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

Publishing: Practical Help for Publishing Success

Executive Director
Jeff Clark
Middle Tennessee State University
Jeff.Clark@mtsu.edu

2015 Conference Dates
March 25–27, 2015
Palmer House Hilton Hotel
Chicago, Illinois USA

March 26–28, 2014
Palmer House Hilton Hotel • Chicago, IL
www.mbaainternational.org
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.

Join us Thursday, March 27 at 10:45am for an exhibitor session to learn more!
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advance Registration</td>
<td>3</td>
</tr>
<tr>
<td>Hotel Arrangements</td>
<td>3</td>
</tr>
<tr>
<td>Exhibits</td>
<td>3</td>
</tr>
<tr>
<td>Program 2015</td>
<td>3</td>
</tr>
<tr>
<td>Distinguished Paper Awards</td>
<td>4</td>
</tr>
<tr>
<td>What Does MBAA Stand For?</td>
<td>8</td>
</tr>
<tr>
<td>MBAA International: 50 Years of Value</td>
<td>9</td>
</tr>
<tr>
<td>MBAA International: On the Record</td>
<td>10</td>
</tr>
<tr>
<td>Association Business Meetings, Special Meetings, Meals, and Receptions</td>
<td>11</td>
</tr>
<tr>
<td>How to Get Published</td>
<td>17</td>
</tr>
<tr>
<td>Exhibitor Series</td>
<td>20</td>
</tr>
<tr>
<td>MBAA International Program Sessions</td>
<td>27</td>
</tr>
<tr>
<td>Wednesday, March 26, 2014</td>
<td>27</td>
</tr>
<tr>
<td>Thursday, March 27, 2014</td>
<td>49</td>
</tr>
<tr>
<td>Friday, March 28, 2014</td>
<td>111</td>
</tr>
<tr>
<td>MBAA International Presidents</td>
<td>158</td>
</tr>
<tr>
<td>MBAA International Executive Directors</td>
<td>159</td>
</tr>
<tr>
<td>Professional Division Chairs</td>
<td>160</td>
</tr>
<tr>
<td>MBAA International Officers and Executive Board</td>
<td>162</td>
</tr>
<tr>
<td>Advisory Council</td>
<td>164</td>
</tr>
<tr>
<td>Formal Organizations and Officers</td>
<td>166</td>
</tr>
<tr>
<td>North American Accounting Society</td>
<td>166</td>
</tr>
<tr>
<td>Academy of Business Economics</td>
<td>166</td>
</tr>
<tr>
<td>Business and Health Administration Association</td>
<td>166</td>
</tr>
<tr>
<td>Academy of Finance</td>
<td>166</td>
</tr>
<tr>
<td>Academy of International Business Midwest</td>
<td>167</td>
</tr>
<tr>
<td>Midwest Academy of Legal Studies in Business</td>
<td>167</td>
</tr>
<tr>
<td>Marketing Management Association</td>
<td>167</td>
</tr>
<tr>
<td>North American Management Society</td>
<td>167</td>
</tr>
<tr>
<td>Operations Management and Entrepreneurship</td>
<td>168</td>
</tr>
<tr>
<td>Society for Case Research</td>
<td>168</td>
</tr>
<tr>
<td>Society for the Advancement of Information Systems</td>
<td>168</td>
</tr>
<tr>
<td>Index of Participants</td>
<td>170</td>
</tr>
<tr>
<td>MBAA Advertiser Listing</td>
<td>186</td>
</tr>
</tbody>
</table>
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
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

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


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

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

Racom Communications • www.Racombooks.com • www.ijimc.com • 312-494-0100

Co-Editors
Don E. Schultz
Emeritus, Northwestern University
J. Steven Kelly
DePaul University
John A. Schibrowsky
University of Nevada, Las Vegas
Jerry G. Kliatchko
University of Asia and the Pacific (UA&P), Manila, Philippines
Carlos Alfredo Rosales
Vice President/Partner, di Paola/WPP, Buenos Aires

Managing Editor
Richard Hagle
(312) 494-0100
rahagle@aol.com
www.racombooks.com
www.ijimc.com

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 action-able 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 Beltramini, 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 Kuczmarzski, President, Kuczmarzski & Associates; Theresa Kushner, Director, Customer Intelligence, Cisco; Robert F. Lauterborn, Professor Emeritus, School of Advertising and Communications, University of North Carolina, Chapel Hill; Sandra Moriarity, 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 Paolo, 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 (FEDMA); Regina 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, multidisciplinary 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.
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:

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

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
**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.

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

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

“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

________________________
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 Kruckenber

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.
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
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.
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.
MindTap is a personalized teaching experience with relevant assignments that guide students to analyze, apply, and improve thinking, allowing you to measure skills and outcomes with ease.

Easily Set Your Course

Elevate Thinking

Drive Outcomes

“We have seen an increase of at least one letter grade when we compare the performance of students who used MindTap with those who didn’t.”
— SCOTT DOMOWICZ, ERIE INSTITUTE OF TECHNOLOGY

TAP INTO MORE INFO AT: WWW.CENGAGE.COM/MINDTAP
Engaged with you.

“Tell me and I forget.
Teach me and I remember.
Engage me and I learn.”

– Chinese proverb

Maybe it’s focusing on what really matters.
Sharing a moment or sharing the load.
Making things a little easier and a lot more exciting. However you engage your students is up to you. Making it easier is up to us. We focus on materials and personalized services developed with educators and students for educators and students – designed to advance, challenge, and inspire in the classroom and far beyond. This is what engagement is all about. And engagement is what we’re all about. Cengage Learning – Engaged with You.
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
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
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
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
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
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
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 Kopec, 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
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, Valparaiso University
Coleen Wilder, Valparaiso University
James Stück, Valparaiso University
Abdel Manim Shaltoni, University of Petra
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
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
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

Cyber Cafe sponsored by McGraw-Hill Education
3rd Floor Salons
Open during conference day sessions.
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
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
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
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.
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
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
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.
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
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 Nytch, 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
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.
We’ve Got Your Healthcare Course Topics Covered!

Health Administration Press publishes textbooks, professional books, and journals on all aspects of health services management.

Request an Exam Copy at ache.org/HAPexam.

For more information on all HAP books or to request an exam copy, visit us at ache.org/HAP.
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
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

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

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

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
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
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
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

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

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
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

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

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

-----------------------------
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
Online Search Frequency, Information Asymmetry, and Market Liquidity
Xing Lu, Indiana University-South Bend
Hunter Holzhauer, 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

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

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

Cyber Cafe sponsored by McGraw-Hill Education
3rd Floor Salons
Open during conference day sessions.
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
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
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
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. Logane 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
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
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
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
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
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 Loquitur*—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
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 Bougt, 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
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)

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

---

**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
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
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: Kischa 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
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.
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 an Irate 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
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 VanSchenkhof, 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

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
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 Nejadmalayeri, University of Tulsa
Surya Chelikhani, Quinnipiac University
Discussant: Kevin Bahr, University of Wisconsin-Stevens Point

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
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
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
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
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

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

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

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
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

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
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

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
INFORMATION SYSTEMS
3:00–4:15 p.m. ....................................................Kimball Room, 3rd Floor
Theme: Business, Technology, and Social Issues
Chair: Shamsul Chowdhury, Roosevelt University

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

Man Zhang, Bowling Green State University
Jungsook Kwon, University of Ulsan
Discussant: Suresh Singh, Northeastern Illinois University
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
Jarosław Romaniuk, Foreign Relations Manager, Polish Craft Association

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
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

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

"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.
Stukent provides the world’s first internet marketing simulation and a suite of internet marketing courseware including a digital textbook and webinar series with industry experts. We’re pioneering internet marketing education in higher education.
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

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

Cyber Cafe sponsored by McGraw-Hill Education  
3rd Floor Salons  
Open during conference day sessions.
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
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
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
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
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
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
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
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: Kischa 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
Kischa Reed, Florida Agricultural and Mechanical University
Charlotte Baker, Florida Agricultural and Mechanical University
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, Lousiana 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

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
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 Tokle, 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
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.
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

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
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
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

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

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
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. Samarkandi, King Saud University
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
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
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
Josetta 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
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
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

---
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

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
INFORMATION SYSTEMS
11:00 a.m.–12:15 a.m. ........................................ Kimball Room, 3rd Floor
Theme: Teaching with Technology
Chair: Behrooz Sagha, 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

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
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
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

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

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
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
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
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

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

100% DIGITAL
INTERNET MARKETING TEXTBOOK

GRADING | QUIZZES | CURRENT

LIVE WEBINAR SERIES
WITH LIVE Q & A

STUDENTS AND PROFESSORS WILL ENJOY A
LIVE WEBINAR SERIES WITH EXPERTS IN THE
INTERNET MARKETING INDUSTRY.
Presidents of MBAA International

1965–1966 L. L. Waters, Indiana University
1969–1970 N.W. Edwards, University of Missouri
* 1970–1971 Richard W. Metcalf, University of Nebraska
* 1971–1972 Donald E. Mulvihill, Ball State University
1972–1973 Dale E. Clement, University of South Dakota
* 1973–1974 Miles Tommerasen, Morningside College-Sioux City
1974–1975 Frank K. Reilly, University of Notre Dame
* 1975–1976 William Bonwich, Saint Louis University
* 1977–1978 LaVerne A. Cox, St. Cloud State University
* 1978–1979 Donald M. Albanito, Bradley University
* 1979–1980 Carl C. Nielsen, Wichita State University
1980–1981 Eugene F. Drzycimski, University of Wisconsin-Oshkosh
* 1981–1982 Donald W. Scotton, Cleveland State University
1982–1983 F. J. Guerra, Saint Louis University
1983–1984 Marie Madison, Truman College
1984–1985 William M. Voss, Ohio University
1985–1986 Darrell F. Wentworth, St. Cloud State University
* 1986–1987 Donald Shawver, University of Missouri
1987–1988 Paul C. Thistlethwaite, Western Illinois University
1988–1989 Philip H. Vorherr, University of Dayton
* 1989–1990 David Gustafson, University of Missouri-St. Louis
1990–1991 Frances J. Hill, University of Wisconsin-Whitewater
1992–1993 C. L. Abercrombie, Memphis State University
1993–1994 Carol Anderson, Rollins College
1995–1996 Richard J. Judd, University of Illinois-Springfield
1997–1998 Jeffrey Fahrenwald, Rockford College
1998–1999 Carol Clark, Middle Tennessee State University
1999–2000 Bert Kellerman, Southeast Missouri State University
* 2000–2001 Jacob Wambsganss, University of North Dakota
2001–2002 Uday Tate, Marshall University
2003–2004 George S. Swales, Southwest Missouri State University
* 2004–2005 Richard Sebastian, St. Cloud State University
2005–2006 Julie Toner, Bellarmine University
2006–2007 Susan Behling, University of Wisconsin-Eau Claire
2007–2008 Ashish Chandra, University of Houston-Clear Lake
2008–2009 Linda V. Knight, DePaul University
2009–2010 Don T. Johnson, Western Illinois University
2010–2011 Jann Freed, Central College
2011–2012 Judy Wiles, Southeast Missouri State University
2012–2013 Bambi Hora, University of Central Oklahoma
2013–2014 Anthony Koh, University of Toledo

