

The 48th Annual

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# MBAA INTERNATIONAL CONFERENCE



**The Challenge of  
On-line Academics:  
How to Achieve an Effective Balance**

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**Publishing: Achieving Your Best Success!**

**March 28–30, 2012**

The Drake Hotel • Chicago, IL • [www.mbaainternational.org](http://www.mbaainternational.org)

# **The Latest in IMC: *The International Journal of Integrated Marketing Communications***

## ***Call for Papers***

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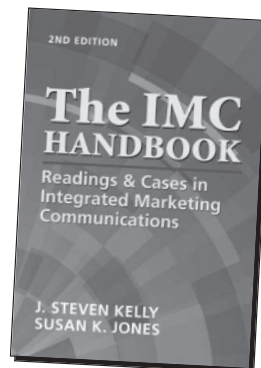
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### **CALL FOR PAPERS**

See [www.ijimc.com](http://www.ijimc.com) for Call for Papers Spring 2012 Issue  
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# **MBAA International**

## **America's Best Conference Value!**

### **2013 Conference Dates**

*February 27 through March 1, 2013*

The MBAA International experience is fellowship, friendship, dialogue, and development with hundreds of your colleagues across every business discipline from around the world. It's what a great conference ought to be!

MBAA International is proud to be known as America's longtime leader in high-value professional development, and MBAA International's reputation for incredible entertainment is just icing on an already sumptuous cake. MBAA International **is** America's best conference value!



Leaders from colleges (large and small, public and private), governmental agencies, nonprofit institutions, and business organizations from all over the United States and around the world come together for a rich and rewarding experience—the MBAA International experience.

With 12 tracks covering the entire breadth of business disciplines, 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 no wonder that MBAA International is America's best conference value!

### **The Historic Drake Hotel**

*It's where Chicago's Magnificent Mile begins!*

## **Mail Advance Registration to:**

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

## **Advance Registration**

Advance registration expedites the on-site process at the conference and facilitates material preparation. A packet containing your documents and receipts will be waiting for you at the pre-registration booth.

Membership in MBAA International is included with a paid primary registration and attendance at the annual meeting.

## **Hotel Arrangements**

The Drake Hotel is offering a special MBAA International convention rate of \$195 per night for the 2013 conference.

Please make all hotel reservations directly with The Drake. To make your reservation online, go to [www.mbaainternational.org](http://www.mbaainternational.org) and follow the instructions under "Hotel Reservation Information." The Internet option is the fastest way to handle your reservation. You may also register via phone. Call 1-800-55DRAKE and ask for the MBAA International rate.

## **Exhibits**

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

## **2013 MBAA International Program**

Persons interested in participating in the 2013 program, scheduled for February 27 through March 1, 2013, at the historic Drake Hotel—where Chicago's Magnificent Mile begins—please contact

Anthony C. Koh  
Chair and Professor  
Department of Marketing and International Business  
University of Toledo  
(419) 530-2287  
[anthony.koh@utoledo.edu](mailto:anthony.koh@utoledo.edu)

# **2012 MBAA International McGraw-Hill/Irwin Distinguished Paper Awards**

## **Academy of Business Economics**

*Bad Job, Happy Retirement? Job Characteristics and  
Retirement Satisfaction for Union and Non-Union Workers*

Kevin Neuman, University of Wisconsin-Stevens Point

## **Academy of Finance**

*Are 1997 Asian Twin Crises Contagious?*

Chu-Sheng Tai, Texas Southern University

## **Academy of International Business, Midwest Region**

*The Impact of Inward FDI on Indigenous New Firm Creation:  
Spatial and Sectoral Effects*

In Hyeock (Ian) Lee, Western Kentucky University  
Eunsuk Hong, University of London

## **Business and Health Administration Association**

*Avian and Pandemic Influenza (API) Beyond Control...It Is Prevention!*

Muhiuddin Haider, University of Maryland  
Jared Frank, University of Maryland

## **Business, Society, and Government**

*The MOWST Matrix for Nonprofit Strategic Decision Making*

Michael Dobbs, Eastern Illinois University  
Tristan Pisarczyk, St. John's Catholic Newman Center  
at the University of Illinois

# **2012 MBAA International McGraw-Hill/Irwin Distinguished Paper Awards**

## **Marketing Management Association**

*Difference in the Influence of Background Music Attributes on Consumers'  
Attitude According to Involvement*

Jai Kwan Park, Gyeongju University  
Jung Ok Jeon, National University  
Hyan Hee Park, Kyungpook National University  
Eun Mi Lee, Pukyong National University

## **Midwest Academy of Legal Studies in Business**

*Facebook Meets the NLRB: Employee Online Postings  
and Unfair Labor Practices*

Robert D. Sprague, University of Wyoming College of Business

## **North American Accounting Society**

*Analyst Firm Coverage and Forecast Accuracy:  
The Effect of Regulation Fair Disclosure*

Ling Liu, University of Wisconsin-Eau Claire

## **North American Management Society**

*A Practice Approach to Addressing Strategic Risk  
and Uncertainty for Management Consultants*

Thomas Cooper, Memorial University of Newfoundland  
Blair Winsor, Edinburgh Napier University

# **2012 MBAA International McGraw-Hill/Irwin Distinguished Paper Awards**

## **Operations Management and Entrepreneurship Association**

*Part-Time Employee Scheduling at a University IT Support Call Center:  
A Goal Programming Approach*

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

## **Society for Case Research**

*What to Do With a Druggie*

Kelly A. Trusty, Trine University  
Leigh W. Cellucci, East Carolina University  
Ed Leonard, Trine University

## **Society for the Advancement of Information Systems**

*The Use of Cell Phones at Night and Whether or Not it  
Affects Communication, Well Being, and Productivity*

Margaret O'Connor, Bloomsburg University of Pennsylvania  
Douglass Rubendall, Bloomsburg University of Pennsylvania  
Patricia Policelli, Bloomsburg University of Pennsylvania



# What Does MBAA Stand For?

We could say that MBAA stands for a high-quality, high-value, multidisciplinary gathering of leaders from around the world with almost a half century of presenting and receiving useful research, sharing effective pedagogy, and networking 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 that have served as the professional anchor to my own academic career since 1985—the year of my first-ever academic publication—right here at MBAA INTERNATIONAL.

We could also say that way back in 1985 I submitted my first-ever paper for review to an organization known as the Midwest Business Administration Association. MBAA was founded in 1964 by a group of professors from leading midwestern universities including Indiana University and the University of Kansas.

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 it for a while and like the good professors we are, we took a survey. Someone mentioned that AACSB International went through more or less the same process—expansion in their reach and reputation—and they, like us, didn't want to abandon decades of brand identity with their familiar AACSB name.

So AACSB became AACSB International. It seemed to our membership that if works for them it ought to work for us, so we became MBAA INTERNATIONAL. So now MBAA stands for MBAA, and it represents a lot of people from a lot of places. And now you know.



Jeff Clark  
Executive Director  
MBAA INTERNATIONAL



# **MBAA INTERNATIONAL: Origins and Outcomes**

Almost a half-century ago (1964), Schuyler F. Otteson and L. L. Waters of Indiana University and Charles Saunders and Sidney P. Feldman of the University of Kansas gathered, 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.

Nearly 50 years later, MBAA INTERNATIONAL is still going strong. We've built on the innovative, interdisciplinary vision of these great leaders to become America's best conference value!

The MBAA INTERNATIONAL experience is the 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.

Other organizations have adopted our "multidisciplinary experience" approach, but MBAA INTERNATIONAL remains America's longtime leader in low-cost, high-value, integrative professional development. Nobody has been doing it longer, and many believe nobody does it better!

In 2012, eleven formal organizations make up MBAA INTERNATIONAL: Academy of Business Economics, Academy of Finance, Academy of International Business Midwest, Business and Health Administration Association, Marketing Management Association, Midwest Academy of Legal Studies in Business, North American Accounting Society,

North American Management Society, Operations Management and Entrepreneurship, Society for Case Research, and Society for the Advancement of Information Systems. We also have a track focusing on Business, Society, and Government.

The leaders of the formal organizations are listed near the back of this program, as are members of the MBAA INTERNATIONAL Advisory Council, past presidents, past executive directors, and the Executive Board.

Primary registrations for the various MBAA INTERNATIONAL organizations at the 2008, 2009, 2010, and 2011 annual meetings are listed below.

|  | 2008       | 2009       | 2010       | 2011       |
|--|------------|------------|------------|------------|
| Accounting.....                                    | 66         | 57         | 71         | 73         |
| Business, Society, and Government.....             | 20         | 14         | 20         | 22         |
| Case Research.....                                 | 54         | 59         | 56         | 61         |
| Economics.....                                     | 39         | 41         | 43         | 41         |
| Finance.....                                       | 103        | 99         | 114        | 121        |
| Health Administration.....                         | 65         | 32         | 54         | 66         |
| Information Systems.....                           | 35         | 31         | 36         | 36         |
| International Business.....                        | 48         | 40         | 52         | 34         |
| Legal Studies.....                                 | 48         | 61         | 59         | 64         |
| Management.....                                    | 85         | 99         | 93         | 89         |
| Marketing.....                                     | 139        | 154        | 155        | 169        |
| Operations Management and<br>Entrepreneurship..... | 34         | 28         | 30         | 33         |
| MBAA International.....                            | <u>10</u>  | <u>15</u>  | <u>14</u>  | <u>15</u>  |
| <b>Total .....</b>                                 | <b>746</b> | <b>730</b> | <b>797</b> | <b>824</b> |

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

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

# Business Meetings, Special Meetings, Meals, and Receptions

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

**Wednesday, March 28, 2012**

## **MARKETING**

11:00 a.m.–12:00 p.m..... Lakeshore Ballroom  
MMA Publications Council Meeting

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## **CASE RESEARCH**

12:00–1:15 p.m..... Drake Brothers Restaurant  
Working Luncheon for Publications Committee and Officers

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## **BUSINESS, SOCIETY, AND GOVERNMENT**

3:00–4:15 p.m..... 2nd Floor, Room 225  
Business, Society, and Government Annual Meeting  
Chair: Steven Palmer, Northwestern Oklahoma State University

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## **ACCOUNTING**

4:30–5:45 p.m..... 4th Floor, Room 425  
North American Accounting Society Board Meeting  
Presiding: Jack Elfrink, Western Illinois University  
President, North American Accounting Society

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## **BUSINESS AND HEALTH ADMINISTRATION**

4:30–5:45 p.m..... Superior Room, Upper West Mezzanine  
Business and Health Administration Association Board Meeting  
Chair: Steven J. Szydlowski, University of Scranton

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**Wednesday, March 28, 2012**

**CASE RESEARCH**

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

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**MANAGEMENT**

4:30–5:45 p.m.....Erie Room, Upper West Mezzanine  
North American Management Society Executive Council Meeting  
Chair: Carolyn Wiley, Roosevelt University

---

**MARKETING**

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

---

**MBAA INTERNATIONAL**

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

---

**"FUN NIGHT" – Lifeforce, Jazz That Rocks!**

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

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**MBAA INTERNATIONAL HOSPITALITY SUITE**

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

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# Business Meetings, Special Meetings, Meals, and Receptions

**Thursday, March 29, 2012**

## **BUSINESS AND HEALTH ADMINISTRATION**

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

Presiding: Steven J. Szydlowski, University of Scranton

All BHAA members are invited to attend this meeting.

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## **FINANCE**

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

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## **FINANCE**

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

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## **INTERNATIONAL BUSINESS**

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

Keynote Speaker: President Angel Cano Garza from UNILA

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## **MARKETING**

**10:45 a.m.–12:00 p.m. .... Grand Ballroom, Lower East Mezzanine**  
**MMA Awards Brunch (Ticket Required)**

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## **BUSINESS AND HEALTH ADMINISTRATION**

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

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**CASE RESEARCH**

12:15–1:30 p.m..... Club International  
Annual Meeting and Luncheon (Ticket Required)

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**FINANCE**

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

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**MANAGEMENT**

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

Chair: David Savino, Ohio Northern University  
Speaker: John Wellington, Indiana University-Purdue University  
Fort Wayne  
2012 AACSB Maintenance Review Team Member

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**MARKETING**

12:15–1:30 p.m..... Grand Ballroom, Lower East Mezzanine  
MMA Business Meeting (No Ticket Required)

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**MBAA INTERNATIONAL**

4:20–5:30 p.m..... Drake Room, Main Level  
Annual Business Meeting  
Includes "McGraw-Hill/Irwin Distinguished Paper" Awards  
Presentations

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## Business Meetings, Special Meetings, Meals, and Receptions

### **"FUN NIGHT" – Chicago Blues Revue**

**8:00 p.m. ....Grand Ballroom**

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### **MBAA INTERNATIONAL HOSPITALITY SUITE**

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

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## **Friday, March 30, 2012**

### **BUSINESS ECONOMICS**

**7:00-8:00 a.m..... 9th Floor, Room 925**  
**Annual Business Meeting**

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### **ACCOUNTING**

**7:30–9:15 a.m.....Club International, Drake Hotel Main Level**  
**Breakfast, Speaker, and Annual Business Meeting (Ticket Required)**

Presiding: Jack Elfrink, Western Illinois University  
President, North American Accounting Society

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### **INFORMATION SYSTEMS**

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

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### **INTERNATIONAL BUSINESS**

**8:00–9:15 a.m..... Drake Room, Main Level**  
**Academy of International Business–Midwest Region Business Meeting**

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Friday, March 30, 2012

**MANAGEMENT**

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

Chair: Carolyn Wiley, Roosevelt University

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**OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

**8:00–9:15 a.m.**.....Huron Room, Upper West Mezzanine  
**OMEA Annual Business Awards Breakfast (Ticket Required)**

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**LEGAL STUDIES**

**11:00 a.m.–12:15 p.m.**..... 6th Floor, Room 625  
**MALSB Annual Business Meeting**

Presiding: Stephen N. Bretsen, Wheaton College  
President, Midwest Academy of Legal Studies in Business

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**LEGAL STUDIES**

**12:15–1:30 p.m.**.....Parkside Room, Upper West Mezzanine  
**Plenary Lunch-Sponsored by DePaul University (Ticket Required)**

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**MBAA INTERNATIONAL**

**12:30–1:30 p.m.**.....Gold Coast Ballroom  
**2013 Program Chairs Planning Meeting**

Presiding: Anthony C. Koh, University of Toledo  
Jeff Clark, Middle Tennessee State University

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# How to Get Published

Wednesday, March 28, 2012

## ACCOUNTING

1:45–3:00 p.m..... 4th floor, Room 429

**Theme:** Meet the Editors

**Speakers:** Don T. Johnson, Editor, *Managerial Finance*  
Ron Bauerly, Editor, *The Journal of Contemporary Business Issues*

---

Thursday, March 29, 2012

## BUSINESS AND HEALTH ADMINISTRATION

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

**Theme:** Meet the Editor

**Chair:** Avinandan Mukherjee, Editor, *International Journal of Pharmaceutical and Healthcare Marketing*

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

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

---

## CASE RESEARCH

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

**Theme:** Writing Descriptive Cases

**Panelists:** Kay Hodge, University of Nebraska-Kearney  
Leigh W. Cellucci, East Carolina University  
Leslie Korb, Georgian Court University  
Joe Thomas, Middle Tennessee State University

---

Thursday, March 29, 2012

**MANAGEMENT**

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

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

**Organizer:** Jane Schmidt-Wilk, Maharishi University of Management

**Presenters:** J. B. (Ben) Arbaugh, University of Wisconsin-Oshkosh  
Anne Reilly, Loyola of Chicago  
Robert Rubin, DePaul University  
Mary Ann Hazen, University of Detroit Mercy

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**Friday, March 30, 2012**

**MANAGEMENT**

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

**Theme: Panel X: 101 Things to Know About Publishing**

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

**Presenters:** Regina Greenwood, Nova Southeastern University  
Kenneth Thompson, DePaul University  
Jann Freed, Central College  
Carolyn Wiley, Roosevelt University

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# HEALTH ADMINISTRATION PRESS

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ECONOMICS  
LAW



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HealthAdministrationPress  
Foundation of the American College of Healthcare Executives

# The Exhibitor Series

Thursday, March 29, 2012

## THE EXHIBITOR SERIES

**9:15–10:30 a.m. .... Lakeshore Boardroom, 10th Floor  
Cengage Learning**

Presenters:        Lisa Lysne, Marketing Director  
                         Julie Zak, Digital Solutions Manager

We know that today's business educators are tasked with improving and assessing written communication and critical thinking skills. How do you achieve these goals in your course and what is your current method for assessing written communication skills?

Instructors in all business course areas have told us it's important that students can write effectively to demonstrate their ability to communicate and think critically. Through an exclusive partnership with a technology company that provides artificial intelligence, Write Experience allows you to assess written communication skills in most of the core courses in the business curriculum without adding to your workload!

Please join us to learn how the latest technology solution from Cengage Learning not only scores student writing instantly and accurately, but also provides detailed revision goals and detailed feedback to help students improve!

---

## THE EXHIBITOR SERIES

**10:45 a.m.–12:00 p.m. .... Lakeshore Boardroom, 10th Floor  
Racom Communications**

Presenters:        Richard Cole, Michigan State University  
                         J. Steven Kelly, DePaul University  
                         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. Richard Cole 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.

# The Exhibitor Series

The blending and merging (integration) of many traditional marketing and communications has been occurring at an increasingly rapid pace in recent years. Steve Kelly discusses how the new edition of *The IMC Handbook* tracks recent developments and provides the research base to explore it further.

Kelly and Rich Hagle discuss the growth and development of *The International Journal of Integrated Marketing Communications*, now going into its fourth year, and prospects for the coming years. Hagle also discusses other forthcoming Racom titles, such as the new editions of *Creative Strategy in Direct & Interactive Marketing* (4th), *Contemporary Direct and Interactive Marketing* (3rd), and *On the Art of Writing Copy* (4th).

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## THE EXHIBITOR SERIES

**1:30–2:45 p.m.....Lakeshore Boardroom, 10th Floor  
McGraw-Hill/Irwin**

Presenters:       Dean Karampelas, Marketing Manager  
                      Donielle Xu, Marketing Manager

Do you want to give your student's the tools they need, right when they need them? McGraw-Hill's LearnSmart adaptively assesses students' skill levels to determine which topics students have mastered and which require further practice. Then it delivers customized learning content based on their strengths and weakness. The result: students learn faster and more efficiently because they get the help they need, right when they need it—instead of getting stuck on lessons or being continually frustrated with stalled progress.

The powerful artificial intelligence powering LearnSmart allows educators to focus on advanced topics, application of material, and in-depth discussion in class, because LearnSmart has been shown to improve students' class and test preparation outside of the classroom.

Please join us to see how the latest solutions within McGraw-Hill Connect can help solve the needs of both instructors and students alike.

Thursday, March 29, 2012

## THE EXHIBITOR SERIES

**3:00–4:15 p.m. .... Lakeshore Boardroom, 10th Floor  
Cengage Learning**

Presenters:        Lisa Lysne, Marketing Director  
                         Julie Zak, Digital Solutions Manager

We know that today's business educators are tasked with improving and assessing written communication and critical thinking skills. How do you achieve these goals in your course and what is your current method for assessing written communication skills?

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---

Friday, March 30, 2012

## THE EXHIBITOR SERIES

**8:00–9:15 a.m. .... Lakeshore Boardroom, 10th Floor  
McGraw-Hill/Irwin**

Presenters:        Dean Karampelas, Marketing Manager  
                         Donielle Xu, Marketing Manager

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## The Exhibitor Series

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### THE EXHIBITOR SERIES

**9:30–10:45 a.m. .... Lakeshore Boardroom, 10th Floor**  
**Interpretive Simulations**

Presenter: Michael Levin, Assistant Professor of Marketing,  
Otterbein University

#### **Improving Your Students' Experience with Interpretive Simulations**

Michael Levin discusses how he has designed his undergraduate and MBA courses to facilitate students' learning through Interpretive's family of simulations. Michael focuses on using *Country Manager* for international marketing (undergraduate), *New Shoes* for principles of marketing (undergraduate), and *StratSim Marketing* for MBA marketing. His presentation shows how cases and presentations can enhance and extend the simulation experience. Attendees are encouraged to share their experiences with simulations and to ask questions.

Michael A. Levin, Ph.D., joined Otterbein University as assistant professor of Marketing in 2008 after completing his Ph.D. in Marketing at Texas Tech University. He also holds an M.A. from the University of Iowa and a B.B.A. from the University of Oklahoma. Dr. Levin's expertise and scholarly interests include concepts related to resources, strategy, and competitive advantage. He has published in *Marketing Management Journal*, *Journal of Personal Sales and Sales Management*, and the *International Journal of Retail and Distribution Management*. Additionally, he has presented at national marketing as well as management conferences. In 2011, Dr. Levin won the competitive Cengage Pride/Ferrell Teaching Innovation Award.



**THE EXHIBITOR SERIES**

**11:00 a.m.–12:15 p.m. .... Lakeshore Boardroom, 10th Floor  
Racom Communications**

Presenters:        Richard Cole, Michigan State University  
                       J. Steven Kelly, DePaul University  
                       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. Richard Cole 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.

The blending and merging (integration) of many traditional marketing and communications has been occurring at an increasingly rapid pace in recent years. Steve Kelly discusses how the new edition of *The IMC Handbook* tracks recent developments and provides the research base to explore it further.

