cameron Bechard, North Central College

Literature Review: Branding of Higher Education

Nicole Jakobsze, North Central College

Robert Moussetis, North Central College

Program Sessions

Friday, March 28, 2014



Leadership for Innovation: Fundamentals of Human Influence

Robert W. Service, Samford University

James P. Reburn, Samford University

INTERNATIONAL BUSINESS

11:00 a.m.–12:15 p.m......Cresthill Room, 3rd Floor

Theme: **Emerging Trends in International Business**

Chair: Anand Pore, Emporia State University

The Participation Patterns of College Students in Medical Tourism

Lydia L. Gan, University of North Carolina at Pembroke

James R. Frederick, University of North Carolina at Pembroke

Donna M. Wiencek, Western Illinois University

Is There a Doctor in the (Global) House: Technological Advances and the Changing Frontiers of Health Care Offshoring

Martin Stack, Rockhurst University

James Dockins, Rockhurst University

LEGAL STUDIES

11:00 a.m.–12:15 p.m......Marshfield Room, 3rd Floor

Theme: **MALSB Annual Meeting**

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

President, Midwest Academy of Legal Studies
in Business

MANAGEMENT

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

Theme: **Model Development and Applications**

Chair: Michele Govekar, Ohio Northern University

Discussant: Molly Williams, Morningside College

HR Moneyball and the Application of Analytics to Create Competitive Advantage

David Savino, Ohio Northern University



Program Sessions Friday, March 28, 2014

How to Encourage Employees to Relocate: Application of Expectancy Theory

Tae Seok Yang, Western Illinois University

Why Should We Hook Up? Developing a Model for Understanding Not-for-Profit Mergers

Tom Cooper, Memorial University

Pauline Downer, Memorial University

Alex Faseruk, Memorial University

MANAGEMENT

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

Theme: Organizational Involvement

Chair: Michael Levas, Carroll University

Discussant: Harry Fisher, Eureka College

Organizational Detachment: The Role and Responsibility of Management

Cara Sledgister, Bradley University

Aaron Buchko, Bradley University

Kathleen Buchko, Bradley University

Keeping People Involved: Creating a New Model for Service Organizations

Kay Biga, University of Wisconsin-Superior

Patrick Spott, Spott Law Office

Emily Spott, Spott Law Office

Satisfaction through Socialization and Knowledge Sharing: The Effect of Sharing Skills and Values through Informal Socialization

Cedric Utley, Western Illinois University

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Program Sessions

Friday, March 28, 2014



MANAGEMENT

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

Theme: Re-energizing the Business Curriculum to Engage the Faculty and the Students

Chair: Pam Shay, Franklin University

Panelists: Pam Shay, Franklin University
Paula Allen, Union College

MARKETING

11:00 a.m.–12:15 p.m. .... Salon 1, 3rd Floor

Theme: Special Topics in the International Facility Management Association

Chair: Michael Campbell, Florida Agricultural and Mechanical University

Parameters Influencing the Value Added by FM

Alexander Redlein, Vienna University of Technology

Michael Zobl, Vienna University of Technology

Best Value Environmental Sustainability in 2014 World Cup Venues: Investigating Stakeholders' Perceptions of International Facility Management Association (IFMA) Accredited Degree Program (ADP) Institutions Versus Non-IFMA ADP Institutions

Roscoe Hightower Jr., Florida Agricultural and Mechanical University

James Highsmith, Florida Agricultural and Mechanical University

Shehannie Wong, Florida Agricultural and Mechanical University,

Carrington Coleman, Florida Agricultural and Mechanical University

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MARKETING

11:00 a.m.–12:15 p.m. .... Salon 2, 3rd Floor

Theme: Integrated Marketing Communications

Chair: Deborah L. Owens, University of Akron

The State of Celebrity Endorsement Entering the 21st Century: A Content Analysis of Print Advertising

Ainsworth A. Bailey, University of Toledo



Program Sessions **Friday, March 28, 2014**

The Relationship between Consumer Sentiment towards Advertising and Ad Credibility, Ad Likeability, and Attention to Ads: The Case with Visual Metaphors

Vivek Madupu, Missouri Western State University

Sampathkumar Ranganathan, University of Wisconsin-Green Bay

Sandipan Sen, Southeast Missouri State University

The Effects of Logo Design on Consumer Attitudes: Empirical Evidence

Peter Knight, University of Wisconsin-Parkside

Daniela Pisano, University of Calabria (Student)

MARKETING

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

Theme: **Ethics and Corporate Social Responsibility**

Chair: Debra DeLong, Chatham University

Can Consumers' Online Privacy Be Protected?

