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PROGRAM SESSSIONS AT A GLANCE

Program Sessions:

Accounting	18,34,36,42,52,63,73,86,91,100,106,114
Business Economics	37,43,53,62,63,73,86,93,102,109,116
Business and Health Administration	18,19,26,27,34,42,53, 66,74,75,86,87,92,101,107,108,114,115
Business, Society, and Government	37,44,54,66,75,93
Case Research	20,44,67,76,87,94,102,109,117
Entrepreneurship	20,28,38,45,55,68,76,88,94,103
Finance	21,29,38,39,45,46,55,68,77,88,89,95,103,104
Information Systems/Quantitative Methods.....	22,30,40,47,48, 56,78,90,96,104
International Business	23,31,39,46,56,69,78,90,97,105,110
Legal Studies	48,49,57,69,79,98,105,110,111
Management	23,24,31,40,49,58,59,69,70,80,90,99,112,117,118
Marketing	24,25,32,33,36,50,59,60,61,70,71,72, 80,81,82,90,105,112,113,118,119,120
Operations Management	26,33,41,50,61,72,82,90,99,106
Two-Year Colleges	51,62

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March 17 through March 19, 2004

Palmer House Hilton, Chicago, IL

March 16 through March 18, 2005

Palmer House Hilton, Chicago, IL

March 15 through March 17, 2006

Palmer House Hilton, Chicago, IL

MAIL ADVANCE REGISTRATION TO:

Jeff Clark, Executive Director
Midwest Business Administration Association
Middle Tennessee State University
BAS N360, Box 45
Murfreesboro, TN 37132

ADVANCE REGISTRATION

Membership in the Midwest Business Administration Association is automatic with a paid primary registration and attendance at the annual meeting. Following the advance registration process facilitates our ability to maintain mailing lists and prepare materials. Indicate on the registration card if you do not plan to attend the meetings.

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

HOTEL ARRANGEMENTS

The Palmer House Hilton is offering the following special MBAA convention rates:
Singles: \$155.00 Doubles: \$174.00 Extra Person: \$25.00

All hotel reservations should be made directly with the Palmer House Hilton in Chicago, Illinois. You may use the convenient envelope provided by the Palmer House in this packet. All persons expecting to occupy one room should be listed on the hotel registration envelope.

EXHIBITS

The MBAA sponsors exhibits of educational material during the conference. The exhibits are located on the Third Floor in the Lower Exhibit Hall.

2004 MBAA PROGRAM

For information about participating in the 2004 program, scheduled for March 17-19, 2004, at the Palmer House Hilton in Chicago, Illinois, please contact:

Richard J. Sebastian, 2004 Program Chair
Professor of Management and Chairperson
St. Cloud State University
Business Building 104
720 Fourth Avenue South
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Alan W. Middleton, Ohio University-Lancaster

“Testing the Theory Underlying the Dogs of the Dow Investment Strategy”

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Raj Aroskar, University of Wisconsin-Eau Claire

Salil K. Sarkar, University of Texas-Arlington

Peggy E. Swanson, University of Texas-Arlington

“Foreign Exchange Market Efficiency in Europe”

BUSINESS AND HEALTH ADMINISTRATION ASSOCIATION

Stephen A. Becker, Jersey Shore Medical Center

David P. Paul III, Monmouth University

“The Future of Managed Inpatient Care: Hospitalists and Intensivists”

MARKETING MANAGEMENT ASSOCIATION

Robert Moore, Mississippi State University

Melissa Moore, Mississippi State University

“Customer Inquiries and Complaints:

The Impact of Firm Response Time to E-mail Communications”

MIDWEST ACADEMY OF LEGAL STUDIES IN BUSINESS

Carol J. Miller, Southwest Missouri State University

“Environmental Risks-CGL Exclusions to Insurability”

NORTH AMERICAN ACCOUNTING SOCIETY

Kenneth E. Stone, Central Missouri State University

Ronald D. Niemeyer, Central Missouri State University

“Accounting for Outsourcing”

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DISTINGUISHED PAPER AWARDS

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Paul Kochanowski, Indiana University-South Bend

Morteza Shafii-Mousavi, Indiana University-South Bend

“Project Based Learning in an Interdisciplinary
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NORTH AMERICAN MANAGEMENT SOCIETY

Michael G. Harvey, University of Mississippi

Milorad M. Novicevic, University of Wisconsin-La Crosse

Thomas D. Sigerstad, Frostburg State University

Thomas S. Kuffel, University of Wisconsin-La Crosse

Paul N. Keaton, University of Wisconsin-La Crosse

“The Vanishing Leisure of the Faculty Class:
New Administrative Challenges and Responses”

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ENTREPRENEURSHIP ASSOCIATION

Suresh Chalasani, University of Wisconsin-Parkside

Marwan Wafa, University of Wisconsin-Parkside

“Communication in Supply Chain Management Systems Between Collaborators”

SOCIETY FOR CASE RESEARCH

Joyce T. Heames, Samford University

Robert W. Service, Samford University

“Managerial Application and Teaching Dichotomies”

SOCIETY FOR THE ADVANCEMENT OF INFORMATION SYSTEMS

Purnendu Mandal, Marshall University

“Integrating ERP Implementation with Change Management Process”

HISTORY AND INTERESTING FACTS

The Midwest Business Administration (MBAA) was conceived at the 1964 meeting of the American Economic Association in Chicago. The MBAA's inaugural meeting, in 1965, was planned by a committee consisting of Schuyler F. Otteson and L.L. Waters of Indiana University and Charles Saunders and Sidney Feldman of the University of Kansas. Their immediate objective was to ensure that those who wanted to participate in the fledgling disciplines of business administration would have a forum in which to do so. The first meeting was held "on the occasion" of the Midwest Economic Association meeting in Kansas City, Missouri. About 200 attended that meeting and were treated to eight sessions involving ten presenters. Topics included economic development, marketing, quantitative decision making, transportation, and public utilities.

The MBAA has become successful beyond the wildest expectations of its founders. Success was rooted in the philosophy espoused by them: "We are convinced that the organization should function as a coordinating body—a sort of holding company—that would not threaten the identity or autonomy of organized groups in finance, accounting, marketing, etc. The MBAA should provide the forum for a single unifying program in addition to any meetings offered by specialized groups. The MBAA should offer a select number of speakers on topics of equal interest and value to all conferees." It is clear that from the start the focus of the MBAA was on providing a multidisciplinary experience for the participants.

The MBAA experience is one of collegiality and fellowship, of renewing friendships and making new ones, and of continuing dialogues about teaching and research projects. It is the warm feeling associated with the annual return "home" to the Palmer House Hilton (since 1978). It is the mixture of attendees from large and small, public and private, two and four year, and teaching and nonteaching institutions. It is Chicago! Chicago is a wonderful city with its many events, varieties of food, and excitement.

In 2003 eleven formal organizations make up the MBAA. The formal organizations are: Academy of Finance, Marketing Management

Midwest Business Administration Association

(continued)

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

Primary registrations for the various MBAA organizations at the 2000, 2001, and 2002 annual meetings were as follows:

	2000	2001	2002
Accounting	76	58	64
Case Research.....	43	37	26
Economics	37	27	46
Finance and Insurance	61	74	73
Health Administration	32	86	89
Human Resources.....	22	24	17
Information Systems.....	32	43	47
International Business	30	37	37
Legal Studies	63	50	33
Management	38	32	33
Marketing.....	148	118	129
Operations Management and Entrepreneurship.....	62	50	42
MBAA	<u>44</u>	<u>28</u>	<u>19</u>
Total.....	<u>688</u>	<u>664</u>	<u>655</u>

These registrations tell only part of the story as some participants support more than one organization through one or more secondary registrations. In 2000, there were 114 secondary registrants; in 2001, 125; and in 2002, 108. The number of sessions in the program grows each year as more of them are scheduled on Wednesday afternoon, the first day of the conference.

Some ask whether the “Midwest” in MBAA is really indicative of where participants reside? Since 1997, 47 states, plus foreign countries,

Midwest Business Administration Association

(continued)

have been represented at the conference. It is clear that the MBAA enjoys a national audience!

States with 10 or more participants since 1999 (20)

	2002	2001	1999
Illinois	132	129	169
Indiana	80	80	52
Wisconsin	66	66	65
Missouri	51	56	52
Michigan	51	49	52
Ohio	30	25	38
Minnesota	24	25	27
Pennsylvania	20	18	14
New York	17	14	7
West Virginia	16	11	17
Iowa	14	12	21
Georgia	13	na	na
Kansas	11	11	13
North Dakota	11	10	6
California	10	12	8
Tennessee	10	11	12
Kentucky	7	13	8
Nebraska	7	8	18
Foreign Countries and Company Representatives ...	7	6	21
Louisiana	6	24	15
North Carolina	5	10	5

Other states participating since 1999 (27)

Alabama, Alaska, Arizona, Arkansas, Colorado, Connecticut, Florida, Idaho, Maine, Maryland, Massachusetts, Mississippi, Montana, Nevada, New Hampshire, New Jersey, New Mexico, Oklahoma, Oregon, South Carolina, South Dakota, Texas, Utah, Vermont, Virginia, Washington, and Wyoming.

To put it another way, every state except Delaware, Hawaii, and Rhode Island has been represented at the MBAA conference since 1999.



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Business Meetings, Special Meetings, and Receptions

WEDNESDAY, MARCH 12, 2003

CASE RESEARCH

1:30-4:15 p.m. 6th Floor-Parlor G
Society for Case Research-Board of Directors Meeting
Presiding: Bob Orwig, North Georgia College and State University

ACCOUNTING

3:00-4:00 p.m. 141 West Jackson Blvd.
Field Trip: Chicago Board of Trade

BUSINESS AND HEALTH ADMINISTRATION

4:30-5:30 p.m. 7th Floor-LaSalle 4
BHAA Board Meeting
Presiding: Donna Redding, Memorial Medical Center
BHAA President (2002-2003)

ACCOUNTING

4:30-6:30 p.m. 6th Floor-Parlor A
North American Accounting Society Board Meeting
Presiding: Jack Armitage, University of Nebraska-Omaha
President, North American Accounting Society

THURSDAY, MARCH 13, 2003

MARKETING

7:30-9:00 a.m. Empire Room
Awards Breakfast-MMA Enduring Questions Speaker Series
Chair: Brian Engelland, MMA President-elect and Program Chair

“Holistic Marketing”

Philip Kotler, Northwestern University; winner of the 2003 MMA Award for
Innovative Contributions to Marketing

BUSINESS AND HEALTH ADMINISTRATION

9:15-10:30 a.m. 7th Floor-Clark 10
Annual Business Meeting
Presiding: Donna Redding, Memorial Medical Center
BHAA President (2002-2003)

THURSDAY, MARCH 13, 2003

MBAA COFFEE BREAK

10:30-10:45 a.m. 3rd Floor-Lower Exhibit Hall

FINANCE

10:45 a.m.-12:00 p.m. 3rd Floor-PDR 6

Academy of Finance—Annual Business Meeting

Presiding: Walt A. Nelson, Southwest Missouri State University

BUSINESS ECONOMICS

12:15-1:15 p.m. 3rd Floor-PDR 4

Midwest Business Economics Association-Organizational Meeting of the Executive Board

Presiding: Mohammed Khayum, University of Southern Indiana
MBEA President (2002-2003)

CASE RESEARCH

3:45-4:20 p.m. 6th Floor-Parlor G

Society for Case Research Business Meeting

Presiding: Robert Orwig, North Georgia College and State University

MBAA ANNUAL MEETING

4:20-5:00 p.m. 6th Floor-Parlor H

MBAA Annual Meeting and Irwin/McGraw-Hill-Best Paper Awards Presentation

Presiding: George McNary, Creighton University

BUSINESS AND HEALTH ADMINISTRATION

5:00-6:00 p.m. 7th Floor-Clark 10

BHAA-“Incoming” (2003-2004) Board Meeting

Presiding: David P. Paul III, Monmouth University
BHAA President (2003-2004)

MBAA PRESIDENT’S RECEPTION

6:00-7:00 p.m. Empire Room

Sponsored by McGraw-Hill/Irwin

SECOND CITY THEATRE: “FUN NIGHT”

7:00 p.m.- Chicago

FRIDAY, MARCH 14, 2003

ACCOUNTING

Standard Club

7:30-9:15 a.m. 230 South Plymouth Ct.

Breakfast, Speaker, and Annual Business Meeting

(Cost \$15.00—must be preregistered to attend. Phone: 312-427-9100.

Fax: 312-427-9483)

Speaker: To Be Announced

Topic: To Be Announced

Presiding: Jack Armitage, University of Nebraska-Omaha
President, North American Accounting Society

BUSINESS ECONOMICS

8:00-9:15 a.m. 3rd Floor-PDR 4

Annual Business Meeting-Midwest Business Economics Association

Presiding: Mohammed Khayum, University of Southern Indiana

ENTREPRENEURSHIP PROGRAM

8:00-9:15 a.m. 6th Floor-Parlor C

Operations Management and Entrepreneurial Association Business Meeting

Presiding: S. Subba Rao, University of Toledo

INFORMATION SYSTEMS/QUANTITATIVE METHODS

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

Society for the Advancement of Information Systems Business Meeting

President: Marzie Astani, Winona State University

INTERNATIONAL BUSINESS

8:00-9:15 a.m. 6th Floor-Parlor F

Annual AIB Midwest Business Meeting

Presiding: Sumit Kundu, Midwest AIB President-St. Louis University

Program Chair 2003: John E. Spillan, Penn State University-DuBois.

Continental breakfast will be served and awards for best paper and best reviewer will be given at this meeting, so make it a point to attend and enjoy the discussions.

FRIDAY, MARCH 14, 2003

MANAGEMENT

8:00-9:15 a.m. 6th Floor-Parlor H
Management-Business Meeting and Awards Presentation
Presiding: Regina Greenwood, Kettering University, President

MARKETING

8:00-9:15 a.m. Club Floor-PDR 18
Marketing Management Association Annual Business Meeting
Presiding: Bob Erffmeyer, MMA President

OPERATIONS MANAGEMENT PROGRAM

8:00-9:15 a.m. 6th Floor-Parlor D
Operations Management and Entrepreneurial Association Business Meeting
Presiding: S. Subba Rao, University of Toledo

LEGAL STUDIES

11:00 a.m.-12:15 p.m. 3rd Floor-PDR 8
Annual Business Meeting
Presiding: Gail McCracken, University of Michigan-Dearborn

MBAA PROGRAM CHAIRS MEETING

12:30-1:30 p.m. 3rd Floor-PDR 5
2003 Program Chairs Meeting
Every MBAA area organization must send a representative.
Presiding: George Swales, Southwest Missouri State University

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Contemporary Financial Management, 9e

Reilly/Brown

Investment Analysis and Portfolio Management, 7e

Reilly/Norton

Investments, 6e

Seitz/Ellison

Capital Budgeting and Long-Term Financing Decisions, 4e

Smart/Megginson/Gitman

Corporate Finance

Stancill

Entrepreneurial Finance

Strong

- *Portfolio Construction Management and Protection*, 3e
- *Practical Investment Management*, 3e

Management

Ancona/Kochan/Van Maanen/Scully/Westney

Managing for the Future: Organizational Behavior and Processes, 3e

Baker/Paulson

Experiential Exercises in Organization Theory and Design

Bohlander/Snell

Managing Human Resources, 13e

Czinkota/Ronkainen/Moffett

Fundamentals of International Business with Rand McNally Map

Daft

- *Management Interactive Text with Access Certificate, 6e*

- *Management with Xtra!, 6e*

- *Organization Theory and Design, 8e*

Daft/Marcic

Understanding Management with Xtra! CD-ROM, 4e

Dubrin

Essentials of Management, 6e

Flynn/Langan/Mathis/Jackson

Human Resource Management for Healthcare Professionals

Hellriegel/Slocum

Organizational Behavior, 10e

Herrenkohl

Becoming a Team: Achieving A Goal

Hitt/Ireland/Hoskisson

Strategic Management: Competitiveness & Globalization, 5e

Hoskisson/Hitt/Ireland

Competing for Advantage

JIAN Tools for Sales, Inc.

BizPlanBuilder® Express: A Guide to Creating a Business Plan with BizPlanBuilder®, 2e

Kuratko/Hodgetts

Entrepreneurship: Theory, Process, and Practice, 6e

Kuratko/Welsch

Strategic Entrepreneurial Growth, 2e

Leonard/Hilgert

Supervision: Concepts and Practices of Management, 9e

Lewis/Goodman/Fandt

Management: Challenges for Tomorrow's Leaders with Xtra! CD-ROM, 4e

Longenecker/Moore/Petty

Small Business Management: An Entrepreneurial Emphasis, 12e

Lussier/Achua

Leadership, 2e

Lussier/Kimball

Sport Management:

Principles, Applications, Skill Development

Nelson/Bell

Profiles in Entrepreneurship: Leaving More Than Footprints

Nelson/Quick

Organizational Behavior: Foundations, Realities, and Challenges, 4e

Poza

Family Business

Williams

Management with Williams Xtra! CD-ROM, 2e

Marketing

Boone/Kurtz

Contemporary Marketing, 11e

Buskirk/Lavik

Entrepreneurial Marketing: Real Stories and Survival Strategies

Churchill/Brown

Basic Marketing Research, 5e

Czinkota/Ronkainen

International Marketing, 7e

Hutt/Spoh

Business Marketing Management: A Strategic View of Industrial and Organizational Markets, 8e

Ingram/LaForge/Avila/Schwepker/Williams

Professional Selling, 2e

Ingram/LaForge/Avila/Schwepker/Williams

Sales Management, 5e

Kleindl

Strategic Electronic Marketing, 2e

Krishnamurthy

E-Commerce Management: Text and Cases

Lamb/Hair/McDaniel

- *Marketing, 7e*

- *Marketing Interactive Text, 7e*

Parente

Advertising Campaign Strategy, 3e

Reedy/Schullo

Electronic Marketing, 2e

Rosenbloom

Marketing Channels, 7e

Sheth/Mittal

Customer Behavior: A Managerial Perspective, 2e

WEDNESDAY, MARCH 12, 2003

ACCOUNTING

1:30-2:45 p.m. 6th Floor-Parlor A

**Workshop: Comparison of International Accounting Standards and
U.S. Financial Accounting Standards**

Chair: Gary G. Johnson, Southeast Missouri State University

Presenters: Pete Lohrey, St. Norbert College
Jeff Ritter, St. Norbert College

We will walk as a group after this session to the Chicago Board of Trade.