Kelly and Rich Hagle discuss the growth and development of *The International Journal of Integrated Marketing Communications*, now going into its fourth year, and prospects for the coming years. Hagle also discusses other forthcoming Racom titles, such as the new editions of *Creative Strategy in Direct & Interactive Marketing* (4th), *Contemporary Direct and Interactive Marketing* (3rd), and *On the Art of Writing Copy* (4th)

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# Wednesday, March 28, 2012

## MARKETING

11:00 a.m.–12:00 p.m..... Lakeshore Ballroom  
MMA Publications Council Meeting

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## CASE RESEARCH

12:00–1:15 p.m..... Drake Brothers Restaurant  
Working Luncheon for Publications Committee and Officers

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## ACCOUNTING

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

### Workshop/

**Discussion: Online Teaching Strategies**

**Presenters:** Dena Lyst Davis, Indiana University-Purdue University  
Fort Wayne

Melinda Kushniroff, Millikin University

Mitch Ellison, Quincy University

Brad Scott, Webster University

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## ACCOUNTING

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

**Theme: Meet the Editors**

**Speaker:** Don T. Johnson, Editor, *Managerial Finance*

Ron Bauerly, Editor, *The Journal of Contemporary  
Business Issues*

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## BUSINESS AND HEALTH ADMINISTRATION

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

**Theme: Health Promotion and Disease Prevention**

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

**Discussant:** William B. Stroube, University of Evansville

**A Prototype Design to Deliver the Health Care System from Stakeholders' In-fights and Save Many Lives**

Kuriakose Athappilly, Western Michigan University

Thomas Rienzo, Western Michigan University

Rajnish Sinha, Western Michigan University

**Use of Allied Health Professionals as Leaders in Wellness and Health Promotion: A Cost Analysis and Guidelines for Implementation**

Kelsey Maxwell, Washburn University

Zach Frank, Washburn University

**Drinking Water Flouridation for Dental Health: Controversy and Issues**

Zach Frank, Washburn University

**Consumer Attitudes towards Adoption of DTC Genetic Testing in the U.S.A.**

Avinandan Mukherjee, Montclair State University

Daniel Traum, Montclair State University

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**BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Healthcare and Hospital Administration I**

**Chair:** David P. Paul III, Monmouth University

**Discussant:** Dennis Emmett, Marshall University

**Customers: Healthcare versus Traditional**

M. Scott Stegall, Clayton State University

Thomas McIlwain, Clayton State University

Peter G. Fitzpatrick, Clayton State University

**Hospitals and Healthcare Systems—The Need to Reduce Errors and Mistakes**

Robert J. Spinelli, University of Scranton

**Governance Issues in the Transition to Accountable Care: A Case Study of Silver Cross Hospital**

Stephen G. Morrisette, University of St. Francis



## Program Sessions

### **Essential Differences: Healthcare versus Business Administration**

M. Scott Stegall, Clayton State University

Thomas McIlwain, Clayton State University

Peter G. Fitzpatrick, Clayton State University

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### **BUSINESS ECONOMICS**

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

**Theme: Bankruptcy**

**Chair:** Suresh Singh, Northeastern Illinois University

#### **Measuring the Financial Health of U.S. Bankruptcy Filers:**

##### **An Application of Financial Epidemiology**

Dan Friesner, North Dakota State University

Matthew McPherson, Gonzaga University

Donald D. Hackney, Gonzaga University

Peter Cashel-Cordo, University of Southern Indiana

#### **On the Social Costs of Bankruptcy: Does Filing Under Chapter 13 Really Lead to Significant Creditor Repayment?**

Donald D. Hackney, Gonzaga University

Matthew McPherson, Gonzaga University

Dan Friesner, North Dakota State University

Candace Correia, B.D.O Seidman

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### **BUSINESS, SOCIETY, AND GOVERNMENT**

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

**Theme: BSG Roundtable: Online Teaching**

**Chair:** Steven Palmer, Northwestern Oklahoma State University

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### **CASE RESEARCH**

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

**Theme: Embryo Cases: Marketing**

**Chair:** Ann Hackert, Idaho State University

**Discussant:** Robyne Hart, Associated Colleges of the Midwest

**National Marketing RSO—How to Get Students Involved in a RSO**

Chester Trybus, Ferris State University

**From Bingo to Mahjong? U.S. Companies Eye the Emerging Senior Care Market in China**

Clifton D. Petty, Drury University

Robin Sronce, Drury University

William Rohlf, Drury University

**Tiger Woods Now Wears Rolex: A Smart Marketing Move**

Craig Davis, Ohio University

Jim Kahler, Ohio University

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**CASE RESEARCH**

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

**Theme:** Critical Incident/Embryo Case Review

**Chair:** Grant Lindstrom, University of Wyoming

**Discussant:** Leslie Korb, Georgian Court University

**What to Do With a Druggie**

Kelly A. Trusty, Trine University

Leigh W. Cellucci, East Carolina University

Ed Leonard, Trine University

**Contagion with Your Sandwich? The Battle over Sick Leave**

Elaine Davis, St. Cloud State University

Janell Kurtz, St. Cloud State University

Kimberly Francis, St. Cloud State University

**The Case of a Quality Program That Needs Improvement (Embryo Case)**

Britt M. Shirley, The University of Tampa



## Program Sessions

### FINANCE

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

**Theme: Corporate Finance**

**Chair:** Elaine Jones, University of Central Missouri

#### **Financing CDM Projects**

Jing Li, Illinois Institute of Technology

Navid Sabbaghi, Illinois Institute of Technology

**Discussant:** Arthur J. Young, University of Central Missouri

#### **An Integrated Approach to Additional Funds Needed and Sustainable Growth**

Arthur J. Young, University of Central Missouri

Elaine Jones, University of Central Missouri

**Discussant:** Mudassar Hasan, University of Lahore (Pakistan)

#### **Do Dividend Payout Ratios Drive the Profitability of a Firm?: A Case of Energy and Textile Sector of Pakistan**

Mudassar Hasan, University of Lahore (Pakistan)

Ramirz ur Rehman, University of Lahore (Pakistan)

**Discussant:** Jing Li, Illinois Institute of Technology

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### FINANCE

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

**Theme: Financial Markets**

**Chair:** Lowell Glenn, Utah Valley University

#### **Determinants of Bank Failures: Evidence from U.S. Failed Banks**

Abdus Samad, Utah Valley University

Lowell Glenn, Utah Valley University

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

#### **Long-Run Returns for Retirement Portfolios: New Evidence**

Charles Rayhorn, Northern Michigan University

Kenneth Janson, Northern Michigan University

**Discussant:** Rifat Gorener, Roosevelt University

**Competition in the Turkish Banking System: Using the Panzar-Rosse Model**

Rafat Gorener, Roosevelt University

Sungho Choi, Channam National University, South Korea

Mete Ozbek, Fatih University, Turkey

Discussant: Abdus Samad, Utah Valley University

**Price Momentum: Was It There?**

Susan Ji, Governors State University

Discussant: Kenneth Janson, Northern Michigan University

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**FINANCE**

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

**Theme: Corporate Finance**

Chair: Peppi M. Kenny, Western Illinois University

**Corporate Communications: Huh?**

Don T. Johnson, Western Illinois University

Peppi M. Kenny, Western Illinois University

Discussant: Craig A. Peterson, Western Michigan University

**An Empirical Analysis of CEO Compensations in Major Healthcare Insurance**

Monzurul Hoque, Saint Xavier University

Mohammed Chishty, Saint Xavier University

Faisal Rahman, Saint Xavier University

Discussant: Don T. Johnson, Western Illinois University

**The Finance Committee of the Board and Financial Performance: A Resource Dependence Perspective**

Craig A. Peterson, Western Michigan University

James Philpot, Missouri State University

Discussant: Monzurul Hoque, Saint Xavier University



## Program Sessions

### INFORMATION SYSTEMS

#### Joint Session with MANAGEMENT

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

#### Panel Session: Assurance of Learning Frameworks: Integration of Technology in Business Programs

Chair: Carolyn Wiley, Roosevelt University

Panelists: John McDonald, Roosevelt University  
Raed Elaydi, Roosevelt University  
Shamsul Chowdhury, Roosevelt University  
Elizabeth Peters, Roosevelt University

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### INTERNATIONAL BUSINESS

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

#### Theme: International Education Issues

Chair: Juan Meraz, Missouri State University

#### Implementing Student and Faculty Exchange Programs and Professional Initiatives between La Secretaria de Educacion, Gobierno de Jalisco, and Missouri State University

Juan Meraz, Missouri State University

Discussant: Carlos F. Gomes, University of Coimbra

#### An Empirical Study of Student Willingness to Study Abroad

Kaylee Hackney, Eastern Illinois University

David Boggs, Eastern Illinois University

Anci Borozan, Eastern Illinois University

Discussant: Alex Ramirez, Carleton University

#### Study Abroad and Cosmopolitanism: Effects on Willingness to Expatriate

Kyle Coble, Saint Louis University

Seung H. Kim, Saint Louis University

Discussant: Olimpia C. Racela, Mahasarakham University, Thailand

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**MANAGEMENT**

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

**Theme: Panel I: Teaching Management to Generation Y**

**Organizer:** Harry Fisher, Eureka College

**Presenters:** Bruce Bloom, DeVry University  
Jann Freed, Central College  
Debula Birru, Central College  
Jeffrey Fahrenwald, Rockford College  
Richard Leake, Luther College

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**MANAGEMENT**

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

**Theme: Panel II: Developing Online MBA programs**

**Organizer:** Kenneth Heischmidt, Southeast Missouri State University

**Presenters:** Valerie Wallingford, Bemidji State University  
Michael Marzano, Lindenwood University  
Paul Leavens, Linfield College

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**MANAGEMENT**

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

**Theme: Research in Progress I**

**Chair:** Julia Teahen, Baker College

**Once Upon a Time In an Introductory Management Class**

Kenneth Bartos, University of Detroit Mercy

**The Umbrella Exercise**

Mary Tarling, Aurora University

**Accuracy of the Automatic Revocation of Exemption List for the State of Ohio**

Matthew Dutro, Ohio Northern University  
Maria Evangelista, Ohio Northern University  
Andrew Jacoby, Ohio Northern University  
Yoji Sera, Ohio Northern University  
Frank Thien, Ohio Northern University  
Sean Whitney, Ohio Northern University



## Program Sessions

### MANAGEMENT

#### Joint Session with INFORMATION SYSTEMS

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

**Panel Session: Assurance of Learning Frameworks: Integration of Technology in Business Programs**

Chair: Carolyn Wiley, Roosevelt University

Panelists: John McDonald, Roosevelt University  
Raed Elaydi, Roosevelt University  
Shamsul Chowdhury, Roosevelt University  
Elizabeth Peters, Roosevelt University

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### MARKETING

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

**Theme: Service and Quality Perspectives**

Chair: John Cherry, Southeast Missouri State University

**Links Among Organizational and Personal Resources and Work Outcomes: An Extension to the Health Care Sector**

Ugur Yavas, East Tennessee State University  
Osman Karatepe, Eastern Mediterranean University  
Emin Babakus, University of Memphis

**Negative Online Consumer Review and Online Shopping Behavior: The Moderating Effects of Discount Size and Product Type**

Chinintorn Nakhata, University of South Florida  
Kuo Hsiao-Ching, University of South Florida

**Getting Even, Getting More or Getting Away After a Service Failure**

Carol Azab, Southern Illinois University, Carbondale

**The Effects of Generational Cohort Membership on Expectations and Level of Importance of Service Quality Dimensions in Protestant Churches: The Use of SERVQUAL in a Not-for-Profit Organization**

Roy Philip, Trevecca Nazarene University

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**MARKETING**

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

**Theme: Marketing Communications and Branding**

**Chair: Brian A. Vander Schee, Aurora University**

**Forgetting Brand Placements—Results from a Panel Analysis**

Raghu Kurthakoti, Arcadia University

Siva K. Balasubramanian, Illinois Institute of Technology

Suzanne A. Nasco, Southern Illinois University

**The Intersection of Humor and Comparative Advertising: Are  
Humorously Disparaging Advertisements Effective?**

Aaron Joyal, University of Memphis

**Impact of Congruence of Celebrity Endorser Personality and Brand  
Personality on Consumers; Attitudes and Intentions**

Aditya Shankar Mishra, IBS Hyderabad

Ainsworth A. Bailey, University of Toledo

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**MARKETING**

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

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

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

**Finalists: Michael S. Garver, Central Michigan University  
Angela Paladino, The University of Melbourne (Australia)  
Marla B. Royne Stafford, Universtiy of Memphis**

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**OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

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

**Theme: Quantitative Methods**

**Chair: Anthony Paul Andrews, Governors State University**

**Statistical Process Control: A Restoration of Shewhart's Methodology**

William Roach, Washburn University

Ben Nelson, Kansas Department of Social and Rehabilitation Services



## Program Sessions

### **Appointment Systems with Costs to the Service Provider as Well as the Service Receiver**

John Simon, Governors State University

### **An Industry Analysis of World Car Sales by Industry and Group**

Anthony Paul Andrews, Governors State University

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## **ACCOUNTING**

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

**Theme:**                   **Top Ten Reasons IFRS Should Not be Adopted**

**Moderator:**           Ken Stone, University of Central Missouri

**Panelists:**           Jerry Kreuze, Western Michigan University  
Sheldon Langsam, Western Michigan University  
David Byrd, Missouri State University

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## **ACCOUNTING**

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

**Theme:**                   **Issues in Auditing Education**

**Chair:**                   Mary F. Sheets, University of Central Oklahoma

### **Audit Quality and the Use of Discretionary Accruals**

Emmanual Nyadroh, Northeastern Illinois University

Essam Elshafie, Northeastern Illinois University

### **Tumbling Through Tumblr: Auditing Students Develop Personal Learning Networks"**

Carol M. Jessup, University of Illinois-Springfield

### **Auditor Rotation and Independence**

Jason Bergner, University of Central Missouri

### **Brick or Clicks**

Melinda Kushniroff, Millikin University

Wednesday, March 28, 2012

## **BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Healthcare Education**

**Chair:** Michaeline Skiba, Monmouth University

**Discussant:** Hengameh Hosseini, Seton Hall University

### **A Failing Grade for Abstinence Education in Today's Social Climate**

William K. Willis, Clayton State University

### **Competence Needed in Global Health Management Education**

Bander Alaqeel, University of Scranton

### **Translating Web2.0 Technology from the Classroom to the Real World of Practice**

Bernardo Ramirez, University of Central Florida

Maysoun Dimachkie, University of Central Florida

Reid Oetjen, University of Central Florida

Dawn Oetjen, University of Central Florida

### **Barriers for Continuing Professional Development for Nurses in Saudi Arabia**

Ahmad Aboshaiqah, King Saud University

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## **BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Pharmacoeconomics and Pharmaceutical Industry**

**Chair:** Peter G. Fitzpatrick, Clayton State University

**Discussant:** Zach Frank, Washburn University

### **Pharmaceutical Industry Management Challenges in Kazakhstan**

Gurumurthy Kalyanaram, NMIMS University

Zhansulu Baikenova, KIMEP, Kazakhstan

Dilbar Gimranova, KIMEP, Kazakhstan

Alma Alpeissova, KIMEP, Kazakhstan



## Program Sessions

### **Treating Methicillin-Resistant Staphylococcus Aureus with the Drug Vancomycin in a Home Infusion Therapy Setting**

Joshua L. Webb, Marshall University  
Alberto Coustasse, Marshall University  
Dennis Emmett, Marshall University

### **A Review of Research on Direct-to-Consumer Advertising of Prescription Drugs**

Yam Limbu, Montclair State University  
Avinandan Mukherjee, Montclair State University

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## **BUSINESS ECONOMICS**

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

**Theme:** International Trade

**Chair:** Dan Friesner, North Dakota State University

### **Games and Politics: An Examination of Persistent U.S./China Financial Imbalances**

Tracy Hofer, University of Wisconsin-Stevens Point

### **Bilateral Free Trade Agreements: Which Countries Are More Likely to Be Partners?**

Suresh Singh, Northeastern Illinois University

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## **BUSINESS, SOCIETY, AND GOVERNMENT**

**3:00–4:15 p.m.**..... 2nd Floor, Room 225

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

**Chair:** Steven Palmer, Northwestern Oklahoma State University

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## **CASE RESEARCH**

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

**Theme:** Critical Incident Review

**Chair:** Asbjorn Osland, San Jose State University

**Discussant:** Darryl L. Jinkerson, Abilene Christian University

Wednesday, March 28, 2012

**By the Numbers: A Personal Financial Plan**

Ann Hackert, Idaho State University

Jeff Brookman, Idaho State University

**Restructuring EMBA Teams: A Nightmare Comes to Life**

Anthony J. Mento, Loyola University Maryland

Ellen D. Hoadley, Loyola University Maryland

**MIU Dream Café: A Short and Useful Case for Strategic Management and Entrepreneurship Educators and Practitioners**

Hamid Akbari, Northeastern Illinois University

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**CASE RESEARCH**

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

**Theme: Embryo Cases: Sales/Management**

**Chair:** Cara Peters, Winthrop University

**Discussant:** Sambhavi Lakshminarayanan, City University of New York

**Details Matter—A Lesson from Shipping Mark**

Rong Kang, Northwest University

Ziyue Zheng, Urumqi Oman Tiancheng Auto Parts Sales Co. Ltd

**Electrolux**

Deborah J. Pembleton, College of St. Benedict's, St. John's University

**Advantage Food and Beverage (B): The Sales Representative**

Michael Levin, Otterbein University

Brian Stawarz, Otterbein University

Bruce C. Bailey, Otterbein University

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**FINANCE**

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

**Theme: Investments and Portfolio Management**

**Chair:** Mihaela Craioveanu, University of Central Missouri



## Program Sessions

### **Alternative Approaches to Efficient Frontier Estimation:**

#### **A Test of Forecasts**

Raja Bouzouita, University of Central Missouri

Mihaela Craioveanu, University of Central Missouri

Bikash Gupta, University of Central Missouri

Arthur J. Young, University of Central Missouri

Discussant: Mohamed Ayadi, Brock University

### **The Long-Run Risk/Return Trade-Off for Multiple Asset Classes**

Matt Maher, Boise State University

Harry White, Boise State University

Phil Fry, Boise State University

Matt Wilkerson, Boise State University

Discussant: Raja Bouzouita, University of Central Missouri

### **Typical and Tail Performance of SRI Equity Mutual Funds**

Mohamed Ayadi, Brock University

Hatem Ben-Ameur, HEC Montreal (Canada)

Lawrence Kryzanowski, Concordia University

Discussant: Matt Maher, Boise State University

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## **FINANCE**

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

**Theme: Investments and Portfolio Management**

**Chair:** James P. Haskins, University of North Dakota

### **Go for the Gold**

James P. Haskins, University of North Dakota

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

### **Portfolio Performance and Net Current Asset Values: A Benjamin Graham Approach to Stock Investing**

Jonathan A. Dudzinski, University of Wisconsin-Oshkosh

Robert A. Kunkel, University of Wisconsin-Oshkosh

Discussant: James P. Haskins, University of North Dakota



Wednesday, March 28, 2012

**Was There a Structural Change In Beta Coefficients of Target Date Funds Around September 16, 2008?**

Matthew Whitlege, Southeast Missouri State University

Discussant: Jonathan A. Dudzinski, University of Wisconsin-Oshkosh

**Are Returns Related to Political Regimes?**

Susan Ji, Governors State University

Discussant: Matthew Whitlege, Southeast Missouri State University

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**FINANCE**

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

**Theme: Education in Finance**

Chair: Walt A. Nelson, Missouri State University

**A Teaching Note on Offshore Financial Centers**

Alex Faseruk, Memorial University of Newfoundland

Andrew Thomas, Memorial University of Newfoundland

Discussant: Walt A. Nelson, Missouri State University

**Does the Choice of Introductory Corporate Finance Textbook Affect Student Performance?**

Chien-Chih Peng, Morehead State University

Discussant: Alex Faseruk, Memorial University of Newfoundland

**The Prospective Value of the Finance Degree: China versus U.S.**

Walt A. Nelson, Missouri State University

Discussant: Chien-Chih Peng, Morehead State University

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**INFORMATION SYSTEMS**

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

**Theme: Online Education Challenges and Solutions**

Chair: Theresa Steinbach, DePaul University

Discussant: Anu Gokhale, Illinois State University



## Program Sessions

### **Online Learning Communities to Recruit and Retain Students in Business Information Systems**

Anu Gokhale, Illinois State University

### **Online Education: A Success Story**

Larry Kurtulus, Roosevelt University

### **Incorporating the Principles of Andragogy in an Online Learning Environment**

Linda V. Knight, DePaul University

Jean Hop, DePaul University

Theresa Steinbach, DePaul University

### **Consistency in a Global Training Environment.**

Elizabeth Peters, Roosevelt University

Shamsul Chowdhury, Roosevelt University

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## **INTERNATIONAL BUSINESS**

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

**Theme: Topics in Teaching IB Courses**

**Chair: William O. Barnes, Emporia State University**

### **Successful Methodologies for Teaching International Business Strategies**

William O. Barnes, Emporia State University

Raffaele DeVito, Emporia State University

Ron Freeze, Emporia State University

Anand Pore, Emporia State University

**Discussant: Hamid Hosseini, King's College**

### **Huayi Brothers: Setting Strategy for a Chinese Entertainment Conglomerate (Teaching Case)**

Sheena Walters, Drury University

Robin Sronce, Drury University

Chris Salicky, Drury University

Josh Hreha, Drury University

Brianne Schuchmann, Drury University

Brad Schmidt, Drury University

**Discussant: Chikako Usui, University of Missouri-St. Louis**

Wednesday, March 28, 2012

**An Investigation of Culture Profile Instruments in the Business Classroom**

Anita Wood, Viterbo University

Kem Gambrell, Viterbo University

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

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**INTERNATIONAL BUSINESS**

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

**Theme:** Cultural Impact on International Business

**Chair:** Hamid Yeganeh, Winona State University

**Midwestern Cultural Values: Research in Progress**

Monica Nelton, Viterbo University

Kem Gambrell, Viterbo University

Discussant: Winston Awadzi, Delaware State University

**Intra-Cultural Diversity and Ethnic Identity of Consumer Preferences:  
Evidence from Ethnic Subcultures in Thailand**

Amonrat Thoumrungraje, Assumption University, Thailand

Discussant: Jungsook Kwon, Bowling Green State University

**Exploring Subculture Consumption Values in an Emerging Market: A  
Multidimensional Scaling Approach**

Olimpia C. Racela, Mahasarakham University, Thailand

Discussant: Bob McNeal, Alabama State University

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**MANAGEMENT**

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

**Theme:** International and Ethnic Issues in HRM

**Chair:** Harry Fisher, Eureka College

**Discussant:** Bruce Bloom, DeVry University



## Program Sessions

### *Human Resources Track Award*

#### **Exploring Ethnicity and Generational Values in the United States: Hispanic Generations in the Workplace**

Regina Greenwood, Nova Southeastern University

Edward Murphy, Embry-Riddle Aeronautical University

Julia Teahen, Baker College

### *Global Business Strategy Track Award*

#### **Managing Public Sector Projects in Portugal: Meeting the Challenge through Effective Leadership**

Carlos F. Gomes, University of Coimbra, Portugal

Mahmoud M. Yasin, East Tennessee State University

### **Repatriation**

Jitendra Mishra, Grand Valley State University

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## **MANAGEMENT**

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

**Theme: Human Resource Training, Learning and Performance**

**Chair:** Jeffrey Fahrenwald, Rockford College

**Discussant:** Richard Leake, Luther College

### **Working to Achieve First-Rate Training Using Second Life**

David Savino, Ohio Northern University

### **Hotel Employees in Halifax, Canada: How Important Is Learning to Them and What Do They Want to Learn?**

Wendy Doyle, Mount Saint Vincent University

Sandi Findlay, Mount Saint Vincent University

Jeff Young, Mount Saint Vincent University

### **Effect of Human Resource Management Disclosure on Organizational Performance**

S. K. Priyadarshini, Indian Institute of Technology

R. Madhumathi, Indian Institute of Technology

T. K. Kamalanabhan, Indian Institute of Technology

**MARKETING**

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

**Theme: Best Practices in Online Education**

**Chair:** Claudia Mich, Purdue University, Calumet

**Panelists:** Claudia Mich, Purdue University, Calumet  
Mandeep Singh, Western Illinois University  
Maureen Storm, Western Illinois University

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**MARKETING**

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

**Theme: The Role of Place in Global Marketing**

**Chair:** Carrie Trimble, Millikin University

**The Marketing of Indigenous Cultural Tourism Sites: Performance, Expectations, and Satisfaction**

Henry Ho, Hamline University

Shameen Ali, Victoria University

**Going to France? Beware of the Paris Syndrome**

Eliane Karsaklian, Sorbonne University

**The Impact of Country of Origin and Consumer Ethnocentrism on Salient Product Construct Evaluations Identified by the Kelly Repertory Grid**

Michael R. Pepe, Siena College

Michael S. Pepe, Siena College

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**MARKETING**

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

**Theme: Marketing Strategy Issues**

**Chair:** Lori Lohman, Augsburg University

**The Impact of the Name-Your-Own-Price Distribution Channel on Sales Performance: Evidence from the Hospitality Industry**