Hector R. Lozada, Seton Hall University

Gary H. Kritz, Seton Hall University

Susan O'Sullivan-Gavin, Rider University

Should Women's Employee Networks Be Leveraged to Enhance Corporate Image?

Sarah Rand, St. Catherine University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

11:00 a.m.–12:15 p.m...... Indiana Room, 3rd Floor

Theme: **Quantitative Insights**

Chair: Eliot Elfner, St. Norbert College

Tests for Randomness in the Daily Changes of the Dow Jones Industrial Average

Eliot Elfner, St. Norbert College

Effectiveness of Forecasting Methods in Reducing the Bullwhip Effect

John Simon, Governors State University

Program Sessions

Friday, March 28, 2014



LEGAL STUDIES

12:15–1:30 p.m...... **Wilson Room, 3rd Floor**
Plenary Lunch–Sponsored by DePaul University (Ticket Required)

MBAA INTERNATIONAL

12:15–1:30 p.m...... **Salon 12, 3rd Floor**
2015 Program Track Chairs Planning Workshop
Presiding: Alex Faseruk, Memorial University
                          Jeff Clark, Middle Tennessee State University

MBAA International 2015 Program Chair, Alex Faseruk, and Executive Director, Jeff Clark, will meet with the program track chairs from each of the twelve tracks. Each track should have their 2015 program chair present. 2014 program chairs may also attend to provide continuity. In the event that a 2015 program track chair can't attend, each track is responsible for providing their substitute.

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

12:15–1:30 p.m...... **Indiana Room, 3rd Floor**
OMEA Annual Meeting and Luncheon (Ticket Required)

BUSINESS ECONOMICS

1:45–3:00 p.m...... **Logan Room, 3rd Floor**
Theme: Topics in Economic and Business Education
Chair: Leslee Higgins, Eastern Kentucky University

Do Cases Enhance Learning in Principles of Economics?
Ileana Brooks, Aurora University

Rescuing Economics from the Discipline
Owen Grumbling, University of New England
Michael Daley, University of New England



Program Sessions Friday, March 28, 2014

A Comparison of Job Attribute Preferences across Business Majors

Leslee Higgins, Eastern Kentucky University

Jane E. Baird, Minnesota State University-Mankato

Arundhati Rao, Towson University

Student Performance in Introduction to Business: A Predictor of Future Business Major Success?

Timothy Schibik, University of Southern Indiana

Connell Jones, University of Southern Indiana

BUSINESS, SOCIETY, AND GOVERNMENT

1:45–3:00 p.m. .... Madison Room, 3rd Floor

Theme: The New Normal

Chair: Jim Breyley, Northwestern Oklahoma State University

The New Normal: How the Loss of State Funding Is Changing the Louisiana Higher Education Model

Don Yates, Louisiana State University-Alexandria

An Evaluation of MBA Student Success in Application of GMAT Waiver

William Pratt, Clarion University

Mobile and Cloud Computing: Implications for Business, Society, and Government

Anu Gokhale, Illinois State University

LEGAL STUDIES

1:45–3:00 p.m. .... Wilson Room, 3rd Floor

Theme: Panel Discussion: Perspectives on the Intersection of Law and Ethics

Chair: Norman D. Bishara, University of Michigan

Panelists: Norman D. Bishara, University of Michigan
Dale B. Thompson, University of St. Thomas
Dawn Elm, University of St. Thomas
Josh Perry, Indiana University



MARKETING

1:45–3:00 p.m...... Salon 1, 3rd Floor

Theme: Sales and Sales Management

Chair: David E. Fleming, Eastern Illinois University

Everyone Loves a Winner...Or Do They? Introducing Envy into a Sales Contest to Increase Salesperson Motivation

Alex Milovic, University of Wisconsin-Milwaukee

Rebecca Dingus, Kent State University

A Module Approach: Expanding Financial Acumen through Integration in an Undergraduate Sales Program

Nancy Johnson, St. Catherine University

Megan Kalina, St. Catherine University

Mary Henderson, St. Catherine University

MARKETING

1:45–3:00 p.m...... Salon 2, 3rd Floor

Theme: Marketing Education

Chair: Susan Geringer, California State University- Fresno

Panel Presentation: The Case for Multicultural Marketing Curriculum

Ellen Novar, Wilmington College

Peter Knight, University of Wisconsin-Parkside

Rama Yelkur, Saginaw Valley State University

Racheal Pitsinger, Wilmington College of Ohio

A Comparison Between A Student's Learning Style Preferences and Their Cultural Backgrounds in Basic Marketing Course