BUSINESS AND HEALTH ADMINISTRATION

1:30-2:45 p.m. 7th Floor-LaSalle 4

Theme: Global Health Policy

Co-Chairs: Paul T. Bruder, University of Houston-Clear Lake
Carolyn Tripp, Western Illinois University

**“AIDS as a Window to View China’s Current Health Care System, Economy,
and Politics”**

Hongjun Yin, National Pharmaceutical University, Nanjing, China

J. Warren Salmon, University of Illinois at Chicago

Discussant: Joseph S. Coyne, Washington State University-Spokane

**“A Comparative Analysis of Childhood Obesity: Trends in the United States,
Canada, and Thailand”**

Ratna Mandal, Independent Health Care Researcher

Ashish Chandra, Marshall University

Discussant: Joseph Feldhaus, University of Louisiana-Monroe

**“Common Denominators for Joint International Initiatives in Health Care
Delivery”**

Paul T. Bruder, University of Houston-Clear Lake

Roger Durand, University of Houston-Clear Lake

Altan Erdem, University of Houston-Clear Lake

Discussant: Adnan Kisa, Baskent University, Turkey

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Health Care Education

Co-Chairs: Daniel J. West, Jr., University of Scranton
Karen Gore, Ivy Tech State College

“Statistical Techniques Relevant for Health Care Administration Students”

Dennis Emmett, Marshall University
Discussant: William B. Stroube, University of Evansville

“Influence of a First-Year Pharmacy Course on the Attitudes of Students Toward Pharmacy Profession by Demographics”

M. Ateequr Rahman, St. John’s University
Rabia Tahir, St. John’s University
Madhu Agrawal, St. John’s University
Discussant: Barry Bleidt, Loma Linda University

“The Academic Ethics of Business Students Majoring in Health Care Administration”

Bob S. Brown, Marshall University
Charles K. Braun, Marshall University
Discussant: Charles Pettry, Allen Law Offices

“Assessing Attitudes of High School Students with Disabilities and Their Parents in the Slovak Republic”

Daniel J. West, Jr., University of Scranton
Discussant: Chang Gi Park, University of Illinois at Chicago

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Hospital Administration Issues

Co-Chairs: Mary K. Madsen, University of Wisconsin-Milwaukee
Gary Ross, Cardinal Stritch University

“Information Technology Personnel Perceptions of Hospital Information Security”

Terry L. Wiant, Marshall University
Discussant: Gene Wunder, Washburn University

**“Professional Advancement for Women Health Care Administrators:
A Conceptual Model”**

Mary K. Madsen, University of Wisconsin-Milwaukee

Discussant: Amelia Broussard, Clayton College and State University

**“Marketing Robotic Surgery: An Exploratory Evaluation of Consumer
Perception and Acceptance”**

Zachary D. Frank, Marshall University

Ashish Chandra, Marshall University

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

CASE RESEARCH

1:30-4:15 p.m. 6th Floor-Parlor G

SOCIETY FOR CASE RESEARCH BOARD OF DIRECTORS MEETING

Presiding: Bob Orwig, North Georgia College and State University

ENTREPRENEURSHIP

1:30-2:45 p.m. 6th Floor-Parlor C

Theme: Pedagogical Issues

Chair: Eliot S. Elfner, St. Norbert College

**“Implementing an Interdisciplinary, Cooperative Learning Experience for
Students Enrolled in an Entrepreneurship and an Advanced Accounting
Course”**

Janet McKnight, University of Wisconsin-Stevens Point

Barbara J. Mihm, University of Wisconsin-Stevens Point

“Assessing Classroom Teaching Methodologies to Enhance Student Learning”

Eliot S. Elfner, St. Norbert College

**“A Simple Data Envelopment Analysis Model Applied to Elementary
Schools”**

William G. Ludwin, Indiana University/Purdue University-Fort Wayne

FINANCE

1:30-2:45 p.m. 3rd Floor-PDR 5

Theme: Risk Management

Chair: Jill L. Vihtelic, St. Mary's College

“The Risk Management Picture in Russia Today”

John E. Patton, Southwest Missouri State University

John Bowdidge, Southwest Missouri State University

“Disruption in Insurance Markets: A Case for Federal Terrorism”

William J. Warfel, Indiana State University

“The Impact of the World Trade Center Disaster on the Share Values of Property”

Stanley R. Adamson, Southwest Missouri State University

Kent Ragan, Southwest Missouri State University

Discussants: Kent Ragan, Southwest Missouri State University

John Bowdidge, Southwest Missouri State University

William J. Warfel, Indiana State University

FINANCE

1:30-2:45 p.m. 3rd Floor-PDR 6

Theme: Real Estate

Chair: Donald Swanton, Roosevelt University

“Redeveloping Foreclosed Property: A Wisconsin Case Study”

Walt A. Nelson, Southwest Missouri State University

“Mean Reversion and the Predictability of Real Estate Betas”

Stephen L. Lee, University of Reading

“An Evaluation of the Developmental Issues and Potential for Real Estate”

Alfred J. Francfort, James Madison University

Gerald W. Buetow, BFRC Services, LLC

Hugh A. Hobson, James Madison University

Joseph D. Albert, James Madison University

“Salesperson Compensation and Performance in the Housing Market”

Sheri Faircloth, University of Nevada, Reno

Marcus T. Allen, Florida Atlantic University

Fred Forgey, Texas A&M University

Ronald C. Rutherford, University of Texas, San Antonio

Discussants: Sheri Faircloth, University of Nevada, Reno

Walt A. Nelson, Southwest Missouri State University

Stephen L. Lee, University of Reading

Alfred J. Francfort, James Madison University

INFORMATION SYSTEMS/QUANTITATIVE METHODS

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

Theme: Information Technology and Competitive Advantage

Chair: James Maxwell, State University of New York

“Information Technology Competitive Advantage: Value Chain Model”

Judy Holmes, Middle Tennessee State University

Andy Hinkle, Brownstone Technology

Carol Clark, Middle Tennessee State University

Jeff Clark, Middle Tennessee State University

“Integrating ERP Implementation with Change Management Process”

Purnendu Mandal, Marshall University

“Enhancing Customer Relationship via Enterprise Information Management”

Joseph Chan, Roosevelt University

Shamsul Chowdhury, Roosevelt University

“Increasing Efficiency in Supply Chain with Information Technology”

Marzie Astani, Winona University

Brian Alwin, TRW Automotive Company

Discussant: Charles White, Kettering University

INTERNATIONAL BUSINESS

1:30-2:45 p.m. 6th Floor-Parlor F

Theme: Foreign Exchange Rates and Banking

Chair: Bindu Vyas, Kings College

**“The Effects of Euro Conversion on Price Stability in the French Economy:
A Basket Study”**

Steven J. LaFave, Augsburg College

“Foreign Exchange Market Efficiency”

Raj Aroskar, University of Wisconsin

Salil K. Sarkar, University of Texas

Peggy E Swanson, University of Texas

Discussant: Christopher Ziemnowicz, Concord College

Discussant: Peter Geib, Minnesota State University

“A Tale of Two Countries: Commercial Banking in Poland and Ukraine”

Tracy Hofer, University of Wisconsin

MANAGEMENT

1:30-2:45 p.m. 6th Floor-Parlor H

Theme: 21st Century Organizational Management Constructs

Chair: Jeryl L. Nelson, Wayne State College

“Organizations Do Not Have Cultures”

Richard A. Barker, Upper Iowa University

Discussant: Paul Keaton, University of Wisconsin-La Crosse

“The Management of Innovation in the 21st Century”

James R. Maxwell, State University of New York College at Buffalo

Discussant: Brian R. Hinrichs, Milliken University

“Emotional Intelligence and Effective Teams”

Barbara J. Mihm, University of Wisconsin-Stevens Point

Discussant: Trevor Knox, Muhlenberg College

MANAGEMENT

1:30-2:45 p.m. 6th Floor-Parlor J

Theme: Strategic Management in For-Profit and Nonprofit Organizations

Chair: Robert Moussetis, North Central College

“The Comparative Aspect of Difference in Change: Compared to What?”

Durward Hofler, Northeastern Illinois University

Discussant: Dave Wolshon, Baker College

“Surplus Generation, Investment, and Long-Term Adaptation”

Raman Muralidharan, Indiana University-South Bend

Discussant: Scott Wallace, University of Wisconsin-Stevens Point

“Entrepreneurship and Growth: Managing the Contradictions of Strategy, Culture, and Change in the Sales Driven Organization”

Christopher B. Clott, St. Xavier University

Discussant: Robert E. Allen, Robert Morris College

“The Effects of Government Contract Reimbursement Systems on Nonprofit Organizations”

Elizabeth K. Keating, Harvard University

Denise Nitterhouse, DePaul University

Discussant: Kathryn Carlson Heler, Manchester College

MARKETING

1:30-2:45 p.m. Club Floor-PDR 16

Theme: Issues in Survey Research

Chair: Hugh Daubek, Purdue University-Calumet

“An Introduction to TIGER 2000”

Mark Leipnik, Sam Houston State University

Sanjay S. Mehta, Sam Houston State University

Balasundram Maniam, Sam Houston State University

“E-Surveying in Academia: Preparing for Primary Data Collection Using Online Technologies”

Karen E. James, Louisiana State University-Shreveport

Lisa A. Burke, Louisiana State University-Shreveport

“A Review of Selected Research Findings: Mail Surveys and the Reduction of Nonresponse Error”

Ronald A. Romba, Elmhurst College

Discussant: Elisa Fredericks, Northern Illinois University

MARKETING

1:30-2:45 p.m. Club Floor-PDR 17

Theme: Consumer Consciousness

Chair: Steve Corbin, University of Northern Iowa

“Credit Consciousness Among College Students: An Exploratory Study”

Mary Beth Pinto, Penn State University-Erie

Phylis M. Mansfield, Penn State University-Erie

Diane H. Parente, Penn State University-Erie

“Customer Value Creation: Bridging Theory and Practice”

Laurent Tournois, ESSEC-IAE Aix-en-Provence, France

“Fashion Consciousness and Fashion Involvement: The Role of Self-Consciousness, Vanity, and Self Esteem”

Peggy O. Shields, University of Southern Indiana

Discussant: Mandeep Singh, Western Illinois University

MARKETING

1:30-2:45 p.m. Club Floor-PDR 18

Professional Development Workshop

Chair: Susan M. Petroschius, Bowling Green State University

“What’s a Nice Woman Like You Doing in a Place Like This: Issues Unique to Women in Academe”

Panelists: Barbara Nemeck, University of Wisconsin-River Falls

JoAnn Linrud, Central Michigan University

Julie Toner Schrader, Bellarmine University

Rama Yelkur, University of Wisconsin-Eau Claire

OPERATIONS MANAGEMENT

1:30-2:45 p.m. 6th Floor-Parlor D

Theme: Quantitative Models

Chair: Chand K. Chauhan, Indiana University/Purdue University-Fort Wayne

“An Exact Test for the Equality of Relative Variability in Several Populations”

Chand K. Chauhan, Indiana University/Purdue University-Fort Wayne

Yvonne M. Zubovic, Indiana University/Purdue University-Fort Wayne

“A Meta-Analysis Model of TQM and its Constructs’ Reliability”

Thawatchai Jitpailboon, University of Toledo

S. Subba Rao, University of Toledo

“How to Accelerate the Tree Search Representation of the Traveling Salesman Problem”

John F. Wellington, Indiana University/Purdue University-Fort Wayne

BUSINESS AND HEALTH ADMINISTRATION

3:00-4:15 p.m. 7th Floor-LaSalle 4

Theme: Medical and Medication Errors

Co-Chairs: David Tipton, Duquesne University

Zachary D. Frank, Marshall University

“Perfectionism and Doctor of Pharmacy Student’s Willingness to Disclose Errors”

Autumn Stewart, Duquesne University

David Tipton, Duquesne University

Discussant: J. Warren Salmon, University of Illinois at Chicago

“Medication Errors: The Hidden Victim”

Vincent Giannetti, Duquesne University

Discussant: Frederick B. Hoyt, Illinois Wesleyan University

“Make a Mistake, Get Sued: Truth or Fiction”

Maria Turco, Duquesne University

Sasha Tamada, Duquesne University

David Tipton, Duquesne University

Discussant: Suzanne Bailey, University of Evansville

BUSINESS AND HEALTH ADMINISTRATION

3:00-4:15 p.m. 7th Floor-Clark 5

Theme: Legal and Diversity Issues in Health Care

Co-Chairs: William B. Stroube, University of Evansville
Charles Pettry, Allen Law Office

“The Nonprofit Hospital and the IRS: Are We on the Same Page?”

Michael Schonberger, Monmouth University
James H. Fries, Dinker, Biddle & Shanley Law Office
Discussant: Gary Ross, Cardinal Stritch University

“Current Issues Involving the FLSA”

Suzanne M. Crampton, Grand Valley State University
John W. Hodge, Grand Valley State University
Jitendra M. Mishra, Grand Valley State University
Discussant: Kyusuk Chung, Governors State University

“Right-To-Work Laws and the Uninsured”

Vasanthakumar N. Bhat, Pace University
Discussant: Charles Pettry, Allen Law Offices

“Implementing Diversity”

Stephen Cupps, Marshall University
Discussant: Edison Moura, University of Evansville

BUSINESS AND HEALTH ADMINISTRATION

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

**Theme: Pharmacoeconomics, Pharmaceutical Marketing, and
Pharmaceutical Administration**

Co-Chairs: Madhu Agrawal, St. John’s University
Dennis Emmett, Marshall University

“Controlling Pharmaceutical Costs: Can We Ever Get It Right?”

Frank Lambrinos, Monmouth University
David P Paul III, Monmouth University
Ashish Chandra, Marshall University
Discussant: Sandra G. Blake, University of Louisiana-Monroe

“Paradigmatic Shift: Redefining the Role of the Clinical Pharmacist?”

Tania Chopra, University of California, San Francisco
Mina Shahkarami, University of California, San Francisco
Daniel Dong, University of California, San Francisco
Clifton Louie, University of California, San Francisco
Discussant: Angela C. Dominelli, Albany College of Pharmacy

“Corporate Advertising Appeals in Print Ads of Generic Prescription Drug Companies”

Jaykumar Agarwal, St. John’s University
Madhu Agrawal, St. John’s University
Discussant: Joseph Feldhaus, University of Louisiana-Monroe

“An Analysis of Popular OTC Cold and Allergy Products”

Chitanshu Vora, St. John’s University
Madhu Agrawal, St. John’s University
Discussant: Peter G. Fitzpatrick, Clayton College and State University

ENTREPRENEURSHIP

3:00-4:15 p.m. 6th Floor-Parlor C

Theme: Entrepreneurial Issues

Chair: James R. Maxwell, State University of New York

“The Professional Association and the Entrepreneur”

Patricia G. Jacoby, Purdue University-North Central Campus

**“Marketing Intelligence Module in Entrepreneurship Programs:
Speed Up to the Speed of Start-Ups”**

Conway L. Lackman, Duquesne University

**“Corporate and Managerial Fitness Is a Key Element to Competitive
Advantage for Entrepreneurial Firms”**

James R. Maxwell, State University of New York

FINANCE

3:00-4:15 p.m. 3rd Floor-PDR 5

Theme: Potpourri

Chair: John Bowdidge, Southwest Missouri State University

“Guanxi as a Real Option”

Peter Barger, North Central College

“The Academy of Finance: The First Sixteen Years”

Don T. Johnson, Western Illinois University

Fred Ebeid, Western Illinois University

“Investigating the Lifetime Value of a Customer”

Peppi Kenny, Western Illinois University

Mandeep Singh, Western Illinois University

James T. Kenny, Western Illinois University

Discussants: Peppi Kenny, Western Illinois University

Peter Barger, North Central College

Don T. Johnson, Western Illinois University

FINANCE

3:00-4:15 p.m. 3rd Floor-PDR 6

Theme: Personal Financial Planning

Chair: Anand Krishamorthy, Troy State University-Pacific

“A Directed Exercise Designed to Acquaint Students with Online Personal Financial Planning Resources”

James B. Pettijohn, Southwest Missouri State University

Charles E. Pettijohn, Southwest Missouri State University

“Free Stock Ratings (Rankings): An Alternative to Analyst Recommendations”

Eddie Ary, Ouachita Baptist University

“Buying Down Mortgage Rates in Today’s Market?”

Cyrus K. Motlagh, University of Detroit Mercy

Discussants: Cyrus K. Motlagh, University of Detroit Mercy
James B. Pettijohn, Southwest Missouri State University
Eddie Ary, Ouachita Baptist University

INFORMATION SYSTEMS/QUANTITATIVE METHODS

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

Theme: Teaching And Learning

Chair: Judy Holmes, Middle Tennessee State University

“Issues and Recommendations on Updating the IS’97 Model Curriculum”

Ruidong Zhang, University of Wisconsin-Eau Claire

James LaBarre, University of Wisconsin-Eau Claire

John Melrose, University of Wisconsin-Eau Claire

“Effective Use of Online Discussion Forums in Teaching with Business Cases”

Marc Lynn, John Carroll University

Wendy Schapero, John Carroll University

“Teaching a Graduate IS Course Online: Pitfalls and Pointers”

Jennifer Williams, University of Southern Indiana

“Benefits and Challenges of Teaching Internet-Based Courses to Graduate and Undergraduate Business Students”

Susan Haugen, University of Wisconsin-Eau Claire

James LaBarre, University of Wisconsin-Eau Claire

John Melrose, University of Wisconsin-Eau Claire

“Using a Data Mining Assignment in an MIS Course”

Marv Alvin, University of Southern Indiana

Discussant: Charletta Gutierrez, Northern Illinois University

INTERNATIONAL BUSINESS

3:00-4:15 p.m. 6th Floor-Parlor F

Theme: Globalization

Chair: John E. Spillan, Penn State University, DuBois Campus

Discussants: Raj Aroskar-University of Wisconsin
Nanda Viswanathan, Delaware State University
Juan Meraz, Southwest Missouri State University

“Globalization of Pennsylvania: Determinants of Location at a Sub-National Level”

Bindu Vyas, Kings College-McGowan School of International Business

“Global Implications of Direct-to-Consumer Advertising in the Pharmaceutical Industry”

John Bowblis, Kings College-McGowan School of International Business

Bindu Vyas, Kings College-McGowan School of International Business

“The Global Reality: The Challenge of Measuring Global Business Knowledge”

Gideon Falk, Purdue University-Calumet

Anand Krishnamoorthy, University of Alabama

MANAGEMENT

3:00-4:15 p.m. 6th Floor-Parlor H

Panel: Assessing the Assessment Process in a School of Management: A Stakeholder Perspective

Chair: Gideon Falk, Purdue University-Calumet

Panelists: Casimir C. Barczyk, Purdue University-Calumet
Denise Woods, Purdue University-Calumet
Sashi Sekhar, Purdue University-Calumet
Shomir Sil, Purdue University-Calumet

MARKETING

3:00-4:15 p.m. Club Floor-PDR 16

Theme: Integrating Marketing Communications

Chair: Charlie Pettijohn, Southwest Missouri State University

“The Effect of Celebrity Status and Product/Endorser Fit on the Effectiveness of Athlete Endorsers”

Cynthia B. Hanson, Greensboro College

Carole Pasqueretta, IMS Health

“The Effects of Ad Irritation on Brand Attitudes”

Subhra Chakrabarty, Mississippi State University

Rama Yelkur, University of Wisconsin-Eau Claire

“A Theoretical Examination of a Segmentation Base and Segment Descriptors for Corporate Promotions in a Hostile Environment”

John M. Planchon, Rhodes College

“When Good Promotions Go Bad: Legal Standards and Public Relations in the Internet Age”

Cynthia F. Mulliken, Bellarmine University

Michael R. Luthy, Bellarmine University

Discussant: Phylis Mansfield, Penn State University-Erie

MARKETING

3:00-4:15 p.m. Club Floor-PDR 17

Theme: Asian Business and Consumer Markets

Chair: Tanuja Singh, Northern Illinois University

“Chinese Executives’ Perceptions of United States: Chinese Negotiating Styles and Relationships”

Maria Lai-Ling Lam, Lingan University-Hong Kong

“Entrepreneurship in Hong Kong”

Danny S. M. Lam, University of South Australia

“Japanese Women’s Consumption Patterns: 1945 to Present”

Allen Marber, International Marketing Consulting, Chicago

Paul Wellen, Roosevelt University

Discussant: Abe Biswas, Louisiana State University

MARKETING

3:00-4:15 p.m. Club Floor-PDR 18

MMA Master Teacher Competition

Chair: Ashish Chandra, Marshall University

Judges: Paul C. Thistlethwaite, Western Illinois University

Joyce Grahn, University of Minnesota-Duluth

John Summey, Southern Illinois University

OPERATIONS MANAGEMENT

3:00-4:15 p.m. 6th Floor-Parlor D

Theme: Information Technology

Chair: Casimir C. Barczyk, Purdue University-Calumet

“An Operations View of Internet Strategy”

Charles H. Apigian, Middle Tennessee State University

“The Effect of Internet Technology on Employee Selection”

Casimir C. Barczyk, Purdue University-Calumet

Gideon Falk, Purdue University-Calumet

Denise M. Woods, Purdue University-Calumet

“Where Does Extranet Technology Fit in Operations Management?”