Karen Lijia Xie, Temple University

Chih-Chien Chen, Temple University



## Program Sessions

### **The Impact of Customer Satisfaction on Chief Marketing Officer Compensation**

Heiwai Lee, University of Michigan-Dearborn

Crystal J. Scott, University of Michigan-Dearborn

### **New Product Launch Readiness**

Elisa Fredericks, Northern Illinois University

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## **OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

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

**Theme:**                   **Issues in Entrepreneurship**

**Chair:**                   Rasoul Afifi, Northeastern Illinois University

### **Competitive Strategy within the Resource-based Framework: Are Family Firms Different?**

David Price, Washburn University

Michael Stoica, Washburn University

Bob Boncella, Washburn University

### **Kuwait SMEs: Size, Obstacles and Suggested Remedies**

Ahmed Abdel Rahman Ahmed, Kuwait University

Abdullah Al-Owaidan, Kuwait University

### **Management Resistance to Innovation**

Bruce D. Fischer, Elmhurst College

Matthew Rohde, Elmhurst College

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## **ACCOUNTING**

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

### **North American Accounting Society Board Meeting**

**Presiding:**               Jack Elfrink, Western Illinois University

President, North American Accounting Society

**Wednesday, March 28, 2012**

**BUSINESS AND HEALTH ADMINISTRATION**

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

**Business and Health Administration Association Board Meeting**

Chair: Steven J. Szydlowski, University of Scranton

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**CASE RESEARCH**

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

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

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**MANAGEMENT**

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

**North American Management Society Executive Council Meeting**

Chair: Carolyn Wiley, Roosevelt University

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**MARKETING**

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

**Marketing Management Association Board of Directors Meeting**

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**MBAA INTERNATIONAL**

**6:00 p.m.....Gold Coast Ballroom, Lower East Mezzanine**

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

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**"FUN NIGHT" – Lifeforce, Jazz That Rocks!**

**8:00 p.m.....Grand Ballroom**

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**MBAA INTERNATIONAL HOSPITALITY SUITE**

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

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# Thursday, March 29, 2012

## ACCOUNTING

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

**Theme:** Issues in Online Accounting Education

**Chair:** Jack Elfrink, Western Illinois University

### **Synchronous Distance Education: Using Web Conferencing in an MBA Accounting Course**

Dee Ann Ellingson, University of North Dakota

Matthew Notbohm, University of North Dakota

### **Student Performance in Financial Classes: The Difference Between Traditional and Online Courses**

Mitch Ellison, Quincy University

Brad Scott, Webster University

### **An Exploratory Study on the Interrelationships in Course Performance of Accounting Majors**

Songtao Mo, Purdue University Calumet

Elaine Waples, Purdue University Calumet

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## ACCOUNTING

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

**Theme:** Various Accounting Topics

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

### **The Most Valuable Relevant Accounting Performance Measure by Industry**

Alireza Dorestani, Northeastern Illinois University

Edina Krajna, Northeastern Illinois University

Erica Ward, Northeastern Illinois University

### **Audit Quality Post SOX**

Alireza Dorestani, Northeastern Illinois University

Ahmed Jir, Northeastern Illinois University

### **What's at Stake: Strategic Planning, Critical Success Factors, and Professional Accounting Organizations**

Thomas Cooper, Memorial University

Pauline Downer, Memorial University



Thursday, March 29, 2012

**You Should Know them By their Fruits: Religion's Impact on Business Impact on Business Ethics**

Chris Jones, University of Wisconsin-Oshkosh

Charles Pryor, Western Illinois University

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**BUSINESS AND HEALTH ADMINISTRATION**

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

**BHAA Annual Business Meeting and Awards Function**

Presiding: Steven J. Szydlowski, University of Scranton

All BHAA members are invited to attend this meeting

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**BUSINESS ECONOMICS**

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

**Theme: Savings, Taxation, and Ethics**

Chair: Brian Kench, University of Tampa

**U.S. Personal Income Taxes: Trends in Average Tax Rates**

Jason Davis, University of Wisconsin-Stevens Point

**Empirical Analysis of the Savings Rate in the United States**

Hedayeh Samavati, Indiana University-Purdue University Fort Wayne

Nodir Adilov, Indiana University-Purdue University Fort Wayne

David Dilts, Indiana University-Purdue University Fort Wayne

**Morality at the Margins: An Economic Framework for Ethical Decision Making**

John Stinespring, University of Tampa

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**BUSINESS, SOCIETY, AND GOVERNMENT**

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

**Theme: They're Not Making It Anymore: Issues Involving Real Property**

Chair: Michael Yahr, Robert Morris University



## Program Sessions

### **Home Ownership: A Comparison of the U.S. and Canadian Approaches**

Jim Breyley, Northwestern Oklahoma State University

### **The Mortgage Interest Deduction: The Regressive Tax Benefit**

Andrea Ridenour, Valdosta State University

Leonard Weld, Valdosta State University

Raymond Elson, Valdosta State University

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## **CASE RESEARCH**

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

**Theme: Critical Incidents: Organizational Behavior/CRM**

**Chair:** Elizabeth A. Barclay, Oakland University

**Discussant:** Cheryl L. Noll, Eastern Illinois University

### **A Management Performance Evaluation: What Are the Next Steps?**

Alla Wilson, East Stroudsburg University of Pennsylvania

Marianne P. Chester, mEnterprise Solutions

Tom L. Rhiel, mEnterprise Solutions

### **Student Organization Leadership for Dummies**

Gabriele Lingenfelter, Christopher Newport University

Jessica Paschall, Christopher Newport University

### **The Irrate Buyer**

Neil Tocher, Idaho State University

William Stratton, Idaho State University

Jason E. Ormond, Idaho State University

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## **CASE RESEARCH**

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

**Theme: Critical Incident Review**

**Chair:** Karen Berger, Pace University,

**Discussant:** Carol Rewers, Ferris State University

Thursday, March 29, 2012

### **HIPAA Exposure**

Tracy J. Farnsworth, Idaho State University  
Leigh W. Cellucci, East Carolina University  
Patrick Hermanson, Idaho State University  
Linda Hatzenbuehler, Idaho State University

### **Support for Clinical Rotations**

Tracy J. Farnsworth, Idaho State University  
Patrick Hermanson, Idaho State University  
Linda Hatzenbuehler, Idaho State University

### **What Kind of Discipline and Follow-up Training Is Appropriate for Fire Fighters that Created a Hostile Work Environment?**

Nanette C. Clinch, San Jose State University  
Asbjorn Osland, San Jose State University  
Pamela Wells, San Jose State University

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## **FINANCE**

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

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## **INFORMATION SYSTEMS**

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

**Theme: Decision Modeling and Simulation**

**Chair: Scott Seipel, Middle Tennessee State University**

**Discussant: James Janossy, DePaul University**

### **Evaluating the Effectiveness of an Online Graduate Management Decision Modeling Class**

Scott Seipel, Middle Tennessee State University

### **An Online Asynchronous Multiplayer Simulation Game for Teaching Decision-Making, Game Theory, and Economics**

Scott Seipel, Middle Tennessee State University



## Program Sessions

### INTERNATIONAL BUSINESS

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

**Theme:** China, China, China

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

#### **The Role of China in African Development: A New Approach to Economic Development**

Winston Awadzi, Delaware State University

**Discussant:** Navid Sabbaghi, Illinois Institute of Technology

#### **China: Trade Agreements and Relationships With Southeast Asian Nations**

Peter Geib, Minnesota State University-Moorhead

Lucie Pfaff, College of Mount Saint Vincent

**Discussant:** Charles Chen, University of Phoenix in Chicago

#### **Sustaining and Extending Corporate Social Responsibility in China**

Maria Lai-Ling Lam, Malone University

**Discussant:** Richard A. Colignon, Saint Louis University

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### INTERNATIONAL BUSINESS

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

**Theme:** Global Management Issues

**Chair:** Gyongyi Konyu-Fogel, Bemidji State University

#### **And What If Your Expatriate Was Not Expatriable?**

Eliane Karsaklian, University de la Sorbonne

**Discussant:** Hamid Hosseini, King's College

#### **Assessing the Wal-Mart Way as a Global Retail Enterprise**

Michael Menefee, University of North Carolina at Pembroke

John E. Spillan, University of North Carolina at Pembroke

**Discussant:** Monica Nelfon, Viterbo University

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Thursday, March 29, 2012

**The Effect of Culture on Attitudes toward Blogs and Bloggers**

David Cray, Carleton University

James Doyle, Carleton University

Louise Heslop, Carleton University

Alex Ramirez, Carleton University

Yide Liu, Macau University of Science and Technology, China

Discussant: David Boggs, Eastern Illinois University

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**MANAGEMENT**

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

**Theme:** **Contemporary Human Resource Issues**

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

**Discussant:** Michele Govekar, Ohio Northern University

**College Students' Attitudes Toward Labor Unions: Implications for Union Leaders and Employers**

Mussie Tessema, Winona State University

Daniel Sauers, Winona State University

Joell Bjorke, Winona State University

Kathryn Ready, Winona State University

**Assessing the Need to Understand the Self-Efficacy Beliefs of Black Women Leaders in Fortune 500 Companies: Implications for Human Resource Development**

LaTonya Jackson, University of Arkansas-Fayetteville

Claretha Hughes, University of Arkansas-Fayetteville

**Life-Work Balance: Emotional Intelligence as a Crucial Component of Achieving Both Personal Life and Work Performance**

Veronika Koubova, Bradley University

Aaron Buchko, Bradley University

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**MANAGEMENT**

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

**Theme:** **Research in Progress II**

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



## Program Sessions

### **New Professor Orientation**

Catherine Beegan, College of DuPage

### **The Potential Utilization of the Analytical Hierarchy Process for the Selection of a Tenure Track Faculty Position**

John Lucas, Purdue University Calumet

Raida Abuizam, Purdue University Calumet

### **Jams, Blocks, and Frustrations in Academic Writing: Getting Your Work Written**

Mary Ann Hazen, University of Detroit Mercy

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## **MANAGEMENT**

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

**Theme:                Panel III: Administration of Online Courses  
                              and Programs**

**Organizer:**        Robert Allen, Lindenwood University

**Presenters:**      Summer E. Zwanziger-Elsinger, Upper Iowa University  
                              Redmond Humphery, Upper Iowa University  
                              C. R. Marshall, University of Wisconsin-Stevens Point  
                              Gary Mullins, University of Wisconsin-Stevens Point  
                              Michael Marzano, Lindenwood University

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## **MARKETING**

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

**Theme:**            **Global Sports Marketing Issues**

**Chair:**             Roscoe Hightower, Florida A&M University

### **Investigating the Impact of Economic Uncertainties on Attendance of English Premier League Soccer in the United Kingdom and Major League Soccer in the United States**

Ross Peterman, Indiana University-Purdue University Fort Wayne

Nichaya Suntornpithug, Indiana University-Purdue University Fort Wayne

**From Peanuts to Plenty—The Transformation of a Hockey Franchise:  
A Case Study in the Application of Marketing Concepts to Sports**

Allen Marber, University of Illinois-Chicago

Paul Wellen, Roosevelt University-Chicago

Patrick Coll, University of Illinois-Chicago

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**MARKETING**

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

**Theme:               Reinventing Your Faculty Brand or How to  
                          Stay Employed**

Chair:               Carrie Trimble, Millikin University

Panelists:          Carrie Trimble, Millikin University  
                          Michelle Kunz, Morehead State University  
                          Susan Geringer, California State University-Fresno

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**MARKETING**

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

**Theme:               Technology and Media Marketing**

Chair:               Gokhan Karaatli, Indiana University-Purdue University  
                          Fort Wayne

**QR Code Technology Platform Enhances Mobile Marketing  
Applications**

Paulette K. Edmunds, Elizabeth City State University

Yan Jin, Elizabeth City State University

**Twits versus Yahoos at the Movies: Sentiment Analysis of Twitter  
Posts and Yahoo Movie Reviews versus Box Office Performance**

Michael Bruckart, Pennsylvania State University-Harrisburg

Zinaida Taran, Pennsylvania State University-Harrisburg

**Icons and Names as Predictors of Mobile Application Success**

Ravikant Agarwal, St. Norbert College

Wolfgang Grassl, St. Norbert College

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## Program Sessions

### MARKETING

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

**Theme: The Business of Education**

**Chair: Mandeep Singh, Western Illinois University**

**The Moderating Influence of Accrediting Body Affiliation on the Relationship Between Market Orientation and Performance Within University Business Schools**

Kevin Hammond, University of Tennessee-Martin

Robert Webster, Ouachita Baptist University

**Honors for Sale: Collegiate Branding or Self Promotion Strategy**

Brian A. Vander Schee, Aurora University

**The Use of Social Media Communication in Consumer Complaining: An Application to Higher Education**

Mary Beth Pinto, Pennsylvania State University-Erie

Phylis Mansfield, Pennsylvania State University-Erie

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### ACCOUNTING

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

**Theme: Accounting Hodge-Podge**

**Chair: Steve Hanke, Indiana University Purdue University Fort Wayne**

**Will Repatriation of Foreign Earnings Help Our Economy and Our Budget?**

Joseph Ament, Roosevelt University

**VITA/TCE as a Way to Expose Students to Ethics and a Code of Ethics**

Sandra Byrd, Missouri State University

Michael Hammond, Missouri State University

Samuel Bass, Missouri State University

**What Did the Hairdryer Cost?**

Thomas Buttross, Pennsylvania State University

George Schmelzle, Missouri State University



Thursday, March 29, 2012

## **ACCOUNTING**

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

**Theme:**                **Issues in the Accounting Profession**

**Chair:**                Ken Stone, University of Central Missouri

### **Auditing and Governmental Financial Officer Views on Expanding SOX to the Governmental Sector**

Mohammad Abdolmohammadi, Bentley College

Cathleen Miller, Wayne State University

Alan Reinstein, Wayne State University

### **New Ethics Guidance for CPAs in Public Practice and Business**

Alan Reinstein, Wayne State University

Thomas Weirich, Central Michigan University

### **Examining the Concept of Insurance versus Litigation Risks:**

#### **Testing Auditor Responses to Engagement Clauses**

Phillip Beaulieu, University of Calgary

Brian Patrick Green, University of Michigan-Dearborn

Alan Reinstein, Wayne State University

### **Examining Mentoring in Public Accounting Organizations**

David Sinason, Northern Illinois University

Tim Fogarty, Case Western Reserve University

Alan Reinstein, Wayne State University

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## **BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme:**                **Distance Learning and Online Teaching**

**Chair:**                Vivek Pande, University of Wisconsin-La Crosse

**Discussant:**        William B. Stroube, University of Evansville

### **Strategies for Self-Directed Learning in a Virtual Environment**

Scott J. Saccomano, Herbert H. Lehman College

### **Embarrassing New Information Technology in Teaching Global Health**

Hengameh Hosseini, Seton Hall University



## Program Sessions

### **A Nursing Education Challenge: E-Textbooks**

Josephine M. DeVito, Seton Hall University

### **Assessing the Impacts of Anxiety and Gender on Student Attitudes toward Computer Learning Technology in a Saudi Nursing Academic Environment**

Osama A. Samarkandi, Al-Baha University, Saudi Arabia

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## **BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Human Resource Management in Healthcare**

**Chair:** Nashat Zuraikat, Indiana University of Pennsylvania

**Discussant:** Suzanne Bailey, University of Evansville

### **Compensation as a Construct for Employee Motivation in Healthcare**

Allen C. Minor, Misericordia University

### **Physician Shortages—How the Gaps Will Be Filled**

Robert J. Spinelli, University of Scranton

Kathryn Semcheski, University of Scranton

### **Strategic Human Resources Solutions for Healthcare Systems in Kenya, Rwanda, and Uganda**

Neel H. Pathak, University of Scranton

Daniel J. West Jr., University of Scranton

### **Has Gender Equity Improved? An Examination of the Challenges Faced by Professional Women in Leadership**

Michaeline Skiba, Monmouth University

David P. Paul III, Monmouth University

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## **BUSINESS AND HEALTH ADMINISTRATION**

**9:15-10:30 a.m. .... Ontario Room, Upper West Mezzanine**

**Theme: Healthcare and Hospital Administration II**

**Chair:** Alberto Coustasse, Marshall University

**Discussant:** Yam Limbu, Montclair State University

Thursday, March 29, 2012

**Vaccination Trends for Public and Private Sectors**

Suzette Hershman, University of Evansville

William B. Stroube, University of Evansville

**Overweight and Obesity and Physical Activity in Healthy People 2010:  
Where Are We Now and Where Do We Go From Here?**

Margaret J. Greene, Ramapo College of New Jersey

**Drug testing in monitoring of patients on chronic opioid treatment**

Ahmet "Ozzie" Ozturk, Marshall University School of Medicine

**A Comparative Analysis of Healthcare Systems: USA and Sweden**

Christopher A. Loftus, University of Evansville

William B. Stroube, University of Evansville

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**BUSINESS ECONOMICS**

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

**Theme: Economic Education and Pedagogy I**

**Chair:** Jason Davis, University of Wisconsin-Stevens Point

**Reexamining the Shutdown Point in Introductory Economics**

**Textbooks**

John Stinespring, University of Tampa

Brian Kench, University of Tampa

**The Test Assessment Questionnaire: A Tool for Student**

**Self-Assessment after the Midterm Exam**

Katherine Sauer, Metropolitan State College of Denver

William Mertens, University of Colorado-Boulder

**A Global Trading Simulation: Experiential Learning Exercise for  
Freshman Business Students**

Robert Beekman, University of Tampa



## Program Sessions

### **BUSINESS, SOCIETY, AND GOVERNMENT**

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

**Theme:**                **Show Me the Money: Executive Compensation**

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

#### **The Impact of Financial Reforms on Executive Compensation**

Michael Yahr, Robert Morris University

Ronald Rubenfield, Robert Morris University

#### **Using the “Big Bath” Theory to Test: Do CEOs from Financially Sound Firms Exhibit Opportunistic Behavior Prior to a Voluntary Non-Routine Departure**

Ralph Bourret, Northwestern Oklahoma State University

#### **IBM Dilemma**

Gideon Falk, Purdue University Calumet

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### **CASE RESEARCH**

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

**Theme:**                **Embryo Cases: Ethics/Management**

**Chair:**                Fredricka F. Joyner, Indiana University East

**Discussant:**        J. David Hunger, St. John's University

#### **Iris Window Fashions Ocean Freight Contracts**

Robert Edmonds, SUNY Maritime College

#### **Jen-O-Mex, A Subsidiary of the Jencraft Corporation**

Robert Edmonds, SUNY Maritime College

#### **Art on the High Seas**

Lizabeth A. Barclay, Oakland University

Jennifer Cordon Thor, Oakland University

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**CASE RESEARCH**

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

**Theme:**                   **Tricks of the Trade: Becoming a Case Writer**

**Panelist:**               Roy Cook, Fort Lewis College  
Eric Nelson, University of Central Missouri  
Asbjorn Osland, San Jose State University

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**CASE RESEARCH**

**9:15–10:30 a.m.** ..... **Ben Marshall Boardroom, First Floor**

**Theme:**                   **Critical Incidents: Management**

**Chair:**                   Kimbrough Sherman, Loyola University-Maryland

**Discussant:**           William Stratton, Idaho State University

**Cutting Teacher Benefits**

Darryl L. Jinkerson, Abilene Christian University

**What Did She Want: The Feedback Session that Went to Hell**

Anthony J. Mento, Loyola University-Maryland

Harsha B. Desai, Loyola University-Maryland

**Linda Calls the Vendor a Liar—Almost Causes a Crisis**

Sambhavi Lakshminarayanan, City University of New York

Raghav Madhavan, \_\_\_\_\_

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**FINANCE**

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

**Theme:**                   **Corporate Finance**

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

**How Has Regulation FD Affected the Performance of  
Financial Analysts?**

Chen-Huei Chiao, Missouri Western State University

Konrad Gundersen, Missouri Western State University

Derann Hsu, University of Wisconsin-Milwaukee

**Discussant:**           Sharon K. Lee, Western New England University



## Program Sessions

### **Multi-State Valuation for Early-Stage Hi-Tech Projects and Companies**

K. Matthew Wong, St. John's University

Egbert van de Schootbrugge, International School of Management-France

Discussant: Chen-Huei Chiao, Missouri Western State University

### **Repealing Classified Boards: What Is the Motivation?**

Sharon K. Lee, Western New England University

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

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## **FINANCE**

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

**Theme: Investments and Portfolio Management**

Chair: Rakesh Bharati, Southern Illinois University-Edwardsville

### **A Comprehensive on Normal Backwardations in Futures Markets**

Jeong W. Lee, University of North Dakota

Discussant: Rakesh Bharati, Southern Illinois University-Edwardsville

### **Stock Portfolio Returns, Autocorrelations, and Nonsynchronous Trading**

Rakesh Bharati, Southern Illinois University-Edwardsville

Susan Crain, Missouri State University-Springfield

Manu Gupta, Virginia Commonwealth University

Discussant: Dean Johnson, Michigan Technological University

### **Over-Reaction to the CALPERS Focus List?**

Dean Johnson, Michigan Technological University

Tyler Yoder, Ball State University

Srinivasan Sundaram, Ball State University

William Ogden, University of Wisconsin-Eau Claire

Discussant: Jeong W. Lee, University of North Dakota

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**FINANCE**

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

**Theme: Special Topics**

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

**Social Security Retirement Income Program: Reform versus Privatize**

Charles W. Johnston, Baker College

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

**A Study of the Islamic Financial System**

Jason Lin, Truman State University

**Discussant:** Paolo Miranda

**Cultural Consensus in Lending to Knowledge-Based Business**

Alex Faseruk, Memorial University

Gary Gorman, Memorial University

Peter Rosa, University of Edinburgh

**Discussant:** Charles W. Johnston, Baker College

**The Golden Years? Growing Fears and Glistening Tears!**

Kumoli Ramakrishnan, University of South Dakota

**Discussant:** Alex Faseruk, Memorial University

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**FINANCE**

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

**Theme: Investments and Portfolio Management**

**Chair:** Robert Wolf, University of Wisconsin-La Crosse

**Maximizing Investor Return and Wealth Using Asset  
Location Strategies**

William E. Maas, University of Wisconsin-La Crosse

Robert Wolf, University of Wisconsin-La Crosse

Kevin M. Bahr, University of Wisconsin-Stevens Point

**Discussant:** Scott More, John Carroll University



## Program Sessions

### **Examining the Use of a Morningstar Tortoise and Hare Portfolio Strategy**

Peppi M. Kenny, Western Illinois University

Don T. Johnson, Western Illinois University

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

### **Can Investors Benefit from Morningstar's Stewardship Grades?**

Scott More, John Carroll University

Gary E. Porter, John Carroll University

Discussant: Peppi M. Kenny, Western Illinois University

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## **INFORMATION SYSTEMS**

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

**Theme: Technology Trend: Uses and Impact**

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

**Discussant:** William Thomas, University of North Carolina  
at Pembroke

### **Cloud Computing and Security**

James Leaville, Angelo State University

Kaushik Ghosh, Angelo State University

Sudhir Chawla, Angelo State University

### **A Look at the IT Utopia: How the Business World and Consumer World Use Cloud Computing**

Igor Kapmar, Roosevelt University

### **Does Technology Reduce the Working Capital Requirements of Businesses? An Exploratory Study**

Victor Bahhouth, University of North Carolina at Pembroke

William Thomas, University of North Carolina at Pembroke

### **Saving Face with Facebook**

Judy Holmes, Middle Tennessee State University



Thursday, March 29, 2012

## **INTERNATIONAL BUSINESS**

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

**Theme: Topics in International Finance**

**Chair:** Winston Awadzi, Delaware State University

### **Microcredit Developments and Challenges**

Frank J. Gaskill, Elizabeth City State University

Ngozi Oriaku, Elizabeth City State University

**Discussant:** William O. Barnes, Emporia State University

### **Impact of Financial Crisis on the Richest 100 Billionaires: China versus U.S.A.**

Ben-Chieh Liu, Chicago State University

Jan-Jo Chen, Chicago State University

Jian-Chern Chen, Northwestern Polytechnic University

John Johnson, Chicago State University

**Discussant:** Peter Geib, Minnesota State University-Moorhead

### **Trade Finance and Recent Global Financial Crisis: What Is Missing in Traditional Models of International Trade**

Hamid Hosseini, King's College

**Discussant:** Yung-Hwal Park, Saint Louis University

### **Asymmetric Exchange Rate Exposure: Evidence from Industry- Specific Exchange Rates**

Gow-Cheng Huang, Alabama State University

Bob McNeal, Alabama State University

**Discussant:** Ben-Chieh Liu, Chicago State University

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## **INTERNATIONAL BUSINESS**