* Deceased

Executive Directors of MBAA International

1965–1966 Sidney P. Feldman, Indiana University-Northwest
1966–1967 Elwyn K. DeVore, Northwest Missouri State University
* 1970–1976 LaVerne A. Cox, St. Cloud State University
* 1981–1982 Dwight M. Edmonds, University of Wisconsin-Oshkosh
* 1982–2001 Donald M. Albanito, Bradley University
2001– Jeff Clark, Middle Tennessee State University

* Deceased
2014 Professional Division Chairs

Academy of Business Economics
Scott Wallace
Univ. of Wisconsin-Stevens Point
(715) 346-4358
swallace@uwsp.edu

Academy of Finance
Alex Faseruk
Memorial University
(709) 864-8005
afaseruk@mun.ca

Academy of International Business, Midwest Region
Hamid Yaganeh
Winona State University
(507) 474-6927
hyeganeh@winona.edu

Business and Health Administration
Zach Frank
Washburn University
(785) 670-1406
zach.frank@washburn.edu

Business, Society, and Government
Lee Weyant
Kutztown University
(484) 646-5949
weyant@kutztown.edu

Marketing Management Association
Roscoe Hightower Jr.
Florida A&M University
(850) 599-8335
roscoe.hightower@famu.edu

Midwest Academy of Legal Studies in Business
Steven C. Palmer
Northwestern Oklahoma. St. Univ.
(580) 327-8507
scpalmer@nwosu.edu

North American Accounting Society
Mary Sheets
University of Central Oklahoma
(405) 974-2834
msheets@uco.edu

North American Management Society
Erin Fluegge Woolf
Southeast Missouri State Univ.
(573) 651-2090
nams2014@gmail.com

Operations Management and Entrepreneurship Association
John P. Leschke
Univ. of Wisconsin-Stevens Point
(715) 346-2736
jleschke@uwsp.edu

Society for the Advancement of Information Systems
Jim Newtown
Baker College
(810) 919-9377
jnewto01@baker.edu

Society for Case Research
Joe Thomas
Middle Tennessee State Univ.
(615) 898-5652
joe.thomas@mtsu.edu
The American Journal of Business (AJB) is supported by 10 top schools and has a wide ranging global readership.

Everything you need to know about us

Edited by Richard Reed and Susan F. Storrud-Barnes, AJB provides an efficient review process and (if accepted) early publication for your research. We publish conceptual and empirical research which improves our understanding of business and business practices, covering areas such as Accounting, Finance, HR, Marketing, OB, Production and Business Law. Find out more or contact us at www.emeraldinsight.com/tk/ajb1

Supporting schools:
Accredited by the Association to Advance Collegiate Schools of Business
MBAA International Officers and Executive Board

Bambi Hora
University of Central Oklahoma
Immediate Past President

Anthony C. Koh
University of Toledo
President

Barbara Nemecek
Retired
President-Elect

Jeff Clark
Middle Tennessee State University
Executive Director

Alex Faseruk
Memorial University of Newfoundland
Vice President

Harry Fisher
Eureka College
Board Member

Rama Yelkur
Saginaw Valley State University
Board Member
Officers and Executive Board

President: Anthony C. Koh  
Professor  
Department of Marketing and International Business  
University of Toledo  
(419) 530–2287

President-Elect and 2014 Program Chair: Barbara Nemecek  
Retired  
(612) 812-6182

Vice President: Alex Faseruk  
Professor of Finance  
Memorial University of Newfoundland  
(709) 864-8005

Immediate Past President: Bambi Hora  
Professor of Accounting  
University of Central Oklahoma  
(405) 974-2156

Board Members-at-Large:  
Harry Fisher  
Associate Professor of Business Administration  
Eureka College  
(309) 467-6450

Rama Yelkur  
Dean, College of Business  
Saginaw Valley State University  
(989) 964-4064

Executive Director: Jeff Clark  
Professor of Computer Information Systems  
Coordinator of IT Graduate Studies  
Middle Tennessee State University  
(615) 898-2838
2013–2014 Advisory Council

Casimir C. Barczyk, Purdue University Calumet
Stephen N. Bretsen, Wheaton College
Elizabeth A. Cameron, Alma College
John Cherry, Southeast Missouri State University
Roy Cook, Fort Lewis College
Raffaele DeVito, Emporia State University
Dawn Edmiston, St. Vincent College
John Elfrink, Western Illinois University
Dee Ann Ellingson, University of North Dakota
Robert Erffmeyer, University of Wisconsin-Eau Claire
Terri Friel, Roosevelt University
Paul L. Govekar, Ohio Northern University
Timothy Graeff, Middle Tennessee State University
Regina Greenwood, Nova Southeastern University
Robyne J. Hart, Associated Colleges of the Midwest
Kay Hodge, University of Nebraska-Kearney
Joseph Horton, University of Central Arkansas
J. David Hunger, Iowa State University
Michael A. Katz, Delaware State University
Michelle B. Kunz, Morehead State University
Mary Kay Madsen, University of Wisconsin-Milwaukee
Mostafa M. Maksy, Kutztown University of Pennsylvania
Tanya M. Marcum, Bradley University
Jamshid Mehran, University of Indiana-South Bend
Juan Meraz, Missouri State University
Eric Nelson, University of Central Missouri
John J. Newhouse, St. Joseph’s University
Jim Newtown, Baker College
Steven C. Palmer, Northwestern Oklahoma State University
David P. Paul III, Monmouth University
Timothy Schibik, University of Southern Indiana
John Simon, Governors State University
Robert D. Sprague, University of Wyoming
William B. Stroube, University of Evansville
Steven J. Szpydlowski, University of Scranton
Julia Teahen, Baker College
Dale B. Thompson, University of St. Thomas
Carrie Trimble, Millikin University
Carolyn Wiley, Roosevelt University
Jennifer Williams, University of Southern Indiana
Gene C. Wunder, Washburn University
Man Zhang, Bowling Green State University
Christopher H. Ziemnowicz, University of North Carolina at Pembroke
The first and only personalized reading experience available today.

http://learnsmartadvantage.com
Formal Organizations and Officers

North American Accounting Society
President: Katherine Campbell, University of North Dakota
President-Elect and Program Chair: Mary Sheets, University of Central Oklahoma
Vice President, Academics: Carol Jessup, University of Illinois-Springfield
Treasurer: Bambi Hora, University of Central Oklahoma
Webmaster: Grace Johnson, Marietta College
Past President: George Schmelzle, Missouri State University

Academy of Business Economics
President: Trevor Knox, Muhlenberg College
President-Elect and Program Chair: Scott Wallace, University of Wisconsin-Stevens Point
Proceedings Co-Editors: Curtis Price, University of Southern Indiana
Daria Sevastianova, University of Southern Indiana
Secretary: Joseph Horton, University of Central Arkansas
Treasurer: Timothy Schibik, University of Southern Indiana
Past President: Brian T. Kench, University of Tampa

Business and Health Administration Association
President: Deborah Gritzmacher, Clayton State University
Program Chair: Zach Frank, Washburn University
Proceedings Editor: Kent Willis, Marshall University
Executive Director: Ashish Chandra, University of Houston-Clear Lake
Past President: Avinandan Mukherjee, Montclair State University

Academy of Finance
President: Alex Meisami, Indiana University-South Bend
Program Chairs: Nalinaksha Battacharyya, University of Alaska-Anchorage
and Alex Faseruk, Memorial University
Secretary: Tom Cooper, Memorial University
Treasurer: Zhiqiang Yan, Western Illinois University
Journal Editor: Monzurul Hoque, Saint Xavier University
Proceedings Editor: Thomas M. Krueger, Texas A&M-Kingsville
Past President: Charles Mark Wrolstad, Winona State University
Executive Director: Don T. Johnson, Western Illinois University
Directors:
   Inayat U. Mangla, Western Michigan University
   Hui Di, Indiana University-Purdue University Fort Wayne
   Sheri Faircloth, University of Nevada-Reno
   Charles Rayhorn, Northern Michigan University
   Walt A. Nelson, Missouri State University
   Shyam B. Bhandari, Bradley University
Website: Jamshed Y. Uppal, Catholic University of America
Formal Organizations and Officers

Academy of International Business Midwest
President: Juan Meraz, Missouri State University
Immediate Past President: Anthony C. Koh, University of Toledo
Program Chair: Hamid Yaganeh, Winona University
Treasurer: Ramin Maysami, University of North Carolina at Pembroke
Secretary: Christopher H. Ziemnowicz, University of North Carolina at Pembroke
Student Track Coordinators:
   Etienne Musonera, Mercer University-Atlanta
   Uday Tate, Marshall University
External Business Development Co-Chairs:
   Jack Spillan, University of North Carolina at Pembroke
   Robert Moussetis, North Central College
Journal of International Business Research and Practice:
   Etienne Musonera, Mercer University-Atlanta
   Ramin Maysami, University of North Carolina at Pembroke
Proceedings Editor: Christopher H. Ziemnowicz, University of North Carolina at Pembroke

Midwest Academy of Legal Studies in Business
President: Dale B. Thompson, University of St. Thomas
Vice President/Program Chair: Steven C. Palmer, Northwestern Oklahoma State University
Secretary and Proceedings Editor: Matthew Hlinak, Dominican University
Treasurer: George W. McNary, Creighton University
Past President: Daniel Botz, Kansas State University-Salina

Marketing Management Association
President: Carrie Trimble, Millikin University
President Elect and Program Chair: Roscoe Hightower Jr., Florida A&M University
Executive Director: Michelle B. Kunz, Morehead State University
Vice President of Marketing: Brian Vander Schee, Aurora University
Treasurer: Susan Geringer, California State University-Fresno
Webmaster: Lyle Wetsch, Memorial University of Newfoundland, Canada
Past President: Stacey Hills, Southern Vermont College

North American Management Society
President: John Grant, Ohio Dominican University
Program Chair: Erin Fluegge Woolf, Southeast Missouri State University
Membership Chair: Jay Young, Ohio Dominican University
Secretary: Jeffrey Fahrenwald, Rockford College
Treasurer: Linda Keup, Concordia College
Journal and Proceedings Editor and Webmaster: Julia Teahen, Baker College
Past President: David Savino, Ohio Northern University
Formal Organizations and Officers

Operations Management and Entrepreneurship Association
President: Rasoul Afif, Northeastern Illinois University
Program Chair: John P. Leschke, University of Wisconsin-Stevens Point
Secretary/Treasurer: Patricia Jacoby, Purdue University North Central
Past President: Bruce Fischer, Elmhurst College

Society for Case Research
President: Karen Berger, Pace University
President-Elect: John D. Veal, Webster University
Vice President and Program Chair: Joe Thomas, Middle Tennessee State University
Vice President 2013 Workshop: Karen Koza, Western Connecticut University
Treasurer: Karen M. Foust, Tulane University
Secretary: Janet Papiernik, Indiana University-Purdue University Fort Wayne
Past President: Eric Nelson, University of Central Missouri
Executive Director: Roy Cook, Fort Lewis College
At Large Directors:
   Steven Cox, Queens University of Charlotte
   Craig Davis, Ohio University
   Joanne Tokle, Idaho State University
   Reed McKnight, University of New Mexico
   Jeremy O’Connor, Rockhurst University
   Leslie Korb, Lindsey Wilson College
Editors:
   Kay Hodge, University of Nebraska-Kearney
   Leigh W. Cellucci, East Carolina University
   Timothy Brotherton, Ferris State University
   Ann Hackert, Idaho State University

Society for the Advancement of Information Systems
President: Shamsul Chowdhury, Roosevelt University
President Elect: Kaushik Ghosh, Lamar University
Past President: Maggie O’Connor, Bloomsburg University of Pennsylvania
Proceedings Editor: Behrooz Saghafi, Chicago State University
Executive Secretary: Jennifer Williams, University of Southern Indiana
Executive Treasurer: Robert Dean, SAIS Fellow
Director of Web Activities: Theresa Steinbach, DePaul University
Badges and Plaques: Jennifer Williams, University of Southern Indiana
Track Chair: Jim Newtown, Baker College
Bring the competition to life... provide a $1,000 scholarship for your students!