Yunus Kathawala, Eastern Illinois University

Muhammad Sajid, Eastern Illinois University

ACCOUNTING

3:00-4:00 p.m. 141 West Jackson Blvd.
Field Trip: Chicago Board of Trade

BUSINESS AND HEALTH ADMINISTRATION

4:30-5:30 p.m. 7th Floor-LaSalle 4

BHAA BOARD MEETING

Presiding: Donna Redding, Memorial Medical Center
BHAA President (2002-2003)

ACCOUNTING

4:30-6:30 p.m. 6th Floor-Parlor A

NORTH AMERICAN ACCOUNTING SOCIETY BOARD MEETING

Presiding: Jack Armitage, University of Nebraska-Omaha
President, North American Accounting Society

Mid-American Journal of Business Ad

THURSDAY, MARCH 13, 2003

MARKETING

7:30-9:00 a.m. Empire Room

Awards Breakfast-MMA Enduring Questions Speaker Series

Chair: Brian Engelland, MMA President-elect and Program Chair

“Holistic Marketing”

Philip Kotler, Northwestern University; winner of the 2003 MMA Award for Innovative Contributions to Marketing

ACCOUNTING

8:00-9:00 a.m. 6th Floor-Parlor A

Theme: Income Tax Accounting

Chair: Bambi Hora, University of Central Oklahoma

“CPAs’ Perspectives of the Importance of Selected Tax Areas and Topics”

Quinton Booker, Jackson State University

Richard Russell, Jackson State University

“An Evaluation of Interperiod Tax Allocation for Consolidated Entities”

Kenneth Stone, Central Missouri State University

David W. Joy, Central Missouri State University

“Use of Net Operating Loss Carry Forwards of New Members of a Consolidated Group for Tax Purposes”

David W. Joy, Central Missouri State University

Kenneth Stone, Central Missouri State University

ACCOUNTING

8:00-9:00 a.m. 6th Floor-Parlor B

Panel Discussion: Fraud and Independence Issues

Chair: Margaret Combs, Union College

Panelists: Darlene Kausch, Andrews University

Susan Haugen, University of Wisconsin-Eau Claire

Richard Sathe, University of St. Thomas

BUSINESS ECONOMICS

8:00-9:00 a.m. 3rd Floor-PDR 4

Theme: Characteristics of Financial Markets

Chair: Veree Ethridge, University of St. Francis

“Stock Market Volatility and FOMC Announcement”

Glenn Potts, University of Wisconsin-River Falls

Discussant: Munir Quddus, Prairie View A&M University

“Financial Characteristics of Institutional Investor Common Stockholdings in the Korean Stock Market”

Yong Kim, Hansei University

Jong Rhim, University of Southern Indiana

Sangwoo Heo, University of Southern Indiana

Discussant: Keun H. Lee, Northern State University

“On Entrepreneurs’ Risk Attitudes”

Mohammed Khayum, University of Southern Indiana

Joy Peluchette, University of Southern Indiana

Discussant: Vandana Rao, Indiana University East

BUSINESS, SOCIETY, AND GOVERNMENT

8:00-9:00 a.m. 6th Floor-Parlor J

Theme: Social Engineering

Chair: Steven Palmer, Louisiana State University at Alexandria

“Home Financing: More on the Freddie’s”

Jim Breyley, Jr, Louisiana State University at Alexandria

Emmanuel Oritsejafor, North Carolina Central University

“The Use of Building Moratoria to Control Growth in Rural Communities”

Jim Molloy, University of Wisconsin-Whitewater

Howard Olson, University of Wisconsin-Whitewater

“The Hawks Nest Tunnel Incident: Insights from Chaos Theory”

William Crandall, Concord College
Richard D. Crandall, John A. Walker College of Business
Christopher Ziemnowicz, Concord College

“Section 59: The New Game in Town”

Sherman Hirschman, Central Michigan University

ENTREPRENEURSHIP

8:00-9:00 a.m. 6th Floor-Parlor C

Theme: Symposium on Curriculum Innovation

Chair: Joann Segovia, Minnesota State University-Moorhead

“No Text, No Supporting Materials: How to Design an Accounting and Finance Course for Entrepreneurs”

Joann Segovia, Minnesota State University-Moorhead

“The Future of Online Education: A Virtual Reality or Virtual Mirage?”

Jaishankar Raman, Valparaiso University

FINANCE

8:00-9:00 a.m. 3rd Floor-PDR 5

Theme: Corporate Finance

Chair: Ibrahim J. Affaneh, Indiana University of Pennsylvania

“Industry-Related Differences in Working Capital Management”

Tom Kruger, University of Wisconsin-La Crosse

“An Empirical Estimation of the Degrees of Operating and Financial Leverage Using the Theory of Co-Integration”

Ronnie Clayton, Jacksonville State University

Asim Ghosh, St. Joseph University

“An Empirical Investigation of Stock Repurchase Programs for Companies of the 1990s versus the 2000s”

John Consler, Le Moyne College

Greg M. Lepak, Le Moyne College

Discussants: John Consler, Le Moyne College
Tom Kruger, University of Wisconsin-La Crosse
Ronnie Clayton, Jacksonville State University

FINANCE

8:00-9:00 a.m. 3rd Floor-PDR 6

Theme: Banking

Chair: Michael L. Robinson, St. Mary’s College

“The Impact of Globalization and Information Technology on the Growth and Performance of the Commercial Banks in the United Arab Emirates”

Mazhar M. Islam, Sultan Qaboos University

“Islamic Banking”

Farhang Mossavar-Rahmani, National University

“Banking, Options, and Investment

Discussants: William H. Lepley, University of Wisconsin-Green Bay
Mazhar M. Islam, Sultan Qaboos University
Farhang Mossavar-Rahmani, National University

INTERNATIONAL BUSINESS

8:00-9:00 a.m. 6th Floor-Parlor F

Theme: International Competitiveness

Chair: Jim Maxwell, State University of New York-Buffalo

“Toward a Long-Run Structural Model of International Competitiveness”

Fidel Ezeala-Harrison, Jackson State University

“Supply Chains, Supply Chain Management and International Competitiveness”

David Boggs, St. Louis University

Vikas Kumar, St. Louis University

Discussants: Tracy Hofer, University of Wisconsin

John Bowdidge, Southwest Missouri State University

INFORMATION SYSTEMS/QUANTITATIVE METHODS

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

Theme: Systems and Database Issues

Chair: Pat Paulson, Winona State University

“Database Applications in Business”

Waleid Ismail, ITT Technical Institute (Burr Ridge)

Shamsul Chowdhury, Roosevelt University

“Developing an IT Strategy: What’s Your Next Move?”

Donna Grant-Chappie, DePaul University

“Improving Strategic Decisions: Systems Dynamics vs. Strategic Assumption Surfacing and Testing”

David O’Gorman, University of Illinois at Springfield

“Structural Equation Modeling for Information Systems Strategic Grid”

Thawatchai Jitpaiboon, University of Toledo

Discussant: Judy Holmes, Middle Tennessee State University

MANAGEMENT

8:00-9:00 a.m. 6th Floor-Parlor H

Theme: Research, Development, and Management of Business Administration Programs

Chair: Andy Borchers, Kettering University

“Program Research and Management During Changing Times: An Initial Study”

Brian R. Hinrichs, Millikin University

Debi O’Dea, Milliken University

Discussant: Stephen Kleisath, University of Wisconsin-Platteville

“Developing the Appropriate Education Competencies to Enter the Human Resource Management Field”

Thomas J. Bergmann, University of Wisconsin-Eau Claire

Scott Lester, University of Wisconsin-Eau Claire

Discussant: Ronald M. Faust, University of Evansville

“Developing an Outcomes Assessment Plan for a Bachelor of Science in Business Administration Major: Obstacles and Potential Solution”

James F. Maddox, Friends University

Elizabeth G. Ross, Friends University

Discussant: Gideon Falk, Purdue University-Calumet

OPERATIONS MANAGEMENT

8:00-9:00 a.m. 6th Floor-Parlor D

Theme: E-Business

Chair: Karen Novoy, Robert Morris College-Orland Park

“Implementation of Electronic Commerce in Manufacturing Organizations”

Prasad Bingi, Indiana University/Purdue University-Fort Wayne

Joseph N. Khamalah, Indiana University/Purdue University-Fort Wayne

“How Electronic Marketplaces Facilitate the Performance of Global Sourcing”

Dothang Truong, University of Toledo

S. Subba Rao, University of Toledo

“Technology’s Impact on Efficient Supply Chain Management”

James R. Maxwell, State University of New York

BUSINESS AND HEALTH ADMINISTRATION

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

ANNUAL BUSINESS MEETING

Presiding: Donna Redding, Memorial Medical Center
BHAA President (2002-2003)

ACCOUNTING

9:15-10:30 a.m. 6th Floor-Parlor A

Theme: Education Issues

Chair: Jerry Kreuzer, Western Michigan University

“Sweat Treats Corp: A Real-Life Introduction to Accounting and Business”

Ingrid Ulstad, University of Wisconsin-Eau Claire

“An Overview of Open Courseware Issues for Accounting Educators: A New Reality and Challenge”

Carol M. Jessup, University of Illinois-Springfield

“Change in Accounting Education and Its Impact on Liberal Arts Colleges and Universities”

Lynn Spellman White, Trinity Christian College

“The Writing Apprehension of Accounting Majors: A Personality Type Perspective”

Susan M. Moncada, Indiana State University

Thomas P. Moncada, Eastern Illinois University

ACCOUNTING

9:15-10:30 a.m. 6th Floor-Parlor B

“Currency Trading” Session (5-7 minute “quick hitters”)

Chair: Gary G. Johnson, Southeast Missouri State University

Presentation A: “How to Encourage Class Discussion”

Presenter: David A. Kunz, Southeast Missouri State University

Presentation B: “Consolidation of Certain Special Purpose Entities”

Presenter: Kenneth Stone, Central Missouri State University

Presentation C: “Auditing Standards Update”

Presenter: Jack Armitage, University of Nebraska-Omaha

Presentation D: “SFAS 145”

Presenter: Joann Noe Cross, University of Wisconsin-Oshkosh

BUSINESS ECONOMICS

9:15-10:30 a.m. 3rd Floor-PDR 4

Theme: Regional Economic Development

Chair: Timothy Schibik, University of Southern Indiana

“Wisconsin Real Gross State Product: A Shift-Share Analysis of Economic Performance”

Randy F. Cray, University of Wisconsin-Stevens Point

Discussant: David Dilts, Indiana University/Purdue University-Fort Wayne

“A Circle of Prosperity: Educational Performance and Per-Capita Income in Central Indiana Counties”

Eric R. Dodge, Hanover College

Discussant: Milton Esbitt, Dominican University

“Investigating Factors Affecting Regional Economic Growth”

Derek Bjonback, Purdue University-North Central

Tantatape Brahmasrene, Purdue University-North Central

Discussant: Munir Hassan, Claflin University

“Livability Changes in Indiana Communities: Something to Flaunt or Fear”

Peter Cashel-Cordo, University of Southern Indiana

Daniel Friesner, Weber State University

Sudesh Mujumdar, University of Southern Indiana

Discussant: Shiv Gupta, University of Findlay

BUSINESS, SOCIETY, AND GOVERNMENT

9:15-10:30 a.m. 6th Floor-Parlor J

Theme: Matters of Misconduct and Reputation

Chair: Jim Breyley, Louisiana State University at Alexandria

“From Corporate Misconduct to Corporate Effectiveness”

Michael A. Yahr, Robert Morris University

Ronald R. Rubenfield, Robert Morris University

“The Social Determinants of Reputation: Stakeholder Impact on Analysts and Executives”

Eugene Sz wajkowski, University of Illinois-Chicago

Raymond E. Figlewicz, Grand Valley State University

Deborah K. Jones, Wayne State University

CASE RESEARCH

9:15-10:30 a.m. 6th Floor-Parlor G

Theme: Cases and Teaching Cases

Chair: Kay Hodge, University of Nebraska-Kearney

“Cases in the Engineering Curriculum”

Robert H. Wolverton, United States Air Force Academy

Janet Bear Wolverton, Oregon Institute of Technology

“Managerial Application and Teaching Dichotomies”

Robert W. Service, Samford University

Joyce Heames, Samford University

“Case Analysis in Strategic Management: An Instructional Resource”

Rajendra Khandekar, Metropolitan State College of Denver

Discussants: Roy Cook, Fort Lewis College

Jim Puetz, Rockhurst University

Fred Hebein, California State University San Bernadino

ENTREPRENEURSHIP

9:15-10:30 a.m. 6th Floor-Parlor C

Theme: Technology and Entrepreneurship

Chair: Larry Haber, Indiana University/Purdue University-Fort Wayne

“Management Technology Assessment Techniques for Entrepreneurs and Small Businesses in the 21st Century”

James R. Maxwell, State University of New York

“Drivers of IS Strategic Imperatives: Shared Needs, Knowledge Sharing and Internal Partnership”

Xiao Li, University of Toledo

Paul Hong, University of Toledo

Bhall Bhatt, University of Toledo

“Internet Content Companies: Bubble and Failure”

David Dilts, Indiana University/Purdue University-Fort Wayne

Larry Haber, Indiana University/Purdue University-Fort Wayne

John Wellington, Indiana University/Purdue University-Fort Wayne

FINANCE

9:15-10:30 a.m. 3rd Floor-PDR 5

Theme: Ethics, Governance, Conflicts of Interest

Chair: Shyam Bhandari, Bradley University

“Conflicts of Interest in the Financial Markets”

Kevin M. Bahr, University of Wisconsin-Stevens Point

“What Happens to Firms after Adopting Shark Repellent Takeover Defenses: Managerial Entrenchment or Corporate Revitalization”

Steven A. Frankforter, Winthrop University

Mary C. Martin, Fort Hays State University

“Teaching Students the Nature of Moral Hazard: An Ethical Component for Finance Classes”

Donald W. Swanton, Roosevelt University

Discussants: Donald W. Swanton, Roosevelt University
Kevin M. Bahr, University of Wisconsin-Stevens Point
Steven A. Frankforter, Winthrop University

FINANCE

9:15-10:30 a.m. 3rd Floor-PDR 6

Theme: Derivatives

Chair: Robert C. Wolf, University of Wisconsin-La Crosse

“Improve the Retention Effect of Indexed Stock Options by the Use of the Ratchet Mechanism”

Jian Wu, Rouen Graduate School of Management

“On the Efficacy of Probability Stops in Future Trading”

Nauzer J. Balsara, Northeastern Illinois University

“The Effective Use of Foreign Exchange Derivatives by U.S. Multinationals”

Brian P. Anderson, University of Wisconsin-Oshkosh

Stephen D. Makar, University of Wisconsin-Oshkosh

Discussants: Brian P. Anderson, University of Wisconsin-Oshkosh
Jian Wu, Rouen Graduate School of Management
Nauzer J. Balsara, Northeastern Illinois University

INTERNATIONAL BUSINESS

9:15-10:30 a.m. 6th Floor-Parlor F

Theme: International Business in China

Chair: Peter Gieb, Minnesota State University

“Local Environment and the Allocation of Foreign Direct Investment: Evidence from the People’s Republic of China”

Johnson S. R. Cao, Shanghai National Accounting Institute

“Will Quanxi Help in Gaining and Sustaining Competitive Advantage in China? A Contingent Approach”

Siblin Wu, University of Wisconsin-Milwaukee

Xin Liang, University of Wisconsin-Milwaukee

“E-Commerce in China: Problems and Risks”

Mike Rayburn, University of Tennessee

“Business in China: A Case Study into the Spanish Language People’s Daily-Diario Del Pueblo”

Juan F. Meraz, Southwest Missouri State University

Discussants: Hideki Takei, Southern New Hampshire University

Joseph Leonard, University of Miami, Ohio

James Maxwell, State University of New York-Buffalo

INFORMATION SYSTEMS/QUANTITATIVE METHODS

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

Theme: E-Commerce

Chair: Shamsul Chowdhury, Roosevelt University

“A Business Driven Approach to Internet Strategy”

Charles Apigian, Middle Tennessee State University

“CRM in E-Commerce”

Marzie Astani, Winona State University

“XML to XBRL: Are We There Yet?”

Cathy Poyner, Truman State University

“Charting the New E-Commerce Landscape: E-Commerce Research Today”

Theresa Steinbach, DePaul University

Linda Knight, DePaul University

James White, DePaul University

Discussant: Behrooz Saghafi, Chicago State University

INFORMATION SYSTEMS/QUANTITATIVE METHODS

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

Theme: Security and Privacy Issues

Chair: Linda Knight, DePaul University

“Computer Technology vs. Personal Privacy: Can the Two Coexist?”