**9:15–10:30 a.m. .... Marquette Room**

**Theme: Strategies in International Business**

**Chair:** Kem Gambrell, Viterbo University



## Program Sessions

### **The Effect of Strategic Corporate Machiavellianism on International Entrepreneurial Capability and International Performance of Export-Focused SMEs in Emerging Markets**

Jungsook Kwon, Visiting professor at Bowling Green State University

Man Zhang, Bowling Green State University

Qian Gao, Anhui University, P.R. China

Discussant: Eliane Karsaklian, Université Sorbonne Nouvelle

### **Risk Monitoring As a Tool for Strategic Management by Companies in Poland**

Stanislaw Kasiewicz, Warsaw School of Economics

Blazej Lepczynski, University of Gdansk

Christopher Ziemnowicz, University of North Carolina at Pembroke

Discussant: Maysoun Dimachkie Masri, University of Central Florida

### **Assessment of Marketing Strategies for Ecotourism Promotion: A Case of RDB/Tourism and Conservation in Rwanda**

Michel Ndahimana, School of Finance and Banking, Rwanda

Etienne Musonera, Mercer University

Discussant: William O. Barnes, Emporia State University

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## **MANAGEMENT**

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

**Theme:                   Panel IV: Classroom Strategies to Enhance Student Face-to-Face Communication Skills**

**Organizer:**           Bruce Bloom, DeVry University

**Presenters:**       Georgia Lee Eshelman, Malone University

Jill Vihtelic, St. Marys College

Barbara Leavens

Matthew Raunio, University of Wisconsin-Sheboygan

Brian Hinrichs, DePaul University

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Thursday, March 29, 2012

## MANAGEMENT

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

**Theme:** Change and Uncertainty

**Chair:** Harry Fisher, Eureka College

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

### **Prophetic Change Agents: Motivations, Power, and Judgment**

Raed Elaydi, Roosevelt University

Thomas Head, Roosevelt University

### **What Next for Chaos Theory? From Metaphor to Phase Space**

William Rick Crandall, University of North Carolina at Pembroke

Richard Crandall, Appalachian State University

John Parnell, University of North Carolina at Pembroke

*McGraw-Hill/Irwin Distinguished Paper Award for Management*

### **A Practice Approach to Addressing Strategic Risk and Uncertainty for Management Consultants**

Thomas Cooper, Memorial University of Newfoundland

Blair Winsor, Edinburgh Napier University

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## MANAGEMENT

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

**Theme:** Panel V: Developing Critical Thinking Skills in Online  
MBA Courses that Emphasize Quantitative Analysis

**Organizer:** Ken Fah, Ohio Dominican University

**Presenters:** John Farlin, Ohio Dominican University  
Godwin Duru, Ohio Dominican University

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## Program Sessions

### MARKETING

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

**Theme: Defining Teaching Excellence**

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

**Finalists:** Michael S. Garver, Central Michigan University  
Angela Paladino, The University of Melbourne (Australia)  
Marla B. Roynes-Stanford, University of Memphis

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### MARKETING

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

**Theme: Social Media and the Corporate Sphere**

**Chair:** Dawn Edmiston, St. Vincent College

**Discussant:** Ella Carter, Bowie State University

#### **Social Media: A Moving Target**

Linda J. Coleman, Salem State University

Kathryn Chandler, Bayridge Hospital

Jian Gu, Salem State University

#### **Review of the Literature on Interpersonal Networks**

Miri Chung, University of Rhode Island

Deborah E. Rosen, University of Rhode Island

#### **Facebook Organizational Crisis Communications—The Use of Facebook by British Petroleum Following the Deepwater Horizon Oil Disaster**

Ross Frei, Luther College

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### MARKETING

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

**Theme: Stakeholders in Marketing Education**

**Chair:** Susan Geringer, California State University-Fresno

#### **The Future of Marketing Students in the American Workforce: Corporate Responses to English as a Second Language Challenge**

Jean Jaymes West, California State University, Bakersfield

Thursday, March 29, 2012

**"Sports Marketing: and "TV and Video Production" An  
Interdisciplinary Partnership in Action and Learning**

Cheryl L. Buff, Siena College

**Parental Involvement: A Comparison Between Community College  
and University Marketing Students**

Rebecca Hochradel, Delta State University

**To Accept or Defer the Cellular Lure: College Students, Self-Control,  
and Cell Phone Usage**

Jeremy I Abel, Siena College

Cheryl L. Buff, Siena College

Jessica P. Abel, Siena College

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**OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

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

**Theme: Education**

**Chair: Casimir C. Barczyk, Purdue University Calumet**

**Encouraging Entrepreneurship in Undergraduate Students through  
the Core Business Curriculum**

John A. Kaliski, Minnesota State University

Queen E. Booker, Minnesota State University

Paul L. Schumann, Minnesota State University

**Covergence of Social Networking and Technology in Industry and the  
Impact on Higher Education**

Donna M. Wiencek, Western Illinois University

**University Students' Ownership, Usage, and Skill with Technology:  
Implications for Course Design**

Casimir C. Barczyk, Purdue University Calumet

Emily Hixon, Purdue University Calumet

Janet Buckenmeyer, Purdue University Calumet

Heather Zamojski, Purdue University Calumet



## Program Sessions

### THE EXHIBITOR SERIES

**9:15–10:30 a.m. .... Lakeshore Boardroom, 10th Floor**  
**Cengage Learning**

Presenters:        Lisa Lysne, Marketing Director  
                       Julie Zak, Digital Solutions Manager

We know that today's business educators are tasked with improving and assessing written communication and critical thinking skills. How do you achieve these goals in your course and what is your current method for assessing written communication skills?

Instructors in all business course areas have told us it's important that students can write effectively to demonstrate their ability to communicate and think critically. Through an exclusive partnership with a technology company that provides artificial intelligence, Write Experience allows you to assess written communication skills in most of the core courses in the business curriculum without adding to your workload!

Please join us to learn how the latest technology solution from Cengage Learning not only scores student writing instantly and accurately, but also provides detailed revision goals and detailed feedback to help students improve!

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### ACCOUNTING

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

Theme:             **Assessment Implementation**  
Speaker:          Clarence Dean, Gleim Corporation

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### ACCOUNTING

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

Theme:             **Cost and Tax Issues**  
Chair:              Quinton Booker, Jackson State University

**When Is a Cost Variance Considered an Exception Requiring Investigation: A Review of Management Accounting and Cost Accounting**

Amie Dragoo, Edgewood College  
Fazel Hayati, Edgewood College

Thursday, March 29, 2012

**Bank Loan Officers' Perceptions Concerning Independence,  
Objectivity, and Reliability when External Auditors also Perform  
Tax Compliance Activities for Nonpublic Clients**

Dave Thompson, Alabama State University

Quinton Booker, Jackson State University

**Noncash Charitable Contributions: Some of the Complexities**

Tiffany Orr, Valdosta State University

Leonard Weld, Valdosta State University

Raymond Elson, Valdosta State University

**How and Why States Employ the Home Mortgage Deduction**

Donald Morris, University of Illinois-Springfield

Jing Wang, University of Illinois-Springfield

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**BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Meet the Editor**

Chair: Avinandan Mukherjee, Editor, *International Journal of  
Pharmaceutical and Healthcare Marketing*

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

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

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**BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Ethical and Legal Issues in Healthcare**

Chair: William B. Stroube, University of Evansville

Discussant: Alberto Coustasse, Marshall University

**Hospital Indicators Used by CEOs to Determine the Level of Ethical  
Integration in their Organizations**

John J. Newhouse, Saint Joseph's University



## Program Sessions

### **The Doctors who Commit Medicare Fraud**

Vivek Pande, University of Wisconsin-La Crosse

William E. Maas, University of Wisconsin-La Crosse

### **When Does a Nonprofit Become a For-profit Organization? An Analysis of Hybrid Organizational Structure in the Healthcare and Insurance Industry**

Devlin Aaron Fisher, Duquesne University

Christopher J Marquette, Central Connecticut State University

### **Can One Be Ethical in Unethical Systems? Shortcomings and Challenges to Ethics Education—Notes from a Healthcare "Whistleblower"**

Linda Peeno, Spalding University

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## **BUSINESS ECONOMICS**

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

**Theme:** Keynote Address

**Chair:** Brian Kench, University of Tampa

### **The Global Financial Crisis and the Underwhelming Economic Recovery in the U.S. and Europe**

Vivekanand Jayakumar, University of Tampa

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## **BUSINESS, SOCIETY, AND GOVERNMENT**

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

**Theme:** Business and Religion

**Chair:** Ralph Bourret, Northwestern Oklahoma State University

### **Is Catholic Social Theory Capitalist?**

Jeremy O'Connor, Rockhurst University

### **Christ and Business: A Survey of How Niebuhr's Christ and Culture Typology Has Been Applied to Business**

Thomas Kratzer, Malone University



**CASE RESEARCH**

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

**Theme: Critical Incidents: Management Issues**

**Chair:** Alla Wilson, East Stroudsburg University

**Discussant:** Marianne K. Collins, Winona State University

**When and Where Are Sagging Pants Appropriate Attire?**

Nanette C. Clinch, San Jose State University

Asbjorn Osland, San Jose State University

Pamela Wells, San Jose State University

**Firefighters Charitable Foundation**

David Green, Middle Tennessee State University

Joe Thomas, Middle Tennessee State University

**How Should Fertility Solutions of Northern California Deal with Gender Selection?**

Nanette C. Clinch, San Jose State University

Asbjorn Osland, San Jose State University

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**CASE RESEARCH**

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

**Theme: Critical Incident Review**

**Chair:** Eric Nelson, University of Central Missouri

**Discussant:** Janet Papiernik, Indiana University-Purdue University  
Fort Wayne

**Service to Members or Conflict of Interests?**

Reed McKnight, University of New Mexico

Ed Leonard, Indiana University-Purdue University Fort Wayne

Roy Cook, Fort Lewis College

Kay Hodge, University of Nebraska-Kearney

**Entrepreneurial Spirit and Accounting Issues**

Tomas Lopez-Pumarejo, City University of New York

Myles Bassell, City University of New York



## Program Sessions

### **The Income Statement in the Tourism Industry**

Tomas Lopez-Pumarejo, City University of New York

Myles Bassell, City University of New York

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### **CASE RESEARCH**

**10:45 a.m.–12:00 p.m. .... Ben Marshall Boardroom, 1st Floor**

**Theme: Embryo Cases Review**

Chair: Britt M. Shirley, University of Tampa

Discussant: Lizabeth A. Barclay, Oakland University

### **Geo Group**

Carol Rewers, Ferris State University

### **Bank's Loan Loss Reserve—Truth or Fiction**

Richard Whitaker, Eastern Illinois University

Cheryl L. Noll, Eastern Illinois University

### **Pacific Garbage Patch: Is Project Kaisei the Answer?**

George Whaley, San Jose State University

Keith C. Perry, San Jose State University

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### **FINANCE**

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

**Academy of Finance Business Meeting**

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### **INFORMATION SYSTEMS**

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

**Theme: System Development Methodology**

Chair: Husam Khadra, Roosevelt University

Discussant: Hong Chen, Northeastern Illinois University

Thursday, March 29, 2012

**System Development Pedagogy using Asynchronous Virtual Group Gamification Methodology**

Hong Chen, Northeastern Illinois University

Chunwei Xian, Northeastern Illinois University

Myung-Ho Yoon, Northeastern Illinois University

**Semantic Approach in AIS Database Analysis and Design**

Husam Abu-Khadra, Roosevelt University

Shamsul Chowdhury, Roosevelt University

**Issues with Proprietary Software**

Sadie Halfmann, Angelo State University

Kaushik Ghosh, Angelo State University

Sudhir Chawla, Angelo State University

Zafar Khan, Eastern Michigan University

**Methodical Team Formation: Grouping Students According to Assessed Personality and Preferences**

James Janossy, DePaul University

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**INTERNATIONAL BUSINESS**

**10:45 a.m.–1:30 p.m. .... Drake Room, Main Level**

**Academy of International Business – Midwest Region Brunch**

**(Ticket Required)**

Keynote Speaker: President Angel Cano Garza from UNILA

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**LEGAL STUDIES**

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

**Theme: Corporate Governance and Ethics**

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

**SEC and Corporate Governance**

Bryce Jones, Truman State University

**Global CSR: Assessing the Self-Regulation of U.S. MNCs**

Mark S. Blodgett, Suffolk University

Ariel Markelevich, Suffolk University

Roni Hoitash, Bentley College



## Program Sessions

### **Global Personal Governance: Identifying Corporate Core Values in Common Law Jurisprudence**

Mark S. Blodgett, Suffolk University

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### **LEGAL STUDIES**

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

**Theme:** Teaching

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

### **Crisis in the Boardroom: Using a Management/Board Model to Simulate Quick Response to a Legal/Ethical Emergency**

Paul H. Robinson, Viterbo University

### **The Law According to Seinfeld: Using a Show About Nothing to Teach Law**

Sandra J. Perry, Bradley University

### **Contract Negotiation Projects in Legal Environment Courses**

Dale B. Thompson, University of St. Thomas

Susan J. Marsnik, University of St. Thomas

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### **MANAGEMENT**

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

**Theme:** Panel VI: Issues and Feedback on Creating a Sustainability Concentration in an MBA Program in Kentucky

**Chair:** Robert Hatfield, Western Kentucky University

**Presenters:** Christian Ryan-Downing, Western Kentucky University  
Brian Sullivan, Western Kentucky University

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### **MANAGEMENT**

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

**Theme:** Teaching and Learning Concepts

**Chair:** Richard Crandall, Appalachian State University

**Discussant:** William Rick Crandall, University of North Carolina at Pembroke

Thursday, March 29, 2012

*Teaching Management Track Award*

**Live, Laugh, Lego: Understanding the Job Characteristics Model  
through an Experiential Exercise and Student Reactions**

Kimberly Donovan, Southeast Missouri State University

Erin Fluegge Woolf, Southeast Missouri State University

**Use of Tablet Technology in Graduate Education: A Pilot Project**

Jay Johnson, Friends University

Dona Gibson, Friends University

Jim Maddox, Friends University

**How to Optimize e-Learning in Management Education:  
Can Moodle Be the Answer?**

R. K. Srivastava, Sterling University of Mumbai

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**MANAGEMENT**

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

**Theme: Contemporary Academic Issues**

**Chair:** Mark Kendrick, Methodist University

**Discussant:** Molly Williams, Morningside College

**MBA Students' Quantitative Attitude: Confident or Anxious?**

Crina Tarasi, Central Michigan University

J. Holton Wilson, Central Michigan University

Cheenu Puri, Central Michigan University

**Effect of Gender on College Students' Satisfaction and Achievement:  
The Case of a Midsized Midwestern Public University**

Mussie Tessema, Winona State University

Kathryn Ready, Winona State University

Christopher Malone, Winona State University

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**MARKETING**

**10:45 a.m.–12:00 p.m. .... Grand Ballroom, Lower East Mezzanine**

**Marketing Management Association Awards Brunch (Ticket Required)**



## Program Sessions

### OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

10:45 a.m.–12:00 p.m..... 7th floor, Room 725

Theme: Teaching Methodologies

Chair: Ronald A. Romba, Elmhurst College

#### Understanding the Need for LEAN Training

Jim Keyes, University of Wisconsin-Stout

#### Developing an Online Project Management Pedagogy

Nazim U. Ahmed, Ball State University

Sushil S. Sharma, Ball State University

#### Implementing of Benchmarking on Oil Companies' Productivity

Ardeshir Lohrasbi, University of Illinois Springfield

Mohammd Nemati, Rahbaran National Petrochemical Company

#### Entrepreneurship Education: Business Plan Development

Ronald A. Romba, Elmhurst College

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### THE EXHIBITOR SERIES

10:45 a.m.–12:00 p.m..... Lakeshore Boardroom, 10th Floor

#### Racom Communications

Presenters: Richard Cole, Michigan State University

J. Steven Kelly, DePaul University

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.

Richard Cole 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.

The blending and merging (integration) of many traditional marketing and communications has been occurring at an increasingly rapid pace in recent years. Steve Kelly discusses how the new edition of *The IMC Handbook* tracks recent developments and provides the research base to explore it further.

Thursday, March 29, 2012

Kelly and Rich Hagle discuss the growth and development of *The International Journal of Integrated Marketing Communications*, now going into its fourth year, and prospects for the coming years. Hagle also discusses other forthcoming Racom titles, such as the new editions of *Creative Strategy in Direct & Interactive Marketing* (4th), *Contemporary Direct and Interactive Marketing* (3rd), and *On the Art of Writing Copy* (4th).

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## **BUSINESS AND HEALTH ADMINISTRATION**

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

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## **CASE RESEARCH**

12:15–1:30 p.m. .... Club International  
Annual Meeting and Luncheon (Ticket Required)

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## **FINANCE**

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

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## **MANAGEMENT**

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

Chair: David Savino, Ohio Northern University

Speaker: John Wellington, Indiana University-Purdue University  
Fort Wayne (retired)  
2012 AACSB maintenance review team member

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## **MARKETING**

12:15–1:30 p.m. .... Grand Ballroom, Lower East Mezzanine  
MMA Business Meeting (No Ticket Required, All Welcome)

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## Program Sessions

### ACCOUNTING

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

**Theme:** Issues in Tax and Finance

**Chair:** David Byrd, Missouri State University

**Analyst Firm Coverage and Forecast Accuracy: The Effect of  
Regulation Fair Disclosure**

Ling Liu, University of Wisconsin-Eau Claire (NAAS Best Paper 2012)

**Interlocking Relationships, Forecast Accuracy, and Market Reaction  
to Analysts' Forecast Revisions**

Ling Liu, University of Wisconsin

**Educational Credits Summary and a Handout Which Can Be Used by  
Tax Preparers to Answer Client Questions**

Sandra Byrd, Missouri State University

David Byrd, Missouri State University

**Practitioners' Views on Accounts Receivable Confirmations**

Jack Armitage, University of Nebraska at Omaha

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### ACCOUNTING

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

**Workshop/**

**Discussion:** Using Real-World Cases in Teaching Financial  
Accounting and Financial Statement Analysis

**Presenter:** Mostafa M Maksy, Kutztown University

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### BUSINESS AND HEALTH ADMINISTRATION

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

**Theme:** Healthcare Reform

**Chair:** William K. Willis, Clayton State University

**Discussant:** Neel H. Pathak, University of Scranton



Thursday, March 29, 2012

**Lack of Access in Healthcare Delivery: A Model for Using Dental Hygienists in a Cost-Effective Manner to Help Address the Oral Healthcare Problem**

Peter G. Fitzpatrick, Clayton State University

Susan Duley, West Coast University

**Perceptions of New Jersey Physicians Regarding Medical Malpractice Insurance and the Impact of these Perceptions on Access to and Delivery of Medical Care in the State**

David P. Paul III, Monmouth University

**Providing Large-Scale Emergency Medical Care in a Rural Setting: A Model**

Charles Braun, Marshall University

Jamie Field, Marshall University

**The Evolution of Urgent Care Centers: Past, Present, and Future**

Helen Julia, University of Scranton

Steven J. Szydlowski, University of Scranton

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**BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Healthcare Informatics**

**Chair:** Vivek S. Natarajan, Lamar University

**Discussant:** John J. Newhouse, St. Joseph's University

**H-1B Foreign Workers in Health IT Industry**

Stephan Chung, California State University

Salvador Esparza, California State University

Louis Rubino, California State University

**Benefits and Constraints of Telepsychiatry Utilization in the United States**

Bruce Stec, Marshall University

Alberto Coustasse, Marshall University



## Program Sessions

### **Computer Physician Order Entry and Clinical Decision Support Systems: Benefits and Concerns**

Joseph Shaffer, Marshall University

Alberto Coustasse, Marshall University

### **Role of Information and Communication Technology on Usage, Adaptive Selling Behavior, Sales Force Performance, and Job Satisfaction**

Yam Limbu, Montclair State University

C. Jayachandran, Montclair State University

Robin T. Peterson, New Mexico State University

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## **BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Pharmaceutical Marketing**

**Chair:** Ahmet "Ozzie" Ozturk, Marshall University School of Medicine

**Discussant:** Charles "Kirk" Moore, New Mexico State University

### **Price Effects on Physician Prescription Behavior**

Gurumurthy Kalyanaram, NMIMS University, India

Demetrios Vakratsas, McGill University

Mala Srivastava, Narsee Monjee Institute of Management Studies, India

### **Obesity in school-age children**

Nashat Zuraikat, Indiana University of Pennsylvania

Carla J. Baldessaro, Indiana University of Pennsylvania

### **Examination of a Health Management Education and Training Grant**

Kevin C. Flynn, University of Scranton

Daniel J. West Jr., University of Scranton

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Thursday, March 29, 2012

## **BUSINESS ECONOMICS**

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

**Theme:** Economics of Organization and Industrial  
Organization

**Chair:** Kevin Neuman, University of Wisconsin-Stevens Point

### **Using Information Theory to Measure the Amount of Content Contained in Business Sentiment Surveys**

Dan Friesner, North Dakota State University

Timothy Schibik, University of Southern Indiana

Mohammed Khayum, University of Southern Indiana

### **Patent Pools, Product Lifecycles, and Innovation: An Analysis of the Motion Pictures Patent Company during the Early American Film Industry**

H. Scott Wallace, University of Wisconsin-Stevens Point

Stefan Ruediger, University of Wisconsin-Stevens Point

Caz McChrystal, University of Wisconsin-Stevens Point

### **Looking Back to Move Forward: Restructuring the Ailing U.S. Economy**

Reza Varjavand, Saint Xavier University

### **Comparing Changes in Operational Productivity and Financial Productivity of Electric Utilities in a Competitive Environment**

Glenn Barnette, Gustavus Adolphus College

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## **BUSINESS, SOCIETY, AND GOVERNMENT**

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

### **Panel**

**Discussion:** Utilizing Simulations in Business Curriculum

**Chair:** Steven Palmer, Northwestern Oklahoma State University

**Panelists:** Steven Palmer, Northwestern Oklahoma State University  
Josetta McLaughlin, Roosevelt University  
Lee Weyant, Kutztown University  
Michael Yahr, Robert Morris University