WHO IS ELIGIBLE
This Fall 2014, we’re giving one professor who uses Interpretive Simulations the opportunity to provide a scholarship to a winning team of students!

HOW TO ENTER
To enter for a chance to win, please visit our website and submit a thoughtful response to our prompt. April 7 is the first day we accept entries.

SCHOLARSHIP DETAILS
A winner will be selected and announced in June. If chosen, we will provide you with a $1,000.00 scholarship to award to the winning team of your choice!

For further details please visit: www.interpretive.com/scholarship
Index

A
Abdullah, Shahnaz .................. 129, 145
Abercrombie, C.L.................... 158
Abuizam, Raida .................... 46, 72, 101
Achenreiner, Gwen ................ 94
Adilbek, Dilara .................... 95
Adilov, Nodir ...................... 18, 37, 83, 154
Afif, Rasoul .......................... 168
Agnihotri, Taj ...................... 35
Ajagbawa, Henry ............. 64, 101
Alamri, Majed ..................... 138
Alavi, Jafar ......................... 81
Albano, Christian .............. 113
Alexander, Alphonzo .......... 93
Alexander, Mystica ............. 156
Ali, Rizwan ....................... 102, 130, 144, 145
Ali, Seemi ......................... 94
Al-Khouri, Ritab ................ 44, 91
Allen, Marcus T. ............ 4, 88
Allen, Paula ..................... 149
Albanito, Donald M. .......... 158, 159
Alexander, M. Wayne ....... 36
Alpeissova, Alma ............. 59
Altobello, Suzanne ............ 35, 53
AlTurabi, Layla ................ 59
Anderson, Carol ............... 158
Anderson, Jeffrey ............ 23, 127
Anderson, Peggy .............. 46
Anderson, Taylor A. .......... 138
Andrews, Anthony ............. 111
Arena, Nick ....................... 121
Armitage, Jack ................ 27
Arora, Poonam ................. 51, 75, 86
Artis, Andrew B. ............. 93
Aruru, Meghana ................ 96
Asad, Sarah ....................... 29
Athappilly, Kuriakose ....... 74
Austill, A. David .............. 132
Avery, Nicolette ............ 62, 99, 100
Aybat, Ozge ..................... 108

B
Babela, Robert ................. 60, 96, 124
Babelova, Olga .................... 60
Bae, Sung C. ...................... 117, 130
Bahmouthis, Victor ............ 117
Bahr, Kevin ..................... 64, 87, 88
Bailey, Ainsworth A. .......... 135, 149
Bailey, Deanna ................. 38
Baird, Jane E ..................... 152
Baker, Charlotte ............... 124
Baker, David ..................... 87, 100, 141
Balik, Robert .................... 66, 88
Bandyopadhyay, Soumava .... 114
Barcenilla, Lauren ............ 105
Barclay, Lizabeth ............ 75
Barczyk, Casimir C ............. 69, 134, 164
Barnes, Nora ..................... 56, 121
Barrera-Medina, Angelia ...... 107
Bashatah, Adel S .................... 137
Battacharyya, Nalinaksha .... 102, 166
Bauer, Larry .................. 64, 129
Bechard, Cameron .......... 146
Beehler-Evans, Alexandria .... 61
Beekman, Robert ............. 96
Behling, Susan .................. 158
Berger, Karen ................ 11, 30, 40, 47, 168
Bernacchi, Michael .......... 129, 144
Bhabra, Harjeet ............... 116
Bhandari, Shyam B. ......... 116, 129, 166
Biga, Kay ...................... 148
Bily, Wesley ................... 62, 76, 99
Bindroo, Vishal ............. 71
Bingo, Chad .................... 107
<table>
<thead>
<tr>
<th>Name</th>
<th>Page Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birru, Debela</td>
<td>45</td>
</tr>
<tr>
<td>Bishara, Norman D</td>
<td>152, 155</td>
</tr>
<tr>
<td>Bitner, Mary Jo</td>
<td>13, 18, 80, 94</td>
</tr>
<tr>
<td>Bjonback, Derek</td>
<td>111</td>
</tr>
<tr>
<td>Bladel, Tracy</td>
<td>75</td>
</tr>
<tr>
<td>Blanchflower, Tiffany Machado</td>
<td>135</td>
</tr>
<tr>
<td>Blankenbuehler, Marlene</td>
<td>121</td>
</tr>
<tr>
<td>Blasdel, Tracy</td>
<td>51, 63</td>
</tr>
<tr>
<td>Blodgett, Mark S</td>
<td>52, 119</td>
</tr>
<tr>
<td>Bloom, Bruce</td>
<td>45, 54, 79, 134</td>
</tr>
<tr>
<td>Blust, Dave</td>
<td>33</td>
</tr>
<tr>
<td>Boggs, David J</td>
<td>34, 67, 93, 103</td>
</tr>
<tr>
<td>Bohn, Jonathan</td>
<td>32</td>
</tr>
<tr>
<td>Bokhari, Zafar A</td>
<td>78, 90</td>
</tr>
<tr>
<td>Bolinger, Alexander</td>
<td>141</td>
</tr>
<tr>
<td>Bonwich, William</td>
<td>158</td>
</tr>
<tr>
<td>Booker, Kayla</td>
<td>73</td>
</tr>
<tr>
<td>Booker, Queen</td>
<td>57</td>
</tr>
<tr>
<td>Booker, Quinton</td>
<td>27, 72</td>
</tr>
<tr>
<td>Boostrom, Robert E. Jr.</td>
<td>35, 53</td>
</tr>
<tr>
<td>Borchers, Andrew</td>
<td>51, 100, 142</td>
</tr>
<tr>
<td>Borelli, Marisa</td>
<td>97</td>
</tr>
<tr>
<td>Bostick, Lisa</td>
<td>96</td>
</tr>
<tr>
<td>Bosworth, William</td>
<td>88</td>
</tr>
<tr>
<td>Botz, Daniel</td>
<td>167</td>
</tr>
<tr>
<td>Bougret, Daniel</td>
<td>79</td>
</tr>
<tr>
<td>Bourret, Ralph</td>
<td>50, 114</td>
</tr>
<tr>
<td>Bouyer, James</td>
<td>93</td>
</tr>
<tr>
<td>Bouzouita, Raja</td>
<td>66, 102, 129, 143</td>
</tr>
<tr>
<td>Brajcich, Andrew M</td>
<td>27, 28</td>
</tr>
<tr>
<td>Bresnahan, Patrick</td>
<td>44, 104</td>
</tr>
<tr>
<td>Bretsen, Stephen N</td>
<td>164</td>
</tr>
<tr>
<td>Breyley, Jim</td>
<td>125, 152</td>
</tr>
<tr>
<td>Brian, Kinard</td>
<td>56</td>
</tr>
<tr>
<td>Briggs, Elten</td>
<td>134</td>
</tr>
<tr>
<td>Brooke, Wendy</td>
<td>91</td>
</tr>
<tr>
<td>Brooks, John R. Jr. (Rusty)</td>
<td>35</td>
</tr>
<tr>
<td>Brotherton, Timothy</td>
<td>17, 30, 62, 75, 126, 168</td>
</tr>
<tr>
<td>Broussard, Kathleen</td>
<td>40</td>
</tr>
<tr>
<td>Brown, Gene</td>
<td>35</td>
</tr>
<tr>
<td>Brown, Wesley</td>
<td>98</td>
</tr>
<tr>
<td>Bruzzone, Anthony</td>
<td>75</td>
</tr>
<tr>
<td>Buchko, Aaron</td>
<td>148</td>
</tr>
<tr>
<td>Buchko, Kathleen</td>
<td>148</td>
</tr>
<tr>
<td>Buck, Thomas L</td>
<td>6, 89</td>
</tr>
<tr>
<td>Burnes, James</td>
<td>35</td>
</tr>
<tr>
<td>Burton, Adam M</td>
<td>68</td>
</tr>
<tr>
<td>Bush, Peter</td>
<td>102, 116</td>
</tr>
<tr>
<td>Butler, Marcia</td>
<td>38, 39, 112, 125, 139</td>
</tr>
<tr>
<td>Butz, Nikolaus</td>
<td>127</td>
</tr>
<tr>
<td>Buzzard, Janet</td>
<td>103</td>
</tr>
<tr>
<td>Byrd, David</td>
<td>82, 136</td>
</tr>
<tr>
<td>Byrd, Marilyn</td>
<td>107</td>
</tr>
<tr>
<td>Byrd, Michael</td>
<td>136</td>
</tr>
<tr>
<td>Byrd, Sandra</td>
<td>82, 136</td>
</tr>
<tr>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Camargo, Rodrigo</td>
<td>84</td>
</tr>
<tr>
<td>Camargo, Thaisa</td>
<td>84</td>
</tr>
<tr>
<td>Cameron, Elizabeth A</td>
<td>67, 78, 164</td>
</tr>
<tr>
<td>Campbell, Elizabeth A</td>
<td>120</td>
</tr>
<tr>
<td>Campbell, Katherine</td>
<td>11, 15, 46, 95, 111, 166</td>
</tr>
<tr>
<td>Campbell, Michael</td>
<td>149</td>
</tr>
<tr>
<td>Canton, Alan</td>
<td>45</td>
</tr>
<tr>
<td>Canyon-Heller, Joanne</td>
<td>133</td>
</tr>
<tr>
<td>Carboni, Natalie</td>
<td>63</td>
</tr>
<tr>
<td>Carey, Sean T</td>
<td>128, 143</td>
</tr>
<tr>
<td>Carpenter, Donald A</td>
<td>40, 115</td>
</tr>
<tr>
<td>Carson, Christopher</td>
<td>139</td>
</tr>
<tr>
<td>Carter, Wykella</td>
<td>139</td>
</tr>
</tbody>
</table>
MBAA International 2014 Participants