James Maxwell, State University of New York

“E-Surveillance @workplace.com: Employer Interests versus Employee Privacy”

Gary Moore, University of Toledo

Joseph Scazzero, Eastern Michigan University

“Internet Security in the 21st Century”

James Maxwell, State University of New York

“Building a Secure E-Commerce System With a Secure Web-Based Data Transfer Model”

Charlie Shim, South Dakota State University

Sung Yung Shin, South Dakota State University

Ali Salehnia, South Dakota State University

Discussant: Tim Greer, Middle Tennessee State University

LEGAL STUDIES

9:15-10:30 a.m. 3rd Floor-PDR 8

Theme: Employment Law I

Chair: Dawn Swink

“Modeling Peaceful Societies Through Employee Ownership and Participation”

Dana Muir, University of Michigan

“What Disability? The Americans with Disabilities Act Saga”

Brad Reid, Abilene Christian University

“What is a ‘Major Life Function’? Recent ADA Decisions”

Denise S. Smith, Missouri Western State College

“Selected Demographic Variables for U.S. Jurisdictions with Employment Protection Laws for Sexual Minorities”

J’Noel Gardiner, Park University

David Sandoval, MBA Candidate, Park University

LEGAL STUDIES

9:15-10:30 a.m. 3rd Floor-PDR 9

Theme: Environmental and Regulatory Law

Chair: Alan C. Roline

“Hatchery-Raised Salmon: Should They Be Counted Among Endangered Populations?”

James R. Turner, Truman State University

“Environmental Risks: CGL Exclusions to Insurability”

Carol J. Miller, Southwest Missouri State University

“Considering a Gap in the American Legal System”

John S. Bowdidge, Southwest Missouri State University

Wayne L. Anderson, Southwest Missouri State University

MANAGEMENT

9:15-10:30 a.m. 6th Floor-Parlor H

Theme: Managing Human Resources: Gender Issues

Chair: Stephen Kleisath, University of Wisconsin-Platteville

“Using Behavioral Science Research to Formulate Effective Sexual Harassment Prevention Programs in Organizations”

Charles J. Hobson, Indiana University Northwest

Dawn Kesic, Indiana University Northwest

Desila Rosetti, Indiana University Northwest

Discussant: Peggy Houghton, Baker College

“Managing to Prevent Sexual Harassment in the Workplace”

James R. Maxwell, State University of New York-Buffalo

Discussant: James Paradiso, College of Lake County

“An Analysis of the Causes of Gender Pay Inequity”

Ronald M. Faust, University of Evansville

Discussant: Barbara Mihm, University of Wisconsin-Stevens Point

MARKETING

9:15-10:30 a.m. Club Floor-PDR 17

Theme: MMA Enduring Questions Speaker Series

Chair: Brian Engelland, MMA President-elect and Program Chair

“The Development of a State-of-the-Art Web Presence at Ford Motor Company”

Michael Lombardi, executive director of dealer services, Ford Motor Company

OPERATIONS MANAGEMENT

9:15-10:30 a.m. 6th Floor-Parlor D

Theme: Optimal Allocation Approaches

Chair: Timothy S. Vaughan, University of Wisconsin-Eau Claire

“Dealing with Intractability of Optimal Allocation Policies in Multi-Retailer, Multi-Echelon Uncertain-Demand, Periodic Review Inventory Distribution Systems”

Ashok Kumar, Grand Valley State University

“On The Optimality of Planned Inventory Shortages”

Timothy S. Vaughan, University of Wisconsin-Eau Claire

“Optimal Allocation of Pallets in a Manufacturing Cell”

Roby Thomas, Elmhurst College

Yunus Kathawala, Eastern Illinois University

TWO-YEAR COLLEGES

9:15-10:30 a.m. 7th Floor-LaSalle 4

Chair: Jerry J. Field, Illinois Institute of Technology

“Comparative Study of Two-Year Colleges Expenditures: Yorkshire, England, and Kentucky, USA”

James H. Glenn, Owensboro Community College

“Computer-Aided Data Analysis in an Undergraduate Business Technology Program: The Middletown, Ohio, Water Services Department Survey”

Susan A. Baim, Miami University

“A Proposal for a Distance Education Hybrid Course”

Diane L. Henke, University of Wisconsin-Fox Valley

“Recruitment from Community Colleges from Present and Past Students: Developing a Continual Feeder Program “

Jerry J. Field, Illinois Institute of Technology

“Introducing Business Students to Theories of Moral Development”

Sid Konell, University of Wisconsin-Barron County

<p>MBAA COFFEE BREAK</p>

<p>10:30-10:45 a.m. 3rd Floor-Lower Exhibit Hall</p>

ACCOUNTING

10:45 a.m.-12:00 p.m. 6th Floor-Parlor A

Theme: Current Issues of the Accounting Profession

Chair: Alan Reinstein, Wayne State University

“How the Foreign Press Treated Arthur Andersen”

George S. Swales, Jr., Southwest Missouri State University

John S. Bowdidge, Southwest Missouri State University

“The XYZ Global Credential: Some Opinions of North Dakota and Minnesota CPAs”

Dee Ann Ellingson, University of North Dakota

Arthur A. Hiltner, University of North Dakota

Harold Wilde, University of North Dakota

“Greetings from Jersey City: The New CPA Examination and the Near Future of Accounting Education”

T.J. Fogarty, Case Western Reserve University

“The New Scarlet Letter: Student Perceptions of the Accounting Profession After Enron”

Mimi Coleman, Western Michigan University

Jerry Kreuze, Western Michigan University

Sheldon Langsam, Western Michigan University

ACCOUNTING

10:45 a.m.-12:00 p.m. 6th Floor-Parlor B

Panel Discussion: Is it Time to Update the Accounting Curriculum?

Panelists: Chair-Donna Whitten, Purdue University-North Central

Lynn Spellman White, Trinity Christian College

Richard Sathe, University of St. Thomas

Larry Garrison, University of Missouri-Kansas City

John Elfrink, Central Missouri State University

Seleshi Sisaye, Duquesne University

Jim Pofahl, University of Wisconsin-Oshkosh

BUSINESS ECONOMICS

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

Joint Session with Business and Health Administration

Theme: Multidisciplinary Issues in Health Care

Co-Chairs: Adnan Kisa, Baskent University, Turkey
Daniel Friesner, Weber State University

“The Economic Dimensions of the Nonadherence to Long-Term Therapies”

Adnan Kisa, Baskent University, Turkey

Discussant: Michael A. Chaiken, St. Joseph’s College

“Metrics of HMO Performance: Complements or Substitutes?”

Patricia H. Born, California State University-Northridge

J. Tim Query, Illinois Wesleyan University

Discussant: Kyusuk Chung, Governors State University

“Using Forecasting and Quality Control Techniques to Benchmark Performance: A Case Study of a Midwestern Rehabilitation Institute”

Donna Neufelder, St. Mary’s Rehabilitation Institute

Janet Raisor, St. Mary’s Rehabilitation Institute

Mohammed Khayum, University of Southern Indiana

Daniel Friesner, Weber State University

Discussant: Zachary D. Frank, Marshall University

“Open Source in the Pharmaceutical Industry”

Neil B. Niman, University of New Hampshire

Brian T. Kench, University of Tampa

Discussant: Sandra G. Blake, University of Louisiana-Monroe

BUSINESS AND HEALTH ADMINISTRATION

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

Special Joint Session with the Midwest Business Economics Association

Theme: Multidisciplinary Issues in Health Care

Co-Chairs: Adnan Kisa, Baskent University, Turkey
Daniel Friesner, Weber State University

“The Economic Dimensions of the Nonadherence to Long-Term Therapies”

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“Open Source in the Pharmaceutical Industry”

Neil Niman, University of New Hampshire

Brian Kench, University of Tampa

Discussant: Sandra G. Blake, University of Louisiana-Monroe

BUSINESS, SOCIETY, AND GOVERNMENT

10:45 a.m.-12:00 p.m. 6th Floor-Parlor J

Theme: Human Impacts

Chair: Yezdi Godiwalla, University of Wisconsin-Whitewater

“Margaret Thatcher and the European Union”

John S. Bowdidge, Southwest Missouri State University

Patricia E. Feltes, Southwest Missouri State University

“Show Biz in Business, Society, and Government”

Juan F. Meraz, Southwest Missouri State University

“A Tale of Two Reformers”

Robert E. Allen, Robert Morris College

C.R. Marshall, University of Wisconsin-Stevens Point

**“The Children’s College Attendance and Their Parents’ Economic Status:
What Link?”**

Marcel Ngambi, St. Augustine’s College

CASE RESEARCH

10:45 a.m.-12:00 p.m. 6th Floor-Parlor G
Panel

“Web-Based Instruction and Case Teaching: Experiences at a Small School”

Jeryl L. Nelson, Wayne State University
Cheryl Waddington, Wayne State University
Suzanne Wilhelm, Fort Lewis College

ENTREPRENEURSHIP

10:45 a.m.-12:00 p.m. 6th Floor-Parlor C
Theme: **Minority Issues in Entrepreneurship**
Chair: Ram Kesavan, University of Detroit Mercy

“Navigating to the Future as a Woman Entrepreneur”

James R. Maxwell, State University of New York

“Black Entrepreneurship: Review and Hypotheses”

Ram Kesavan, University of Detroit Mercy

**“External and Internal Locus of Control’s Influence on Women
Entrepreneurs: An Exploratory Study”**

John Spillan, Pennsylvania State University-Dubois
Richard Brazier, Pennsylvania State University-Dubois

FINANCE

10:45 a.m.-12:00 p.m. 3rd Floor-PDR 6
ACADEMY OF FINANCE ANNUAL BUSINESS MEETING
Presiding: Walt A. Nelson, Southwest Missouri State University

INTERNATIONAL BUSINESS

10:45 a.m.-12:00 p.m. 6th Floor-Parlor F

Theme: Assessing Globalization

Chair: David Boggs, St. Louis University

“Globalization: Backlash- Action and Reaction”

Peter Geib, Minnesota State University

Lucie Pfaff, College of Mount St. Vincent

“Multinational Enterprises Are Regional, Not Global”

Alan M. Rugman, Kelly School of Business, Indiana University

Joseph D Cruz, Rotman faculty of Management, University of Toronto

Cecilia Brain, principal and CEO of Braintrust, a Toronto-based consulting organization

“Globalization: An Analysis of Post-Communist Hungarian Sports”

Gyozo Molar, Loughborough University

Joseph W. Leonard, Miami University

Discussants: Jane Crabtree, Benedictine University
Anthony Koh, University of Toledo

INFORMATION SYSTEMS/QUANTITATIVE METHODS

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

Theme: Information Systems and Information Technology

Chair: Marzi Astani, Winona State University

“A Business-Like IS Strategy: How to Avoid Outsourcing-Recovery Cycle Losses”

Charles White, Kettering University

“CIO Then and Now: A Historical Perspective of the CIO Role and the IT Function”

John Fisher, DePaul University

“How to Improve MRP Systems to Reduce Cost and Deliver Satisfaction to Customers: A Case Study”

Mahmet Kocakulah, University of Southern Indiana

Ben Patterson, Crandon Plastic Company

Marv Albin, University of Southern Indiana

“IT Spending in the Midst of the Current Economic Climate”

Charletta Gutierrez, Northern Illinois University

Srihari Kandaswamy, Northern Illinois University

Discussant: Sharlett Gillard, University of Southern Indiana

“Three-Group Classification with Unequal Misclassification Costs: A Goal Programming Approach”

Constantine Loucopoulos, Northeastern Illinois University

Robert Pavur, University of North Texas

LEGAL STUDIES

10:45 a.m.-12:00 p.m. 3rd Floor-PDR 8

Theme: Commercial Law

Chair: Gail McCracken

“Revisions to Article 9 (Secured Transactions)”

Bryce J. Jones, Truman State University

“Tyson Chickens Out on Hog Farmers”

Roy Whitehead, University of Central Arkansas

“Payday Loans: The Arkansas Experience”

John F. Robertson, Arkansas State University

“A Complex Economy Requires Simple Legal Rules: The Legacy of Coase, Hayek, Epstein, and Holmes”

Steven R. Smith, Truman State University

LEGAL STUDIES

10:45 a.m.-12:00 p.m. 3rd Floor-PDR 9

Theme: Employment Law II

Chair: R. Wayne Saubert, Radford University

“State and Federal Reforms in the Employment at Will Doctrine: Where Are We Now and Where Are We Going?”

Michael A. Katz, Delaware State University

“Employees and Workplace Privacy”

Jeffrey Pittman, Arkansas State University

“ADR: Arbitration of Employee Grievances over Alcohol Testing”

William J. Walsh, Illinois Wesleyan University

“Intentional/Negligent Infliction of Emotional Distress in the U.S. Workplace: Recent Trends in the Caselaw”

Stephen E. Blythe, American University of Sharjah, United Arab Emirates

MANAGEMENT

10:45 a.m.-12:00 p.m. 6th Floor-Parlor H

Theme: Meeting the Realities and Challenges of Higher Education in the 21st Century

Chair: Robert Moussetis, North Central College

“New Realities and New Challenges: Are Academic Institutions Becoming Banana Republics?”

Jann E. Freed, Central College

Debela Birru, Central College

Discussant: John S. Bowdidge, Southwest Missouri State University

“The Vanishing Leisure of the Faculty Class: New Administrative Challenges and Responses”

Michael G. Harvey, University of Mississippi

Milorad M. Novicevic, University of Wisconsin-La Crosse

Thomas D. Sigerstad, Frostburg State University

Thomas S. Kuffel, University of Wisconsin-La Crosse

Paul N. Keaton, University of Wisconsin-La Crosse

Discussant: Richard Barker, Upper Iowa University

“Total Quality Management vs. Assessment in Higher Education: Similarities and Differences

Gideon Falk, Purdue University-Calumet

Casimir C. Barczyk, Purdue University-Calumet

Discussant: Lynn Isvik, Upper Iowa University

MANAGEMENT

10:45 a.m.-12:00 p.m. 7th Floor-Clark 5

Theme: International Competitive Strategies

Chair: Scott Wallace, University of Wisconsin-Stevens Point

“Innovation Strategy for MNC and Its Foreign Subsidiaries”

Yezdi H. Godiwalla, University of Wisconsin-Whitewater

Discussant: Jeryl L. Nelson, Wayne State College

“An Assessment of Competitive Advantage of India’s Software Industry”

Mainuddin Afza, Bloomsburg University of Pennsylvania

Discussant: Bruce Bloom, DeVry University

“The Franchising in Taiwan with Natural Beauty Group”

Steve C. Chen, University of South Australia

Discussant: Beverly Jones, Kettering University

MARKETING

10:45 a.m.-12:00 p.m. Club Floor-PDR 16

Theme: Market Orientation and Competitive Strategy

Chair: Karen Kennedy, University of Alabama-Birmingham

“Distinguishing Practices of Internally Market-Oriented and Non-Internally Market-Oriented Companies”

Beth Ann Martin, John Carroll University

James H. Martin, John Carroll University

Paul R. Minnillo, John Carroll University

“An Investigation of the Effect of Alliance Usage on the Market Orientation—Performance Relationship”

Jason E. Lueg, Mississippi State University

K. Mark Weaver, Rowan University

“The Direct and Indirect Approaches to Competitive Strategy Formulation”

Daniel Rutledge, Purdue University-North Central

James F. Wolter, Grand Valley State University

“Benchmarking: A Marketing Tool to Increase Customer Satisfaction and Competitive Advantage”

Musa Pinar, Pittsburg State University

Brianne Taylor, Pittsburg State University

Henry L. Crouch, Pittsburg State University

Discussant: Judy Wiles, Southeast Missouri State University

MARKETING

10:45 a.m.-12:00 p.m. Club Floor-PDR 17

Theme: Improving Pedagogy

Chair: Larry Zigler, Highland Community College

“Assessing the Value of a Discipline-Specific Marketing Technology Course: What Do Educators Think?”

William Hannaford, University of Wisconsin-Eau Claire

Robert Erffmeyer, University of Wisconsin-Eau Claire

Chuck Tomkovick, University of Wisconsin-Eau Claire

“Using the Sales/Customer Orientation Scale in a Small Personal Selling Class”

Jeff W. Totten, Southeastern Louisiana University

Sandra McKay, Southeastern Louisiana University

Mike Jones, Southeastern Louisiana University

“Impact of Sponsorship on Student Research”

Gwen Achenreiner, University of Wisconsin-La Crosse

Stephen Brokaw, University of Wisconsin-La Crosse

“A New Paradigm in Classroom Assessment: The Externally Trained (ET)-Observer Model”

Oscar McKnight, Ashland University

Ronald Paugh, Ashland University

Discussant: Fred Hoyt, Illinois Wesleyan University

MARKETING

10:45 a.m.-12:00 p.m. Club Floor-PDR 18

Theme: Teaching Excellence Workshop I

Chair: Linda Ferrell, University of Wyoming

“Teaching Business Ethics: Integration or Free-Standing Courses–Which Approach is Best?”