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## Program Sessions

### CASE RESEARCH

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

**Theme:** Critical Incident/Embryo Case Review

**Chair:** Britt M. Shirley, University of Tampa

**Discussant:** Asbjorn Osland, San Jose State University

#### **Red October at ABC Manufacturing**

Karen S. Markel, Oakland University

Odiri Igbeyi, Oakland University

#### **The Missing IT: An Analysis of IT Leadership at a Small Publishing Company**

Harsha B. Desai, Loyola University Maryland

#### **Lockout at American Crystal Sugar (Embryo Case)**

Katherine Campbell, University of North Dakota

Duane Helleloid, University of North Dakota

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### CASE RESEARCH

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

**Theme:** Tricks of the Trade: Becoming a Case Writer

**Panelists:** Roy Cook, Fort Lewis College  
Eric Nelson, University of Central Missouri  
Asbjorn Osland, San Jose State University

#### **Topic:** Can Cases Improve Business Education?

**Panelists:** J. David Hunger, Saint John's University  
Barbara Nemecek, Northwestern State University  
William Stratton, Idaho State University

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### FINANCE

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

**Theme:** Investments and Portfolio Management

**Chair:** Thomas M. Krueger, Texas A&M University-Kingsville

**How Good Are *Consumer Reports*' Recommendations of Mutual Funds?**

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

C. Edward Chang, Missouri State University

Discussant: Pat Obi, Purdue University Calumet

**Value-at-Risk: A Comparative Study of Three International Equity Portfolios**

Pat Obi, Purdue University Calumet

Shomir Sil, Purdue University Calumet

Discussant: C. Edward Chang, Missouri State University

**Do Virtue Mutual Funds Pay?**

C. Edward Chang, Missouri State University

H. Doug Witte, Missouri State University

Y Jenny Zhang, Missouri State University

Discussant: Shomir Sil, Purdue University-Calumet

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**FINANCE**

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

**Theme: Corporate Finance**

**Chair: Matt Maher, Boise State University**

**Do Firms Optimally Trade Off Between Bank Monitoring and Anti-Takeover Provisions? Evidence from Corporate Charter Provisions and Committed Lines of Credit**

John Robinson, Viterbo University

Discussant: Jason MacDonald, Boise State University

**The Relationship Between Financial Market Dependence and Corporate Responsibility**

Jason MacDonald, Boise State University

Matt Maher, Boise State University

Discussant: Hongbok Lee, Western Illinois University

**Capital Structure: Theories versus Evidence**

Hongbok Lee, Western Illinois University

Discussant: John Robinson, Viterbo University



## Program Sessions

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### **FINANCE**

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

**Theme: Corporate Finance**

**Chair:** Kenneth C. Rakow, Saint Xavier University

#### **Do Managers have Incentive to Provide Cash Flow**

##### **Forecasts Voluntarily?**

Monzurul Hoque, Saint Xavier University

Kenneth C. Rakow, Saint Xavier University

**Discussant:** Hui Di, Indiana University-Purdue University Fort Wayne

#### **Dividend Stability and Firm Characteristics**

John Consler, Le Moyne College

Greg M. Lepak, Le Moyne College

Susan F. Havranek, Le Moyne College

**Discussant:** Monzurul Hoque, Saint Xavier University

#### **Why Do Small Businesses Take On High Levels of External Loans?:**

##### **A Censored Quantile Regression Analysis**

Hui Di, Indiana University-Purdue University Fort Wayne

Steven Hanke, Indiana University-Purdue University Fort Wayne

**Discussant:** Susan F. Havranek, Le Moyne College

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### **FINANCE**

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

**Theme: Real Estate**

**Chair:** Nadia Shuayto, Lawrence Technological University

#### **An Empirical Study of a Franchise Location Model**

John Stephens, University of Michigan-Flint

Nadia Shuayto, Lawrence Technology University

**Discussant:** Olgun Fuat Sahin, Minnesota State University-Moorhead

#### **Factors Associated with the Residential Housing Value**

Askar Choudhury, Illinois State University

**Discussant:** John Stephens, University of Michigan-Flint

Thursday, March 29, 2012

**Effects of Monthly Dividend Payments: Case of Realty Income Corporation**

Olgun Fuat Sahin, Minnesota State University-Moorhead

Discussant: Askar Choudhury, Illinois State University

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**INFORMATION SYSTEMS**

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

**Theme:** **IS Curriculum, Tools, and Techniques**

**Chair:** Jennifer Williams, University of Southern Indiana

**Discussant:** John L. Stedl, Chicago State University

**Introducing Big Data into the Information Systems Curriculum**

Steven Morris, Middle Tennessee State University

Carlos Coronel, Middle Tennessee State University

**Personal Productivity Tools in the IS Curriculum**

Jennifer Williams, University of Southern Indiana

Kenny Shemroske, University of Southern Indiana

Sharlett Gillard, University of Southern Indiana

**How to Tell the Truth with Statistics: Cause and Effect**

John L. Stedl, Chicago State University

**Service-Oriented Architecture Quality Assurance Certification:**

**A New Approach**

Ali Salehnia, South Dakota State University

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**INTERNATIONAL BUSINESS**

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

**Student Track**

**Co-Chairs:** Etienne Musonera, Mercer University

Uday Tate, Marshall University

David Boggs, Eastern Illinois University

**The Challenge of Online Academics: How to Achieve and effective Balance**

Shefali Ray, MBA student, Marshall University



## Program Sessions

### **Discrepancies in Entrepreneurship Ratings: A Search for Answers in Costa Rica, The Dominican Republic and Panama**

Daniel Thurston, Eastern Illinois University

Kaylee Hackney, Eastern Illinois University

### **Foreign Investment Opportunities Booming in Africa**

Blen Ayele, Bowling Green State University

Madison Marie Carlson, Bowling Green State University

Jennifer Shepherd, Bowling Green State University

Hillary Rennecker, Bowling Green State University

Emily Corts, Bowling Green State University

Lauren Simon, Bowling Green State University

### **POMDP Applications in e-Commerce**

Ashwini Gokhale, Massachusetts Institute of Technology

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## **LEGAL STUDIES**

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

**Theme: Various Legal Topics**

**Chair: Daniel Botz, Kansas State University**

### **Income Inequality: Is the Women's Movement Responsible?**

Carson Varner, Illinois State University

Katrin C. Varner, Illinois State University

### **The Progression of Attorney Advertising**

Horace E. Johns, Middle Tennessee State University

Deede Wang, Vanderbilt University

### **Legal Right of Mentally and Emotionally Disabled Persons to Keep Companion Animals in Apartments and Condominiums**

Mary T. Washington, University of Maryland University College

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## **LEGAL STUDIES**

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

**Theme: Disability and Education Law**

**Chair: Elizabeth A. Cameron, Alma College**



Thursday, March 29, 2012

**Alert: Be On the Lookout for Protective Orders in the Educational Setting**

Catherine D. Hoot, Thomas M. Cooley Law School

Tanya M. Marcum, Bradley University

**Accommodating Students with Learning Disabilities in Higher Education—Qualifications and Extent of Academic Accommodations**

Elizabeth A. Cameron, Alma College

Dawn R. Swink, University of St. Thomas

**A House Divided: The Incompatible Positions of the Centers for Disease Control and the Equal Employment Opportunity Commission on Obesity as a Disability**

Kent Kauffman, Indiana University-Purdue University Fort Wayne

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**MANAGEMENT**

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

**Theme: Panel VII: Best Practices for Course and Student Assessment Ratings in an Online Environment**

**Organizer:** Debra Hunter, Troy University

**Presenters:** Julia Teahen, Baker College  
Paul Leavens, Linfield College  
Michele Govekar, Ohio Northern University  
Regina Greenwood, Nova Southeastern University  
Valerie Wallingford, Bemidji State University

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**MANAGEMENT**

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

**Theme: Leadership and General Management Strategy**

**Chair:** William Livingston, Baker College

**Discussant:** Michael Levas, Carroll University



## Program Sessions

### **Letting Go of Structure: Explaining Alliance and Network Performance through the Flux of Organizing**

Heidi Tuominen, Lappeenranta University-Finland

Iiro Jussila, Lappeenranta University-Finland

Graham Brown, University of British Columbia

Pasi Tuominen, Lappeenranta University-Finland

### *Leadership and Leading Track Award*

#### **Strategic Leadership of the Political Environment of the Business**

#### **Firm: The Relationship of Environment/Organization and Performance**

Robert Moussetis, North Central College

Thomas Cavenagh, North Central College

Brian Hanlon, North Central College

### *General Management Track Award*

#### **The Relationship between Patient-Centered Medical Homes (PCMH) and Supply Chains**

Richard Crandall, Appalachian State University

William Rick Crandall, University of North Carolina at Pembroke

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## **MANAGEMENT**

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

**Theme: Teaching Innovations and Challenges**

**Chair:** Kenneth Heischmidt, Southeast Missouri State University

**Discussant:** Richard Sebastian, St. Cloud State University

### **Teaching Idea Mapping in Principles of Management**

Tim Schweizer, Luther College

### **L.O.V.E.: An Available Management Model**

Georgia Lee Eshelman, Malone University

### **Challenges of Teaching Sustainability in Education of Management**

Maria Lai-Ling Lam, Malone University

Martha Cook, Malone University

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**MARKETING**

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

**Theme: Social Responsibility, Sustainability, Ethics,  
and Students**

**Chair:** Zinaida Taran, Pennsylvania State University-Harrisburg

**Panelists:** Douglas Friedman, East Stroudsburg University  
Shannon Peterson, Utah State University

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**MARKETING**

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

**Theme: The Curriculum of the Future—Insight and Ideas**

**Chair:** Lori Lohman, Augsburg College

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

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**MARKETING**

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

**Theme: Marketing Research and Measurement Issues**

**Chair:** Beverlee B. Anderson, California State University-  
San Marcos

**Is Marketing to Individuals Targeting Segments of One?**

Neil Bendle, University of Western Ontario

**"No Opinion" Strategy in Survey Research**

Junhong Min, Michigan Technological University

Madhav N. Segal, Southern Illinois University-Edwardsville

M. Deniz Dalman, Ithaca College

**Plenty of Attitude: Comparing Measure of Attitude toward the Website**

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

John H. Summery, Southern Illinois University-Carbondale

Siva K. Balasubramanian, ITT

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## Program Sessions

### OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

**Theme:** Quantitative Modeling

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

#### **Business Model Mapping: A New Tool to Encourage Entrepreneurial Activity and Accelerate New Venture Creation**

John Leschke, University of Wisconsin-Stevens Point

#### **Part-Time Employee Scheduling at a University IT Support Call Center: A Goal Programming Approach**

Nicolette Johnson, Indiana University-Purdue University Fort Wayne

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

#### **Is It Business Process Reengineering, Corporate Reorganization or the Future of Things to Come?**

Luis A. Otero, Metropolitan Campus, Inter American University of Puerto Rico

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### THE EXHIBITOR SERIES

**1:30–2:45 p.m.**..... Lakeshore Boardroom, 10th Floor  
**McGraw-Hill/Irwin**

**Presenters:** Dean Karampelas, Marketing Manager  
Donielle Xu, Marketing Manager

Do you want to give your student's the tools they need, right when they need them? McGraw-Hill's LearnSmart adaptively assesses students' skill levels to determine which topics students have mastered and which require further practice. Then it delivers customized learning content based on their strengths and weakness. The result: students learn faster and more efficiently because they get the help they need, right when they need it—instead of getting stuck on lessons or being continually frustrated with stalled progress.

The powerful artificial intelligence powering LearnSmart allows educators to focus on advanced topics, application of material, and in-depth discussion in class, because LearnSmart has been shown to improve students' class and test preparation outside of the classroom.

Thursday, March 29, 2012

Please join us to see how the latest solutions within McGraw-Hill Connect can help solve the needs of both instructors and students alike.

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## **ACCOUNTING**

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

**Theme:**               **Esoteric Accounting Topics**

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

### **How Accounting Approaches Have Impacted the Reimbursement of Systems in Healthcare: A History and a Look to the Future**

Dena Lyst Davis, Indiana University-Purdue University Fort Wayne

Stan Davis, Indiana University-Purdue University Fort Wayne

George Schmelzle, Missouri State University

### **Accounting Ethics Education: Inspirations from Buddhism**

Otto Chang, Indiana University-Purdue University Fort Wayne

Stan Davis, Indiana University-Purdue University Fort Wayne

Kent Kauffman, Indiana University-Purdue University Fort Wayne

### **The Virgin and the Dynamo: An Empirical Examination of Knowledge Creation in Academic Accounting**

Tim Fogarty, Case Western Reserve University

### **Registered Tax Return Preparers**

Larry Garrison, University of Missouri-Kansas City

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## **ACCOUNTING**

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

**Theme:**               **Issues in Accounting Education**

**Chair:**                Carol M. Jessup, University of Illinois-Springfield

### **The Career Drivers of Accounting Students**

Roberto Demagalhaes, University of North Dakota

Matthew Notbohm, University of North Dakota

Harold Wilde, University of North Dakota



## Program Sessions

### **A Synthesis of the Factors Affecting Accounting Performance**

Musa Darayseh, American University of Sharjah

Elaine Waples, Purdue University Calumet

### **Education and Experience Requirements to Become a CPA: Educators' Views**

Quinton Booker, Jackson State University

Bobbie Daniels, Jackson State University

Yvonne Ellis, Columbus State University

### **Student-Created Assignments in an Undergraduate Accounting Course**

Grace F. Johnson, Marietta College

Bethany McFarland, Marietta College

Rachel Worthington, Marietta College

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## **BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: National and Global Health Policy**

**Chair:** Muhiuddin Haider, University of Maryland

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

### **International Health Management Education: Phase II Findings, Results, and Implications**

Daniel J. West Jr., University of Scranton

Anthony C. Stanowski, ARAMARK Healthcare

S. Robert Hernandez, University of Alabama-Birmingham

Bernardo Ramirez, University of Central Florida

### **The Impact of the Millennium Development Goals in Argentina, Brazil, and Chile**

Jose D. Alicea-Rivera, University of Scranton

Daniel J. West Jr., University of Scranton

### **The Policies and Choices of Abortion**

Robert D. Fenstermacher, University of Scranton

Daniel J. West Jr., University of Scranton

Thursday, March 29, 2012

**Cuban Pharmacy in the Context of its Healthcare System:  
Transitioning Toward Pharmaceutical Care Practice**

Alina Martinez Sanchez, San Jorge University

J. Warren Salmon, University of Illinois

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**BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Quality of Life**

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

Discussant: William K. Willis, Clayton State University

**National Culture, Human Development, and Environmental Health: A  
Cross-National Analysis**

Avinandan Mukherjee, Montclair State University

Naz Onel, Montclair State University

**Fitness, Health, and Productivity**

Mansour Sharifzadeh, California Polytechnic State University

**Viewpoints on Elective Cosmetic Surgery: An Initial Inquiry into  
Consumption Practices from a Marketing Perspective**

Charles "Kirk" Moore, New Mexico State University

**What Are Ethically Acceptable Options in the Protests of Physicians'  
Trade Unions?**

Eva Grey, St. Elisabeth University of Medical and Social Sciences

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**BUSINESS ECONOMICS**

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

**Theme: Microeconomics**

Chair: Glenn Barnette, Gustavus Adolphus College

**Coordination Costs and Firm Boundaries: A Tale of Two Supply  
Chains in the Apparel Industry**

H. Scott Wallace, University of Wisconsin-Stevens Point

Brian Kench, University of Tampa

Barb Mihm, University of Wisconsin-Stevens Point



## Program Sessions

### **Bad Job, Happy Retirement? Job Characteristics and Retirement Satisfaction for Union and Non-Union Workers**

Kevin Neuman, University of Wisconsin-Stevens Point

### **Unbundle with Care: Tie-In Sales and Price Discrimination in the Media Rental Market**

Trevor Knox, Muhlenberg College

### **Firms' Responses to the Crisis of 2009**

Sean Murphy, Washington State University

Dan Friesner, North Dakota State University

Robert Rosenman, Washington State University

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## **BUSINESS, SOCIETY, AND GOVERNMENT**

**3:00–4:15 p.m.**..... 2nd Floor, Room 225

**Theme:**                **Supply and Demand**

**Chair:**                Ralph Bourret, Northwestern Oklahoma State University

### **The New Economy and the Unemployment Rate: Will It Ever Get Below 5% Again?**

Robert Howard, North Carolina A&T State University

Belinda Shipps, North Carolina A&T State University

### **Factors Influencing Demand for Olive Oil in German Restaurants: An Empirical Analysis of Away-from-home Markets**

Wei Zhou, Northwestern Oklahoma State University

Ronald Ward, University of Florida

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## **CASE RESEARCH**

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

**Theme:**                **Critical Incident/Embryo Case Review**

**Chair:**                Tomas Lopez-Pumarejo, City University of New York

**Discussant:**        Clifton D. Petty, Drury University



Thursday, March 29, 2012

**Scenes from a Restaurant: the Difficulty of Being Manager and Friend**

Kent Kauffman, Indiana University-Purdue University Fort Wayne

Eric Nelson, University of Central Missouri

David Baker, University of Central Missouri

Dory Hammond, University of Central Missouri

**Surf's Up but so is the Lease**

Timothy Redmer, Regent University

**From Netflix to Qwikster: Managing Transitions to Disruptive Technologies (Embryo Case)**

Patrick L. Schultz, University of North Dakota

Duane Helleloid, University of North Dakota

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**CASE RESEARCH**

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

**Theme: Writing Descriptive Cases**

Panelists: Kay Hodge, University of Nebraska-Kearney  
Leigh W. Cellucci, East Carolina University  
Leslie Korb, Georgian Court University  
Joe Thomas, Middle Tennessee State University

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**FINANCE**

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

**Theme: Global Finance**

Chair: Inayat U. Mangla, Western Michigan University

**Economic Factors and Exchange Rate Movements**

Janikan Supanvanij, St. Cloud State University

Discussant: Chu-Sheng Tai, Texas Southern University

**Are 1997 Asian Twin Crises Contagious**

Chu-Sheng Tai, Texas Southern University

Discussant: Jamshed Y. Uppal, Catholic University of America



## Program Sessions

### **Extreme Loss Risk and Contagion In Financial Turbulence—Evidence from Global Financial Crisis**

Jamshed Y. Uppal, Catholic University of America

Inayat U. Mangla, Western Michigan University

Discussant: Janikan Supanvanij, St. Cloud State University

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### **FINANCE**

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

**Theme:** **Investments and Portfolio Management**

**Chair:** Jamshid Mehran, Indiana University-South Bend

#### **Price Dependencies and Investors' Choice**

Jeong W. Lee, University of North Dakota

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

#### **Portfolio Allocation Using Free Cash Flows and Other Methods**

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

Mark Wrolstad, Winona State University

Discussant: Robert J. Balik, Western Michigan University

#### **Sustainable Cash Flows**

Robert J. Balik, Western Michigan University

Jamshid Mehran, Indiana University-South Bend

Discussant: Jeong W. Lee, University of North Dakota

#### **Changes in the Municipal Bond Market During and After the 2007-2009 Recession: The State and Local Government Debt Crisis in an Historical Perspective**

Jennifer D. Wright, Indiana University-Bloomington

Discussant: Mark A. Wrolstad, Winona State University

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### **FINANCE**

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

**Theme:** **Global Finance**

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

**Determinants of Sovereign Credit Risk**

G. N. Naidu, Illinois State University

Askar Choudhury, Illinois State University

Discussant: Jin Park, Indiana State University

**Debt Crisis and Islamic Interest Free Banking**

Monzurul Hoque, Saint Xavier University

Discussant: G. N. Naidu, Illinois State University

**The Impact of Reinsurance Utilization on Price and Return:  
Evidence from the U.S. Property/Liability Insurance**

Jin Park, Indiana State University

B. Paul Choi, Howard University

Chialing Ho, Feng Chia University-Taiwan

Discussant: Monzurul Hoque, Saint Xavier University

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**FINANCE**

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

**Theme: Corporate Finance**

**Chair:** Stephen G. Morrisette, University of St. Francis

**Panel**

**Discussion: Boardroom Conflict Resolution: Learning from  
the Banking Crisis**

**Facilitator:** Stephen G. Morrisette, University of St. Francis

**Panelists:** Shep Pryor, Taylor Capital Group  
Masud Arjmand, Northwestern University  
Nancy McKenna, University of St. Francis

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**INFORMATION SYSTEMS**

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

**Theme: Computer and People**

**Chair:** Margaret O'Connor, Bloomsburg University  
of Pennsylvania

**Discussant:** Sudhir Chawla, Angelo State University



## Program Sessions

### **Mobile Computing: Trends and Security Issues**

Yunus Kathawala, Gulf University of Science and Technology, Kuwait

Dan Khanna, Angelo State University

Sudhir Chawla, Angelo State University

### **The Use of Cell Phones at Night and Whether or Not it Affects Communication, Well-Being, and Productivity**

Margaret O'Connor, Bloomsburg University of Pennsylvania

Douglass Rubendall, Bloomsburg University of Pennsylvania

Patricia Policelli, Bloomsburg University of Pennsylvania

### **Workplace Bullying in the Information Age**

Roosevelt Martin, Chicago State University

### **Students' Perceptions of Facebook Usage in Graduate Business Education**

Pradeep Nareddy, Purdue University Calumet

Casimir C. Barczyk, Purdue University Calumet

Doris G. Duncan, California State University-East Bay

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## **INTERNATIONAL BUSINESS**

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

**Theme: The Impact of Institutional Environments on IB**

**Chair: Juan Meraz, Missouri State University**

### **The Geography of Business: How Politics Influence International Business**

Robert Moussetis, North Central College

George Nakos, Clayton State University

Ali Abu Rahma, Abu Dhabi University, UAE

**Discussant: Navid Sabbaghi, Illinois Institute of Technology**

### **The Influence of the Islamic Profit and Loss Sharing Scheme on Return from Investment and Deposit Accounts: An Empirical Study**

David K. Ding, Massey University, New Zealand

Ramin Cooper Maysami, University of North Carolina at Pembroke

Charlie Charoenwong, Nanyang Technological University, Singapore

**Discussant: Wendy Klepetar, College of St. Benedict,  
St. John's University**

Thursday, March 29, 2012

**Impact of ISO 9000 Certification on Organizations:**

**A Comparative Study**

C. P. Kartha, University of Michigan-Flint

Discussant: Shiv K. Gupta, University of Findlay

**Entrepreneurial Activity in Japan, China, and the U.S.**

Chikako Usui, University of Missouri-St. Louis

Richard A. Colignon, Saint Louis University

Discussant: John E. Spillan, University of North Carolina at Pembroke

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**MANAGEMENT**

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

**Theme: Panel VIII: Student Readiness for Online Courses**

**Chair:** Robert Allen, Lindenwood University

**Presenters:** Summer E. Zwanziger-Elsinger, Upper Iowa University  
Redmond Humphery, Upper Iowa University  
C. R. Marshall, University of Wisconsin-Stevens Point  
Gary Mullins, University of Wisconsin-Stevens Point  
Michael Marzano, Lindenwood University