Cash, Julie ........................................... 4
Cavenagh, Thomas .............................. 90
Cellucci, Leigh W. ............................. 29, 168
Chambers, Nadene A. ...................... 38, 112
Chand, Darshanand (Fred) .................. 139
Chandra, Ashish ................................. 18, 39, 85, 159, 166
Chang, Chia-Chien ............................. 130
Chang, Chih-Cheng (Ed) ...................... 101
Chan, Joseph O ................................ 77
Charles, Krista .................................. 84
Chekwa, Charles ............................... 98
Chelikhani, Surya .............................. 4, 88
Chen, Jian-Chern ............................... 33, 146
Chen, Liu Jan-Jo ............................... 33, 146
Cherry, John ..................................... 164
Chicker, Cynthia M. ......................... 113
Chin, Jerry ....................................... 146
Chin, Mary ....................................... 146
Chiou, Ingyu ................................. 42, 64, 88
Choe, Sang T. ................................... 77
Choi, B. Paul ................................. 128, 144
Chong, Byung-Uk ............................. 117
Chou, David C. ................................ 130
Chowdhury, Shamsul ....................... 79, 103, 146, 168
Christian, Michael .......................... 40
Christo-Baker, E. Anne ...................... 54
Chuang, Hwei-Lin ............................. 115, 116, 128, 130
Chugh, Lal C. ................................. 128, 145
Chun, Wootae ................................. 66, 103
Churyk, Natalie .............................. 136
Clark, Carol ................................... 43, 158
Clark, Jeff ................................... 3, 8, 16, 151, 159, 162, 163
Clauss, Abbi ................................... 138
Clement, Dale E. ............................. 158
Clift, Richard ................................. 43
Clinch, Nanette ............................. 63, 76
Coble, Kyle .................................. 77, 131
Cody, Louetta ................................. 139
Coker, Kesha K ............................... 35, 53
Coleman, Carrington ...................... 149
Cole, Richard .... ........................... 20, 24, 31, 143
Colignon, Richard A ....................... 77
Collins, Elicia ............................... 138
Collins, Marianne .... ........................ 30, 40, 86
Comer-Hagans, Delawnia .............. 112
Cook, Roy ................................. 30, 51, 86, 100, 126, 164, 168
Cooper, Tom ................................. 32, 79, 88, 130, 148, 166
Cortez, Derek ................................. 38
Cosby, Dana ................................. 92
Coughlan, Anne .............................. 71
Coustasse, Alberto ......................... 28, 29, 38, 39, 84, 114
Cox, Jessica ................................. 87, 100
Cox, LaVerne A ............................. 158, 159
Cox, Patrick ................................. 28
Cox, Steven ................................. 168
Craioveanu, Mihaela ................. 65, 102, 129, 143
Crandall, Richard......................... 55, 79
Crandall, Rick . ............................ 55, 79, 92, 106, 133
Cranford, Joan .............................. 138
Crawford, Jeff ............................... 142
Crum, Michael .............................. 118
Curry, Jeannie ............................... 122
Czyzewski, Alan B ................. 92, 128, 143

D
Dah, Mustafa ................................. 65
Dalecki, Linden ............................ 52, 104
<table>
<thead>
<tr>
<th>Name</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dalmat, Michael</td>
<td>59, 60, 97, 112, 139</td>
</tr>
<tr>
<td>Daley, Michael</td>
<td>50, 151, 155</td>
</tr>
<tr>
<td>Danglar, Leroy</td>
<td>139</td>
</tr>
<tr>
<td>Darayseh, Musa</td>
<td>136</td>
</tr>
<tr>
<td>Dattilo, Frank</td>
<td>41</td>
</tr>
<tr>
<td>Davis, Craig</td>
<td>51, 75, 142, 168</td>
</tr>
<tr>
<td>Davis, Elaine</td>
<td>62</td>
</tr>
<tr>
<td>Davis, Jason</td>
<td>49, 58</td>
</tr>
<tr>
<td>Dean, Robert</td>
<td>168</td>
</tr>
<tr>
<td>DeBoeuf, David</td>
<td>32</td>
</tr>
<tr>
<td>Debrecht, Dennis</td>
<td>127, 140</td>
</tr>
<tr>
<td>DeLong, Debra</td>
<td>150</td>
</tr>
<tr>
<td>Demagalhaes, Roberto</td>
<td>27</td>
</tr>
<tr>
<td>Derrick, Louis</td>
<td>67</td>
</tr>
<tr>
<td>Desai, Harsha</td>
<td>31, 41, 74</td>
</tr>
<tr>
<td>Desai, Kiran</td>
<td>31, 141</td>
</tr>
<tr>
<td>Deslich, Stacie</td>
<td>38, 84</td>
</tr>
<tr>
<td>Devasagayam, Raj</td>
<td>57, 70, 107</td>
</tr>
<tr>
<td>DeVito, Raffaele</td>
<td>33, 44, 52, 77, 104, 164</td>
</tr>
<tr>
<td>DeVore, Elwyn K</td>
<td>158, 159</td>
</tr>
<tr>
<td>Dhumal, Parag</td>
<td>51, 99</td>
</tr>
<tr>
<td>Di, Hui</td>
<td>166</td>
</tr>
<tr>
<td>Dilts, David</td>
<td>18, 37, 83, 96, 154</td>
</tr>
<tr>
<td>Dingus, Rebecca</td>
<td>153</td>
</tr>
<tr>
<td>Dockins, James</td>
<td>28, 147</td>
</tr>
<tr>
<td>Doherty-Johnsen, Shelley</td>
<td>113</td>
</tr>
<tr>
<td>Donahue, Shauna</td>
<td>103</td>
</tr>
<tr>
<td>Donnan, Jennifer</td>
<td>79</td>
</tr>
<tr>
<td>Dowlatshahi, Shad</td>
<td>135</td>
</tr>
<tr>
<td>Downer, Pauline</td>
<td>33, 88, 145, 148</td>
</tr>
<tr>
<td>Doyle, Wendy</td>
<td>54</td>
</tr>
<tr>
<td>Drzycimski, Eugene F.</td>
<td>158</td>
</tr>
<tr>
<td>D'Souza, Rodney</td>
<td>109</td>
</tr>
<tr>
<td>DuBois, Mary</td>
<td>106</td>
</tr>
<tr>
<td>Duffy, Kelly</td>
<td>29</td>
</tr>
<tr>
<td>Duncan, Doris</td>
<td>134</td>
</tr>
<tr>
<td>Duncan, Karen</td>
<td>139</td>
</tr>
</tbody>
</table>

**E**

<table>
<thead>
<tr>
<th>Name</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edmiston, Dawn</td>
<td>164</td>
</tr>
<tr>
<td>Edmonds, Dwight M.</td>
<td>159</td>
</tr>
<tr>
<td>Edmondson, Diane R.</td>
<td>30, 40, 141</td>
</tr>
<tr>
<td>Edmonds, Robert</td>
<td>30</td>
</tr>
<tr>
<td>Edwards, Jesse</td>
<td>93</td>
</tr>
<tr>
<td>Edwards, N.W.</td>
<td>158</td>
</tr>
<tr>
<td>Ekananda, Adhi Baskara</td>
<td>71</td>
</tr>
<tr>
<td>Elbeck, Matt</td>
<td>70</td>
</tr>
<tr>
<td>Eldridge, Ray</td>
<td>74</td>
</tr>
<tr>
<td>Elfner, Eliot</td>
<td>150</td>
</tr>
<tr>
<td>Elfrink, John</td>
<td>36, 72, 83, 164</td>
</tr>
<tr>
<td>Eliades, John</td>
<td>127</td>
</tr>
<tr>
<td>Eliasova, Lucia</td>
<td>60, 61</td>
</tr>
<tr>
<td>Ellingston, Dee Ann</td>
<td>17, 49, 58, 95, 123, 164</td>
</tr>
<tr>
<td>Elliott, Teressa</td>
<td>156</td>
</tr>
<tr>
<td>Elm, Dawn</td>
<td>152</td>
</tr>
<tr>
<td>Elshafie, Essam</td>
<td>72</td>
</tr>
<tr>
<td>Emin, Civi</td>
<td>52</td>
</tr>
<tr>
<td>Emmett, Dennis</td>
<td>39, 59</td>
</tr>
<tr>
<td>Engelbert, Kate</td>
<td>114</td>
</tr>
<tr>
<td>Ermfeyer, Robert</td>
<td>164</td>
</tr>
<tr>
<td>Erickson, Sheri</td>
<td>95</td>
</tr>
<tr>
<td>Evans, Robert</td>
<td>120</td>
</tr>
<tr>
<td>Evans, Sue</td>
<td>74</td>
</tr>
<tr>
<td>Evenson, Matthew</td>
<td>113</td>
</tr>
<tr>
<td>Ewbank, Caryn P.</td>
<td>59</td>
</tr>
<tr>
<td>Eyler, Kel-Ann</td>
<td>73</td>
</tr>
</tbody>
</table>

**F**

<table>
<thead>
<tr>
<th>Name</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fah, Kenneth</td>
<td>133</td>
</tr>
<tr>
<td>Fahrenwald, Jeffrey</td>
<td>45, 55, 133, 158, 167</td>
</tr>
</tbody>
</table>
Faircloth, Sheri .................. 4, 64, 65, 88, 166
Falk, Gideon .................... 69, 81, 140
Faseruk, Alex..................... 3, 16, 32, 43,
57, 58, 79, 88, 89,
101, 130, 144, 148, 151,
160, 162, 163, 164
Fasko, Marian...................... 60
Fatemi, Darius..................... 156
Fazio, John.......................... 106
Fedota, Stephen.................... 79
Felder, Juanisha................... 139
Feldman, Sidney P................. 158, 159
Ferguson, Mallory................... 124
Ferrell, Linda........................ 93
Ferrell, O. C........................... 93
Filippini, Dorina.................... 70
Findlay, Sandi..................... 54
Fischer, Bruce..................... 122, 168
Fisher, Harry ...................... 45, 54, 148,
162, 163
Fitwi, Abrar........................ 119
Fitzpatrick, Peter.................. 38, 97
Fleck, Denise....................... 120
Fleischmann, David................. 40
Fleming, David E.................. 93, 120, 153
Flight, Richard...................... 94
Fluegge Woolf, Erin.............. 34, 160, 167
Fogarty, Timothy J................. 5, 36, 72
Folkers, Kimberly................. 56, 93, 107
Ford, Wilhelmina................... 73
Foreman, Jeff....................... 108
Foust, Karen M..................... 30, 126, 168
Francis, Conrad..................... 98
Frank, Zach ....................... 12, 50, 73, 84, 112,
124, 137, 160, 166
Frederick, James R.................. 58, 147
Freed, Jann ....................... 19, 45, 80, 106, 159
Freeze, Ronald..................... 52
Friel, Terri.......................... 81, 164
Friesner, Daniel ................. 18, 27, 28, 37,
83, 97, 113
Fry, Phil............................. 102, 118
Fultz, Kristen....................... 61
Fuqua, Ron........................... 28, 84
Furdek, Ron......................... 50

G

Galvan, Mary......................... 153
Gambrell, Kem...................... 84, 97, 113, 138
Gangyi, Qian........................ 46
Gan, Lydia L........................ 58, 147
Garrison, Larry R.................... 73
Gartland, Myles..................... 28
Gavino, Jacinto..................... 142
Gaynor, Greg........................ 95
Gee, Michele......................... 51, 99, 155
Geib, Peter ......................... 34, 43
Geisler, Jerry L..................... 158
Genc, Omer F....................... 104
Geringer, Susan.................... 45, 55, 70,
93, 153, 167
Ghoshal, Animesh.................. 66
Ghosh, Kaushik...................... 89, 168
Gillespie, Ryan..................... 95
Gimranova, Dilbar................... 59
Glew, Ian......................... 88, 101, 102, 116
Gokhale, Anu....................... 152
Goldwater, Paul M.................. 5, 72
Gomes, Carlos....................... 81, 92, 133
Gonzalez, Rebecca.................. 117
Goud, Kalyan Nath.................. 154
Govender, Mithilesh.............. 45, 79, 106, 147
Govender, Paul L.................... 45, 164
Govro, Kassie....................... 83
Graeff, Timothy..................... 55, 164
MBAA International 2014 Participants