Panelists: O.C. Ferrell, Colorado State University

Dave Kurtz, University of Arkansas

MARKETING

10:45 a.m.-12:00 p.m. 7th Floor-Dearborn 3

Theme: Research Skills Workshop

Chair: Ron Taylor, Mississippi State University

“Steering Around the IRB Land Mines: A Survival Map”

Panelists: Karen James, Louisiana State University-Shreveport

Bill LaFief, Frostburg State University

Eleanor Maliche, West Virginia State College

Melissa Moore, Mississippi State University

OPERATIONS MANAGEMENT

10:45 a.m.-12:00 p.m.. 6th Floor-Parlor D

Theme: Manufacturing Issues

Chair: Yezdi H. Godiwalla, University of Wisconsin-Whitewater

“Success Factors in the Use of Cross-Functional Teams for Problem Solving”

Bruce Fischer, Elmhurst College

“JIT Implementation Issues Revisited”

Marwan Wafa, University of Wisconsin-Parkside
Mahmoud Yasin, University of Wisconsin-Parkside

“New Tool Planning Models in Flexible Manufacturing”

Ashok Kumar, Grand Valley State University
Jaideep Motwani, Grand Valley State University

TWO-YEAR COLLEGES

10:45 a.m.-12:00 p.m. 7th Floor-La Salle 4

Panel Discussion

Chair: Jerry J. Field, Illinois Institute of Technology
Panelists: Preston Morgan, Director for Business/Industry
Director ACE/Credit Affiliate Office,
Illinois Community College Board (ICCB)
Dr. Shirley Knazze, Dean,
Business and Industrial Technology Center
Daley College, Chicago
Rebecca Lake, Workforce Development, Dean,
Morton College, Cicero
Adenuga Atewologun (Nuga), Dean
Natural Science
College of Du Page, Glen Ellyn

BUSINESS ECONOMICS

12:15-1:15 p.m. 3rd Floor-PDR 4

**Organizational Meeting of the Executive Board of the Midwest Business
Economics Association**

Presiding: Mohammed Khayum, University of Southern Indiana
MBEA President (2002-2003)

ACCOUNTING

1:30-2:45 p.m. 6th Floor-Parlor A

“Currency Trading” Session (5- 7-minute “quick hitters”)

Chair: Kenneth Stone, Central Missouri State University

Presentation A: “Teaching with Templates”

Presenter: Donna Whitten, Purdue University-North Central

Presentation B: “SFAS 141-142”

Presenter: Matthew Notbohm, Southeast Missouri State University

Presentation C: “Accounting Transactions and Wireless Networks: A Security Concern”

Presenter: George Schmidt, Westminster College

Presentation D: “SFAS 143-144”

Presenter: Alan Reinstein, Wayne State University

ACCOUNTING

1:30-2:45 p.m. 6th Floor-Parlor B

Special Session: Everything You Need to Know About Teaching a Course on the Internet

Chair: Larry Garrison, University of Missouri-Kansas City

Presenter: Susan Haugen, University of Wisconsin-Eau Claire

BUSINESS ECONOMICS

1:30-2:45 p.m. 3rd Floor-PDR 4

Theme: Global Economic Issues

Chair: Shyam Bhatia, Indiana University Northwest

“A Model of Political Risk Premium”

Choon-Shan Lai, University of Southern Indiana

Discussant: Hedayeh Samavati, Indiana University/Purdue University-Fort Wayne

“Determinants of Currency Value: Euro vs. Dollar”

Keun H. Lee, Northern State University

Farid Sadrieh, Quinnipiac University

Discussant: Choon-Shan Lai, University of Southern Indiana

McGraw-Hill Irwin Ad

McGraw-Hill Irwin Ad

“European Integration and the Euro: Fiscal Sustainability and Macro Economic Stability”

Georgine Fogel, Salem International University

Sweta Saxena, University of Pittsburgh

Discussant: Glenn Potts, University of Wisconsin-River Falls

“Russia, the ‘Independent’ Oil Producer”

John Bowdidge, Southwest Missouri State University

Discussant: Joe Horton, University of Central Arkansas

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Student-Led Papers I

Co-Chairs: Nashat Zuraikat, Indiana University of Pennsylvania

Bobby Johnson, Novartis Pharmaceuticals

“The Effectiveness of a School Health Program’s Smoking Cessation Intervention”

Susan Lynn Novak, Indiana Senior High School

Nashat Zuraikat, Indiana University of Pennsylvania

Discussant: Elizabeth C. Alexander, Marshall University

“Photodynamic Therapy: Past, Present, and Future”

Peggy Rhodes, Select Specialty Hospital, Charleston, West Virginia

Ashish Chandra, Marshall University

Discussant: Bobby Johnson, Novartis Pharmaceuticals

“Childbirth Education for Adolescents: Removing the Barriers that Prevent Attendance at Childbirth Classes”

Camile Wendekier, Indiana University of Pennsylvania

Marie E. Twal, Indiana University of Pennsylvania

Discussant: Arthur Rubin, ABC Pediatrics

BUSINESS, SOCIETY, AND GOVERNMENT

1:30-2:45 p.m. 6th Floor-Parlor J

Theme: Legal Issues

Chair: John S. Bowdidge, Southwest Missouri State University

“Legal Travails of Big Tobacco: The Assaults Continue”

Jim Breyley, Jr., Louisiana State University at Alexandria

“Eagle or Double Bogey?”

Steven Palmer, Louisiana State University at Alexandria

“How a Society Treats Its Criminals: A Comparison of Canada and the U.S.”

Michael R. Norris, Capital University

“Auditor Stumbles, Wall Street Tumbles”

Margaret Johnson-Dennis, Hannibal-LaGrange College

“Inappropriate Use of the Internet in the Workplace: Counting the Cost/Tallying the Toll”

Angela Law, St. Augustine’s College

CASE RESEARCH

1:30-2:45 p.m. 6th Floor-Parlor G

Joint Session with Management

Theme: Management Cases

Chair: Kathryn Carlson Heler, Manchester College

“The Latino Gellers’ Wildcat Strike at the Biomedical Electronics Corporation”

Victor G. Devinatz, Illinois State University

“Managing Internet Access: An HR or Management Issue”

Kathryn Carlson Heler, Manchester College

Edward Heler, Heler Consultancy, LLC

“Mergers and Acquisitions within an International Business Environment”

Ted Azarmi, California State University-Long Beach

Christine Haecker, Universitaet Tuebingen, Germany

Discussants: Jeryl Nelson, Wayne State College

Cheryl Noll, Eastern Illinois University

Jeff Totten, Southeastern Louisiana University

ENTREPRENEURSHIP

1:30-2:45 p.m. 6th Floor-Parlor C
Workshop on Entrepreneurial Classroom Experience Supported with Project Management Skills
Gary E. Ernst, North Central College
Gerald A. Thalmann, North Central College
Joan M. V. Der, North Central College

FINANCE

1:30-2:45 p.m. 3rd Floor-PDR 5
Theme: Financial Education
Chair: Ronnie Clayton, Jacksonville State University

“Integrating Computers (Spreadsheets and PowerPoint) in an Upper Level Corporate Finance Course”
Raj K. Kohli, Indiana University- South Bend

“Using Virtual Stock Exchange in the Classroom”
Scott B. Beyer, University of Wisconsin-Parkside
William Compton, University of North Carolina-Wilmington
Kent Ragan, Southwest Missouri State University

“The Payments Per Year Dilemma”
Kent P. Ragan, Southwest Missouri State University
Discussants: Kent P. Ragan, Southwest Missouri State University
Raj K. Kohli, Indiana University-South Bend
Scott B. Beyer, University of Wisconsin-Parkside

FINANCE

1:30-2:45 p.m. 3rd Floor-PDR 6
Theme: Valuation
Chair: John Consler, Le Moyne College

“Testing the Theory Underlying the Dogs of Dow Investment Strategy”
Allan W. Middleton, Ohio University-Lancaster

“Cross-Checking the Accuracy of Basic Models with Actual Quotations from the Wall Street Journal in Classroom”

Robert Balik, Western Michigan University

Raj Kohli, Indiana University-South Bend

Jamshid Mehran, Indiana University-South Bend

“Macroeconomics Conditions and Real Stock Prices”

Dimitrios Tsoukalas, Purdue University-Calumet

Discussants: Dimitrios Tsoukalas, Purdue University-Calumet

James Marchand, Mercer University

Robert Balik, Western Michigan University

INTERNATIONAL BUSINESS

1:30-2:45 p.m. 6th Floor-Parlor F

European Vacation: Reinvigorate Your Students and Yourself

Chair: John E. Spillan, Penn State University-DuBois

Leader: Kendra Boggess, Concord College

LEGAL STUDIES

1:30-2:45 p.m. 3rd Floor-PDR 8

Theme: Teaching Business Law Outside the United States

Chair: George W. McNary, Creighton University

Panelists: Alan C. Roline, University of Minnesota-Duluth

James Krueger, Northern State University

MANAGEMENT

1:30-2:45 p.m. 6th Floor-Parlor G

Joint Session with Society for Case Research

Theme: Cases and Teaching Cases in the Management Classroom

Chair: Kathryn Carlson Heler, Manchester College

“The Latino Gellers’ Wildcat Strike at the Biomedical Electronics Corporation”

Victor G. Devinatz, Illinois State University

“Managing Internet Access: An HR or Management Issue”

Kathryn Carlson Heler, Manchester College
Edward Heler, Heler² Consultancy, LLC

“Mergers and Acquisitions within an International Business Environment”

Ted Azarmi, California State University-Long Beach

MANAGEMENT

1:30-2:45 p.m. 6th Floor-Parlor H

Theme: Human Resource Challenges in the Workplace

Chair: Jann Freed, Central College

“Drug Testing in the Workplace and Arbitration of Subsequent Employee Grievances”

William J. Walsh, Illinois Wesleyan University
Discussant: Andy Borchers, Kettering University

“Perceived Breach of Contract for One’s Own Layoff vs. Someone Else’s Layoff: Personal Pink Slips Hurt More”

Kathleen G. Rust, Elmhurst College
William McKinley, Southern Illinois University at Carbondale
John C. Edwards, East Carolina University
Discussant: Yezdi H. Godiwalla, University of Wisconsin-Whitewater

“Performance Appraisals: The Workplace Report Card Causing Nightmares for Managers and Subordinates”

Bruce Bloom, DeVry University
Discussant: Edward Heler, Heler² Consultancy, LLC

MARKETING

1:30-2:45 p.m. Club Floor-PDR 16

Theme: Institutional Issues in Marketing Education

Chair: Carol DeMoranville, Northern Illinois University

“Nontraditional Learners: What We Need to Know About the Adult Learners in Our Marketing Courses”

Ronald Romba, Elmhurst College

“An Exploration of E-Business Education in the United States”

Sumaria Mohan-Neill, Roosevelt University

Robert Clark, A.G. Edwards Company

“Market Orientation Perceptions from the Academic Ivory Tower”

Robert L. Webster, Ouachita Baptist University

Kevin L. Hammond, University of Tennessee-Martin

Harry A. Harmon, Central Missouri State University

Discussant: Robert Green, Lynn University

MARKETING

1:30-2:45 p.m. Club Floor-PDR 17

Theme: Ethics in a Dynamic Environment

Chair: Karen Cayo, Kettering University

“An Empirical Investigation Regarding the Effects of Individual and Situation Factors on Ethical Decision Making”

Penelope Ferguson De Jong, Black Hills State University

“A Shock to the System: MBA Student and Faculty Perspectives on the Impact of Executive Impropriety”

Michael R. Luthy, Bellarmine University

Cynthia Mulliken, Bellarmine University

“Cross-Cultural Perceptions Of Ethical Business Practices: An Exploratory Study”

Elizabeth Brand, St. Norbert College

Raj Devasagayam, St. Norbert College

Discussant: James W. Bovinet, Winona State University

MARKETING

1:30-2:45 p.m. Club Floor-PDR 18

Theme: Teaching Excellence Workshop II

Co-Chairs: Michelle B. Kunz, Morehead State University

Lori Feldman, Purdue University-Calumet

“MERLOT: Multimedia Educational Resource for Learning and Online Teaching”

Cathy Owens Swift, professor of marketing and director of the Center for Global Business, Georgia Southern University

MARKETING

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

Joint Session with Management

Theme: Trends in Faculty Employment, Preparation, and Compensation at Institutions of Higher Learning

Chair: JoAnn Linrud, Central Michigan University

Panelists: Jan Freed, Central College

Kathryn Carlson Heller, Manchester College

Nicole Hoffman, Mississippi State University

Dan LeClair, American Assembly of Collegiate Schools of Business

OPERATIONS MANAGEMENT

1:30-2:45 p.m. 6th Floor-Parlor D

Theme: Quality Management

Chair: Charles H. Apigian, Middle Tennessee State University

“Quality in Small Service Organizations”

B. P. Lingaraj, Indiana University/Purdue University-Fort Wayne

Joseph N. Khamalah, Indiana University/Purdue University-Fort Wayne

“Role of Employee Empowerment in TQM: A Conceptual Approach”

Yunus Kathawala, Eastern Illinois University

Muhammad Sajid, Eastern Illinois University

“The Role of Leadership in Effective Use of Human Resources for Total Quality Management”

T. S. Raghunathan, University of Toledo

S. Subba Rao, University of Toledo

Deepak K. Subedi, University of Toledo

Luis Solis, Instituto de Empresa

ACCOUNTING

3:00-4:15 p.m. 6th Floor-Parlor A

Special Session: Governmental Accounting Standards and Impacts of Sarbanes-Oxley

Chair: Dee Ann Ellingson, University of North Dakota

Presentation A: "Update on GASB Standards"

Presenter: Sheldon Langsam, Western Michigan University

Presentation B: "Sarbanes-Oxley Cascade Effects"

Presenters: Ashley Burrowes, University of Wisconsin-La Crosse
Barbara Eide, University of Wisconsin-La Crosse

ACCOUNTING

3:00-4:15 p.m. 6th Floor-Parlor B

Theme: International

Chair: Cornelia Alsheimer, Santa Barbara City College

"Global Taxation: Proposals and Responses"

Larry R. Garrison, University of Missouri-Kansas City

"The IASB: Helping to Harmonize Worldwide Accounting Standards"

Alan Reinstein, Wayne State University

Thomas R. Weirich, Central Michigan University

Mohamed E. Bayou, University of Michigan-Dearborn

"The Need for a New Fraud Standard for Chinese Auditors: A Comparison of the Current American and Chinese Standards"

Gary G. Johnson, Southeast Missouri State University

Zexia Wang, Hangzhou Institute of Electronic Engineering, People's Republic of China

BUSINESS ECONOMICS

3:00-4:15 p.m. 3rd Floor-PDR 4

Theme: Student Learning

Chair: Joe Horton, University of Central Arkansas

“Project Based Learning in an Interdisciplinary Economics and Mathematics Service Course”

Paul Kochanowski, Indiana University-South Bend

Morteza Shafii-Mousavi, Indiana University-South Bend

Discussant: Barbara Kouskoulas, Lawrence Technological University

“Using Technology to Create Community in an Introductory Finance Course”

Vandana Rao, Indiana University-East

Discussant: Glenn Potts, University of Wisconsin-River Falls

“The Power of Digital Technology: Active Learning Approach

Samia Massoud, Prairie View A&M University

Discussant: Tim Schibik, University of Southern Indiana

“Fundamentals of Economics Courses: Fun Course or a Positive Learning Experience?”

Timothy Schibik, University of Southern Indiana

Daniel Friesner, Weber State University

Mohammed Khayum, University of Southern Indiana

Discussant: Eric Dodge, Hanover College

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Student-Led Papers II

Co-Chairs: Elizabeth C. Alexander, Marshall University

Uday S. Tate, Marshall University

“Perceptions of Nurses in a Community Hospital of Verbal Abuse”

Harold E. Fleeger, Butler Hospital

Nashat Zuraikat, Indiana University of Pennsylvania

Discussant: Jane Allen, University of Evansville

“Ergonomics Issues at a Health Insurance Company: A Study of Employees’ Satisfaction with their Workstations”

Michele L. Bush, Marshall University

Ashish Chandra, Marshall University

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

“Medical Errors”

Paul J. Blalock, Louisiana State University

Mary B. Blalock, Southeastern Louisiana University

Discussant: Uday S. Tate, Marshall University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Health Care Administration Professionals

Co-Chairs: Robert S. Curtis, Cardinal Health System, Inc.

Angelina C. Dominelli, Albany College of Pharmacy

“Health Care CEOs: Seeing the Business Office Through Rose-Colored Glasses”

Jim Whitlock, Brenau University

Discussant: Gary Ross, Cardinal Stritch University

“Drug Testing in the Workplace”

April Hansen, Grand Valley State University

Jitendra Mishra, Grand Valley State University

Discussant: Charles K. Braun, Marshall University

“Residency Recruitment Factors 2002: A Followup Study of Students’ Site Choice”

Arthur B. Rubin, ABC Pediatrics, PLLC

Discussant: Robert S. Curtis, Cardinal Health System, Inc.

BUSINESS, SOCIETY, AND GOVERNMENT

3:00-4:15 p.m. 6th Floor-Parlor J

Theme: Business Ethics Following Enron: A Crisis in Confidence?

Chair: Harvey Nussbaum, Central Michigan University

“What Can Business Schools Do? The Case for Promoting an Ethical Culture through Student Honor Codes”

Anthony M. Pagano, University of Illinois-Chicago

Michael Ang, University of Illinois-Chicago

“Enron, Worldcom, and Global Crossing: Has Anything Changed?”

Sherman Hirschman, Davenport University and Central Michigan University

“A Retrospective View on Executive Integrity: What Went Wrong?”

Harvey Nussbaum, Central Michigan University

Discussant: Joann Verdin, Northwestern Memorial Hospital

CASE RESEARCH

3:00-4:15 p.m. 6th Floor-Parlor G

Theme: Case Research and SCR

“SCR-Identity and Future Directions”

Esther Headley, The Research Partnership, Wichita, Kansas

Robert Ross, The Research Partnership, Wichita, Kansas

“Are Cases Research? A Survey of Dean’s Opinions”

William Stratton, Idaho State University

Barbara Nemecek, University of Wisconsin-River Falls

ENTREPRENEURSHIP

3:00-4:15 p.m. 6th Floor-Parlor C

Theme: Time to Market

Chair: Zafar U. Khan, Eastern Michigan University

“Antecedents and Consequences of Strategic Fit in New Product Development”

Paul Hong, University of Toledo

Xiao Li, University of Toledo

“Time to Market Analysis: A Tool for Assessing Cost/Benefits of Accelerating Product Improvement Programs”

Zafar U. Khan, Eastern Michigan University

Ernie Mitchell, MASCO Corporation

**“Critical Factors that Influence Time to Market and Value to Customer:
From Knowledge Integration Perspectives”**

Paul Hong, University of Toledo

Agnieszka Waronska, University of Toledo

FINANCE

3:00-4:15 p.m. 3rd Floor-PDR 5

Theme: Portfolio Management

Chair: Monsurul Hoque, St. Xavier University

“Enhancing Portfolio Performance”

George S. Swales, Jr., Southwest Missouri State University

C. Edward Chang, Southwest Missouri State University

**“Exchange-Traded Fund Performance During Periods of Crisis: Lessons from
the September 11, 2001, Terrorist Attack”**

Thomas Kruger, University of Wisconsin-La Crosse

Mark Wrolstad, Winona State University

“Are Short-Term Betas Better?”