**MANAGEMENT**

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

**Theme: Learning in an On-Line Environment**

**Chair:** Sharon Kendrick, Methodist University

**Discussant:** Regina Greenwood, Nova Southeastern University

*Distinguished Paper on Conference Theme Award*

**Building Learning Communities Utilizing Team-Based Learning in an Online Environment**

Mary DuBois, Bemidji State University

Gyongyi Konyu-Fogel, Bemidji State University

Valerie Wallingford, Bemidji State University

**Dark Matters: Online Academics and Organizational Dynamics**

Constance Savage, Ashland University



## Program Sessions

### MANAGEMENT

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

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

**Organizer:** Jane Schmidt-Wilk, Maharishi University of Management

**Presenters:** J. B. (Ben) Arbaugh, University of Wisconsin-Oshkosh  
Anne Reilly, Loyola of Chicago  
Robert Rubin, DePaul University  
Mary Ann Hazen, University of Detroit Mercy

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### MARKETING

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

**Theme: Supply Chain and B2B Issues**

**Chair:** Ursula Sullivan, Northern Illinois University

#### **Investigating Driver Control Practices from the Perspective of the Driver**

Jeremy Logan Jones, University of Mississippi  
John E. Mello, Arkansas State University  
C. Shane Hunt, Arkansas State University

#### **A Delivery Performance Model for Multi-Stage Supply Chains**

Alfred L. Guiffrida, Kent State University  
Steven A. Lewis, Indiana University-Purdue University Fort Wayne  
Michael J. Messina, Gannon University  
John F. Wellington, Indiana University-Purdue University Fort Wayne

#### **Logistics Customer Service Failure Effects on Consumer Brand Perceptions**

Bengü Sevil Oflaç, Izmir University of Economics  
Ursula Sullivan, Northern Illinois University

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**MARKETING**

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

**Theme:                    Making Connections for Research Collaboration  
                                 (a.k.a. Research Speed Dating)**

**Chairs:**                    Suzanne A. Nasco, Southern Illinois University  
                                 Mandeep Singh, Western Illinois University

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**MARKETING**

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

**Theme:                    Consumer Considerations in Social Media**

**Chair:**                    Michael J. Messina, Gannon University

**Adoption of Social Media by Fast-Growing Companies: Innovation  
Among the Inc. 500**

Nora Ganim Barnes, University of Massachusetts-Dartmouth

Stephanie Jacobsen, University of Massachusetts-Dartmouth

**Consumer Vigilantes in Social Media: the Good, the Bad, and the Ugly**

Haithem Zourrig, Nipissing University

**Internet Addiction, Interpersonal Orientation, and Social Media:  
Implications for Marketers**

Christina Manning, Siena College

Raj Devasagayam, Siena College

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**MARKETING**

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

**Theme:                    Organizing and Maintaining Successful Internship  
                                 Relationships**

**Chair:**                    Stacey Hills, Utah State University

Krystn Clark, Utah State University

Stacey Hills, Utah State University

Craig Pickett, O'Neal Flat Rolled Metals/MetalWest

Rick Williams, O'Neal Flat Rolled Metals/MetalWest

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## Program Sessions

### **OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

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

**Theme:**                    **Quality Issues**

**Chair:**                    Edward M. Knod Jr., Western Illinois University

#### **The Role of Quality Improvement Teams and their Contributions to Improved Quality**

Gideon Falk, Purdue University Calumet

Danny Galin, Lander Institute, Jerusalem Academic Center

Casimir C. Barczyk, Purdue University Calumet

#### **Using NABC to Teach the Development of Value Propositions**

Andrew Borchers, Lipscomb University

#### **The 2011 ASQ Future of Quality Study: Open Discussion on Content, Relevance, and Application**

Edward M. Knod Jr., Western Illinois University

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### **THE EXHIBITOR SERIES**

**3:00–4:15 p.m.**..... Lakeshore Boardroom, 10th Floor  
**Cengage Learning**

**Presenters:**            Lisa Lysne, Marketing Director

Julie Zak, Digital Solutions Manager

We know that today's business educators are tasked with improving and assessing written communication and critical thinking skills. How do you achieve these goals in your course and what is your current method for assessing written communication skills?

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Please join us to learn how the latest technology solution from Cengage Learning not only scores student writing instantly and accurately, but also provides detailed revision goals and detailed feedback to help students improve!



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**MBAA INTERNATIONAL**

**4:20-5:30 p.m..... Drake Room, Main Level**

**Annual Business Meeting**

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

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**"FUN NIGHT" – Chicago Blues Revue**

**8:00 p.m. ....Grand Ballroom**

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**MBAA INTERNATIONAL HOSPITALITY SUITE**

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

# Call for papers



## American Journal of Business

Applying Research to Practice



**Editor-in-Chief:** Dr Ashok Gupta, Ohio University

**Review process:** Double blind peer review

**Established:** 1986

**Frequency:** 2 issues per volume

**ISSN:** 1935-5181

**Volume:** 27, 2012

### Editorial objectives:

The *American Journal of Business* provides an effective medium for academics and practitioners to share and discuss key business developments and issues. The Journal's audience is the business community – both academic and practitioner. It is the intent of the Journal to publish articles aimed at improving business practices or enhancing instructional efforts through application, transfer and interpretation of knowledge. The Journal publishes discipline-based scholarship and welcomes contributions that apply research to practice.

### Coverage of the journal:

The coverage of the journal includes, but is not limited to:

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- Business Education
- Business Law
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Research you can use

# Friday, March 30, 2012

## **BUSINESS ECONOMICS**

**7:00–8:00 a.m.** ..... 9th Floor, Room 925  
**Annual Business Meeting**

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## **ACCOUNTING**

**7:30–9:15 a.m.** ..... Club International, Drake Hotel Main Level  
**Breakfast, Speaker, and Annual Business Meeting (Ticket Required)**

Presiding: Jack Elfrink, Western Illinois University  
President, North American Accounting Society

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## **BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Nursing Administration**

Chair: Scott J. Saccomano, Herbert H. Lehman College

Discussant: Mansour Sharifzadeh, Cal Poly State University

**Motivational Factors and Barriers Related to Saudi Arabian Nurses’  
Pursuit of a Bachelor’s in Nursing Science Degree**

Majed Alamri, Ministry of Higher Education, Saudi Arabia

**Violence Among Health Care Workers: From Awareness to Action**

Nashat Zuraikat, Indiana University of Pennsylvania, King Saud University

**Strategic Planning in Academic Nursing Education: The Road Toward  
Excellence in Saudi Arabia**

Adel S. Bashatah, King Saud University

Hanan A. Ezzat Alkorashy, King Saud University

**Evidence-Based Practice Barriers in Saudi Arabia**

Majed Alamri, Ministry of Higher Education, Saudi Arabia

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## Program Sessions

### **BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme:**                   **Global Health and Social Justice**

**Chair:**                   Steven J. Szydlowski, University of Scranton

**Discussant:**           Robert J. Spinelli, University of Scranton

#### **System of Geriatric Care in Slovakia**

Ivan Bartošovič, St. Elisabeth University of Health and Social Sciences

#### **A Preliminary Study on Long-Term Care in China: The Consumers' Perspective**

Qiu Fang, Clayton State University

Deborah Gritzmacher, Clayton State University

Ronald Fuqua, Clayton State University

#### **Evaluation of the University Education in the Social Work Field of Study and Alumni Program Concept**

Milan Schavel, St. Elizabeth University of Health and Social Sciences

Miloslav Hettes, St. Elizabeth University of Health and Social Sciences

#### **Expected Fertility, Marriage, and Religiosity in Slovakia**

Jozef Matulník, St. Elizabeth University of Health and Social Sciences

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### **BUSINESS ECONOMICS**

**8:00–9:15 a.m.**.....**9th Floor, Room 925**

**Theme:**                   **Panel Session**

**Chair:**                   Shiv K. Gupta, University of Findlay

#### **Impact of Changing Demographics in the Economy**

**Panelists:**           Shiv K. Gupta, University of Findlay

Archana Devi Shivarasi, University of Findlay

Ashok Gorrepati, University of Findlay

Teja Vaddiraj, University of Findlay

Roshini Durga Paruchuri, University of Findlay

Friday, March 30, 2012

## **BUSINESS, SOCIETY, AND GOVERNMENT**

**8:00–9:15 a.m.**..... 2nd Floor, Room 225

**Theme:**                **Educating 101**

**Chair:**                Wei Zhou, Northwestern Oklahoma State University

### **Should BUS 101 Be Included within the General Education**

#### **Curriculum?**

Don Yates, Louisiana State University - Alexandria

### **Graduate Learning Support Modules: An Online Roadmap for Adult Learner Success**

Kelly A. Trusty, Trine University

Julia Jordanich, Trine University

Cherie Ditto, Trine University

### **Telecommuting – Alternative Work Schedule for Faculty in the Digital Age**

Lee Weyant, Kutztown University

Steven Palmer, Northwestern Oklahoma State University

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## **CASE RESEARCH**

**8:00–9:15 a.m.**..... 8th Floor, Room 825

**Theme:**                **Teaching with Cases in the Online Learning Environment**

**Panelists:**            Fredricka F. Joyner, Indiana University East

David Frantz, Indiana University East

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## **CASE RESEARCH**

**8:00–9:15 a.m.**..... 8th Floor, Room 829

**Topic:**                **Integrating Case Methods in Online and Hybrid Professional Graduate Education: Interdisciplinary Perspectives**

**Panelists:**            Brent Bowen, Purdue University-Airport

Erin Bowen, Purdue University-Airport

Thomas Carney, Purdue University-Airport

Allen Hamilton

Mitchell Springer, Purdue University-Airport



## Program Sessions

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### CASE RESEARCH

**8:00–9:15 a.m. .... Ben Marshall Boardroom, 1st floor**

**Theme: Critical Incidents: Management/Marketing**

**Chair:** Roy Cook, Fort Lewis College

**Discussant:** Mike Stellern, Rockhurst University

#### **Motivator's Dilemma**

Anthony J. Mento, Loyola University Maryland

Elizabeth H. Jones, Notre Dame of Maryland University

#### **Revenflo: How to Increase Revenues when at Capacity?**

Cara Peters, Winthrop University

Stephen Dannelly, Winthrop University

James McKim, Winthrop University

#### **What Can the Big Banks Do to Attract Customers from Credit Unions?**

Nanette C. Clinch, San José State University

Asbjorn Osland, San José State University

Marco Pagani, San José State University

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### FINANCE

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

**Theme: Corporate Finance**

**Chair:** Lalatendu Misra, Indiana University-South Bend

#### **Foreign Capital Issuance by Indian firms: An Analysis of the Domestic Stock Price**

Alex Meisami, Indiana University-South Bend

Lalatendu Misra, University of Texas-San Antonio

**Discussant:** Ian Glew, Memorial University

#### **Income Trusts in Canada: Value Loss from the Change in SIFT Taxation**

Ian Glew, Memorial University

**Discussant:** Muhammad Ishfaq Ahmad, The University of Lahore

Friday, March 30, 2012

**Risk Perceptions Of Mutual Funds – Evidence From An Experimental Approach**

Nalinaksha Bhattacharyya, University of Alaska Anchorage

Bruce Huhmann, New Mexico State University

Sridhar Samu, Indian School of Business (India)

Discussant: Lalatendu Misra, University of Texas-San Antonio

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**FINANCE**

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

**Theme: Investments and Portfolio Management**

Chair: Mahfuzul Haque, Indiana State University

**Does It Pay to Invest in Debt-Free Firms During Recessions?**

Tarek Saad Zaher, Indiana State University

Mahfuzul Haque, Indiana State University

Discussant: Anthony Loviscek, Seton Hall University

**Volatility, Distress Risk, and the Cross-Section of Returns**

Omid Sabbaghi, University of Detroit Mercy

Discussant: Tarek Saad Zaher, Indiana State University

**The Impact of the Global Financial Crisis on Firm-Level Risk of the S&P 500**

Anthony Loviscek, Seton Hall University

Elven Riley, Seton Hall University

Discussant: Omid Sabbaghi, University of Detroit Mercy

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**FINANCE**

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

**Theme: Corporate Finance**

Chair: Kenneth Janson, Northern Michigan University

**A Comparison of Peer and Instructor Assessments of Finance Case Presentations**

Roger J. Best, University of Central Missouri

Discussant: Hilil Kaya, Eastern Kentucky University



## Program Sessions

### **P/E and M/B Ratios—A Reminder of what They Are All About, and what the Implications Are for Equity Analysis**

Charles Rayhorn, Northern Michigan University

Kenneth Janson, Northern Michigan University

Discussant: Roger J. Best, University of Central Missouri

### **Interest Rates and the Timing of Initial Public Offerings**

Hilil Kaya, Eastern Kentucky University

Discussant: Charles Rayhorn, Northern Michigan University

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## **FINANCE**

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

**Theme:** Risk Management and Insurance

**Chair:** Alex Faseruk, Memorial University

### **Strategic Risk, Risk Perception, and Risk Behavior: A Meta-Analysis**

Thomas Cooper, Memorial University

Alex Faseruk, Memorial University

Discussant: Don T. Johnson, Western Illinois University

### **Top Insurance Papers: Do They Communicate?**

Don T. Johnson, Western Illinois University

Zhiqiang Yan, Western Illinois University

Discussant: Thomas Cooper, Memorial University

### **A Review of BASEL III: A New Environment for International Banks—Research Questions Emerging**

Thomas Cooper, Memorial University

Johanna Smith, Memorial University

Alex Faseruk, Memorial University

Discussant: Zhiqiang Yan, Western Illinois University

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## **INFORMATION SYSTEMS**

**8:00–9:15 a.m.** ..... 9th Floor, Room 950

**SAIS Annual Business Meeting**

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Friday, March 30, 2012

## **INTERNATIONAL BUSINESS**

**8:00–9:15 a.m.**..... Drake Room, Main Level  
**Academy of International Business–Midwest Region**  
**Business Meeting**

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## **INTERNATIONAL BUSINESS**

**8:00–9:15 a.m.**..... Marquette Room, Main Level  
**Panel:**                   **Opportunities in Mexico**  
**Panelists:**           Angel Cano Garza, President, Universidad Latina–UNILA  
                          Rosemary Maroun, International Coordinator,  
                                  Secretaria de Educacion, State of Jalisco  
                          Rene Coronado, Special Assistant,  
                                  Secretaria de Educacion, State of Jalisco

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## **LEGAL STUDIES**

**8:00–9:15 a.m.**..... 6th Floor, Room 625  
**Theme:**               **Employment Law**  
**Chair:**                Catherine E. Jorgens, Carroll University

**Facebook Meets the NLRB: Employee Online Postings and Unfair Labor Practices**  
Robert D. Sprague, University of Wyoming

**Restrictions in Executive Employment Contracts**  
Norman D. Bishara, University of Michigan

**Current Trends in Student Employment**  
Catherine E. Jorgens, Carroll University

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## **LEGAL STUDIES**

**8:00–9:15 a.m.**..... 6th Floor, Room 629  
**Theme:**               **Business Organizations**  
**Chair:**                Tanya M. Marcum, Bradley University



## Program Sessions

### **Do Firms Recognize a Fiduciary Duty to Stakeholders? Evidence from Firm Proxy Statements**

Paul H. Robinson, Viterbo University

### **The Value of Goodwill**

Mary Noe, St. John's University

### **In Search of a Unique Identity: The L3C and Social Branding**

Eden S. Blair, Bradley University

Tanya M. Marcum, Bradley University

### **Arbitration Seesaw:..... Federal Act Preempts General Law Thereby Restricting Judicial Review**

Tanya M. Marcum, Bradley University

Elizabeth A. Campbell, Central Michigan University

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## **MANAGEMENT**

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

Chair: Carolyn Wiley, Roosevelt University

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## **MARKETING**

**8:00–9:15 a.m. .... French Room, Lower East Mezzanine**  
**Theme: Facilitating Student Achievement in the Google**  
**Online Marketing Challenge (Workshop)**

Chair: Theresa Clarke, James Madison University

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## **MARKETING**

**8:00–9:15 a.m. .... Walton I Room, Lower East Mezzanine**  
**Theme: Consumer/Product Interactions**

Chair: Paulette K. Edmunds, Elizabeth City State University

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**A Brand New World: The Brand Recall Index Among Millenials**

Vijaykumar Krishnan, Northern Illinois University

Ursula Sullivan, Northern Illinois University

Timothy W. Aurand, Northern Illinois University

**Examining Consumers' Relationships with Fashion Brands  
and Electronic Brands**

Nicole Kirpalani, LIM College

Susan C. Baxter, LIM College

**Viewer Perception of Product Placement in Comedic Movies**

Michelle Rovella, California State University-Fresno

Susan Geringer, California State University-Fresno

Rudy Sanchez, California State University-Fresno

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**MARKETING**

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

**Theme: Projects in the Marketing Classroom**

**Chair: Smita Kulkarni, University of Miami**

**Students' Perceptions of Client-Based Projects: Do They Improve  
Critical Business Skills?**

Mary Galvan, North Central College

**Client-financed Projects: A Study of the Perceptions of Marketing  
Faculty at AACSB Accredited Schools**

Michael E. King, Saginaw Valley State University

Gary L. Clark, Saginaw Valley State University

Iksu Jurn, Saginaw Valley State University

**Improving Group Work by Teaching Group Skills**

Lawrence Hamer, DePaul University

Robert D. O'Keefe, DePaul University



## Program Sessions

### OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

**8:00–9:15 a.m.**.....Huron Room, Upper West Mezzanine  
**OMEA Annual Business Awards Breakfast (Ticket Required)**

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### THE EXHIBITOR SERIES

**8:00–9:15 a.m.**.....Lakeshore Boardroom, 10th Floor  
**McGraw-Hill/Irwin**

**Presenters:** Dean Karampelas, Marketing Manager  
Donielle Xu, Marketing Manager

Do you want to give your student's the tools they need, right when they need them? McGraw-Hill's LearnSmart adaptively assesses students' skill levels to determine which topics students have mastered and which require further practice. Then it delivers customized learning content based on their strengths and weakness. The result: students learn faster and more efficiently because they get the help they need, right when they need it—instead of getting stuck on lessons or being continually frustrated with stalled progress.

The powerful artificial intelligence powering LearnSmart allows educators to focus on advanced topics, application of material, and in-depth discussion in class, because LearnSmart has been shown to improve students' class and test preparation outside of the classroom.

Please join us to see how the latest solutions within McGraw-Hill Connect can help solve the needs of both instructors and students alike.

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### ACCOUNTING

**9:30–10:45 a.m.**..... 4th floor, Room 425

#### **Panel**

**Discussion:** Case Writing in Accounting

**Moderator:** Janet Papiernik, Indiana University-Purdue University  
Fort Wayne

**Panelists:** Eric Nelson, University of Central Missouri  
George Schmelzle, Missouri State University  
Kent Kauffman, Indiana University-Purdue University  
Fort Wayne

## **ACCOUNTING**

**9:30–10:45 a.m.** ..... 4th floor, Room 429

**Theme:**                **Various Topics in Accounting Education**

**Chair:**                Jack Elfrink, Western Illinois University

### **A New Method of Teaching Financial Accounting**

Julie Evans, University of Wisconsin Colleges

Matthew Raunio, University of Wisconsin Colleges

### **Suzuki and Quick Books for Introductory Knowledge Acquisition**

Julie Evans, University of Wisconsin Colleges

### **Developing a Registered CFP Program**

Jack Elfrink, Western Illinois University

John Drea, Western Illinois University

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## **BUSINESS AND HEALTH ADMINISTRATION**

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

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

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

**Discussant:**        John J. Newhouse, St. Joseph's University

### **The Prescription Drug Marketing Act of 1987: Consumer Protection or Restraint of Trade?**

Gene C. Wunder, Washburn University

### **Determinants of Patient Satisfaction with Pharmaceutical Services – Comparison between Multiple Pharmacy Format**

Archana Kumar, Montclair State University

John McGinnis, Montclair State University

Avinandan Mukherjee, Montclair State University

### **Strategic Positioning of Big Pharma in Pharmerging Markets**

Isaac Wanasika, University of Northern Colorado



## Program Sessions

### **Social Service Management for Homeless People in Capital City of Slovakia and Their Surroundings**

Andrej Matel, St. Elisabeth University  
Jozef Zuffa, St. Elisabeth University  
Tibor Roman, St. Elisabeth University  
Maria Romanova, St. Elisabeth University  
Jaroslava Polonova, St. Elisabeth University  
Robert Kovac, St. Elisabeth University  
Terezia Dudasova, St. Elisabeth University  
Maria Stepanovska, St. Elisabeth University  
Peter Kadlecik, St. Elisabeth University

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### **BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Malnutrition as a Global Health Problem**

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

**Discussant:** Ahmet "Ozzie" Ozturk, Marshall University  
School of Medicine

### **Organisation and Management of Antimalnutrition Programmes in Kenya**

Vladimir Krcmery, St. Elisabeth University  
Dadline Kisundi, St. Elisabeth University  
Jaroslava Sokolová, St. Elisabeth University  
Victor Namulanda, St. Elisabeth University  
Ann Nageudo, St. Elisabeth University  
Nada Kulková, St. Elisabeth University  
Daria Pecháčová, St. Elisabeth University  
Mario Jančovič, St. Elisabeth University  
Alexandra Mamová, St. Elisabeth University  
Petra Stulerovala, St. Elisabeth University  
Anna Porazikova, St. Elisabeth University  
Sona Revicka, St. Elisabeth University  
Steve Szydlowsky, University of Scranton  
Daniel West, University of Scranton  
Petra Mikolasova, St. Elisabeth University

**Management of Epidemic Famine in African Horn:**

**Experience from Ethiopia**

Marian Karvaj, St. Elisabeth University  
Petra Mikolasova, St. Elisabeth University  
Gertruda Mikolasova, St. Elisabeth University  
Kristina Pauerova, St. Elisabeth University  
Jaroslava Sokolová, St. Elisabeth University  
Vladimir Krcmery, St. Elisabeth University  
Steve Szydlowsky, St. Elisabeth University  
Nada Kulková, St. Elisabeth University

**Community-Based Interventions Against Protein-calorie Malnutrition:**

**Examples from Programme "Goat" in Sudan, Rwanda, and Burundi**

Milan Schavel, St. Elisabeth University  
Lucia Paskova, St. Elisabeth University  
Eva Misikova, St. Elisabeth University  
Michal Krcmery, St. Elisabeth University  
Alexandra Mamová, St. Elisabeth University  
Margareta Kacanyova, St. Elisabeth University  
Petra Mikulasova, St. Elisabeth University  
Renata Machalkova, St. Elisabeth University  
Ivan Duraj, St. Elisabeth University  
Andrea Bajcarova, St. Elisabeth University  
George Benca, St. Elisabeth University  
Jaroslava Sokolová, St. Elisabeth University  
Nada Kulková, St. Elisabeth University  
John Mutuku-Muli, St. Elisabeth University  
Andrej Matel, St. Elisabeth University  
Ivan Bartošovič, St. Elisabeth University  
Francis Mateicka, St. Elisabeth University  
Michael Olah, St. Elisabeth University

**The Activity of International Communities—World Bank, United Nations, WHO, etc.**

Steven J. Szydlowski, University of Scranton  
Daniel J. West Jr., University of Scranton

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## Program Sessions

### **BUSINESS AND HEALTH ADMINISTRATION**

**9:30-10:45 a.m.**.....Ontario Room, Upper West Mezzanine

**Theme:**               **Healthcare and Hospital Administration III**

**Chair:**                M. Scott Stegall, Clayton State University

**Discussant:**       Majed Alamri, Ministry of Higher Education, Saudi Arabia

#### **Avian and Pandemic Influenza (API) Beyond Control...It is Prevention!**

Muhiuddin Haider, University of Maryland

Jared Frank, University of Maryland

#### **Job Satisfaction and Retention in Clinical Care Nursing, Contributory Factors, the Effect on Patient Care Quality, and an Integrated Solution**