Grambrell, Kem ......................... 38
Grant, John ......................... 12, 15, 34, 47, 69, 91, 120, 167
Gray, Erin ................................ 59, 60
Green, Shawn .............................. 120
Greenwood, Regina ........ 17, 19, 44, 80, 92, 106, 164
Grenier, Amanda ......................... 76
Grey, Eva ................................ 59, 124
Grier, Debbie ............................... 138
Gritzmacher, Deborah ........ 11, 28, 47, 84, 166
Grumbling, Owen ....................... 151, 155
Gudipati, Sindhuri ....................... 131
Guerra, F.J. .................................. 158
Gullifor, Daniel .............................. 68
Gupta, Shiv K .................... 43, 131, 154
Gustafson, David ......................... 158

H
Hackert, Ann ............................ 30, 41, 50, 76, 86, 168
Hackney, Donald D. ..................... 27
Haenchen, Steven ....................... 136
Haen, Jason .................................. 49
Hagle, Rich ...................... 20, 24, 31, 142
Hairston, Alesia ......................... 38
Halverson, Jill ................................ 69, 134
Hammond, Kevin ...................... 35, 122
Hammond, Michael ....................... 82
Hammond, Nathan ....................... 35
Han, Dan .................................. 32
Hanges, Peter ............................. 75
Hanspal, Savita ............................. 99
Haq, Sanzid ............................... 128
Haque, Moshin ............................. 141
Harder, Joseph ......................... 92
Harris, Craig D. ..................... 67, 77
Hartong, Rachel ....................... 58
Hart, Robyne J. ......................... 86, 164
Hasan, Mudassar ........ 102, 130, 145
Hasan, Rukhsana ......................... 94, 140
Haskins, James P ..................... 89, 117
Hassan, Areej ......................... 135
Hatfield, Robert ....................... 92
Hayes, John .................................. 67
Hayward, John ..................... 156
Hearrell, Adrienne ....................... 112
Helleloid, Duane ......................... 142
Henderson, Mary ....................... 153
Heo, Sangwoo ......................... 123
Herron, Eddward ....................... 30, 74
Hickman, Leila ......................... 27
Higgins, La Verne Hairston ......... 133
Higgins, Leslee ....................... 151, 152
Higgins, Mark ......................... 122
Highsmith, James ...................... 149
Hightower, Roscoe Jr .................. 149, 160, 167

Hill, Cecil .................................. 27
Hill, Frances J. ......................... 158
Hills, Stacey ............................. 55, 167
Hill, Zachary ............................. 137
Hilst, Katelyn ............................. 146
Hirakubo, Nakato ....................... 51
Hislop, Charlotte ....................... 98
Hlinak, Matthew ....................... 68, 78, 167
Hochradel, Rebecca .................... 35
Hodge, Kay .............................. 30, 40, 74, 115, 126, 164, 168
Hogg, Michael H. ...................... 30, 126
Hoheisel, Krystal .......................... 103
Hohel, Tom .................................. 101
Holmes, Judy ............................. 103
MBAA International 2014 Participants

Holzhauer, Hunter.......................... 65
Hopkins, Jamie Patrick.................. 132
Hopkins, Raymond ........................ 56
Hoque, Monzurul .........................32, 42, 65, 66, 166
Hora, Bambi...............................82, 159, 162, 163, 166
Horton, Joseph .........................123, 137, 164, 166
Hosack, Karen A. .........................133
Hoskins, William R.......................159
Hossain, Ashraftee T.................116, 128
Hosseini, Hengameh M..............113, 124
Hougom, Brandon .......................113
Hou, Zhenghong ..........................42
Howse, Mark................................93
Hoyt, Fred..................................55, 56
Hruskova, Jana.............................60
Hudson, Viviette .........................139
Huerta, Daniel.............................128
Huesmann, Mark A.........................105
Huggins, Kevin ............................142
Hughes, Claretha .........................107
Hunger, J. David .......................19, 76, 86, 106, 164
Hunter, Alex ................................38
Hunter, Richard J. Jr .................46, 155
Husain, Jamaluddin ....................... 81
Hutchinson, Robert .....................129, 144

J
Jacks, Elyse...............................41
Jackson, E. Newton .....................121
Jacobsen, Stephanie .................... 56
Jacoby, Patricia .........................168
Jadhav, Teja...............................131
Jakobsze, Nicole ........................146
Jamali, Nausser.......................... 95
James, Sharon ............................ 5, 71
Jankechova, Monika .................... 60, 61
Jayakumar, Vivekanand ............... 73
Jenkel, Iris ..................................49
Jenkins, David ............................ 31
Jensen, Ricard ............................135, 140
Jeong, Jin-Gil.............................128
Jergens, Katie ............................ 22, 87, 100
Jessup, Carol .............................58, 72, 123, 166
Jia, Hongmei ..............................136
Jobst, Vicki ..................................49
Johns, Horace E. ......................... 68
Johnson, Dean ............................ 71
Johnson, Don T.........................32, 42, 64, 89, 102, 145, 159, 166
Johnson, Grace ..........................37, 58, 123, 166
Johnson, Jay .............................. 45, 80
Johnson, Leslie ........................... 38
Johnson, Nancy ......................... 57, 153
Johnson, Nicole ..........................131
Johnson, Sandra ..........................139
Johnston, Charles W..................117, 144
Jones, Bryce................................105
Jones, Connell ............................152
Jones, Elizabeth .......................76, 115, 140
Jorgens, Catherine E..................85, 91, 105, 132
Joyner, Fredricka .......................99, 115, 141
Judd, Richard J..........................158
<table>
<thead>
<tr>
<th>Name</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Juneja, Shrisha</td>
<td>39</td>
</tr>
<tr>
<td>Jung, Kwangho</td>
<td>93</td>
</tr>
<tr>
<td>Kahn, Brenda</td>
<td>4, 123</td>
</tr>
<tr>
<td>Kalina, Megan</td>
<td>153</td>
</tr>
<tr>
<td>Kang, Zhixin</td>
<td>4, 43, 66</td>
</tr>
<tr>
<td>Karsaklian, Eliane</td>
<td>70, 108, 134</td>
</tr>
<tr>
<td>Karsten, Marge</td>
<td>91</td>
</tr>
<tr>
<td>Karvaj, Marian</td>
<td>60, 61</td>
</tr>
<tr>
<td>Karvajova, Darina</td>
<td>60, 61</td>
</tr>
<tr>
<td>Kastantin, Joseph</td>
<td>30, 86</td>
</tr>
<tr>
<td>Kathawala, Yunus</td>
<td>67</td>
</tr>
<tr>
<td>Kattesh, Kelly Jean</td>
<td>71</td>
</tr>
<tr>
<td>Katz, Michael A.</td>
<td>164</td>
</tr>
<tr>
<td>Kauffman, Kent D.</td>
<td>5, 78</td>
</tr>
<tr>
<td>Kavanaugh, Joseph</td>
<td>126</td>
</tr>
<tr>
<td>Keeler, Amanda</td>
<td>112</td>
</tr>
<tr>
<td>Keivanpour, Samira</td>
<td>66</td>
</tr>
<tr>
<td>Ke, Jian-yu</td>
<td>122</td>
</tr>
<tr>
<td>Kellerman, Bert</td>
<td>158</td>
</tr>
<tr>
<td>Kelly, Charles</td>
<td>123</td>
</tr>
<tr>
<td>Kelly, Kathryn</td>
<td>61</td>
</tr>
<tr>
<td>Keltgen, Jaciel</td>
<td>84, 140</td>
</tr>
<tr>
<td>Kench, Brian T.</td>
<td>18, 83, 166</td>
</tr>
<tr>
<td>Kendrick, Mark</td>
<td>34, 45</td>
</tr>
<tr>
<td>Kenny, Peppi M</td>
<td>102</td>
</tr>
<tr>
<td>Kesavan, Ram</td>
<td>129</td>
</tr>
<tr>
<td>Keup, Linda</td>
<td>167</td>
</tr>
<tr>
<td>Khan, Sana</td>
<td>97</td>
</tr>
<tr>
<td>Khayum, Mohammed</td>
<td>123, 155</td>
</tr>
<tr>
<td>Khovash, Fariba</td>
<td>81</td>
</tr>
<tr>
<td>Kidd, Brittany</td>
<td>58</td>
</tr>
<tr>
<td>Kight, Jason P</td>
<td>78</td>
</tr>
<tr>
<td>Kilburn, Ashley</td>
<td>35</td>
</tr>
<tr>
<td>Kilburn, Brandon</td>
<td>35</td>
</tr>
<tr>
<td>Kim, Hyo Jin</td>
<td>32</td>
</tr>
<tr>
<td>Kim, Myeong Hwan</td>
<td>37, 154</td>
</tr>
<tr>
<td>Kim, Yura</td>
<td>117</td>
</tr>
<tr>
<td>Kimiagari, Salman</td>
<td>44, 66</td>
</tr>
<tr>
<td>King, Andrew</td>
<td>105</td>
</tr>
<tr>
<td>Kleeman, Mallori</td>
<td>126, 141</td>
</tr>
<tr>
<td>Klimovich, Rose</td>
<td>141</td>
</tr>
<tr>
<td>Knight, Linda V</td>
<td>83, 159</td>
</tr>
<tr>
<td>Knight, Peter</td>
<td>150, 153</td>
</tr>
<tr>
<td>Knorr, Jack</td>
<td>30</td>
</tr>
<tr>
<td>Knox, Trevor</td>
<td>37, 166</td>
</tr>
<tr>
<td>Koh, Anthony C</td>
<td>162, 163, 167</td>
</tr>
<tr>
<td>Kohli, Raj K</td>
<td>32, 43</td>
</tr>
<tr>
<td>Koirala, Bishwa</td>
<td>49</td>
</tr>
<tr>
<td>Konyu-Fogel, Gyongyi</td>
<td>44, 67, 78, 106, 118</td>
</tr>
<tr>
<td>Kopeć, Natalia</td>
<td>33</td>
</tr>
<tr>
<td>Korb, Leslie</td>
<td>168</td>
</tr>
<tr>
<td>Koza, Karen</td>
<td>168</td>
</tr>
<tr>
<td>Kramer, Thomas</td>
<td>108</td>
</tr>
<tr>
<td>Kratzer, Thomas</td>
<td>155</td>
</tr>
<tr>
<td>Kritz, Gary H</td>
<td>150</td>
</tr>
<tr>
<td>Krucken, Mark</td>
<td>21, 63</td>
</tr>
<tr>
<td>Krueger, Thomas M</td>
<td>64, 101, 166</td>
</tr>
<tr>
<td>Krull, Steven</td>
<td>143</td>
</tr>
<tr>
<td>Kruse, Timothy</td>
<td>117</td>
</tr>
<tr>
<td>Kudo, Franklin</td>
<td>115</td>
</tr>
<tr>
<td>Kunkel, Robert A</td>
<td>115</td>
</tr>
<tr>
<td>Kunz, David</td>
<td>32, 43</td>
</tr>
<tr>
<td>Kunz, Michelle B</td>
<td>121, 164, 167</td>
</tr>
<tr>
<td>Kurani, Reema</td>
<td>130</td>
</tr>
<tr>
<td>Kurtz, Janell</td>
<td>62, 126</td>
</tr>
<tr>
<td>Kwon, Jungsook</td>
<td>103</td>
</tr>
<tr>
<td>Lai, Hung-Lin (Jimmy)</td>
<td>107</td>
</tr>
<tr>
<td>Laird-Magee, Tyler</td>
<td>108</td>
</tr>
<tr>
<td>Lakshminarayanan, Sambhavi</td>
<td>41, 99</td>
</tr>
</tbody>
</table>
MBAA International 2014 Participants