Larry L. Lawson, Missouri Western State College

Tyson C. Otto, North Central Missouri College

Discussants: Larry L. Lawson, Missouri Western State College

George S. Swales Jr., Southwest Missouri State University

Thomas Kruger, University of Wisconsin-La Crosse

FINANCE

3:00-4:15 p.m. 3rd Floor-PDR 6

Theme: Corporate Finance 2

Chair: David A. Kunz, Southeast Missouri State University

“The Synthetic Real Estate Lease: Economic and Accounting Issues”

Roger P. Sindt, University of Nebraska-Omaha

Judith Watanabe, University of Nebraska-Omaha

Donald A. Nielsen, University of Nebraska-Omaha

“On Need for Cash Flow Statement Based Ratios in Financial Management Textbooks”

Shyam B. Bhandari, Bradley University

“An Empirical Comparison of Hedging Models in Managing Oil Revenue and Risk”

Reza Rahgozar, University of Wisconsin-River Falls

Hossein Najafi, University of Wisconsin-River Falls

Discussants: Reza Rahgozar, University of Wisconsin-River Falls

Roger P. Sindt, University of Nebraska-Omaha

Shyam Bhandari, Bradley University

INTERNATIONAL BUSINESS

3:00-4:15 p.m. 6th Floor-Parlor F

Panel Discussion: The State of Global Business

Chair: John E. Spillan, Penn State University-DuBois

Panelists: Bernard Geenen, Trade Consulate, Consulate General of Belgium
Mario Jakuwoski, Business and Trade Consulate, Consulate General of Poland

INFORMATION SYSTEMS/QUANTITATIVE METHODS

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

Theme: Information Technology Potpourri

Chair: Cathy Poyner, Truman State University

“Internships: A Proposed Methodology for Success”

Thomas Bodnovich, Youngstown State University

“Utilization of Information Technology and Human Resources in Project Management”

Ardeshir Lohrasbi, University of Illinois-Springfield

Apiwan Born, University of Illinois-Springfield

George Rompot, University of Illinois-Springfield

“Going Cyrillic With the Computer”

David Meinhardt, Southwest Missouri State University
John Bowdidge, Southwest Missouri State University

“A Quick Current Scanning of the Cyberspace Panorama”

James Scott, Southwest Missouri State University

“Spreadsheet Documentation Model: Theory and Practice”

John Schrage, Southern Illinois University-Edwardsville
Discussant: Jim Odm, University of Southern Indiana

LEGAL STUDIES

3:00-4:15 p.m. 3rd Floor-PDR 8

Theme: Favorite Cases and Teaching Techniques

Chair: Dan Levin, Minnesota State University-Mankato

“Easy (and Fun) Course-Embedded Assessment Techniques”

Frances E. Zollers, Syracuse University

“Teaching MBA Law on the Web”

Gail McCracken, University of Michigan-Dearborn

“Stern vs. Ritz-Carlton Chicago: Agency Law and Respondeat Superior”

Elizabeth A. Cameron, Alma College

“Internationalizing the Legal Environment, One Step at a Time”

Alan C. Roline, University of Minnesota-Duluth
Randy K. Skalberg, University of Minnesota-Duluth

“River of Law for the Undergraduate Business Law Student”

Nancy J. White, Central Michigan University

“Internet Exercises for the Legal Environment Classroom”

Dawn Swink, University of St. Thomas

MANAGEMENT

3:00-4:15 p.m. 6th Floor-Parlor H

Panel: Teaching and Learning Business Management: Offline vs. Online

Chair: Julia A. Teahen, Baker College

Panelists: James Paradiso, College of Lake County
Jann E. Freed, Central College

MARKETING

3:00-4:15 p.m. Club Floor-PDR 16

Theme: Consumer Behavior and Customer-Business Relationships

Chair: R. Zachary Finney, North Georgia College and State University

“Customer Inquiries and Complaints: The Impact of Firm Response Time to E-Mail Communications”

Robert Moore, Mississippi State University

Melissa Moore, Mississippi State University

“Behaviors, Empathy, and Sales Effectiveness in a Retail Automotive Setting”

David G. Spaulding, Northwood University

Richard E. Plank, Western Michigan University

“Commitment, Cooperation, and Interdependence as Distinctive Elements of the Relationship Marketing Between Suppliers and Carmakers: The Case Study of the Brazilian Automotive Industry”

Celso Cláudio de Hildebrand e Grisi, University of São Paulo

Áurea Helena Puga Ribeiro, Fundação Dom Cabral

Discussant: John Bennett, Stephens College

MARKETING

3:00-4:15 p.m. Club Floor-PDR 17

Theme: Brands, Baseball, and Privacy

Chair: John Summey, Southern Illinois University-Carbondale

“Does Online Privacy Matter: Yes, If You Are a European!”

Tanuja Singh, Northern Illinois University

“The Status of Baseball Among Middle School Students: A Perspective on the Future of the Sport”

Michael Jones, Southeastern Louisiana University
George Stone, Georgia College and State University
Jeff Totten, Southeastern Louisiana University
Sandra McKay, Southeastern Louisiana University

“Brand Extensions: What Do We Know?”

Jianwei Hou, University of Mississippi
Discussant: James Stephens, Emporia State University

MARKETING

3:00-4:15 p.m. Club Floor-PDR 18

Theme: E-Commerce and Marketing Strategy

Chair: Paul Herbig, TriState University

“The Collaboration of CRM and SCM: Gaining Long-Term Competitiveness in Grocery E-Commerce by Releasing the Potentials of the Main European Market”

Markus Mau, University of Giessen

“Electronic Commerce: Issues in Public and Private Sector Marketing”

Robert H. Luke, Southwest Missouri State University

“Knowledge Management and the Value Chain: Leveraging Online Capabilities”

Basil G. Englis, Berry College
Paula D. Harveston, Berry College
Michael R. Solomon, Auburn University

“Migrating Toward a Web-Centered Marketing Strategy: Experience from the Capital Goods Marketplace”

Dana Van Den Heuvel, KI Corporation
Raj Devasagayam, St. Norbert College
Discussant: Katheryn Malec, Manchester College

MARKETING

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

Theme: Professional Development Workshop II

Co-Chairs: Bob Erffmeyer, University of Wisconsin-Eau Claire

Bill Hannaford, University of Wisconsin-Eau Claire

“Just What IS a PDA, and Why Should a Marketing Professor Use One?”

OPERATIONS MANAGEMENT

3:00-4:15 p.m. 6th Floor-Parlor D

Theme: Supply Chain Management

Chair: Rajeev Sawhney, Western Illinois University

“Impact of Environmental Protection on Supply Chain Management”

Rajeev Sawhney, Western Illinois University

“Communication in Supply Chain Management Systems Between Collaborators”

Suresh Chalasani, University of Wisconsin-Parkside

Marwan Wafa, University of Wisconsin-Parkside

“Intermodal Transportation Mode Selection in a Supply Chain: An AHP Approach”

Anuj Verma, University of Toledo

S. Subba Rao, University of Toledo

“The Impact of Globalization on Supply Chain Management”

Marwan Wafa, University of Wisconsin-Parkside

Jayavel Sounderpandian, University of Wisconsin-Parkside

MBAA ANNUAL MEETING

4:20-5:00 p.m. 6th Floor-Parlor H
**MBAA ANNUAL MEETING AND MCGRAW-HILL/IRWIN BEST PAPER
AWARDS PRESENTATION**

Presiding: George McNary, Creighton University

MBAA PRESIDENT'S RECEPTION

6:00-7:00 p.m. Empire Room
Sponsored by McGraw-Hill/Irwin

Plan now to attend the
2004 MBAA Meeting

March 17-19, 2004
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Palmer House
Chicago, Illinois

For information, contact:

Richard J. Sebastian, 2004 Program Chair
Professor of Management and Chairperson
St. Cloud State University
Business Building 104
720 Fourth Avenue South
St. Cloud, Minnesota 56301-4498

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FRIDAY, MARCH 14, 2003

ACCOUNTING

Standard Club

7:30-9:15 a.m. 230 South Plymouth Ct.

BREAKFAST, SPEAKER, AND ANNUAL BUSINESS MEETING

(Cost \$15.00—must be preregistered to attend)

Speaker: To Be Announced

Topic: To Be Announced

Presiding: Jack Armitage, University of Nebraska-Omaha
President, North American Accounting Society

BUSINESS ECONOMICS

8:00-9:00 a.m. 3rd Floor-PDR 4

**MIDWEST BUSINESS ECONOMICS ASSOCIATION ANNUAL
BUSINESS MEETING**

Presiding: Mohammed Khayum, University of Southern Indiana

BUSINESS AND HEALTH ADMINISTRATION

8:00-9:15 a.m. 7th Floor-LaSalle 4

Theme: Hospice Issues

Co-Chairs: Michelle L. Bush, Marshall University

Patricia H. Born, California State University- Northridge

“Prescription Pain Killer Abuse and Diversion in West Virginia”

Ahmet Ozturk, CHH Regional Pain Management Center

Ashish Chandra, Marshall University

Discussant: David Tipton, Duquesne University

**“A Look at an Underused Resource in Health Care Delivery: Repositioning
the Role of Hospice”**

Peter G. Fitzpatrick, Clayton College and State University

Lance Danko, Privacy Officer, UHS-Pruitt Corp.

Discussant: Michelle Bush, Marshall University

“The Hospice Movement in Great Britain and the United States”

Jamie Davidson, University of Evansville
William B. Stroube, University of Evansville
Discussant: Zackery D. Frank, Marshall University

BUSINESS AND HEALTH ADMINISTRATION

8:00-9:15 a.m. 7th Floor-Clark 10

Theme: Health Policy Issues

Co-Chairs: Angela C. Dominelli, Albany College of Pharmacy
Paul T. Bruder, University of Houston-Clear Lake

“The Veterans Administration Medical Center Dilemma: Dealing with Excess Capacity”

Michael A. Chaiken, St. Joseph’s College
Discussant: Sandra McKay, Southeastern Louisiana University

“Health Care of the Big Four: A Comparative Overview”

Chuck Autrey, Concord College
Discussant: Nancy Adams, West Virginia University

“Poverty and Chronic Illness: Two Paths into One Cycle”

Adnan Kisa, Baskent University, Turkey
Discussant: Joseph S. Coyne, Washington State University-Spokane

“Access to Primary Health Care Services: Perceptions and Experiences”

Fevzi Akinci, King’s College
Bernard J. Healey, King’s College
Discussant: Barry Bleidt, Loma Linda University

CASE RESEARCH

8:00-9:15 a.m. 6th Floor-Parlor G

Theme: Critical Incidents, Session 1

Chair: Jim Puetz, Rockhurst University

“Unhealthy Competition between Engineers”

Dennis Krumwiede, Idaho State University
Ronnie Stephens, Central Missouri State University
Elinor Rahm, Central Missouri State University

“The Positive Suggestion Box”

Ed Leonard, Indiana University/Purdue University-Fort Wayne
Roy A. Cook, Fort Lewis College
Claire McCarty Kilian, University of Wisconsin-River Falls

“What Will it Take to Motivate Callie?”

Ed Leonard, Indiana University/Purdue University-Fort Wayne
Claire McCarty Kilian, University of Wisconsin-River Falls
Discussants: David Rosenthal, Miami University
Robert Orwig, North Georgia College and State University
James Camerius, Northern Michigan University

ENTREPRENEURSHIP

8:00-9:15 a.m. 6th Floor-Parlor C

**OPERATIONS MANAGEMENT AND ENTREPRENEURIAL
ASSOCIATION BUSINESS MEETING**

Presiding: S. Subba Rao, University of Toledo

FINANCE

8:00-9:15 a.m. 3rd Floor-PDR 5

Theme: Asset Pricing

Chair: Robert Boldin, Indiana University of Pennsylvania

**“Long-Term Equilibrium Relationship Between the Prime Rate and the
S & P 500 Index”**

Robert Boldin, Indiana University of Pennsylvania
Asim Ghosh, St. Joseph’s University

**“Extending Consumer Behavior Analysis in Pricing Theory to the Stock
Market”**

Jitendra K. Tewari, Missouri Western State College
Rachel Meinhardt, Missouri Western State College

“The Impact of the 1997 Taxpayer Relief Act on Ex-Dividend Day Stock Price Behavior”

Sheri Faircloth, University of Nevada

Don B. Panton, University of Texas-Arlington

Discussants: Sheri Faircloth, University of Nevada
Robert Boldin, Indiana University of Pennsylvania
Jitendra K. Tewari, Missouri Western State College

FINANCE

8:00-9:15 a.m. 3rd Floor-PDR 6

Theme: Global Markets

Chair: Michael L. Robinson, St. Mary’s College

“The Month-of-the-Year in China’s Stock Markets”

Anthony Y. Gu, State University of New York

“Stock Markets in the Russian Federation, Transitional Europe, and the United States: Profitability vs. Pessimism/Optimism”

Tanweer Hasan, Roosevelt University

Lalith P. Samarakoon, University of St. Thomas

Munzoor Shaikh, University of Chicago

“Time Series Properties, Co-Integration and Causality Tests of Macroeconomic Variables of Malaysia”

Mazhar M. Islam, Sultan Qaboos University

Christopher Ngassam, Norfolk State University

“On the Dynamics of Risk Aversion in Latin American Capital Markets Around the Tequila Crisis, the Asian Flu, and the Russian Virus”

Eric Girard, Indiana State University

Steve Lamb, Indiana State University

Discussants: Eric Girard, Indiana State University
Anthony Y. Gu, State University of New York
Tanweer Hasan, Roosevelt University
Mazhar M. Islam, Sultan Qaboos University

INFORMATION SYSTEMS/QUANTITATIVE METHODS

8:00-9:15 a.m. 7th floor-Dearborn 1

**SOCIETY FOR THE ADVANCEMENT OF INFORMATION SYSTEMS
BUSINESS MEETING**

President: Marzie Astani, Winona State University

INTERNATIONAL BUSINESS

8:00-9:15 a.m. 6th Floor-Parlor F

ANNUAL AIB MIDWEST BUSINESS MEETING

Presiding: Sumit Kundu, Midwest AIB President, St. Louis University

Program Chair 2003: John E. Spillan, Penn State University-DuBois.

Continental breakfast will be served and awards for best paper and best reviewer will be given at this meeting, so make it a point to attend and enjoy the discussions.

MANAGEMENT

8:00-9:15 a.m. 6th Floor-Parlor H

BUSINESS MEETING AND AWARDS PRESENTATION

Presiding: Regina Greenwood, Kettering University, President

MARKETING

8:00-9:15 a.m. Club Floor-PDR 18

**MARKETING MANAGEMENT ASSOCIATION ANNUAL BUSINESS
MEETING**

Presiding: Bob Erffmeyer, MMA President

OPERATIONS MANAGEMENT

8:00-9:15 a.m. 6th Floor-Parlor D

**OPERATIONS MANAGEMENT AND ENTREPRENEURIAL
ASSOCIATION BUSINESS MEETING**

Presiding: S. Subba Rao, University of Toledo

ACCOUNTING

9:30-10:45 a.m. 6th Floor-Parlor A

Theme: Auditing and Accounting History

Chair: Harold Wilde, University of North Dakota

“Utilization of Generalized Audit Software in an Information System Auditing Course”

Gary B. McCombs, Eastern Michigan University

Mohsen Sharifi, California State University Fullerton

“Examining Systematic Fraud in a High Technology Environment”

Jacob R. Wambsgans, University of North Dakota

Robert J. Dosch, University of North Dakota

Timothy O’Keefe, University of North Dakota

“The Science of Accounting and the Role of Critical Events”

John Elfrink, Central Missouri State University

Stephen C. Del Vecchio, Central Missouri State University

“Sumerian Contributions to the Development of Accounting”

William Violet, Minnesota State University-Moorhead

M. Wayne Alexander, Minnesota State University-Moorhead



ACCOUNTING

9:30-10:45 a.m. 6th Floor-Parlor B

Special Session: Tax Clinic and Business Ethics

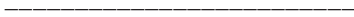
Chair: William Maas, University of Wisconsin-Stevens Point

Presentation A: “Public Service Tax Accounting”

Presenter: Sandra D. Byrd, Southwest Missouri State University

Presentation B: “Ethics: Challenges and Opportunities”

Presenter: David B. Byrd, Southwest Missouri State University



BUSINESS AND HEALTH ADMINISTRATION

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

Special Session: Meet the Editors and Editorial Board Members of Health Care Journals with BHAA Affiliations

Moderator: Ashish Chandra

Panelists: Barry Bleidt, *Clinical Research and Regulatory Affairs*
Paul Bruder, *Hospital Topics*
David P. Paul III, *Health Marketing Quarterly*
Sandra G. Blake, *Aging and Pharmacotherapy*

BUSINESS AND HEALTH ADMINISTRATION

9:30-10:45 a.m. 7th Floor-LaSalle 4

Theme: Financial and Accounting Issues in Health Care

Co-Chairs: Joseph S. Coyne, Washington State University-Spokane
Sandra McKay, Southeastern Louisiana University

“A Financial Analysis of the Effectiveness of International Business and Health Education Programs”

Joseph S. Coyne, Washington State University
Eric McLaughlin, California State Polytechnic University
Discussant: Daniel J. West, Jr., University of Scranton

“Perceptions of Long-Term Care Insurance: Nursing Home and Assisted Living Administrators in the State of Pennsylvania”

Mary Helen McSweeney, University of Scranton
Discussant: Kyusuk Chung, Governors State University

“An Evaluation Study of Nurse/Community Health Advocate Program Service Dependence Analysis Using Duration Models”

Chang Gi Park, University of Illinois-Chicago
Beverly J. McElmurry, University of Illinois-Chicago
Aaron G. Buseh, University of Wisconsin-Milwaukee
Discussant: Madhu Agarwal, St. John’s University

BUSINESS ECONOMICS

9:30-10:45 a.m. 3rd Floor-PDR 4

Theme: Special Topics I

Chair: Mashaalah Rahnama-Moghadam, Texas Tech University

“Tests of the Pecking Order Theory and the Static Tradeoff Theory of Optimal Capital Structure”

Soku Byoun, University of Southern Indiana

Jong Rhim, University of Southern Indiana

Discussant: Paul Kochanowski, Indiana University-South Bend

“The Impact of Globalization and Information Technology on the Growth and Performance of the Commercial Banks in the United Arab Emirates”

Mazhar M. Islam, Sultan Qaboos University

Discussant: Ismail Shariff, University of Wisconsin

“Desperation and Desperados: Economics Correlates and Bank Robbery in the United States: 1990-99”

Hedayeh Samavati, Indiana University/Purdue University-Fort Wayne

David A. Dilts, Indiana University/Purdue University-Fort Wayne

Discussant: Daniel Friesner, Weber State University

BUSINESS, SOCIETY, AND GOVERNMENT

9:30-10:45 a.m. 6th Floor-Parlor J

Theme: International Considerations

Chair: Marcel Ngambi, St. Augustine’s College

“The Genesis of the Euro: Oblique, Unique Final Observations”

John S. Bowdidge, Southwest Missouri State University

Mark A. Bowdidge, Brewton-Parker College

“The Impact of The Organization of African Unity (OAU), Now Called Africa Unity (AU) on its Member Nations.”

Mathias Materu, St. Augustine’s College

John Roberts, St. Augustine’s College

CASE RESEARCH

9:30-10:45 a.m. 6th Floor-Parlor G

Theme: Critical Incidents, Session 2

Chair: Elinor Rahm, Central Missouri University

“This Bud’s On Me”

Claire McCarty Kilian, University of Wisconsin-River Falls

Dawn Hukai, University of Wisconsin-River Falls

“Cheese, Anyone?”

