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

Publishing: Achieving Your Best Success!

March 28–30, 2012
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The Latest in IMC:
The International Journal of
Integrated Marketing Communications
Call for Papers

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IMC Handbook: Readings & Cases in Integrated Marketing Communications, 2nd Ed.
J. Steven Kelly, DePaul University, and Susan K. Jones, Ferris State University
6 x 9, 512 pages

The New Media Driver’s License® Resource Guide
Richard T. Cole, Michigan State University, and Derek Mehraban, Ingenex
6 x 9, 270 pages

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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 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
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, Pukyoung 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
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

What to Do With a Druggie

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

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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

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

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

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

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
Wednesday, March 28, 2012

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

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

MBAA INTERNATIONAL HOSPITALITY SUITE
9:30–11:00 p.m. ....................................................... Gold Coast Ballroom
**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.

**FINANCE**

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

**FINANCE**

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

**INTERNATIONAL BUSINESS**

10:45 a.m.–1:30 p.m............................Drake Room, Main Level  
Academy of International Business – Midwest Region Brunch  
(Ticket Required)  
Keynote Speaker: President Angel Cano Garza from UNILA

**MARKETING**

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

**BUSINESS AND HEALTH ADMINISTRATION**

12:15–1:30 p.m.........................Superior Room, Upper West Mezzanine  
BHAA Luncheon (Ticket Required)
CASE RESEARCH
12:15–1:30 p.m. ......................................................... Club International Annual Meeting and Luncheon (Ticket Required)

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

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

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

MBAA INTERNATIONAL
4:20–5:30 p.m. ......................................................... Drake Room, Main Level Annual Business Meeting
Includes "McGraw-Hill/Irwin Distinguished Paper" Awards Presentations
"FUN NIGHT" – Chicago Blues Revue
8:00 p.m. ...............................................................Grand Ballroom

MBAA INTERNATIONAL HOSPITALITY SUITE
10:00 p.m.–11:00 p.m. ............................................Gold Coast Ballroom

Friday, March 30, 2012

BUSINESS ECONOMICS
7:00–8:00 a.m. ............................................................ 9th Floor, Room 925
Annual Business Meeting

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

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

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

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

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

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

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
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
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

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
COME SEE WHAT’S NEW

Health Administration Press publishes textbooks, professional books, and journals on all aspects of health services management. Find resources for your entire healthcare administration curriculum at our exhibit.

Visit our booth in the exhibit hall to browse our textbooks and request exam copies.
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 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.

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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?

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!

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

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 Exhibitor Series

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.

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

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

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

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

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

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. Morrissette, 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

BUSINESS ECONOMICS
1:30–2:45 p.m........................................................... 9th Floor, Room 925
Theme: Bankruptcy
Chair: Suresh Singh, Northeastern Illinois University

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

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

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

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)
Ramiz ur Rehman, University of Lahore (Pakistan)
Discussant: Jing Li, Illinois Institute of Technology

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

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
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

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
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  

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  

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

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
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

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

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

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
Emmanuel 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
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

Pharmaceutical Industry Management Challenges in Kazakhstan
Gurumurthy Kalyanaram, NMIMS University
Zhansulu Baikenova, KIMEP, Kazakhstan
Dilbar Gimranova, KIMEP, Kazakhstan
Alma Alpesissova, 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

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

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

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
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

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

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, Concondia University
Discussant: Matt Maher, Boise State University

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
Was There a Structural Change In Beta Coefficients of Target Date Funds Around September 16, 2008?
Matthew Whitledge, 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 Whitledge, Southeast Missouri State University

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

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

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 Univeristy
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
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

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 Thoumrungroje, 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

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

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. Priyadharshini, 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

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

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
Heiwa Lee, University of Michigan-Dearborn
Crystal J. Scott, University of Michigan-Dearborn

New Product Launch Readiness
Elisa Fredericks, Northern Illinois University

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-Owaihan, Kuwait University

Management Resistance to Innovation
Bruce D. Fischer, Elmhurst College
Matthew Rohde, Elmhurst College

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
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

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

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

MBAA INTERNATIONAL HOSPITALITY SUITE
9:30–11:00 p.m. Gold Coast Ballroom
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

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
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

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

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

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

CASE RESEARCH
8:00–9:00 a.m......................................................... 8th Floor, Room 825
Theme: Critical Incidents: Organizational Behavior/CRM
Chair: Lizabeth 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 Irate Buyer
Neil Tocher, Idaho State University
William Stratton, Idaho State University
Jason E. Ormond, Idaho State University

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
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

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

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

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 Nelton, Viterbo University
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

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

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

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

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

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

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
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

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
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

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

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

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
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

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
BUSINESS, SOCIETY, AND GOVERNMENT
9:15–10:30 a.m. ........................................................ 2nd Floor, Room 225
Theme: Show Me the Money: Executive Compensation
Chair: Jim Breiley, 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

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
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
        Asbjom Osland, San Jose State University

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, ____________________

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
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

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
Thursday, March 29, 2012

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

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
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

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
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

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 Kasiewice, 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

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
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

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
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. Royne Stafford, 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
"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

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

Coverage 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
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!