Mary Galvan, North Central College



Program Sessions Friday, March 28, 2014

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

1:45–3:00 p.m...... Indiana Room, 3rd Floor

Theme: **Resources and Performance**

Chair: Hamid Salimian, University of Kent

Resource Leveraging: Definitional Clarification and Purpose

David Price, Washburn University

‘Reductionistic’ and ‘Holistic’ Views to Resource-Based Theory (RBT): A Review on the Literature and the Future Studies

Mona Rashidirad, University of Kent

Hamid Salimian, University of Kent

The Applicability of Grant’s Framework in the Dynamic Digital Age: Assumptions, Critiques, and Suggestions

Mona Rashidirad, University of Kent

Hamid Salimian, University of Kent

BUSINESS ECONOMICS

3:00–4:15 p.m...... Logan Room, 3rd Floor

Theme: **Topics in Business Strategy and Higher Education**

Chair: Ileana Brooks, Aurora University

Open Source Business Intelligence for Business Economic Development

Abhijith Shyandilya C.P., University of Findlay

Kalyan Nath Goud, University of Findlay

Shiv K. Gupta, University of Findlay

Qualitative Determinants of the College GPA: A Case Study

Hamid Tabesh, University of Wisconsin-River Falls

Journal Quality and Publishing Strategies: Selling Your Research

Hedayeh Samavati, Indiana University-Purdue University Fort Wayne

Nodir Adilov, Indiana University-Purdue University Fort Wayne

David Dilts, Indiana University-Purdue University Fort Wayne

Myeong Hwan Kim, Indiana University-Purdue University Fort Wayne

Program Sessions

Friday, March 28, 2014



Optimizing Student Enrollment: An Empirical Examination

Timothy Schibik, University of Southern Indiana

Mohammed Khayum, University of Southern Indiana

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m...... **Madison Room, 3rd Floor**

Theme: **Global Issues**

Chair: Diane Sykes, Kaplan University

Christian-Oriented Volunteer Peer Programs as Prevention of Socio-Pathological Phenomena in Youth

Libusa Radkova, St. Elizabeth University of Health and Social Care

Anna Pavlovicova, St. Elizabeth University of Health and Social Care

Ethical Reflections on Genetically Modified Organisms (GMO) in the Food Supply

Thomas Kratzer, Malone University

Sustainable Snowmaking in an Age of Global Warming: An Ecological Economic Perspective

Michael Daley, University of New England

Owen Grumbling, University of New England

The Globalization of Corporate Social Responsibility

Michele Gee, University of Wisconsin-Parkside

Qi Zou, University of Wisconsin-Parkside

LEGAL STUDIES

3:00–4:15 p.m...... **Wilson Room, 3rd Floor**

Theme: **Constitutional Law (Round 2)**

Chair: Norman D. Bishara, University of Michigan

Civil Forfeiture: The Continuing Due Process Problem

Brad Reid, Lipscomb University

Due Process and the NCAA

Richard J. Hunter Jr., Seton Hall University



Program Sessions Friday, March 28, 2014

Second Amendment and Business Owners: Chicken or Egg?

Pat Wall, Middle Tennessee State University

Lee Sarver, Middle Tennessee State University

LEGAL STUDIES

3:00–4:15 p.m. .... Marshfield Room, 3rd Floor

Theme: Privacy

Chair: Lester G. Lindley, Nova Southeastern University

Student Privacy Rights: History, Owasso, and FERPA

Teressa Elliott, Northern Kentucky University

Darius Fatemi, Northern Kentucky University

Sonia Wasan, Northern Kentucky University

Wisconsin's Budget Repair Plan: Its Legal Battles and Why Its Success or Failure Is so Important

Denise Oas, University of Central Missouri

Asadi: Renegade or Precursor of Who Is a Whistleblower Under the Dodd Frank Act

Mystica Alexander, Bentley University

John Hayward, Bentley University

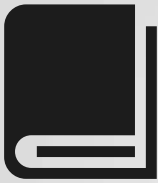
David Missirian, Bentley University

MMA HOSPITALITY GATHERING – ALL MBAA INTERNATIONAL IS WELCOME

5:00–6:30 p.m. .... Potter's Lounge, Lobby Level

Marketing Management Association welcomes MBAA International to “wind down together” at a special “end-of-event” reception. Everyone still in town is welcome to join us for a good time.

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2011–2012 Judy Wiles, Southeast Missouri State University
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2013–2014 Anthony Koh, University of Toledo

* Deceased

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* 1982–2001 Donald M. Albanito, Bradley University
2001– Jeff Clark, Middle Tennessee State University

* Deceased



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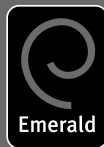
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