Jacque E. Foust, University of Wisconsin-River Falls

Darryl W. Miller, University of Wisconsin-River Falls

Claire McCarty Kilian, University of Wisconsin-River Falls

“Joe and His Brother: The Entrepreneurs’ Extraordinaire”

Brian G. Gnauck, Northern Michigan University

Bruce C. Sherony, Northern Michigan University

Discussants: Stephen Senge, Simmons College

Robert Ross, Wichita State University

Kay Hodge, University of Nebraska-Kearney

ENTREPRENEURSHIP

9:30-10:45 a.m. 6th Floor-Parlor C

Theme: Strategic Planning

Chair: Josue Njock-Libii, Indiana University/Purdue University-Fort Wayne

“Strategic Planning for Small Business E-Marketing”

Hugh G. Daubek, Purdue University-Calumet

Lori S. Feldman, Purdue University-Calumet

**“Entrepreneurship Challenges in Reformulating Firm’s Corporate Strategy:
A Framework for Analysis”**

Yezdi H. Godiwalla, University of Wisconsin-Whitewater

“The Effect of Planning on Performance: Micro Businesses Across Texas”

Sudhir K. Chawla, Angelo State University

Mary F. Smith, Georgia Southern University

Mark B. Pahls, Angelo State University

FINANCE

9:30-10:45 a.m. 3rd Floor-PDR 5

Chair: Sheri Faircloth, University of Nevada-Reno

“The Day-of-the-Week Effect in China’s Stock Markets”

Anthony Y. Gu, State University of New York

“Liquidity, Volatility, and Efficiency of Central European Stock Markets”

G.N. Naidu, Illinois State University

Askar Choudhury, Illinois State University

“The Fading Pacific Basin January Effect”

Scott B. Beyer, University of Wisconsin-Parkside

William S. Compton, University of Wisconsin-Parkside

Kent Ragan, Southwest Missouri State University

Discussants: Scott B. Beyer, University of Wisconsin-Parkside

Anthony Y. Gu, State University of New York

G.N. Naidu, Illinois State University

FINANCE

9:30-10:45 a.m. 3rd Floor-PDR 6

Theme: Bonds and Credit Risks

Chair: Tanweer Hasan, Roosevelt University

“Term Structure Standard Deviation: Applications for Interest Rate Risk”

Robert C. Wolf, University of Wisconsin-La Crosse

Robert Hoar, University of Wisconsin-La Crosse

Eric Stuart, University of Wisconsin-La Crosse

“Altman’s Z-Score Models of Predicting Corporate Distress: Evidence from the Emerging Sri Lankan Stock Market”

Lalith P. Samarakoon, University of St. Thomas

Tanweer Hasan, Roosevelt University

“The Effect of Deviations From the Absolute Priority Rule on Corporate Investment Efficiency”

Jinhu Qian, Le Moyne College

Discussants: Jinhu Qian, Le Moyne College
Robert C. Wolf, University of Wisconsin-La Crosse
Lalith P. Samarakoon, University of St. Thomas

INFORMATION SYSTEMS/QUANTITATIVE METHODS

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

Theme: Instructional Issues

Chair: Theresa Steinbach, DePaul University

“When Your ‘Personal’ Server Disappears”

Jim Odom, University of Southern Indiana

“Top Ten Reasons to Adopt Visual Basic .Net Today”

Ernest Nolan, University of Southern Indiana

Sharlett Gillard, University of Southern Indiana

“What’s New in the Visual Basic World”

Virgil Brewer, Eastern Kentucky University

Peggy Brewer, Eastern Kentucky University

Don Carr, Eastern Kentucky University

“Developing and Implementing an MSIS Curriculum”

George Philip, University of Wisconsin-Oshkosh

Discussant: Jennifer Williams, University of Southern Indiana

INFORMATION SYSTEMS/QUANTITATIVE METHODS

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

Theme: Information Technology Potpourri

Chair: Charletta Gutierrez, Northern Illinois University

“Computer Memory and Performance Gains”

Behrooz Saghafi, Chicago State University

“Data Mining ‘Coming of Age’ and Corporate Insanity in Diminishing Returns”

Kuriakose Athappilly, Western Michigan University
Anoop James, Western Michigan University
Vijay Kurian, Western Michigan University

“Data Warehousing and Data Mining in HIV/AIDS Research”

William Greenwald, Roosevelt University
Alice Yan, Roosevelt University
Patricia Yancy, Roosevelt University
Shamsul Chowdhury, Roosevelt University

“Predicting CASE Tool Adoption”

Steve Morris, Middle Tennessee State University
Gary Hughes, Middle Tennessee State University
Jeff Clark, Middle Tennessee State University
Tim Greer, Middle Tennessee State University
Discussant: Marv Albin, University of Southern Indiana

INTERNATIONAL BUSINESS

9:30a.m.-10:45 a.m. 6th Floor-Parlor F

Theme: Human Resources in International Business

Chair: Rick Crandall, Concord College

Discussants: David Boggs, St. Louis University

Chin-Chan Hsu, St. Louis University

“Employees’ Perceptions of Political Climate Differences Among U.S. and Asian Employees”

M. Jan Crabtree, Benedictine University

“Corporate Governance, Core Competence, and Human Resource Management: A New Comparative Model”

Hideki Takei, Southern New Hampshire University

Philip V. Fellman, Southern New Hampshire University

LEGAL STUDIES

9:30-10:45 a.m. 3rd Floor-PDR 8

Theme: The Sarbanes-Oxley Act

Chair: Dana Muir, University of Michigan

“The Sarbanes-Oxley Act of 2002 and its Impact on the Accounting Profession”

Sandi Owen, Indiana University-Bloomington

“Confidentiality and the Public Trust: Sarbanes-Oxley Splits Loyalties of Public Company Attorneys”

Penny Herickhoff, Minnesota State University-Mankato

LEGAL STUDIES

9:30-10:45 a.m. 3rd Floor-PDR 9

Theme: International Law

Chair: Lynn K. Saubert, Radford University

“International Institutions and The Rule of Law: Now More Than Ever!”

William McCarty, Western Michigan University

“Legal Aspects of Foreign Trade in Poland”

Richard J. Hunter, Jr., Seton Hall University

Brother Leo V. Ryan, DePaul University (Emeritus)

“WTO Update: From Doha to Johannesburg”

Brian Sullivan, Western Kentucky University

“Outsourcing Discriminatory Decision Making by Multinational Enterprises Under International Laws”

Susan Des Rosiers, University of Wisconsin-La Crosse

MANAGEMENT

9:30 a.m.-10:45 a.m. 6th Floor-Parlor H

Panel: Teaching Nonprofit Management

Chair: Kathryn Carlson Heler, Manchester College

Panelists: Margot Clark, Northwest Indiana Meals on Wheels
Martha Golensky, Grand Valley State University
Michele A. Govekar, Ohio Northern University
Shirley J. Short, Loyola University

MARKETING

9:30-10:45 a.m. Club Floor-PDR 17

MMA Enduring Questions Speaker Series

Chair: Brian Engelland, MMA President-elect and Program Chair

“Implementing Integrated Marketing Communications in Premier Companies”

Bob Tucker, president of Tucker-Knapp Integrated Marketing Communications

OPERATIONS MANAGEMENT

9:30-10:45 a.m. 6th Floor-Parlor D

Theme: Certification and Quality Initiatives

Chair: Ramesh Narang, Indiana University/Purdue University-Fort Wayne

“A Study of the Impact of ISO 9000 Certification on Organizations”

Peeth Kartha, University of Michigan-Flint

“An Assessment of the Prevalent Environment at an International Airport Against ISO 14000 Standards: A Case Study”

Ashok Kumar, Grand Valley State University

Irfan Kausar, Grand Valley State University

“Implementing Six Sigma: Study of A Successful Model”

Jaideep Motwani, Grand Valley State University

Ashok Kumar, Grand Valley State University

“Six Sigma and Activity-Based Costing at Navistar”

Wei Yusef, Indiana University/Purdue University-Fort Wayne

George Schmelzle, Indiana University/Purdue University-Fort Wayne

ACCOUNTING

11:00 a.m.-12:15 p.m. 6th Floor-Parlor A

Theme: Financial Accounting

Chair: Mostafa Maksy, Northeastern Illinois University

“Accounting for Outsourcing”

Kenneth E. Stone, Central Missouri State University

Ronald D. Niemeyer, Central Missouri State University

“Market Value Added: Should It Be Reported?”

Dave Jezek, Ashland University

Ben Valentine, Ashland University

Amy Weitzel, Ashland University

Paul McGurr, Ashland University

“Pension Costs: The Reason Behind Restaurants’ High Employee Turnover?”

Courtney Pastore, Ashland University

Jessica Rahrig, Ashland University

Jill Sweeney, Ashland University

Paul McGurr, Ashland University

ACCOUNTING

11:00 a.m.-12:15 p.m. 6th Floor-Parlor B

Theme: Finance and Technology Issues

Chair: Rich Sathe, University of St. Thomas

“Managing E-Business Risks”

Wang Zhemin, University of Wisconsin-Parkside

“Administrative and Organizational Issues Associated with the Implementation of Management Accounting Systems: The Case of Activity-Based Costing (ABC)”

Seleshi Sisaye, Duquesne University

“Small California Firms and Recent Economic Stimulants: Will They Work?”

Ralph A. Pope, California State University-Sacramento

BUSINESS AND HEALTH ADMINISTRATION

11:00 a.m.-12:15 p.m. 7th Floor-Clark 10

Theme: Managed Care and Resource Allocation Issues

Co-Chairs: Edward R. Balotski, St. Joseph's University
Kyunuk Chung, Governors State University

“The Future of Managed Inpatient Care: Hospitalists and Intensivists”

Stephen A. Becker, Jersey Shore Medical Center
David P. Paul III, Monmouth University
Discussant: Gene Wunder, Washburn University

“Characteristics of Midlevel Practitioners’ Patients: Insurance Types”

Kyunuk Chung, Governors State University
Duck-Hye Yang, University of Illinois-Chicago
Sangho Moon, Tennessee State University
Discussant: Ruth Ann Althaus, St. Xavier University

“Between Rocks and Hard Places: A Model of Health Plan Selection”

Charles K. Braun, Marshall University
Discussant: Gary Ross, Cardinal Stritch University

BUSINESS AND HEALTH ADMINISTRATION

11:00 a.m.-12:15 p.m. 7th Floor-LaSalle 4

Theme: Strategic Implications

Co-Chairs: Peter G. Fitzpatrick, Clayton College and State University
Mike d’Amico, University of Akron

“Nominal Group Process: A Tool for Developing Strategic Plans”

Amelia Broussard, Clayton College and State University
Debra Jennings Cody, Clayton College and State University
Discussant: Elizabeth C. Alexander, Marshall University

“Organizational Control among U.S. Medical Groups”

Louis J. Stewart, New York University
Discussant: Manuel C. F. Pontes, Rowan University

“Pharmaceutical Sales Representatives and the Doctor Relationship in Turkey”

Dilaver Tengilimoglu, Gazi University, Ankara, Turkey

Adnan Kisa, Baskent University, Turkey

Aykut Ekiyor, Ministry of Finance, Ankara Provincial Administration, Turkey

Discussant: Paul T. Bruder, University of Houston-Clear Lake

BUSINESS ECONOMICS

11:00 a.m.-12:15 p.m. 3rd Floor-PDR 4

Theme: Special Topics II

Chair: Paul Kochanowski, Indiana University South Bend

“Alternative Dispute Resolution: Risks, Costs, and the Market for Peace”

David A. Dilts, Indiana University/Purdue University-Fort Wayne

Mashaalah Rahnama-Moghadam, Texas Tech University

Discussant: Sudesh Mujumdar, University of Southern Indiana

“Study Abroad and Student Exchange Programs”

William Edwards, Marshall University

Discussant: Georgine Fogel, Salem International University

“Polish Communes in the EU”

Arthur Nowak, Warsaw School of Economics

Discussant: Sweta Saxena, University of Pittsburgh

CASE RESEARCH

11:00 a.m.-12:15 p.m. 6th Floor-Parlor G

Theme: Critical Incidents, Session 3

Chair: Jeff Totten, Southeastern Louisiana University

“The Iron Horse Triathlon”

Paul McDevitt, University of Illinois-Springfield

“Transitions @ Gateway Computer”

Stephen V. Senge, Simmons College

“Creative Accounting at Xerox”

Janet C. Papiernik, Indiana University/Purdue University-Fort Wayne

Patricia A. Ryan, Colorado State University

Ed Leonard, Indiana University/Purdue University-Fort Wayne

Discussants: Ronnie Stephens, Central Missouri University
Claire Kilian, University of Wisconsin-River Falls
Janet Wolverton, Oregon Institute of Technology

ENTREPRENEURSHIP

11:00 a.m.-12:15 p.m. 6th Floor-Parlor C

Joint Session with Operations Management

**Theme: Panel Discussion on Teaching American Business School Courses
Abroad: Challenges and Opportunities**

Chair: Ed M. Knod, Jr., Western Illinois University

Panelists: Sushil K. Usman, Indiana University/Purdue University-Fort Wayne

Other panelists will be announced later.

FINANCE

11:00 a.m.-12:15 a.m. 3rd Floor-PDR 5

Theme: International Potpourri

Chair: Kevin Bahr, University of Wisconsin-Stevens Point

“Exchange Rate Exposure, Financial Derivatives”

Anand Krishnamoorthy, Troy State University-Atlantic

David Shetterly, Troy State University-Atlantic

“Meeting the International Monetary Fund on Its Way to Argentina”

John Bowdidge, Southwest Missouri State University

**“Integration of Developed and Emerging Markets: Empirical Evidence Using
Canonical Correlation Analysis”**

Ibrahim Affaneh, Indiana University of Pennsylvania

Mohamed Albohali, Indiana University of Pennsylvania

Discussants: Ibrahim Affaneh, Indiana University of Pennsylvania
Anand Krishnamoorthy, Troy State University
John Bowdidge, Southwest Missouri State University

“The Effect of Changes in Federal Reserve Discount Rate on Changes in Foreign Exchange Rates”

Robert Balik, Western Michigan University
Jamshid Mehran, Indiana University-South Bend

FINANCE

11:00 a.m.-12:15 p.m. 3rd Floor-PDR 6

Theme: Financial Education 2

Chair: Eddie Ary, Ouachita Baptist University

“Using a Business Simulation to Teach Financial Policy”

David A. Kunz, Southeast Missouri State University

“Developing Finance Program Objectives and Assessing Their Appropriateness: One Approach”

David A. Kunz, Southeast Missouri State University
Roberta Fraga, Southeast Missouri State University

“Spreadsheet to Compute Stock Price”

Weiping Liu, University of Wisconsin-Green Bay
Discussants: Weiping Liu, University of Wisconsin-Green Bay
Jill Vihtelic, St. Mary’s College
David A. Kunz, Southeast Missouri State University

INFORMATION SYSTEMS/QUANTITATIVE METHODS

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

Theme: Information Systems

Chair: Jinchang Wang, Missouri Western State College

“Real Time Information Systems”

Pat Paulson, Winona State University

“A New Approach to Correlation and Forecasting in the Computer Age”

William Conley, University of Wisconsin-Green Bay

“Be Cautious of Making Priori Assumptions on an Unknown System in Machine Learning”

Jinchang Wang, Missouri Western State College

“University One Card Systems: In Search of a Business Model”

Andy Borchers, Kettering University

Discussant: Pat Paulson, Winona State University

INTERNATIONAL BUSINESS

11:00 a.m.-12:15 p.m. 6th Floor-Parlor F

Theme: Global Business in Russia

Chair: Christopher Ziemnowicz, Concord College

Discussants: Fidel Ezeala- Harrison, Jackson State University

Siblin Wu, University of Wisconsin-Milwaukee

“An Empirical Assessment of Electronic Commerce Development in Russia”

Dr. Anthony Koh, University of Toledo

Thuong Le, University of Toledo

Anna Yelkina, University of Toledo

“The Economic Health of Russia, 2003”

John S. Bowdidge, Southwest Missouri State University

LEGAL STUDIES

11:00 a.m.-12:15 p.m. 3rd Floor-PDR 8

ANNUAL BUSINESS MEETING

Presiding: Gail McCracken, University of Michigan-Dearborn

MARKETING

11:00 a.m.-12:15 p.m. Club Floor-PDR 17

MMA Enduring Questions Speaker Series

Chair: Brian Engelland, MMA President-elect and Program Chair

“Creating a Successful Entrepreneurial Business Model by Combining New Technology with an Old Sport”

Joe Assell, president and cofounder of GOLFTEC

Mike Clinton, senior vice president of operations

OPERATIONS MANAGEMENT

11:00-12:15 p.m. 6th Floor-Parlor D

Joint Session with Entrepreneurship

**Theme: Panel Discussion on Teaching American Business School
Courses Abroad: Challenges and Opportunities**

Chair: Ed M. Knod, Jr., Western Illinois University

Panelists: Sushil Usman, Indiana University/Purdue University-Fort Wayne

Other panelists will be announced later.

ACCOUNTING

1:45-3:00 p.m. 6th Floor-Parlor A

Theme: Financial Accounting

Chair: Kenneth E. Stone, Central Missouri State University

“Annual Reports: Marketing Tool or Accurate Financial Information?”

Vince Cicconetti, Ashland University

Todd Parsons, Ashland University

Colleen Stadler, Ashland University

Paul McGurr, Ashland University

“EPS: Is it Still a Good Initial Indicator of Changing Stock Price?”

Adam Whetstone, Ashland University

Chris Skibinski, Ashland University

Paul McGurr, Ashland University

**“Goodwill Impairment: Disclosures of SFAS No. 142 in the Transition
Period”**

Sarah Barlow, Ashland University

Chad Ganson, Ashland University

Trisha Turnbaugh, Ashland University

Paul McGurr, Ashland University

ACCOUNTING

1:45-3:00 p.m. 6th Floor-Parlor B

Special Session: Professional Issues

Chair: Robert Dosch, University of North Dakota

Presentation A: “CPA Exam Changes: What Do They Mean?”