Lam, Maria Lai-Ling .......................... 54, 131
Larya, Naznin .................................. 133
Leake, Richard ................................. 45
Leck, Dawna .................................. 112
Lee, Hongbok .................................. 32
Lee, In ........................................... 94
Lee, Jeong W .................................. 64, 129
Lee, Jeong H .................................. 93
Lee, Sharon ................................... 88, 101, 115
Lee, Youngho .................................. 128
Leibowitz, Martin .............................. 137
Leonard, Ed .................................... 29, 100
Leonard, Lori ................................... 100
Leonhardt, Bonnie ......................... 100, 115, 141
Leschke, John P ............................... 36, 160, 168
Levas, Michael ................................. 105, 127, 148
Levin, Michael A ............................... 70
Levy, Barbara .................................. 120
Lewis, Stephen .................................. 70
Li, Benbo ....................................... 122
Li, Meng ........................................... 79
Lin, Eric S ........................................ 128
Lindgren, Lisa .................................. 56, 75, 98
Lindley, Lester G ............................... 105, 156
Linhares, David ................................. 97
Lingenfelter, Gabriele ......................... 51, 62
Lipin, Ilya Alexander .......................... 132
Lippman, Ellen .................................. 95
Liston, Daniel Perez ......................... 102, 128
Liu, Ben-Chieh ................................. 33, 52, 146
Liu, Nan ....................................... 88, 102
Liu, Yifan ....................................... 42
Lockamy III, Archie ......................... 6, 109
Lohman, Lori ................................... 56
Lohrasbi, Kevin ................................ 90
Loviscek, Anthony ............................. 118, 145
Lozada, Hector R .............................. 46, 150
Lucas, John .................................... 50
Lutey, Matt .................................... 118, 130
Luthar, Harsh ................................. 75
Lu, Xing ........................................ 65
Lyle, Harry C ................................... 158
Lynch, Elida ................................... 115
Lynn, Marc ..................................... 134
Lyons, Robert .................................. 121

Maas, William E .............................. 64, 105, 119
Maddox, Jim ................................... 45, 80, 134
Madison, Marie ............................... 158
Madsen, Mary Kay ............................. 164
Madupu, Vivek ................................. 150
Magary, Diane .................................. 115
Maggio, Evelyn ............................... 99
Magueire, Trish ............................... 103
Maher, Matt ................................... 65, 66, 102
Maheshwari, Suneel ......................... 33
Maksy, Mostafa M .................. 36, 136, 164
Malhotra, Ritu .................................. 43
Malwade, Bilwa ................................ 43
Man, Kasing .................................. 72
Mangalaraj, George ......................... 72
Mangla, Inayat U ............................. 101, 117, 118, 144, 166
Marber, Allen .................................. 70
Marcum, Tanya M .................. 120, 132, 164
Marr, Marvee .................................. 91
Marshall, C. R ................................. 45, 79
Martinez, J ..................................... 105
Martin, Roosevelt ......................... 67, 77, 90
Martin, Warren ........................ .... 108
Marzen, Chad G ............................... 133
Masharuev, Maksim ......................... 32
Massey, Kim .................................. 113
Matel, Andrej .................................. 59
<table>
<thead>
<tr>
<th>Name</th>
<th>Page Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matuska, Imrich</td>
<td>60</td>
</tr>
<tr>
<td>Maxwell, Lauren</td>
<td>137</td>
</tr>
<tr>
<td>May, Lindsey J.</td>
<td>78</td>
</tr>
<tr>
<td>Maynard, Emily</td>
<td>139</td>
</tr>
<tr>
<td>Maysami, Ramin</td>
<td>4, 43, 49, 58, 85, 91, 117, 167</td>
</tr>
<tr>
<td>Mayse, Adrian L</td>
<td>27</td>
</tr>
<tr>
<td>McBride, Carissa</td>
<td>134</td>
</tr>
<tr>
<td>McCall, Darrell</td>
<td>85</td>
</tr>
<tr>
<td>McCaskill, Angela</td>
<td>91</td>
</tr>
<tr>
<td>McDermott, Maggie</td>
<td>93</td>
</tr>
<tr>
<td>McDuffe, Michael</td>
<td>98</td>
</tr>
<tr>
<td>McGrady, Ronald W</td>
<td>98</td>
</tr>
<tr>
<td>McGrath, Paul</td>
<td>111</td>
</tr>
<tr>
<td>McGuire, John</td>
<td>58</td>
</tr>
<tr>
<td>Mcllwain, Thomas</td>
<td>28</td>
</tr>
<tr>
<td>McIntosh, Marc</td>
<td>42, 65, 90</td>
</tr>
<tr>
<td>McKenna, Nancy K.</td>
<td>105</td>
</tr>
<tr>
<td>McKnight, Jordan</td>
<td>121</td>
</tr>
<tr>
<td>McKnight, Reed</td>
<td>100, 126, 168</td>
</tr>
<tr>
<td>McKnight, Oscar</td>
<td>121</td>
</tr>
<tr>
<td>McLaughlin, Gerald</td>
<td>140</td>
</tr>
<tr>
<td>McLaughlin, Jacqueline</td>
<td>140</td>
</tr>
<tr>
<td>McLaughlin, Josetta</td>
<td>98, 125, 140</td>
</tr>
<tr>
<td>McManus, Kristy</td>
<td>93</td>
</tr>
<tr>
<td>McNary, George W.</td>
<td>104, 158, 167</td>
</tr>
<tr>
<td>McPherson, Matthew</td>
<td>27</td>
</tr>
<tr>
<td>Meade, Colleen</td>
<td>28, 74</td>
</tr>
<tr>
<td>Meisami, Alex</td>
<td>13, 52, 116, 166</td>
</tr>
<tr>
<td>Melconian, Linda</td>
<td>119</td>
</tr>
<tr>
<td>Mehran, Jamshid</td>
<td>66, 88, 164</td>
</tr>
<tr>
<td>Menefee, Michael</td>
<td>52</td>
</tr>
<tr>
<td>Menjay, Hugo</td>
<td>139</td>
</tr>
<tr>
<td>Mento, Anthony</td>
<td>115</td>
</tr>
<tr>
<td>Meraz, Juan</td>
<td>67, 146, 164, 167</td>
</tr>
<tr>
<td>Messina, Michael</td>
<td>70, 121, 135</td>
</tr>
<tr>
<td>Metcalf, Richard W</td>
<td>158</td>
</tr>
<tr>
<td>Meyers, Marty</td>
<td>37</td>
</tr>
<tr>
<td>Mich, Claudia C.</td>
<td>70</td>
</tr>
<tr>
<td>Miller, Jeffrey</td>
<td>100, 126</td>
</tr>
<tr>
<td>Miller, Joseph</td>
<td>107</td>
</tr>
<tr>
<td>Miller, Phillip</td>
<td>92</td>
</tr>
<tr>
<td>Mills, Cheryl</td>
<td>59, 60</td>
</tr>
<tr>
<td>Milovic, Alex</td>
<td>153</td>
</tr>
<tr>
<td>Min, Junhong</td>
<td>71</td>
</tr>
<tr>
<td>Minick, Ptlene</td>
<td>113, 125, 138</td>
</tr>
<tr>
<td>Minnis, Bill</td>
<td>69</td>
</tr>
<tr>
<td>Mishra, Jitendra</td>
<td>107</td>
</tr>
<tr>
<td>Missirian, David</td>
<td>156</td>
</tr>
<tr>
<td>Mittelman, Robert</td>
<td>62, 76</td>
</tr>
<tr>
<td>Mohammad, Falahat</td>
<td></td>
</tr>
<tr>
<td>Nejadmahani</td>
<td>67, 132</td>
</tr>
<tr>
<td>Molesky, Mason</td>
<td>67</td>
</tr>
<tr>
<td>Moll, Cliff R.</td>
<td>89, 115</td>
</tr>
<tr>
<td>Moncada, Susan</td>
<td>72</td>
</tr>
<tr>
<td>Moncada, Thomas</td>
<td>72</td>
</tr>
<tr>
<td>Montalbano, Nancy</td>
<td>122</td>
</tr>
<tr>
<td>Moosa, Ahmed</td>
<td>57</td>
</tr>
<tr>
<td>Morgan, Rebecca</td>
<td>138</td>
</tr>
<tr>
<td>Morrill, Cameron</td>
<td>102</td>
</tr>
<tr>
<td>Morris, Steven</td>
<td>130</td>
</tr>
<tr>
<td>Moss, Teyara</td>
<td>139</td>
</tr>
<tr>
<td>Motso, Terence</td>
<td>104</td>
</tr>
<tr>
<td>Moussa, Nicole</td>
<td>29</td>
</tr>
<tr>
<td>Moussetis, Robert</td>
<td>33, 43, 90, 146, 167</td>
</tr>
<tr>
<td>Mukherjee, Avinandan</td>
<td>18, 85, 113, 135, 140, 166</td>
</tr>
<tr>
<td>Mulvihill, Donald E.</td>
<td>158</td>
</tr>
<tr>
<td>Murphy, Ed</td>
<td>92</td>
</tr>
<tr>
<td>Murphy, Kelsey</td>
<td>123</td>
</tr>
<tr>
<td>Murray, Jessica</td>
<td>55</td>
</tr>
<tr>
<td>Murshed, Feisal</td>
<td>57</td>
</tr>
<tr>
<td>Muslin, Ivan</td>
<td>97</td>
</tr>
<tr>
<td>Musonera, Etienne</td>
<td>44, 52, 167</td>
</tr>
</tbody>
</table>
MBAA International 2014 Participants

N

Nagpal, Anish .................................. 57
Nagy, Lindsey .................................. 96
Namjoshi, Shantanu ............. 64, 88
Nasseh, Alireza .............................. 145
Natarajan, Vivek .......... 40, 84, 96, 114
Nazarov, Zafar .............................. 137
Nebzydoski, Christopher ........... 139
Neese, Sarah ................................. 46
Nejadmalayeri, Ali .................. 4, 88
Nelson, Eric .............................. 87, 99, 126,
141, 164, 168
Nelson, Walt A. ...... 32, 42, 117, 166
Nemecek, Barbara ................. 162, 163
Neuman, Kevin ............................. 49
Newhouse, John J. ................. 164
Newtown, Jim ......................... 43, 89, 146,
160, 164, 168
Nguyen, Tung ................................. 42
Nielsen, Carl C. ......................... 158
Nitis, Tina .................................... 75
Njabon, Eric ................................. 58
Noe, Mary ..................................... 67
Nohel, Tom .......................... 117, 144
Norwood, Dawn ......................... 121
Notbohm, Matthew ................. 95
Novar, Ellen .............................. 153
Nowlin, Christina L ................. 138
Nytch, Jeffrey .............................. 46