Ann D. Phillips, Clayton State University

#### **Establishing an Effective and Comprehensive Palliative Care Program in an Acute Hospital Setting**

Ebony A. Smalls, Clayton State University

#### **Physician Behaviors Critical to Accountable Care Organizations (ACO)**

Leanne Hedberg Carlson, Viterbo University

Lisa Wied, Viterbo University

Renee Fraser, Viterbo University

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### **BUSINESS ECONOMICS**

**9:30-10:45 a.m.**..... 9th Floor, Room 925

**Theme:**               **Macroeconomics**

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

#### **The Impact of Inflation Targeting on the Relationship Between Stock Returns and Inflation: New Evidence for Korea and Philippines**

Unro Lee, University of the Pacific



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**An Estimation of Early Exercise Premium on American Put Options:  
Quadratic Approximation of Fractional Black-Sholes Partial  
Differential Equation**

Sang Woo Heo, University of Southern Indiana

Jong Rhim, University of Southern Indiana

Peter Cashel-Cordo, University of Southern Indiana

**Foreign Direct Investment Flows: An Examination of Its Distribution  
Among Middle- and Low-Income Countries**

Gabriel Manrique, Fastenal Company and Winona State University

Val Vlad, Pennsylvania State University-Erie

Yanping Chong, Winona State University

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**BUSINESS, SOCIETY, AND GOVERNMENT**

**9:30–10:45 a.m. .... 2nd Floor, Room 225**

**Theme: Symposium: Managing Stress with Bio-Touch**

**Chair: Steven Palmer, Northwestern Oklahoma State University**

**Managing Stress with Bio-Touch: A Non-Invasive Tool for  
Achieving Balance**

Carole McKenzie, Northwestern Oklahoma State University

Grant D. Frownfelter, Northwestern Oklahoma State University

Sierra Elsey, Northwestern Oklahoma State University

Cindy Wood, Northwestern Oklahoma State University

Carrie Abbott, Northwestern Oklahoma State University

Meagan Allen, Northwestern Oklahoma State University

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**CASE RESEARCH**

**9:30–10:45 a.m. .... 8th Floor, Room 825**

**Theme: Critical Incident Review**

**Chair: Carol Rewers, Ferris State University**

**Discussant: John Vitton, University of North Dakota**

**Drinks to Die For**

C. Rae Foltz, Queens University of Charlotte

Bradley W. Brooks, Queens University of Charlotte

Steven M. Cox, Queens University of Charlotte



## Program Sessions

### **Am I Truly Self-Employed?**

John D. Veal Jr., Webster University

Gabriele Lingenfelter, Christopher Newport University

### **Barry Minkow Insider Trading Fraud**

Joseph T. Kastantin, University of Wisconsin-La Crosse

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## **CASE RESEARCH**

**9:30–10:45 a.m. .... 8th Floor, Room 829**

**Theme:                      Embryo Case Review**

**Chair:                      Chester Trybus, Ferris State University**

**Discussant:              Nanette C. Clinch, San Jose State University**

### **Midwest Youth Rowing Club: A Case of Financial Responsibility in a Transient-Member Nonprofit Organization**

Richard S. Sathe, University of St. Thomas

### **Reopening a Union Contract in a Bad Economy?**

Karen S. Markel, Oakland University

Lizabeth A. Barclay, Oakland University

### **Strategic Alignment for a Nonprofit Organization:**

#### **Boy Scouts of America-Area 2**

Tim Brotherton, Ferris State University

Craig Davis, Ohio University

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## **FINANCE**

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

**Theme:                      Financial Markets**

**Chair:                      Jamshed Y. Uppal, Catholic University of America**

### **The Impact of Operation Twist On the Financial Markets:**

#### **Is the Fed on the Right or Wrong Side?**

Inayat U. Mangla, Western Michigan University

Jamshed Y. Uppal, Catholic University of America

**Discussant:              Jinhu Qian, Le Moyne College**

Friday, March 30, 2012

**Risk, Return, and Income Mix at Commercial Banks:**

**Cross-Country Evidence**

Rifat Gorener, Roosevelt University

Sungho Choi, Chonnam National University, South Korea

Discussant: Inayat U. Mangla, Western Michigan University

**Market Quality and Information Known to Market Makers**

Jinhu Qian, Le Moyne College

Arman Kosedag, Berry College

Discussant: Rifat Gorener, Roosevelt University

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**FINANCE**

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

**Theme: Investments and Portfolio Management**

Chair: Timothy Peterson, Gustavus Adolphus College

**Sports and the Stock Market**

Srinivasan Sundaram, Ball State University

Discussant: Timothy Peterson, Gustavus Adolphus College

**Relationship Between Investment Returns with Selected Financial Variables and Risk**

Reza Rahgozar, University of Wisconsin-River Falls

Discussant: Srinivasan Sundaram, Ball State University

**An Examination of the Relationship Between the Economic Freedom Index Value and the Matching Country Specific Exchange Traded Fund Return**

Timothy Peterson, Gustavus Adolphus College

Discussant: Reza Rahgozar, University of Wisconsin-River Falls

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## Program Sessions

### FINANCE

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

**Theme: Corporate Finance**

**Chair:** Elaine Jones, University of Central Missouri

#### **The Impact of Business Conditions on Debt Financing Choice**

Hilil Kaya, Eastern Kentucky University

**Discussant:** Arthur J. Young, University of Central Missouri

#### **A Framework for Validating an M&A Deal Investment Thesis**

Stephen G. Morrisette, University of St. Francis

**Discussant:** Hilil Kaya, Eastern Kentucky University

#### **Financial Analysis of the Characteristics of Earnings Guidance of Retain Firms**

Arthur J. Young, University of Central Missouri

Elaine Jones, University of Central Missouri

Laurian Lytle, University of Central Missouri

**Discussant:** Stephen G. Morrisette, University of St. Francis

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### FINANCE

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

**Theme: Financial Markets**

**Chair:** Pamela D. Morris, Kaplan University

#### **A Panel Model of the Valuation of Bank Holding Companies**

Albert E. DePrince Jr., Middle Tennessee State University

Pamela D. Morris, Kaplan University

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

#### **An Anatomy of Stock Exchange Mergers with a Case Study of the LSE-TMX**

Alex Faseruk, Memorial University of Newfoundland

Patrick Phillips, Memorial University of Newfoundland

**Discussant:** Albert E. DePrince Jr., Middle Tennessee State University

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**Quantitative Easing and Bank Liquidity Creation:  
Evidence from Japan**

Elisabeta Pana, Illinois Wesleyan University

Discussant: Alex Faseruk, Memorial University of Newfoundland

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**INFORMATION SYSTEMS**

**9:30–10:45 a.m.** ..... 9th Floor, Room 950

**Theme:** Global Issues in Information System:  
Technoglobalization

**Chair:** Tsun Chow, Roosevelt University

**Discussant:** Jim Newtown, Baker College

**Evaluation of Mechanisms for Globalizing Information Systems  
Programs**

Anu Gokhale, Illinois State University

**No Passport Needed: Teaching Global Issues in Information Systems  
without Travelling Abroad**

Tsun Chow, Roosevelt University

**Medical Tourism**

Daniel Allen, Roosevelt University

**Intellectual Property—A Global Perspective**

Eleni Mastaka, Roosevelt University

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**INTERNATIONAL BUSINESS**

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

**Theme:** Business Education: Evidence from Foreign  
Countries

**Chair:** Paul Lane, Grand Valley State University



## Program Sessions

### **Business Education and Business Expectations in Morocco-Evidences from Internships**

Mahmoud M. Yasin, East Tennessee State University

Carlos F. Gomes, University of Coimbra

Sallem Koubida, Al Akhawayn University

Discussant: Juan Meraz, Missouri State University

### **The Students of La UNAN Managua: Teach and Learn**

Paul M. Lane, Grand Valley State University

Discussant: Kyle Coble, Saint Louis University

### **Measuring Impact of International Tours on Attitude toward Doing Business Globally: Part of Assessment of Learning in EMBA Programs**

Uday Tate, Marshall University

Richard J. Vaughan, University of St. Francis

Avinash Waikar, Southeastern Louisiana University

Discussant: Shiv K. Gupta, University of Findlay

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## **INTERNATIONAL BUSINESS**

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

**Theme: FDI and Its Impact**

Chair: John E. Spillan, University of North Carolina  
at Pembroke

### **Foreign Direct Investment Determinants in Rwanda**

Etienne Musonera, Mercer University

Bideri Ishuheri Nyamulinda, Independent Institute of Lay Adventists of Kigali

Jean Ngamije, Independent Institute of Lay Adventists of Kigali

Discussant: Amornat Thoumrungroje, Assumption University,  
Thailand

### **The Impact of Inward FDI on Indigenous New Firm Creation: Spatial and Sectoral Effects**

In Hyeock (Ian) Lee, Western Kentucky University

Eunsuk Hong, University of London

Discussant: Bernice S. Ameyedowo, Purdue University Calumet

Friday, March 30, 2012

**International Acquisitions by Indian Firms—Synergy, Agency, or Hubris?**

Suresh Singh, Northeastern Illinois University

Discussant: Bashar S. Gammoh, University of Toledo

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**LEGAL STUDIES**

**9:30–10:45 a.m.** ..... 6th Floor, Room 625

**Theme:** Teaching

**Chair:** Dexter Woods, Ohio Northern University

**Teaching Incapacity with Respect to Contracts: Why Haven't Texts had Minors Take a Back Seat (or even Get Out of the Car!) to Mental Incompetence?**

Molly Williams, Morningside College

**Constitutional Law in the Movies**

Richard J. Hunter Jr., Seton Hall University

**Pedagogical Pursuits with iPods, iPads, and iPhones: Teacher's Apples or Adam's Apples?**

Dexter Woods, Ohio Northern University

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**LEGAL STUDIES**

**9:30–10:45 a.m.** ..... 6th Floor, Room 629

**Theme:** Various Legal Topics

**Chair:** Daniel Botz, Kansas State University

**The U.S. Financial Regulation Reform Bill**

Wayne Saubert, Radford University

Dan Davidson, Radford University

**Financing A College Education – The Effect of Government Policies**

Lynn K. Saubert, Radford University

**Understanding Social Security Benefits**

Daniel Botz, Kansas State University



## Program Sessions

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### MANAGEMENT

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

**Theme: Research in Progress III**

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

**Workplace Spirituality and Organizational Performance:**

**A Test of Moderating Variables**

Andrew Borchers, Lipscomb University

Chuck Capps, Lipscomb University

**MBA and Undergraduate Business Students Perceptions of Online Courses: Experienced Online Students versus Students Who Have Not Taken Online Courses**

Kristin Holmberg-Wright, University of Wisconsin-Parkside

David Wright, University of Wisconsin-Parkside

**An Educator as a Contemplative Practitioner in Business Education**

Maria Lai-Ling Lam, Malone University

**Conflict Mode Predispositions: Research in Progress**

Frederick Segler, Viterbo University

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### MANAGEMENT

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

**Theme: Panel X: 101 Things to Know About Publishing**

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

**Presenters:** Regina Greenwood, Nova Southeastern University

Kenneth Thompson, DePaul University

Jann Freed, Central College

Carolyn Wiley, Roosevelt University

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Friday, March 30, 2012

**MARKETING**

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

**Theme: Global Marketing Strategy Challenges and  
Considerations**

**Chair:** Rama Yelkur, University of Wisconsin-Eau Claire

**The Challenge of Online Privacy to Global Marketers**

Hector R. Lozada, Seton Hall University

Garry H. Kritz, Seton Hall University

**Path Analysis Between International Risk and  
International Performance**

Hui Xu, Nankai University

Paul Dishman, Utah Valley University

Jing Guo, Nankai University

Hui-min Zou, Nankai University

**Temporal Patterns and Orientation: Cross-Cultural Differences  
of Importance to Marketers**

Beverlee B. Anderson, California State University-San Marcos

Camille Schuster, California State University-San Marcos

Glen H. Brodowsky, California State University-San Marcos

**Global Advertising Appeals—Testing the Effectiveness of  
Performance-Oriented Appeals in Four Countries**

Barbara Czarnecka, University of Bedfordshire

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**MARKETING**

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

**Theme: Organizing and Facilitating Short Term International  
Study Programs**

**Chair:** Kenneth Heischmidt, Southeast Missouri State University

**Panelists:** Kenneth Heischmidt, Southeast Missouri State University  
Peter Gordon, Southeast Missouri State University  
Fred Hoyt, Illinois Wesleyan University  
Joe Dobson, Western Illinois University

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## Program Sessions

### MARKETING

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

**Theme: Metrics for Entrepreneurs**

**Chair: Cheryl L. Buff, Siena College**

**Metrics for Innovation and Entrepreneurial Success:**

**A Study of Firm Performance in the South Florida Region**

Sarit J. Levy, University of Miami

**Examining the Use of Focus Groups in Economic  
Development Initiatives**

Oscar McKnight, Ashland University

Ronald Paugh, Ashland University

Brian Nestor, Ohio State University

Shawn Yambor, Ashland University

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### OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

**9:30–10:45 a.m. .... 7th floor, Room 725**

**Theme: Ethical Issues**

**Chair: Soni Simpson, Elmhurst College**

**Effects of Employees' Background on Perceived Organizational  
Justice: Managerial Implications**

Mussie Tessema, Winona State University

**Construct Development and Measurement of Indecisiveness**

Raed Elaydi, Roosevelt University

**Conscious Capitalism and Corporate Culture Innovating  
Industry Disruption: A Case Examination of Three Business  
Model Successes**

Soni Simpson, Elmhurst College

**THE EXHIBITOR SERIES**

**9:30–10:45 a.m. .... Lakeshore Boardroom, 10th Floor**  
**Interpretive Simulations**

Presenter: Michael Levin, Assistant Professor of Marketing,  
Otterbein University

**Improving Your Students' Experience with Interpretive Simulations**

Michael Levin discusses how he has designed his undergraduate and MBA courses to facilitate students' learning through Interpretive's family of simulations. Michael focuses on using *Country Manager* for international marketing (undergraduate), *New Shoes* for principles of marketing (undergraduate), and *StratSim Marketing* for MBA marketing. His presentation shows how cases and presentations can enhance and extend the simulation experience. Attendees are encouraged to share their experiences with simulations and to ask questions.

Michael A. Levin, Ph.D., joined Otterbein University as assistant professor of Marketing in 2008 after completing his Ph.D. in Marketing at Texas Tech University. He also holds an M.A. from the University of Iowa and a B.B.A. from the University of Oklahoma. Dr. Levin's expertise and scholarly interests include concepts related to resources, strategy, and competitive advantage. He has published in *Marketing Management Journal*, *Journal of Personal Sales and Sales Management*, and the *International Journal of Retail and Distribution Management*. Additionally, he has presented at national marketing as well as management conferences. In 2011, Dr. Levin won the competitive Cengage Pride/Ferrell Teaching Innovation Award.

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**ACCOUNTING**

**11:00 a.m.–12:15 p.m. .... 4th floor, Room 425**

**Theme: International Topics/Accounting Education**

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

**China Dual Degree Programs, Students' Perceptions of Academic Issues: The Experience of Accounting Students**

D'Arcy Becker, University of Wisconsin-Eau Claire

Ingrid Ulstad, University of Wisconsin-Eau Claire



## Program Sessions

### **Accounting Information in the Prospectus and Short-Run IPO Performance in Indonesia**

Tanweer Hasan, Roosevelt University  
Rafik Sekaryuni, Roosevelt University  
Rifat Gorener, Roosevelt University

### **Motivation and Distraction Factors Associated with Student Performance in Upper-Level Accounting Courses**

Mostafa M. Maksy, Kutztown University

### **Relevant Interperiod Tax Allocation**

Ken Stone, University of Central Missouri  
Jason Bergner, University of Central Missouri

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## **ACCOUNTING**

**11:00 a.m.–12:15 p.m. .... 4th floor, Room 429**

**Theme: Financial Accounting II**

**Chair:** Maggie Jorgenson, Concordia College

### **Securitization and Earnings Management**

Sara Aliabodi, Northeastern Illinois University

### **An Analysis of Tax Court Cases Relevant to Financial Planners**

Steven Hanke, Indiana University-Purdue University Fort Wayne  
Hui Di, Indiana University-Purdue University Fort Wayne  
Geraldyn Miller, Indiana University-Purdue University Fort Wayne

### **Conceptual Framework for Going Concern Decision Making**

Hong Chen, Northeastern Illinois University  
Chunwei Xian, Northeastern Illinois University

### **Understanding Transient Member Nonprofit Organizations**

Richard S. Sathe, University of St. Thomas

Friday, March 30, 2012

**BUSINESS AND HEALTH ADMINISTRATION**

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

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

**Chair:** Dennis Emmett, Marshall University

**Discussant:** Allen C. Minor, Misericordia University

**Financial Incentives: Pay for Performance (P4P) and the Effects with Chronically Ill Patients**

David Conley, Marshall University

Alberto Coustasse, Marshall University

**Increased Utilization of Direct Access to Physical Therapy:  
A Model for Reducing Healthcare Expenditures**

Adam W. Walker, Washburn University

Zach Frank, Washburn University

**The Affordable Care Act: Quality Requirements Despite Medicare Payment Reductions Means Significant Changes for Hospitals**

Stephanie Hill, University of Scranton

Robert J. Spinelli, University of Scranton

**Poison Pills in the Pharmaceutical Industry: Effects on Value, Governance, and Strategic Posture**

Isaac Wanasika, University of Northern Colorado

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**BUSINESS AND HEALTH ADMINISTRATION**

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

**Theme: Health and Wellness**

**Chair:** Yam Limbu, Montclair State University

**Discussant:** Naz Onel, Montclair State University

**Is Elective Cosmetic Surgery a Luxury? Applying Berry's "The Idea of Luxury" to Elective Cosmetic Surgery**

Charles "Kirk" Moore, New Mexico State University



## Program Sessions

### **Nutritional Provision in the Aurora Area: A Community-Participatory Effort**

Ileana Brooks, Aurora University

Robert Daugherty, Aurora University

### **Lifestyle Disease Triad: An empirical comparative assessment of the macro level predictors of Obesity, Diabetes, and Hypertension across the U.S. MSAs**

Vivek S. Natarajan, Lamar University

Avinandan Mukherjee, Montclair State University

Kabir Chandra Sen, Lamar University

### **Marketing implications for the Pharmaceutical Industry in Central in Eastern Europe: Generics, Research and Development**

Steven J. Szydlowski, University of Scranton

Robert Babela, University of Scranton

Amy M. Szydlowski, University of Scranton

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## **BUSINESS ECONOMICS**

**11:00 a.m.–12:15 p.m. .... 9th Floor, Room 925**

**Theme: Economics and the Academy**

**Chair: Joseph Horton, University of Central Arkansas**

### **An Econometric Approach to Optimizing Student Enrollment**

Charles Harrington, University of North Carolina at Pembroke

Timothy Schibik, University of Southern Indiana

### **Outsourcing of Professional Positions: Adjuncts to Online Programs**

David Dilts, Indiana University-Purdue University Fort Wayne

Hedayeh Samavati, Indiana University-Purdue University Fort Wayne

Myeong Kim, Indiana University-Purdue University Fort Wayne

### **Prelude to the Great Depression and the Great Recession: From Prosperity to Poverty**

Marcus Witcher, University of Central Arkansas

Joseph Horton, University of Central Arkansas

Friday, March 30, 2012

**Fiscal Responsibility and Economic Advancement:**

**The Path to Economic Stability**

Thomas Motter, Indiana University-Purdue University Fort Wayne

Preston Patillo, Indiana University-Purdue University Fort Wayne

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**BUSINESS, SOCIETY, AND GOVERNMENT**

**11:00 a.m.–12:15 p.m.**..... 2nd Floor, Room 225

**Theme:**                    **Travel and Leisure**

**Chair:**                    Lee Weyant, Kutztown University

**Evaluation of the U.S. Airline Industry: The Airline Quality Rating 2011**

Brent Bowen, Purdue University

Dean Headley, Wichita State University

Erin Bowen, Purdue University

**The Evolution of Strategies and Strategic Groups in the U.S. Market  
for Beer: 1933–Present**

Martin Stack, Rockhurst University

Myles Gartland, Rockhurst University

Craig Sasse, Rockhurst University

**Don Fehr Trades his Ball for a Puck: Will He Continue to Score?**

Jordan Kobritz, Eastern New Mexico University

Steven Palmer, Northwestern Oklahoma State University

Jeffrey Levine

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**CASE RESEARCH**

**11:00 a.m.–12:15 p.m.**..... 8th Floor, Room 825

**Theme:**                    **Embryo Case Review**

**Chair:**                    Dennis Kripp, Aurora University

**Discussant:**            Leigh W. Cellucci, East Carolina University

**SIFE Coffee**

David Gray, North Central College



## Program Sessions

### **Using the Product Life Cycle Model to Analyze Management of a Part-Time Undergraduate Student Program at a Small Liberal Arts University**

Dennis Debrecht, Carroll University

Michael Levas, Carroll University

### **Cetero Research, Inc., and the FDA**

Leslie Korb, Georgian Court University

### **Forward Contracts and Uncertainty**

Yatin Bhagwat, Grand Valley State University

Marinus DeBruine, Grand Valley State University

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## **CASE RESEARCH**

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

**Theme: Critical Incident/Embryo Case Review**

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

**Discussant:** Chester Trybus, Ferris State University

### **Early Warning or False Sense of Security? Concussion Risk and the Case of the Impact-Sensing Football Chinstrap**

Clifton D. Petty, Drury University

Michael R. Shirley, Drury University

### **Strike or No Strike? Negotiating a University Labor Contract—During Tough Economic Times**

Tim Brotherton, Ferris State University

Carol Rewers, Ferris State University

### **The Unscheduled Stop (Embryo Case)**

John Vitton, University of North Dakota

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## **FINANCE**

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

**Theme: Financial Markets**

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



Friday, March 30, 2012

**Predictability of Big Day and Profitability Thereafter**

Anthony Yanxiang Gu, State University of New York

Jamie Daniels, State University of New York

Discussant: Franklin A. Michello, Middle Tennessee State University

**A Comparative Analysis of the Housing Markets in the United States and in Spain: Similarities, Dissimilarities, Booms, and Crises**

Jamshid Mehran, Indiana University-South Bend

Robert J. Balik, Western Michigan University

Discussant: Anthony Yanxiang Gu, State University of New York

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**FINANCE**

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

**Theme: Corporate Finance**

Chair: Shyam Bhandari, Bradley University

**Expected Future Interest Rates and the Timing of Private Placements**

Hilil Kaya, Eastern Kentucky University

Discussant: Aiwu Zhao, Skidmore College

**Vote-with-Hand Shareholders and Shareholder Proposals**

Aiwu Zhao, Skidmore College

Discussant: Shyam Bhandari, Bradley University

**A Discriminant Analysis Model for Predicting Business Failure Using Cash Flow Statement Based Measures**

Shyam Bhandari, Bradley University

Discussant: Hilil Kaya, Eastern Kentucky University



## Program Sessions

### FINANCE

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

**Theme:** Global Finance

**Chair:** John R. Willems, Eastern Illinois University

**Do Exchange Rates Follow Random Walks? Evidence from the  
Currency Market in New York**

Ingyu Chiou, Eastern Illinois University

John R. Willems, Eastern Illinois University

**Discussant:** James R. Scott, Missouri State University

**Managing Asymmetric Foreign Exchange Exposure with Financial  
Derivatives: Evidence from Korean Firms**

Sung C. Bae, Bowling Green State University

Taek Ho Kwon, Chungnam National University

**Discussant:** Ingyu Chiou, Eastern Illinois University

**A Simple Class Pedagogy Approach to Financial Planning:  
Discovering Undergraduate Awareness of Future Living Expenses**