Presenter: Dennis Knutson, University of Wisconsin-Eau Claire

Presentation B: “State CPA Society Career Initiative Programs”

Presenter: Gary G. Johnson, Southeast Missouri State University

BUSINESS AND HEALTH ADMINISTRATION

1:45-3:00 p.m. 7th Floor-Clark 5

Theme: Ethical Issues in Health Care

Co-Chairs: William B. Stroube, University of Evansville
Sandra Mc Kay, Southeastern Louisiana

“Fostering Ethical Competence in Nursing”

Jane Allen, University of Evansville

Discussant: Carol S. Kleinman, Seton Hall University

“Perspectives on Collaboration”

Garry R. Bailey, Evansville-Vanderburgh School Corporation

Suzanne L. Bailey, University of Evansville

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

“Ethical Issues in the Evolution of Pharmaceutical Marketing in Brazil”

William B. Stroube, University of Evansville

Edison Moura, University of Evansville

Discussant: Joseph Feldhaus, University of Louisiana-Monroe

“An Exploratory Study of First Aid Preparedness Among Public School Teachers”

Ashish Chandra, Marshall University

Philip Fields, Marshall University

Discussant: Garry R. Bailey, Evansville-Vanderburgh School Corporation

BUSINESS AND HEALTH ADMINISTRATION

1:45-3:00 p.m. 7th Floor-Clark 10

Theme: Disease States: Analysis and Implications

Co-Chairs: Debra Jennings Cody, Clayton College and State University
Joseph S. Coyne, Washington State University-Spokane

“Stroke Rehabilitation Costs and Outcomes: A Financial Analysis”

Joseph S. Coyne, Washington State University-Spokane

Mary K. Madsen, University of Wisconsin-Milwaukee

Discussant: Patricia H. Born, California State University-Northridge

“Has Someone with Dementia Wandered into Your Facility?”

Brian Kaskie, University of Iowa

Sarah Meedel, University of Iowa

Discussant: Fevzi Akinci, King’s College

“Interventions for the Diabetes Disease State: A Comparative Financial Analysis”

Fevzi Akinci, King’s College

Joseph S. Coyne, Washington State University-Spokane

Discussant: Nashat Zuraikat, Indiana University of Pennsylvania

BUSINESS AND HEALTH ADMINISTRATION

1:45-3:00 p.m. 7th Floor-LaSalle 4

Theme: Health Care Marketing I

Joint Session with Marketing

Co-Chairs: Carolyn Tripp, Western Illinois University

Nora Ganim Barnes, University of Massachusetts-Dartmouth

“To Treat or Not to Treat: Effects of Aggressive Treatment versus Watchful Waiting on Consumers’ Inferences about Physicians”

Manuel C. F. Pontes, Rowan University

Nancy M. H. Pontes, Columbia University

Phillip A. Lewis, Rowan University

Faye Zhu, Rowan University

Discussant: Elizabeth C. Alexander, Marshall University

“Advertising in the Weight-Loss Industry—Empty Promises and Lies: The Federal Trade Commission ‘Weighs In’”

Sandra McKay, Southeastern Louisiana University

Jeff Totten, Southeastern Louisiana University

Mike Jones, Southeastern Louisiana University

Discussant: Michael Schonberger, Monmouth University

“Marketing to the Heart: A Practical Approach to Dealing with Health Care Quackery”

Nabil Y. Razzouk, California State University-San Bernardino

Victoria Seitz, California State University-San Bernardino

Discussant: Nancy Adams, West Virginia University

“Improving Student Blood Donation”

Elizabeth C. Alexander, Marshall University

Discussant: Charles K. Braun, Marshall University

BUSINESS ECONOMICS

1:45-3:00 p.m. 6th Floor-Parlor F

Theme: Business in NAFTA

Joint Session with International Business

Co-Chairs: John S. Bowdidge, Southwest Missouri State University

Krishnan Ramaya, North Dakota State University

“An Exploratory Analysis of the Impact of Technology on Branding Strategy Among Nine Firms in Mexico”

Nanda K. Viswanathan, Delaware State University

Discussant: Juan F. Meraz, Southwest Missouri State University

“North American Free Trade Agreement: Coordination and Competition along the Highway Corridor”

Raffael DeVito, Emporia State University

Discussant: Gideon Falk, Purdue University- Calumet

“The Impact of NAFTA on U.S. Employment: A Partial Equilibrium Approach”

Shyam L. Bhatia, Indiana University-Northwest

Discussant: Choon-Shan Lai, University of Southern Indiana

CASE RESEARCH

1:45-3:00 p.m. 6th Floor-Parlor G

Theme: Cases and Publication

Chair: Bill Stratton, Idaho State University

“Minority Owned Businesses: Are We Writing Cases About Them?”

Jeff Totten, Southeastern Louisiana University

“State of the Union: What Is Being Published?”

David Rosenthal, Miami University

Discussants: Esther L. Headley, Wichita State University

Jim Camerius, Northern Michigan University

INTERNATIONAL BUSINESS

1:45-3:00 p.m. 6th Floor-Parlor F

Theme: Business in NAFTA

Joint Session with Business Economics

Co-Chairs: John S. Bowdidge, Southwest Missouri State University

Krishnan Ramaya, North Dakota State University

“An Exploratory Analysis of the Impact of Technology on Branding Strategy Among Nine Firms in Mexico”

Nanda K. Viswanathan, Delaware State University

Discussant: Juan F. Meraz, Southwest Missouri State University

“North American Free Trade Agreement: Coordination and Competition along the Highway Corridor”

Raffael DeVito, Emporia State University

Discussant: Gideon Falk, Purdue University- Calumet

“The Impact of NAFTA on U.S. Employment: A Partial Equilibrium Approach”

Shyam L. Bhatia, Indiana University-Northwest

Discussant: Choon-Shan Lai, University of Southern Indiana

LEGAL STUDIES

1:45-3:00 p.m. 3rd Floor-PDR 8

Theme: Regulatory Law

Chair: Penny Herickhoff, Minnesota State University-Mankato

“Academic Freedom Survives the ‘Falvo’ Salvo: Supreme Court Rules on Educational Records under the Family Educational Rights and Privacy Act”

Dexter Woods, Ohio Northern University

Richard Meininger, Ohio Northern University

“Financing a Child’s College Education: An Update”

R. Wayne Saubert, Radford University

Lynn K. Saubert, Radford University

“State Attempts to Control Consumer Labeling”

Katrin C. Varner, Illinois State University

LEGAL STUDIES

1:45-3:00 p.m. 3rd Floor-PDR 9

Theme: Torts and Constitutional Law

Chair: Michael A. Katz, Delaware State University

“Who Is Reading Your E-Mail? Legal and Ethical Perspectives on Smyth vs. Pillsbury and Current Case Law”

Marvin E. Newman, Rollins College

“Federal Maritime Commission vs. South Carolina State Ports Authority: The Supreme Court Continues Its Expansion of State Sovereign Immunity from Private Party Actions”

Joseph M. Pellicciotti, Indiana University-Northwest

“Duty, Proximate Cause, and the First Amendment: Palsgraf Revisited in the Context of Tort Liability of Makers/Distributors of Video and Related Media Products”

Theodora D. Economou, University of Minnesota-Morris

“Separation of Powers Is An American Myth”

David Timmerman, Southwest Missouri State University

MANAGEMENT

1:45-3:00 p.m. 6th Floor-Parlor H

Theme: Research Into Human Resources

Chair: Trevor Knox, Muhlenberg College

“Considering the Human Resources of the People’s Republic of China”

John S. Bowdidge, Southwest Missouri State University

Discussant: Mainuddin Afza, Bloomsburg University of Pennsylvania

“Mentoring: The Guardian for the Future, the Second Phase”

Beverly Jones, Kettering University

Discussant: Robert E. Allen, Robert Morris College

“Reasonable Accommodation and the ADA”

Suzanne M. Crampton, Grand Valley State University

John W. Hodge, Grand Valley State University

Jitendra M. Mishra, Grand Valley State University

Discussant: Regina Greenwood, Kettering University

MARKETING

1:45-3:00 p.m. Club Floor-PDR 16

Theme: Consumer Response to Marketing Action

Chair: Karen James, Louisiana State University-Shreveport

Discussant: John McGrath, University of Pittsburgh-Johnstown

“A Comparison of In-Store versus Online Atmospherics”

Michelle B. Kunz, Morehead State University

Kenneth V. Henderson, Morehead State University

“Understanding Consumer Patronage of Retail Food Outlets: The Impact of Studying Recency versus Frequency in Predicting Behavior”

Julie Toner Schrader, Bellarmine University

Richard W. Schrader, Bellarmine University

“Consumer Purchasing of Fake Products in a Transitional Economy”

Irena Vida, University of Ljubljana

Vandana Plassmann, Cornell University

Ica Rojsek, University of Ljubljana

MARKETING

1:45-3:00 p.m. Club Floor-PDR 17

Theme: Relationship Marketing: “The Bigger Picture”

Chair: Jason Lueg, Mississippi State University

Discussant: Denise Schoenbachler, Northern Illinois University

“Strategy as a Predictor of Resource Management Emphasis: A Theoretical Perspective”

R. Zachary Finney, North Georgia College and State University

“Marketing and Legal Aspects of Master Franchising for International Ventures”

Héctor R. Lozada, Seton Hall University

Richard J. Hunter, Jr., Seton Hall University

“The Brand Association Base: A Conceptual Framework For Leveraging Partner Brands Towards a Semiotic Theory of Brand Equity Capitalization”

Henrik Ugglå, Stockholm University

MARKETING

1:45-3:00 p.m. Club Floor-PDR 18

Special Session: Meet the Editors

Co-Chairs: Mike d’Amico, University of Akron

Tim Aurand, Northern Illinois University

Panelists: Michael Dorsch, *Journal of Marketing Theory and Practice*

Pete LaPlaca, *Industrial Marketing Management*

Richard Leventhal, *Journal of Consumer Marketing*

Michelle Morganosky, *Journal of Product and Brand Management*

Dennis Organ, *Business Horizons*

David Paul, *Journal of Health Care Marketing*

Susan Petroschius, *Journal for Advancement of Marketing Education*

Charlie Pettijohn, *Marketing Management Journal*

ACCOUNTING

3:00-4:15 p.m. 6th Floor-Parlor B

Special Session: Pedagogy: Predicting Grades

Chair: Paul McGurr, Ashland University

“Relationship of First Exam Scores to Final Grades: Preliminary Evidence from Accounting and Business Law Classes at a Regional State University”

Presenters: Mary V. Johnson, Southeast Missouri State University

Gary G. Johnson, Southeast Missouri State University

BUSINESS AND HEALTH ADMINISTRATION

3:00-4:15 p.m. 7th Floor-Clark 5

Theme: Health Care Marketing-II

Joint Session with Marketing

Co-Chairs: Gene Wunder, Washburn University

Karen Gore, Ivy Tech State College

“Childhood Obesity: Preliminary Findings on Perceptual and Demographic Differences”

Ratna Mandal, independent health care researcher

Uday S. Tate, Marshall University

Discussant: Arthur Rubin, ABC Pediatrics

“Conducting a Web Survey: Convenience and Consideration”

Angela C. Dominelli, Albany College of Pharmacy

Discussant: Sandra G. Blake, University of Louisiana-Monroe

“Development of a Scale to Measure Exit Barriers in Dentistry: Preliminary Findings”

David P. Paul III, Monmouth University

John B. Ford, Old Dominion University

Discussant: Angela C. Dominelli, Albany College of Pharmacy

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Non-American Health Care Approaches

Co-Chairs: Madhu Agarwal, St. John's University
Carolyn Tripp, Western Illinois University

“Integrative Health Care at Inner Harmony: The Convergence of Eastern and Western Thinking about Health”

Daniel J. West, Jr., University of Scranton
Peter Amato, Inner Harmony Wellness Center
Rose Broderick, Inner Harmony Wellness Center
Discussant: Fevzi Akinci, King's College

“A Financial Analysis of the National Health Services in the UK Using the Hybrid Model”

Joseph S. Coyne, Washington State University
Jeffrey A. Kramer, University of Connecticut
Discussant: Adnan Kisa, Baskent University, Turkey

“An Evidence-Based Health Management Project Involving Three Hospitals in Central and Eastern Europe”

Daniel J. West, Jr., University of Scranton
Discussant: Elizabeth C. Alexander, Marshall University

BUSINESS AND HEALTH ADMINISTRATION

3:00-4:15 p.m. 7th Floor-LaSalle 4

Theme: Nursing Administration Issues

Co-Chairs: Carol S. Kleinman, Seton Hall University
Nancy Adams, West Virginia University

“Developing a Student Nurse Externship Program”

Dana Flatley, Memorial Medical Center
Donna Redding, Memorial Medical Center
Discussant: Suzanne Bailey, University of Evansville

“Nurse-Physician Collaboration and Patient Satisfaction”

Ellen Stavish, Clara Maass Medical Center

Carol S. Kleinman, Seton Hall University

Discussant: Nabil Y. Razzouk, California State University-San Bernardino

“Perceptions of Role Competencies and Educational Preparation of Mid-Level and Senior Nursing Administrators”

Carol S. Kleinman, Seton Hall University

Discussant: Jane Allen, University of Evansville

“Convergent Nursing Employment Market in U.S. States”

Chang Gi Park, University of Illinois-Chicago

Discussant: Manuel C. F. Pontes, Rowan University

BUSINESS ECONOMICS

3:00-4:15 p.m. 6th Floor-Parlor F

Theme: Business Strategy in Global Markets

Joint Session with International Business

Co-Chairs: John E. Spillan, Penn State University-DuBois

Sudesh Mujumdar, University of Southern Indiana

“Dual Strategies of the Global Pharmaceutical Industry: Product and International Diversification”

Chin-Chan Hsu, St. Louis University

Discussant: Nanda K. Viswanathan, Delaware State University

“Role of Alcohol in Business Negotiations”

Jitendra Mishra, Siedman School of Business

Discussant: John E. Spillan, Penn State University-DuBois

“Simulate to Stimulate in IB”

Hans Thorelli, Indiana University

Discussant: Krishnan Ramaya, North Dakota State University

“Examining Value Creation in R&D Alliances”

Krishan Ramaya, North Dakota State University

Mohammed Khayum, University of Southern Indiana

Faye Smith, Emporia State University

Discussant: Mazhar Islam, Sultan Qaboos University

CASE RESEARCH

3:00-4:15 p.m. 6th Floor-Parlor G

Theme: New Teaching Issues

Chair: Robert Service, Samford University

“Teaching with Experiential Exercises”

“Hay Is for Horses”

Reed McKnight, Fort Lewis College

Suzanne Wilhelm, Fort Lewis College

Roy A. Cook, Fort Lewis College

“Office Allocation in Academia: A Decision Dilemma”

John Cave, Fort Lewis College

Roy A. Cook, Fort Lewis College

“Securi-Tronics and Competitive Intelligence”

Herbert Snyder, Fort Lewis College

Roy A. Cook, Fort Lewis College

“Student Developed Cases: Directing Learning to the Next Level”

Cheryl L. Noll, Eastern Illinois University

Discussants: Robyne Hart, Hanover College

Bill Stratton, Idaho State University

MANAGEMENT

3:00-4:15 p.m. 6th Floor-Parlor H

Theme: Challenges and Realities in Human Resources

Chair: Barbara Mihm, University of Wisconsin-Stevens Point

“Equal Pay in Europe, Canada, and the U.S.”

Ronald M. Faust, University of Evansville

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

“Improvements in Gender Wage Gap”

James R. Maxwell, State University of New York-Buffalo

Discussant: Bill Livingston, Baker College

“Workplace Violence: A New Wave of Terror in the Workplace”

Bruce Bloom, DeVry University

Discussant: Victor Devinatz, Illinois State University

MANAGEMENT

3:00-4:15 p.m. 6th Floor-Parlor J

Theme: Student Commitment and Involvement in Management Courses

Chair: Lynn Isvik, Upper Iowa University

“Affective, Continuance, and Normative Commitment Levels among College Freshman and Senior Populations at a Private College”

Robert E. Allen, Robert Morris College

Discussant: Julia A. Teahen, Baker College

“Student Group Management Techniques That Influence Project Outcomes”

Brian R. Hinrichs, Millikin University

Discussant: Regina Greenwood, Kettering University

MARKETING

3:00-4:15 p.m. Club Floor-PDR 16

Theme: New Product Development and Internal Branding

Chair: Gene Wunder, Washburn University

Discussant: Patty Jo Bellamy, Black Hills State University

“Establishing Effective New Product Development Teams”

Mary A. Higby, University of Detroit Mercy

Lawrence E. Zeff, University of Detroit Mercy

“An Assessment Tool to Evaluate New Product Innovativeness in the Dairy Industry”

Alicea Glueck Chaloupka, Mississippi State University

“The Status of Internal Branding: A Preliminary Investigation of Employee Perceptions”

Tim Aurand, Northern Illinois University

Linda Gorchels, University of Wisconsin-Madison

MARKETING

3:00-4:15 p.m. Club Floor-PDR 17

Theme: International Channel Issues

Chair: John Cherry, Southeast Missouri State University

Discussant: Beverlee Anderson, California State University-San Marcos

“Profiling International Outshoppers: The Role of Economic Patriotism in Outshopping Behavior”

Tanja Dmitrovic, University of Ljubljana

Irena Vida, University of Ljubljana

“A Foreign Market Order-of-Entry Decision Model Incorporating Consumer Involvement and Learning”

Michael Capella, Mississippi State University

“Development of Transportation Market in Transitional Period (On the Example of Ukraine)”

Sergiy Spivakovsky, Hofstra University

MARKETING

3:00-4:15 p.m. Club Floor-PDR 18

Theme: Marketing Services Globally

Chair: Ram Kesavan, University of Detroit Mercy

Discussant: Margaret Klayton, Mary Washington College

“Branding Indian Software Services Companies in the Global Marketplace”

Soumya Suvra Bhaumik, Indian Institute of Management

Rajanish Dass, Indian Institute of Management

“Small Business Service Firms: Business Initiation Communication Patterns and Protocol”

Timothy L. Wilson, Umeå University

“Pricing of Police Services in Pennsylvania: Some Preliminary Findings”

James Talaga, La Salle University

Louis Tucci, The College of New Jersey

Stephen White, Doylestown, Pennsylvania, Police Department

MARKETING

3:00-4:15 p.m. 7th Floor-Clark 5

Theme: Health Care Marketing II

Joint Session with Business and Health Administration

Co-Chairs: Gene Wunder, Washburn University

Karen Gore, Ivy Tech State College

“Childhood Obesity: Preliminary Findings on Perceptual and Demographic Differences”

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David P. Paul III, Monmouth University

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Discussant: Angela C. Dominelli, Albany College of Pharmacy

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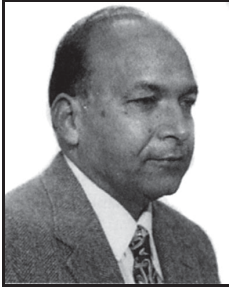
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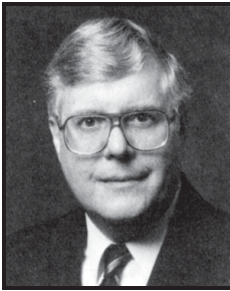
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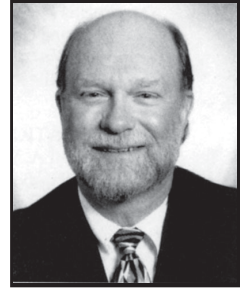
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