O

Oas, Denise .................. 98, 141, 156
Obi, Pat .................................. 89, 128
O’Connor, Edward ..................... 76
O’Connor, Jeremy ................. 63, 168
O’Connor, Maggie ..................... 168
O’Keefe, Sean ............................. 131
Olah, Michal .............................. 96
Olsen, Gary ............................... 27
Olsen, Gary ......................... 63, 76, 86
Osuji, Louis .............................. 67
O’Sullivan-Gavin, Susan ............ 150
Otteson, Schuyler F .................... 9
Ouellette, Autumn ....................... 67
Owens, Deborah L .................... 70, 149
Owens, Elizabeth ...................... 58
Ozturk, Ahmet ........................... 74

P

Palmer, Steven C .......... 85, 91, 119,
160, 164, 167
Pana, Elisabeta ......................... 42
Pande, Vivek ......................... 39, 105, 131
Papiernik, Janet ................. 83, 168
Parham, Jamaal ....................... 139
Parker, Janna ......................... 107
Park, Jin .................................... 33
Park, Jonghyun ......................... 33
Parkyn, Charlotte ..................... 68
Parthasarathy, Rangarajan ....... 83
Patel-Dovlatabadi, Payal ........... 125
Patel, Jayen B ......................... 115, 144
Patterson, Richard .................... 61
Paugh, Ronald ......................... 121
Paul, David P. III ............... 29, 38, 39, 84,
97, 113, 124, 138, 164
Paul, Justin ......................... 132
Pavelka, Deborah ..................... 125
Pavlovicova, Anna ................. 125, 155
Pellegrino, Anthony ................ 44
Pembleton, Deborah ................. 61
Peng, Chien-Chih .................... 32, 42
Pepe, Michael ......................... 35
MBAA International 2014 Participants

R

Raab, David............. 20, 24, 31, 143
Radhakrishnan, Nandhu............. 40
Radkova, Libusa............... 125, 155
Rahgozar, Reza............. 116, 145
Rajadhyaksha, Ujvala............. 119
Rakow, Kenneth C............. 32
Ramamonjiarivelo, Zo............. 112
Ramirez, Bernardo .......... 39, 73, 83
Ramiz-ur-Rehman ...... 102, 130, 145
Rand, Sarah................ 150
Ranganathan, Sampathkumar..... 35, 150
Rao, Arundhati............... 152
Rashidirad, Mona.......... 135, 154
Rathke, Ann............... 113
Ratican, Jeremiah............. 131
Rau, Matthew............. 54
Rayhorn, Charles .......... 166
Raymond, Anjanette......... 68
Rayome, David............. 118, 145
Rebele, James............. 122
Reburn, James P............. 147
Redlein, Alexander........... 149
Redmer, Timothy........... 17, 30, 41, 51, 62
Reed, Kischa............. 84, 124
Reid, Brad................ 155
Reilly, Anne............. 133
Reilly, Frank K............. 158
Reinstein, Alan........... 122, 136, 137
Revoir, Rick............... 61, 98
Rhim, Jong C............. 123
Riddick, John............. 141
Rinefort, Foster............. 34
Ripper, Matthew........... 74, 123
Rixon, Daphne........... 57

Q

Qi, Howard.................. 32, 42
Quaney, Barbara.......... 124, 137
MBAA International 2014 Participants

Roach, Bill ..................................... 72
Robinson, Bianca ........................ 139
Robinson, John F. .......................... 78
Robinson, Paul H........................... 78
Robles, Martha ............................ 139
Rocco, Rich .................................. 120
Roche, Mike....................22, 87, 100
Roehl, Janet ................................ 103
Rohr, Tyler ................................... 140
Roig, Reed..................................... 36
Rois, Judy ...................................... 57
Rollins, Minna ............................. 70
Romaniuk, Jaroslav ...................... 104
Roosevelt, Wolanyo...................... 67
Root, Mary .................83, 124, 137
Rosati, Jane............................... 29
Rosenman, Robert .................83, 124, 137
Ross, Barbara .............................. 35
Ross, Gary..................................... 59
Ross, Jonathan.........................86, 141, 142
Rovenpor, Janet ...........86, 141, 142
Roy, Don .................................. 18, 55, 94
Rudka, Andrzej ......................... 14, 81
Ruediger, Stefan....................... 137
Rukh, Gul....................................... 145
Runnels, Michael B...............68, 78
Ryan, Frank .............................. 89, 130

S
Sacramento, Devon......................... 94
Sadler, Thomas ............................. 96
Saghaﬁ, Behrooz .........................146, 168
Saha, Biswarup ............................ 41
Sahin, Olgun Fuat.........................129, 145
Salimian, Hamid .........................135, 154
Salmon, Jack Warren .................... 96
Samarkandiy, Osama A................. 137
Samavati, Hedayeh ...................... 37, 154
Sams, Doreen .............................. 70, 107
Sanchez, Jean...............83, 124, 137
Sarajoti, Pattareke...................... 145
Sarver, Lee ................................... 156
Sathe, Richard .........................122, 136
Satpathy, Chandrasekhar .............. 41
Saucier, Rick ......................... 56
Savage, Kevin P. ......................... 79
Savino, David .............................. 69, 79, 106, 147, 167
Savitskie, Katrina ....................... 35
Sawalha, Nabeel ........................... 44, 91
Sawhney, Sabita ........................... 95
Sawyer, Robert J. Jr. .................... 112
Schavel, Milan ............................. 59
Scheer, Till ................................. 108
Schertzer, Susan ......................... 61
Schibik, Timothy .......................... 111, 152, 155, 164, 166
Schmelzle, George .......83, 122, 166
Schnabl, Kelsey ......................... 99
Schuldt, Barbara ......................... 87
Schultz, Patrick .........................51, 75, 127, 142
Schwering, Randolph ................. 29
Schwenger, Dennis ...................... 46
Scott, Chaunda ......................... 107
Scott, David ............................... 113
Scott, Eric ................................. 143
Scotton, Donald W......................158
Sebastian, Richard ................. 158
Segal, Madhav ............................. 71
Sen, Kabir Chandra ..................... 40
Sen, Sandipan .........................35, 150
Service, Robert W....................... 147
Sevastianova, Daria ................... 166
Shah, Abhay ............................... 45
Shah, Grishma ............................ 52
<table>
<thead>
<tr>
<th>MBAA International 2014 Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shaltoni, Abdel Manim .................. 34</td>
</tr>
<tr>
<td>Shawver, Donald .......................... 158</td>
</tr>
<tr>
<td>Shay, Pam ................................ 149</td>
</tr>
<tr>
<td>Sheets, Mary .......................... 160, 166</td>
</tr>
<tr>
<td>Shenkar, Oded .......................... 103</td>
</tr>
<tr>
<td>Sheridan, Tom ................................ 73</td>
</tr>
<tr>
<td>Sherony, Bruce .......................... 36</td>
</tr>
<tr>
<td>Sherwood, Arthur Lloyd ................ 158</td>
</tr>
<tr>
<td>Shirley, Britt .......................... 51, 65, 73, 99, 126</td>
</tr>
<tr>
<td>Shull, Fremont A. Jr .................... 158</td>
</tr>
<tr>
<td>Shumate, Clayton ........................ 21, 41, 76</td>
</tr>
<tr>
<td>Shyandiya C.P., Abhijith .............. 154</td>
</tr>
<tr>
<td>Siarto, Allie ............................ 20, 24, 31, 143</td>
</tr>
<tr>
<td>Sil, Shomir ................................ 102, 128</td>
</tr>
<tr>
<td>Simon, John ................................ 150, 164</td>
</tr>
<tr>
<td>Simpson, Sondra .......................... 41, 63, 76, 99</td>
</tr>
<tr>
<td>Sims, Atoya .................................. 46</td>
</tr>
<tr>
<td>Sims, Jeanetta .......................... 46, 107</td>
</tr>
<tr>
<td>Sinclair, Robert .......................... 109</td>
</tr>
<tr>
<td>Sindone, Anthony .......................... 49, 111</td>
</tr>
<tr>
<td>Singapuri, Binal ......................... 130</td>
</tr>
<tr>
<td>Singh, Mandeep .......................... 55</td>
</tr>
<tr>
<td>Singh, Suresh ................................ 103</td>
</tr>
<tr>
<td>Singleton-Jackson, Annette ............ 121, 134</td>
</tr>
<tr>
<td>Skiba, Michaeline .......................... 97</td>
</tr>
<tr>
<td>Sklar, Marge .................................. 36</td>
</tr>
<tr>
<td>Slattery, Colleen .......................... 135</td>
</tr>
<tr>
<td>Sledgister, Cara .......................... 148</td>
</tr>
<tr>
<td>Slezaikova, Zuzana ....................... 96</td>
</tr>
<tr>
<td>Small, Michael .......................... 133</td>
</tr>
<tr>
<td>Smith, Christine P ....................... 30</td>
</tr>
<tr>
<td>Smith, Denise S .......................... 53, 67, 79, 119</td>
</tr>
<tr>
<td>Smith, Donna .................................. 51, 75</td>
</tr>
<tr>
<td>Smith, Kendolyn .......................... 38</td>
</tr>
<tr>
<td>Smith, Lance ................................ 136</td>
</tr>
<tr>
<td>Smith, Larry ................................ 134</td>
</tr>
<tr>
<td>Smith, Sabrina .......................... 139</td>
</tr>
<tr>
<td>Smith, Steven ............................ 132</td>
</tr>
<tr>
<td>Sneddon, Gary ............................ 54</td>
</tr>
<tr>
<td>Solberg, Gary ............................ 133</td>
</tr>
<tr>
<td>Solis, Jeanne ............................ 125</td>
</tr>
<tr>
<td>Soltani, Ebrahim .......................... 135</td>
</tr>
<tr>
<td>Spillan, Jack ............................. 167</td>
</tr>
<tr>
<td>Spinelli, Robert J .......................... 39, 59</td>
</tr>
<tr>
<td>Spott, Emily ................................ 148</td>
</tr>
<tr>
<td>Spott, Patrick ............................. 148</td>
</tr>
<tr>
<td>Sprague, Robert D .......................... 164</td>
</tr>
<tr>
<td>Srivastava, Archana ...................... 132</td>
</tr>
<tr>
<td>Stack, Martin ............................ 28, 147</td>
</tr>
<tr>
<td>Stahl, Maria .................................. 84</td>
</tr>
<tr>
<td>Stapleton, Drew .......................... 131</td>
</tr>
<tr>
<td>Stark, Nicholas .......................... 57</td>
</tr>
<tr>
<td>Stedl, John .................................. 77</td>
</tr>
<tr>
<td>Stefanovich, Susan ........................ 146</td>
</tr>
<tr>
<td>Stegall, MeriBeth .......................... 28</td>
</tr>
<tr>
<td>Stegall, Scott ............................. 28, 38</td>
</tr>
<tr>
<td>Steinbach, Theresa ........................ 168</td>
</tr>
<tr>
<td>Stellner, Mike .................................. 63</td>
</tr>
<tr>
<td>Stemler, Abbey ............................ 53, 68, 78</td>
</tr>
<tr>
<td>Stephens, John ............................ 116</td>
</tr>
<tr>
<td>Stephens, Lynthia .......................... 139</td>
</tr>
<tr>
<td>Stevens, John ............................. 89</td>
</tr>
<tr>
<td>Stevlik, Jan .................................. 60</td>
</tr>
<tr>
<td>Stinespring, John .......................... 37</td>
</tr>
<tr>
<td>Stockmyer, John .......................... 61, 85, 91</td>
</tr>
<tr>
<td>Stone, Mary .................................. 95</td>
</tr>
<tr>
<td>Stratemeyer, Andreas ..................... 45</td>
</tr>
<tr>
<td>Troube, William B .......................... 29, 123, 138, 164</td>
</tr>
<tr>
<td>Stück, James .................................. 34</td>
</tr>
<tr>
<td>Sturm, William C .......................... 158</td>
</tr>
<tr>
<td>Suarez, Miguel ................................ 142</td>
</tr>
<tr>
<td>Sullivan, Brian .......................... 92</td>
</tr>
<tr>
<td>Sullivan, Cynthia M ...................... 71</td>
</tr>
<tr>
<td>Sullivan, Ursula .......................... 71</td>
</tr>
<tr>
<td>Name</td>
</tr>
<tr>
<td>---------------------------</td>
</tr>
<tr>
<td>Supanvanij, Janikan</td>
</tr>
<tr>
<td>Su, Yuli</td>
</tr>
<tr>
<td>Swales, George S.</td>
</tr>
<tr>
<td>Swink, Dawn R.</td>
</tr>
<tr>
<td>Sykes, Diane</td>
</tr>
<tr>
<td>Szydlowski, Steven J.</td>
</tr>
<tr>
<td>Tabesh, Hamid</td>
</tr>
<tr>
<td>Tai, Chu-Sheng</td>
</tr>
<tr>
<td>Takano, Kaori</td>
</tr>
<tr>
<td>Talukdar, Muhammad Bakhtear</td>
</tr>
<tr>
<td>Tao, Yu-Li</td>
</tr>
<tr>
<td>Taran, Zinaida</td>
</tr>
<tr>
<td>Tarling, Mary</td>
</tr>
<tr>
<td>Tate, Uday</td>
</tr>
<tr>
<td>Teahen, Julia</td>
</tr>
<tr>
<td>Tesar, Tomas</td>
</tr>
<tr>
<td>Tharp, Allison</td>
</tr>
<tr>
<td>Thistlethwaite, Paul C.</td>
</tr>
<tr>
<td>Thomas, Joe</td>
</tr>
<tr>
<td>Thomas, Joffi</td>
</tr>
<tr>
<td>Thompson, Dale B.</td>
</tr>
<tr>
<td>Thompson, Kenneth</td>
</tr>
<tr>
<td>Thor, Jennifer Cordon</td>
</tr>
<tr>
<td>Thornton, John H. Jr.</td>
</tr>
<tr>
<td>Thorwick, Megan</td>
</tr>
<tr>
<td>Tichich, Mary</td>
</tr>
<tr>
<td>Tippins, Steven</td>
</tr>
<tr>
<td>Tocher, Neil</td>
</tr>
<tr>
<td>Tockle, Joanne</td>
</tr>
<tr>
<td>Todd, Steven</td>
</tr>
<tr>
<td>Toe, Emmanuel</td>
</tr>
<tr>
<td>Tokle, Joanne</td>
</tr>
<tr>
<td>Tokle, Robert</td>
</tr>
<tr>
<td>Tommerraasen, Miles</td>
</tr>
<tr>
<td>Toner, Julie</td>
</tr>
<tr>
<td>Tormos, Mireia Monllor</td>
</tr>
<tr>
<td>Tornabene, Gina</td>
</tr>
<tr>
<td>Totten, Jeff</td>
</tr>
<tr>
<td>Tran, Nhuquynh</td>
</tr>
<tr>
<td>Trimble, Carrie</td>
</tr>
<tr>
<td>Trusty, Kelly</td>
</tr>
<tr>
<td>Tsoukalas, Dimitrios</td>
</tr>
<tr>
<td>Tyler, Susan</td>
</tr>
<tr>
<td>Uppal, Jamshed Y.</td>
</tr>
<tr>
<td>Uraz, Vladimir</td>
</tr>
<tr>
<td>Ure, Kathrine</td>
</tr>
<tr>
<td>Usui, Chikako</td>
</tr>
<tr>
<td>Utley, Cedric</td>
</tr>
<tr>
<td>Vaccari, Lara</td>
</tr>
<tr>
<td>Vander Schee, Brian</td>
</tr>
<tr>
<td>VanSchenkhof, Matthew</td>
</tr>
<tr>
<td>Varjavand, Reza</td>
</tr>
<tr>
<td>Varner, Carson</td>
</tr>
<tr>
<td>Varner, Katrin</td>
</tr>
<tr>
<td>Vaughan, Richard</td>
</tr>
<tr>
<td>Vaughan, Timothy</td>
</tr>
<tr>
<td>Veal, John D.</td>
</tr>
<tr>
<td>Vecchio, Stephen Del</td>
</tr>
</tbody>
</table>
MBAA International 2014 Participants