Walt A. Nelson, Missouri State University

James R. Scott, Missouri State University

**Discussant:** Sung C. Bae, Bowling Green State University

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### INFORMATION SYSTEMS

**11:00 a.m.–12:15 p.m.**..... 9th Floor, Room 950

**Panel Session: The Changing Role of Management Information  
Systems Programs**

**Chair:** Rami Khasawneh, Lewis University

**Panelists:** Faisal Abdullah, Lewis University

Rami Khasawneh, Lewis University

Joe Tomsic, Lewis University

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Friday, March 30, 2012

## **INTERNATIONAL BUSINESS**

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

**Theme: Market Entry: Furthering Development Internationally**

**Chair:** In Hyeock (Ian) Lee, Western Kentucky University

**Status and Market Entry: Evidence from US Law Firms in China**

K.Skylar Powell, University of Michigan-Flint

**Discussant:** Animesh Ghoshal, DePaul University.

**The Role of Internationalization and Entry Mode Strategies on the Relationship between Environmental Proactivity and Firm Performance**

Yung-hwal Park, Saint Louis University

Hadi Alhorr, Saint Louis University

**Discussant:** Suresh Singh, Northeastern Illinois University

**Does Multinationality Affect the Likelihood of Bankruptcy?**

Suresh Singh, Northeastern Illinois University

**Discussant:** Wendy Klepetar, College of St. Benedict/  
St. John's University

**A Cross-National Investigation into the Effects of Cultural, Linguistic and Religious Factors on the Canadian International Trade**

Hamid Yeganeh, Winona State University

**Discussant:** David Cray, Carleton University

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## **INTERNATIONAL BUSINESS**

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

**Theme: Current Issues in Developing Countries**

**Chair:** Robert Moussetis, North Central College



## Program Sessions

### **Exploring the Other side of the Informal Sector, the Case of Street Hawkers in Kigali City**

Bideri Ishuheri Nyamulinda, Independent Institute of Lay Adventists of Kigali, Rwanda

Harefimana Janvier, Independent Institute of Lay Adventists of Kigali, Rwanda

Ngamiye Jean, Independent Institute of Lay Adventists of Kigali, Rwanda  
Musonera Etienne, Mercer University

Discussant: Lucie Pfaff, College of Mount Saint Vincent

### **Development of Human Capital to Enhance Economic Growth in Liberia**

Bernice S. Ameyedowo, Purdue University Calumet

Discussant: Eunsuk Hong, SOAS, University of London

### **Contract Research Organizations: An Industry Analysis**

Maysoun Dimachkie Masri, University of Central Florida

Bernardo Ramirez, University of Central Florida

Cristina Popescu, University of Central Florida

Ed Michael Reggie, GuideStar Clinical Trials Management

Discussant: Maria Lai-Ling Lam, Malone University

### **Wasta and Quanxi: A Managerial Analysis**

Yunus Kathawala, Gulf University for Science and Technology, Kuwait

Sanaa Jaber, Gulf University for Science and Technology, Kuwait

Sudhir Chawla, San Angelo State University

Discussant: Gow-Cheng Huang, Alabama State University

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## **LEGAL STUDIES**

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

### **MALSB Annual Business Meeting**

Presiding: Stephen N. Bretsen, Wheaton College

President, Midwest Academy of Legal Studies in Business

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## MANAGEMENT

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

**Theme: Nonprofit Organizations and Management**

**Chair:** Georgiana Luecker, University of Wisconsin-Whitewater

**Discussant:** Julia Teahen, Baker College

### **Adoption of Sarbanes-Oxley Act Provisions for Small Nonprofit Organizations**

Paul Govekar, Ohio Northern University

Michele Govekar, Ohio Northern University

*Nonprofit Management Track Award*

### **Human Resource Capacity Building and Nonprofit Organizations: Addressing Potential Leadership Shortages**

Synetra Gilmer, University of Arkansas-Fayetteville

Claretha Hughes, University of Arkansas-Fayetteville

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## MARKETING

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

**Theme: Advising Student Clubs: Insights and Perspectives**

**Chair:** James Logan, Lincoln University

**Panelists:** Paul Hedlund, Kansas Wesleyan University

James Logan, Lincoln University

Rama Yelkur, University of Wisconsin-Eau Claire

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## MARKETING

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

**Theme: Training Students to be More Effective Readers  
(Workshop)**

**Chair:** Andrew B. Artis, University of South Florida Polytechnic

**Presenters:** Andrew B. Artis, University of South Florida Polytechnic

David E. Fleming, Eastern Illinois University

Eric Harris, Pittsburg State University

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## Program Sessions

### **MARKETING**

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

**Theme:** Classroom Innovations and Experiences

**Chair:** Shannon Peterson, Utah State University

**Teaching with Games: Marketing and New Product Adoption Rate**

Brian A. Vander Schee, Aurora University

**You Tube as an Educational Tool: Marketing Education in the Classroom**

Hester Beecher, Carson-Newman College

**Fostering Creativity with Exam Drawing Questions**

Philip Hurdle, Elmira College

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### **OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

**11:00 a.m.–12:15 p.m.**..... 7th floor, Room 725

**Theme:** Distribution

**Chair:** M. Kelly Cunningham, Elmhurst College

**Exploring a Lifetime Value Model of Social Shopping Promotions**

In Lee, Western Illinois University

Kyoochun Samuel Lee, Washington University

**The Newsvendor Problem with Pricing and Secondary Revenues**

Craig Sorochnik, University of Wyoming

John Wilson, University of Western Ontario

**Reducing Channel Conflict**

M. Kelly Cunningham, Elmhurst College

## THE EXHIBITOR SERIES

**11:00 a.m.–12:15 p.m. .... Lakeshore Boardroom, 10th Floor  
Racom Communications**

Presenters:        Richard Cole, Michigan State University  
                       J. Steven Kelly, DePaul University  
                       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. Richard Cole 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.

The blending and merging (integration) of many traditional marketing and communications has been occurring at an increasingly rapid pace in recent years. Steve Kelly discusses how the new edition of *The IMC Handbook* tracks recent developments and provides the research base to explore it further.

Kelly and Rich Hagle discuss the growth and development of *The International Journal of Integrated Marketing Communications*, now going into its fourth year, and prospects for the coming years. Hagle also discusses other forthcoming Racom titles, such as the new editions of *Creative Strategy in Direct & Interactive Marketing* (4th), *Contemporary Direct and Interactive Marketing* (3rd), and *On the Art of Writing Copy* (4th)

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## LEGAL STUDIES

**12:15–1:30 p.m. .... Parkside Room, Upper West Mezzanine  
Plenary Lunch-Sponsored by DePaul University (Ticket Required)**

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## MBAA INTERNATIONAL

**12:30–1:30 p.m. .... Gold Coast Ballroom  
2013 Program Chairs Planning Meeting**

Presiding:        Anthony C. Koh, University of Toledo  
                       Jeff Clark, Middle Tennessee State University



## Program Sessions

### **BUSINESS ECONOMICS**

**1:45–3:00 p.m.**..... 9th Floor, Room 925

**Theme:** Economic Education and Pedagogy II

**Chair:** Timothy Schibik, University of Southern Indiana

#### **An Online Asynchronous Multiplayer Simulation Game for Teaching Decisionmaking, Game Theory, and Economics**

Scott Seipel, Middle Tennessee State University

#### **The Economics of Online Courses: Production Function Approach**

Hedayeh Samavati, Indiana University-Purdue University Fort Wayne

Nodir Adilov, Indiana University-Purdue University Fort Wayne

David Dilts, Indiana University-Purdue University Fort Wayne

#### **Online Courses: An Opportunity for Distant Students**

Hedayeh Samavati, Indiana University-Purdue University Fort Wayne

Nodir Adilov, Indiana University-Purdue University Fort Wayne

Myeong Kim, Indiana University-Purdue University Fort Wayne

David Dilts, Indiana University-Purdue University Fort Wayne

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### **BUSINESS, SOCIETY, AND GOVERNMENT**

**1:45–3:00 p.m.**..... 2nd Floor, Room 225

**Theme:** Grab Bag

**Chair:** Tomas Lopez-Pumarejo, Brooklyn College

#### **The MOWST Matrix for Nonprofit Strategic Decision Making**

Michael Dobbs, Eastern Illinois University

Tristan Pisarczyk, St. John's Catholic Newman Center at University of Illinois

#### **A Comparison of the U.K. Bribery Act and U.S. Foreign Corrupt Practices Act**

Deborah Pavelka, Roosevelt University

Josetta McLaughlin, Roosevelt University

#### **Corporate Social Responsibility: Strategic, Societal, and Managerial Implications**

Michele V. Gee, University of Wisconsin-Parkside



Friday, March 30, 2012

**Centralized Authority and Control versus Individual States' Rights:  
Possible Insights from the American Past for the European Present**

Joseph D. Botana II, Lakeland College

Richard Wixon, Lakeland College

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**CASE RESEARCH**

**1:45–3:00 p.m.**..... 8th Floor, Room 825

**Theme:**               **Critical Incident Review/Embryo Case Review**

**Chair:**                Nona Jones, Benedictine University

**Discussant:**       John Riddick, Hanover College

**Social Marketing and the Challenges a Nonprofit Faces in  
Going Global**

Enda McGovern, Sacred Heart University

**Is It Always Right to Do the Right Thing?**

Marianne K. Collins, Winona State University

**HTC: Building Competitive Advantage in the Mobile Handset Business**

Patrick L. Schultz, University of North Dakota

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**CASE RESEARCH**

**1:45–3:00 p.m.**..... 8th Floor, Room 829

**Theme:**               **Survey of SCR Membership Report and Future Data  
Collection Plans**

**Panelists:**           Tim Brotherton, Ferris State University  
Carol Rewers, Ferris State University  
Craig Davis, Ohio University

**Theme:**               **Best Practices: Reviewing Case Studies and  
Critical Incidents: Author, Editor, and Reviewer  
Perspectives**

**Panelists:**           Tim Redmer, Regent University  
Tim Brotherton, Ferris State University  
Leigh W. Cellucci, East Carolina University  
Kay Hodge, University of Nebraska Kearney  
Eric Nelson, University of Central Missouri  
Ann Hackert, Idaho State University



## Program Sessions

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### INFORMATION SYSTEMS

**1:45–3:00 p.m.**..... **9th Floor, Room 950**

**Panel Session: Development and Online Delivery of Information  
Security Courses**

Chair: Faisal Abdullah, Lewis University

Panelists: Faisal Abdullah, Lewis University  
Ibrahim Mescioglu, Lewis University

**Panel Session: Teaching Tactics for Online Delivery**

Chair: Jeff Clark, Middle Tennessee State University

Panelists: Jeff Clark, Middle Tennessee State University  
Carol Clark, Middle Tennessee State University

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### INTERNATIONAL BUSINESS

**1:45–3:00 p.m.**..... **Drake Room, Main Level**

**Theme: Development of Global Mindset**

Chair: Bashar S. Gammoh, University of Toledo

**Analyzing the Effects of Global Mindset on Leadership Behavior in  
Global Business: A Mixed-Method Study**

Gyongyi Konyu-Fogel, Bemidji State University

Discussant: K. Skylar Powell, University of Michigan-Flint

**The Antecedents of Belief in Global Citizenship: A Two Country Em-  
pirical Investigation**

Bashar S. Gammoh, The University of Toledo

Anthony C. Koh, The University of Toledo

Amjad Abu ElSamen, University of Jordan, Jordan

Discussant: Christopher Ziemnowicz, University of North Carolina  
at Pembroke

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**Triangulation: The Importance of Strategy, Culture, and Implementation in finding Business Success on Today's Global Stage**

Shiv K. Gupta, The University of Findlay

Justin D. Legg, The University of Findlay

Dan Ludwig, The University of Findlay

Discussant: Uday Tate, Marshall University

**Impact of ISO 9000 Certification on Organizations: A Comparative Study**

C. P. Kartha, University of Michigan- Flint

Discussant: Mahmoud M. Yasin, East Tennessee State University

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**LEGAL STUDIES**

**1:45–3:00 p.m. .... 6th Floor, Room 625**

**Theme: Property and Environmental Law**

Chair: Jennifer Cordon Thor, Oakland University

**Assessing GHG Risks: What a Nuisance?!**

Carol J. Miller, Missouri State University

Stan Adamson, Missouri State University

**Federal Forfeiture of Real Estate in Practice: A New Form of Eminent Domain?**

Patricia S. Wall, Middle Tennessee State University

Lee Sarver, Middle Tennessee State University

**The Future of Mortgage Electronic Registration Systems (MERS)**

**Rests in the Hands of the Michigan Supreme Court**

Jennifer Cordon Thor, Oakland University

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**LEGAL STUDIES**

**1:45–3:00 p.m. .... 6th Floor, Room 629**

**Theme: Constitutional Law**

Chair: Steve Smith, Truman State University



## Program Sessions

### **Religious Expansion and Land Use: A Collision of Values**

Donna J. Cunningham, Valdosta State University

Cliff Lipscomb, Greenfield Advisors

### **Illinois Basic Skills Test Fails to Make the Grade**

Matt Hlinak, Dominican University

### **Hate Speech Regulation: An Examination of an Emerging Issue in Constitutional Law**

Steve Smith, Truman State University

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## **MARKETING**

**1:45–3:00 p.m. .... French Room, Lower East Mezzanine**

**Theme: Consumption Experience and Value**

**Chair: TBA**

### **Difference in the Influence of Background Music Attributes on Consumers' Attitude According to Involvement**

Jai Kwan Park, Gyeongju University

Jung Ok Jeon, National University

Hyan Hee Park, Kyungpook National University

Eun Mi Lee, Pukyong National University

### **Socially Responsible Consumption Behavior in Emergent Economies: Does Advertising Have an Impact?**

S. K. Pandey, IIM, M.D. University, Rohtak

Raj Devasagayam, Siena College

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## **MARKETING**

**1:45–3:00 p.m. .... Walton I Room, Lower East Mezzanine**

**Theme: Marketing Health and Wellness**

**Chair: TBA**

Friday, March 30, 2012

**Using the FCB Grid to Evaluate a Failed Mental Health Levy:  
The Marketing Implications of Stigma**

Oscar McKnight, Ashland University

Ronald Paugh, Ashland University

Steffi Liotta, University of Akron

Wenhui Jin, Ashland University

**GEN Y Infuses Healthcare with Generational Angst**

Jaciel Keltgen, Augustana College

**Exploring the Effects of Motivational Priming on Consumers' Food  
Portion Size Change Intentions**

Cynthia Webster, Mississippi State University

Kelly M. Wilder, Mississippi State University

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**MARKETING**

**1:45–3:00 p.m. .... Walton II Room, Lower East Mezzanine**

**Theme:                    The Marketing Education Experience**

**Chair:                    Douglas Friedman, East Stroudsburg University**

**Undergraduate Marketing and Advertising Students' Perceptions of  
Their Business Programs**

Sherry A. Woosley, Educational Benchmarking

Ann D. Walsh, Western Illinois University-Quad Cities

**Business Student Expectations and Perceptions Regarding  
Internships**

Scott R. Swanson, University of Wisconsin-Eau Claire

**Promotional Determinants of Business School Retention:  
A Case Study Approach**

Gyongyi Konyu-Fogel, Bemidji State University

Alan E. Grossnickle, Grace College



## Program Sessions

### **OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP**

**1:45–3:00 p.m.**..... 7th floor, Room 725

**Theme:**                    **Innovation**

**Chair:**                    Bruce D. Fischer, Elmhurst College

#### **A Framework for Improving Microfinance Effectiveness:**

##### **Injecting Innovativeness in Philanthropic Giving**

Jamaluddin Husain, Purdue University Calumet

Salman J. Husain

#### **A Performance Measurement Model for Learning-Based**

##### **Process Improvement**

Thomas Ngniatedema, Kettering University

Maxim Bushuev, Kent State University

Alfred L. Guiffrida, Kent State University

#### **Learning from the Base: Entrepreneurs Design to Start with Almost No Capital**

Paul M. Lane, Seidman College

John P. Farris, Padnos College

---

### **BUSINESS ECONOMICS**

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

**Theme:**                    **Legalization of Marijuana**

**Chair:**                    Joseph Horton, University of Central Arkansas

#### **The Effects of Attraction on the Rational Consumer**

Aaron Konichek, University of Wisconsin–Stevens Point

#### **Chronic Controversy I: The Economics of Regulation and Prohibition of Marijuana**

Thomas Motter, Indiana University-Purdue University Fort Wayne

Preston Patillo, Indiana University-Purdue University Fort Wayne

#### **Chronic Controversy II: A Statistical Examination of Demand**

Thomas Motter, Indiana University-Purdue University Fort Wayne

Preston Patillo, Indiana University-Purdue University Fort Wayne

Friday, March 30, 2012

## **BUSINESS, SOCIETY, AND GOVERNMENT**

**3:00–4:15 p.m.**..... 2nd Floor, Room 225

**Theme:**                    **Marketing Issues**

**Chair:**                    Josetta McLaughlin, Roosevelt University

### **Brands as Fictional Charecters: The Webnovela**

Tomas Lopez-Pumarejo, Brooklyn College

### **Impact of Questionnaire Length and Non-Monetary Incentives on E-mail Survey Response**

R. K. Srivastava, Sterling University of Mumbai

Sanjiwani Kumar, K J Somaiya Institute of Management Studies  
and Research

### **Information Asymmetry in U.S. Healthcare System**

Oswald A. J. Mascarenhas, University of Detroit Mercy

Ram Kesavan, University of Detroit Mercy

Michael D. Bernacchi, University of Detroit Mercy

---

## **CASE RESEARCH**

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

**Theme:**                    **Embryo Case Review**

**Chair:**                    Tim Brotherton, Ferris State University

**Discussant:**            Carol Rewers, Ferris State University

### **The \$600 Billion Bailout**

Mike Stellern, Rockhurst University

### **Leading E-Tailer, Amazon, Ignites the Mobile Device World with the Kindle Fire Tablet**

Laura J. Blake, Pace University

Karen A. Berger, Pace University

### **HTC: Building competitive advantage in the mobile handset business**

Patrick L. Schultz, University of North Dakota



## Program Sessions

### INFORMATION SYSTEMS

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

**Theme:**                **Wealth Accumulation by Industry:**

**China versus U.S.A.**

**Chair:**                Ben-Chieh Liu, Chicago State University

**Discussant:**        Behrooz Saghafi

**Inequality Patterns in Wealth Accumulation by Industry:**

**China versus U.S.A.**

Ben-Chieh Liu, Chicago State University

Jan-Jo Chen, Chicago State University

Jian-Chern Chen, Northwestern Polytechnic University, CA

John Johnson, Chicago State University

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### LEGAL STUDIES

**3:00–4:15 p.m.**..... 6th Floor, Room 625

**Theme:**                **Various Legal Topics**

**Chair:**                Daniel Botz, Kansas State University

**Post Employment Non-Competes "Fair and Foul"**

Alexander Devience, DePaul University

**Futility Theory: The Value of Privacy in Exchange for Convenience**

Wayne Koprowski, Dominican University

David Aron, Dominican University

**Brooke Corporation: Legal and Ethical Considerations in the Downfall of an Organization**

Beth Hazels, Texas Wesleyan University

**Codes of Conduct Dataset: Lessons from the Fortune 500's Codes of Conduct**

Alan Roline, University of Minnesota Duluth



**MARKETING**

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

**Theme: Special Topics in Consumer Behavior**

**Chair: Debbie DeLong, Chatham University**

**Cultural Values and Purchasing Behavior in India and the U.S.:**

**A Comparison**

Beverlee B. Anderson, California State University, San Marcos

**Exploring Perceived Consequences and Neutralization as  
Determinants of Counterfeiting Behavior**

Irena Vida Mateja, University of Ljubljana

Kos Kolic, University of Ljubljana

Michelle Kunz, Morehead State University

**Green Consumption or Green Confusion?**

Mayuresh Kelkar, Salem State University

Linda Jane Coleman, Salem State University

Nisreen Bahnan, Salem State University

Saverio Manago, Salem State University

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**MARKETING**

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

**Theme: Sales and Sales Management**

**Chair: Robert McDonald, Texas Tech University**

**Benchmarking Competencies through Competency Modeling:**

**The Case for Entry Level Service Salespeople**

Brian Lambert, Forrester Research

Richard E. Plank, University of South Florida Polytechnic

**Technology Perceptions in Boundary Spanning Employees' Use of  
Self-Directed Learning: A Conceptual Model**

David E. Fleming, Eastern Illinois University

Andrew B. Artis, University of South Florida-Polytechnic

Jon M. Hawes, Indiana State University



## Program Sessions

### **An Examination of the Use of the Sales Process by High Performing Salespeople in the Office Products Industry**

Shawn Green, Aurora University

Jeff Gardner, Maximum Performance Group, L.L.C

### **Using One-Minute Video Resumes as a Screening Tool for Sales Applicants**

Katie J. Kemp, Middle Tennessee State University

L. Michelle Bobbitt, Middle Tennessee State University

Michelle Bednarz Beauchamp, Middle Tennessee State University

Elizabeth Ann Peyton, Middle Tennessee State University

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## **MARKETING**

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

**Theme: The Business of Education**

**Chair:** Deborah Owens, University of Akron

### **A Burst of Beds: Why Consumers Purchase Brand Extended Bed in Upscale Hotel Industry?**

Jung Kook Lee, Indiana University-Purdue University Columbus

Alastair M. Morrison, Purdue University

### **Does Consumer Hopefulness Impact Buying Decisions?**

Jonathan Deis, Siena College

Raj Devasagayam, Siena College

Friday, March 30, 2012

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**Volume:** 27, 2012

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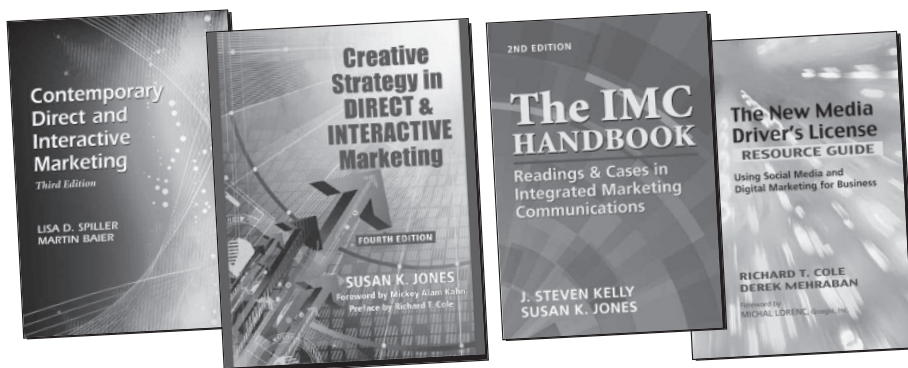
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