ACCOUNTING
10:45 a.m.–12:00 p.m.............................4th floor, Room 425
Theme: Assessment Implementation
Speaker: Clarence Dean, Gleim Corporation

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
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

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

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
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

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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

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
The Income Statement in the Tourism Industry
Tomas Lopez-Pumarejo, City University of New York
Myles Bassell, City University of New York

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

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

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
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

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

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
Global Personal Governance: Identifying Corporate Core Values in Common Law Jurisprudence
Mark S. Blodgett, Suffolk University

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

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

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
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

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

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

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.
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)
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

ACCOUNTING
1:30–2:45 p.m............................................................ 4th floor, Room 429
Presenter: Mostafa M Maksy, Kutztown University

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
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

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

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
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

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
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

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, Midwestern State University
          William Stratton, Idaho State University

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

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
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

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
Effects of Monthly Dividend Payments: Case of Realty Income Corporation
Olgun Fuat Sahin, Minnesota State University-Moorhead
Discussant: Askar Choudhury, Illinois State University

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

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

LEGAL STUDIES
1:30–2:45 p.m. ........................................................... 6th Floor, Room 625
Theme: Varied 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

LEGAL STUDIES
1:30–2:45 p.m. ........................................................... 6th Floor, Room 629
Theme: Disability and Education Law
Chair: Elizabeth A. Cameron, Alma College
Alert: Be On the Lookout for Protective Orders in the Educational Setting
Catherine D. Hoort, 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

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

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
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

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
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

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

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
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

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

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

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

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

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
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

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

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
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

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

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

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

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

FINANCE
3:00–4:15 a.m......................................Tudor Room, Upper East Mezzanine
Theme: Corporate Finance
Chair: Stephen G. Morrissette, University of St. Francis
Panel Discussion: Boardroom Conflict Resolution: Learning from the Banking Crisis
Facilitator: Stephen G. Morrissette, University of St. Francis
Panelists: Shep Pryor, Taylor Capital Group
Masud Arjmand, Northwestern University
Nancy McKenna, University of St. Francis

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

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
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

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
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

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
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

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

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
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

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?

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!
Thursday, March 29, 2012

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

"FUN NIGHT" – Chicago Blues Revue
8:00 p.m..........................................................Grand Ballroom

MBAA INTERNATIONAL HOSPITALITY SUITE
10:00-11:00 p.m...............................................Gold Coast Ballroom
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:
• Accounting
• Business Education
• Business Law
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Research you can use
BUSINESS ECONOMICS
7:00–8:00 a.m. ........................................................... 9th Floor, Room 925
Annual Business Meeting

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

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
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

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
Archna Devi Shivarasi, University of Findlay
Ashok Gorrepati, University of Findlay
Teja Vaddiraj, University of Findlay
Roshini Durga Paruchuri, University of Findlay
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

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

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
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

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
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

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

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

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

INFORMATION SYSTEMS
8:00–9:15 a.m. 9th Floor, Room 950
SAIS Annual Business Meeting
INTERNATIONAL BUSINESS
8:00–9:15 a.m. .................................................... Drake Room, Main Level
Academy of International Business–Midwest Region
Business Meeting

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

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

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
A Brand New World: The Brand Recall Index Among Millennials  
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

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

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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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

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
Terezie Dudasova, St. Elisabeth University
Maria Stepanovska, St. Elisabeth University
Peter Kadlecik, St. Elisabeth University

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 Stulerova, 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
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

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
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

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

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
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

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

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
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

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
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. Morrissette, 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. Morrissette, University of St. Francis

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
Quantitative Easing and Bank Liquidity Creation: Evidence from Japan
Elisabeta Pana, Illinois Wesleyan University
Discussant: Alex Faseruk, Memorial University of Newfoundland

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

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

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 Musoneria, Mercer University
Bideri Ishuheri Nyamulinda, Independent Institute of Lay Adventists of Kigali
Jean Ngamije, Independent Institute of Lay Adventists of Kigali
Discussant: Amonrat 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. Ameacedowo, Purdue University Calumet
International Acquisitions by Indian Firms—Synergy, Agency, or Hubris?
Suresh Singh, Northeastern Illinois University
Discussant: Bashar S. Gammoh, University of Toledo

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

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

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

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
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

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
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

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.

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

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
Geralyn 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
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

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

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

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
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

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

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

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

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

FINANCE
11:00 a.m.–12:15 p.m. Venetian Room, Upper East Mezzanine
Theme: Financial Markets
Chair: Robert J. Balik, Western Michigan University
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

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
FINANCE
11:00 a.m.–12:15 p.m. ...................... Astor Room, Upper East Mezzanine
Theme: Global Finance
Chair: John R. Willems, Eastern Illinois University

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

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
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

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 Isubheri Nyamulinda, Independent Institute of Lay Adventists of Kigali, Rwanda
Harefimana Janvier, Independent Institute of Lay Adventists of Kigali, Rwanda
Ngamije 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

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
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

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

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
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

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 Sorochuk, 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).

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

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

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
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

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

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
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

INTERNATIONAL BUSINESS
1:45–3:00 p.m. .................................................... Drake Room, Main Level
Theme: Development of Global Mindset
Chair: Bashar S. Gammoh, University of Toledo

Gyongyi Konyu-Fogel, Bemidji State University
Discussant: K. Skylar Powell, University of Michigan-Flint

The Antecedents of Belief in Global Citizenship: A Two Country Empirical 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
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

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

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

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, Pukyoung 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

MARKETING
1:45–3:00 p.m............................ Walton I Room, Lower East Mezzanine
Theme: Marketing Health and Wellness
Chair: TBA
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

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
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 Ngiaiedema, 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
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 Characters: 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

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**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

**Working Session: SAIS Research Interest Group**
Join us to discuss your research topics, obtain feedback, and network

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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

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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

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

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
Call for papers

American Journal of Business
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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

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