West, Maggie.......................... 124
Wetsch, Lyle .......................... 35, 167
Weyant, Lee ...................... 11, 29, 40, 74, 85, 91, 98, 160
Whaley, George.................. 74, 86, 100
White, Alexandra .................. 55, 92
White, Harry....................... 65, 102
White, Lynn.......................... 95
Whitten, Donna.................... 37, 49
Wiencek, Donna M............. 52, 53, 118, 121, 147
Wilde, Harold....................... 27
Wilder, Coleen..................... 34
Wiles, Judy.......................... 159
Wiley, Carolyn.................... 19, 68, 79, 106, 133, 164
Wilhelm, Suzanne.................. 115
Wilkinson, Kelly................... 143
Williams, Jennifer 43, 130, 164, 168
Williams, Lisa E................. 144
Williams, Molly................... 68, 147
Willis, Kent......................... 166
Willis, William.................... 28, 38, 39, 73, 84, 98, 114, 125
Wills, Jeff......................... 104
Wilson, Charles P................. 62
Wilson, John......................... 57
Wilson, Shirley A.............. 62, 75, 142
Wolshon, David.................... 146
Wong, K. Matthew.................. 101
Wong, Shehannie................... 149
Woods, Dexter....................... 53
Workman, Jane....................... 93
Wrolstad, Charles Mark............. 166
Wrolstad, Mark A................. 64, 88
Wunder, Gene C.................... 39, 164
Wunder, Judy......................... 39
Wyland, Rebecca................... 122

Veglahn, Nicole......................... 97
Vihtelic, Jill Lynn .................. 119
Violet, William....................... 36
Vitton, John.......................... 99, 127
Volkema, Roger J................... 120
Vorherr, Philip H................... 158
Voss, William M...................... 158

W

Waikar, Avinash...................... 33
Walden, Dion......................... 59, 60
Walden, Latrina...................... 38
Walker, Carlotta S.................. 5, 80
Wallace, Scott....................... 27, 37, 49, 73, 111, 160, 166
Wallingford, Valerie.............. 106
Wall, Pat.............................. 156
Walsh, Ashley......................... 131
Wambsganss, Jacob................ 158
Wang, Jun.............................. 65
Wang, Ming-Long..................... 42
Wang, Song........................... 65, 117
Ward, Cheryl B....................... 30, 40, 140
Ward, Chris......................... 36
Warner, Lynanne.................... 139
Wasan, Sonia.......................... 156
Watchravesringkan, Kittichai...... 135
Waters, L. L......................... 9, 158
Webb, Daryl.......................... 72
Webster, Cynthia.................... 56
Webster, Robert..................... 122
Weed, Amanda J.................... 51, 86, 140
Wellington, John.................... 70
Wells, Pamela......................... 63
Wentworth, Darrell F............. 158, 159
West, Daniel J. Jr................. 29, 39, 40, 97, 112, 123, 137, 139

185
MBAA International 2014 Participants

X
Xiang, Meifang................................. 145
Xiong, Nancy................................. 59, 60

Y
Yaganeh, Hamid............................... 160, 167
Yahr, Michael............................... 114, 140
Yahya, Beka ................................... 57
Yang, Tae Seok............................... 148
Yan, Tony....................................... 61
Yan, Wei......................................... 122
Yan, Zhiqiang................................. 65, 88, 166
Yaprak, Attila.................................. 44
Yasin, Mahmoud.............................. 28, 81, 92, 133
Yates, Dan...................................... 36
Yates, Don................................. 125, 139, 152
Yates, Mariah................................... 92
Yavas, Ugur...................................... 56
Yelkur, Rama................................. 153, 162, 163
Yip, Yewmun................................... 116, 129
Yoon, Soon Suk.............................. 32, 42
York, Kenneth M............................. 119
Young, Arthur J.................. 65, 102, 129, 145
Young, Jay................................. 54, 91, 133, 167
Young, Jeffrey.............................. 54, 68, 105
Young, K. Matthew....................... 64
Younkin, Joseph......................... 62, 126
Yu, Mengqi................................... 126
Yu, Min-Teh................................. 115, 130

Z
Zahay-Blatz, Debra....................... 18, 94
Zaher, Tarek................................... 87
Zameer, Asif................................... 70
Zank, Gail...................................... 18, 94
Zhang, Man.......................... 34, 90, 103, 131, 164
Zhang, Yilei................................. 117
Zhou, Jia........................................ 53
Zhou, Wei...................................... 50
Ziebart, David............................... 136
Ziemnowicz, Christopher H.. 33, 52, 90, 104, 106, 121, 164, 167
Zoboi, Michael............................... 149
Zorr, William G............................. 158
Zou, Qi................................. 51, 99, 115, 155
Zuccaro, Lily................................. 121
Zuraikat, Nashat......................... 4, 60, 112, 124

MBAA International 2014 Advertisers

RACOM Communications.......................................................... 7, IBC
Cengage Learning................................................................. 25, 26
Health Administration Press.................................................. 48
Stukent.......................................................... 110, 157
American Journal of Business................................................. 161
McGraw-Hill Education......................................................... 165
Interpretive Simulations......................................................... IFC, 169

MBAA International thanks our advertisers and sponsors for their contributions to making this such a great conference year after year.
**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.

**Join us Thursday, March 27 at 10:45am for an exhibitor session to learn more!**
Celebrating 50 Years of Excellence: Back Home to the Palmer House for our 50th Birthday

Publishing: Practical Help for Publishing Success

Executive Director
Jeff Clark
Middle Tennessee State University
Jeff.Clark@mtsu.edu

2015 Conference Dates
March 25–27, 2015
Palmer House Hilton Hotel
Chicago, Illinois USA

March 26–28, 2014
Palmer House Hilton Hotel • Chicago, IL
www.mbaainternational.org