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www.mbaainternational.org

MBAA International

April 2–4, 2008

The Drake Hotel • Chicago, Illinois


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MBAA International America's Best Conference Value!

Join hundreds of your colleagues and enjoy the MBAA International experience—fellowship and friendship, dialogue, and development. It's what a conference ought to be!

In 2008 twelve tracks covering the entire of breadth of business disciplines make up MBAA International. Leaders from colleges (large and small, public and private), governmental agencies, non-profit institutions, and business organizations from all over America and all around the world come together for a rich and rewarding experience—the MBAA International experience.



MBAA International is proud of its reputation as America's long-term leader in high-value, low-cost, integrative professional development, and MBAA International's reputation for incredible entertainment is just icing on an already sumptuous cake.

2009 Conference Dates
March 18 through March 20, 2009

The Historic Drake Hotel
It's where Chicago's Magnificent Mile Begins!

Mail Advance Registration to:

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

Advance Registration

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

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

Hotel Arrangements

The Drake Hotel is offering a special MBAA International convention rate of \$185 per night.

Please make all hotel reservations directly with The Drake. To make your reservation online, go to www.mbaainternational.org/conf.htm and click on "Hotel Information." The Internet option is the fastest way to handle your reservation. You may also register via phone. Call 1-800-55DRAKE and ask for the MBAA International rate.

Exhibits

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

2009 MBAA INTERNATIONAL Program

Persons interested in participating in the 2009 program, scheduled for March 18–20, 2009 at the historic Drake Hotel— where Chicago's Magnificent Mile begins—please contact:

Don T. Johnson
Cecil P McDonough Professor of Business and Editor,
Managerial Finance
Western Illinois University
430 Stipes
Macomb, IL 61455
Phone: 309-298-1026
Fax: 309-298-2198
dt-johnson@wiu.edu

2008 MBAA International McGraw-Hill/Irwin Distinguished Paper Awards

Best Overall Paper on Conference Theme

Co-Winners

Perceived Information Technology Capability for Born Global Firms and Traditional Exporters in China and the United States

Man Zhang, Bowling Green State University

Jingwen Lai, Southwestern University of Finance and
Economics-Chengdu, China

(from Academy of International Business, Midwest Region)

and

The Internationalization of Indian Pharmaceutical Firms: A Comparison of Entry Mode Theories

Avinandan Mukherjee, Montclair State University

(from Business Health Administration Association)

Academy of Business Economics

Asymmetric Price Adjustment in Retail Gasoline Market

Nodir Adilov, Indiana University-Purdue University Fort Wayne

Hedayeh Samavati, Indiana University-Purdue University Fort Wayne

Academy of Finance

Testing the Market Efficiency for Different Market Capitalization Funds

Hossein Varamini, Elizabethtown College

Svetlana Kalash, McKonly and Asbury, LLP

Academy of International Business, Midwest Region

Strategic Change and the Privatization Process of State-Owned Enterprises in Thailand: Platform Building and Action Sequences

Robert Moussetis, North Central College

Orawee Sriboonlue, Alliant International University

Ali Abu-Rahma, Alliant International University

Business, Society, and Government

The Role of Workplace Learning within the Full-service Restaurant Industry

Lee Weyant, Kutztown University

**2008 MBAA International
McGraw-Hill/Irwin
Distinguished Paper Awards**

Marketing Management Association

Attitude towards Globalization:

The Role of Cultural Values, Global Identity, and Regulatory Focus

Stanford A. Westjohn, St. Louis University

Srdan Zdravkovic, St. Louis University

North American Accounting Society

Factors Associated with Student Performance in Auditing:

An Empirical Study in a Diversified Public University

Mostafa M. Maksy, Northeastern Illinois University

Lin Zheng, Mercer University

North American Management Society

The Role of Workarounds in Burnout and Occupational Injuries

Jonathon R. B. Halbesleben, University of Wisconsin-Eau Claire

**Operations Management and Entrepreneurship
Association**

Joy of Entrepreneurship: A Longitudinal Section Study

Christina Stadler, Philipps-Universität, Marburg, Germany

Dirk Knychala, Gothaer Finanzholding AG, Koln, Germany

Society for the Advancement of Information Systems

Proposed Model for Evaluating C/LMS Faculty Usage in

Higher Education Institutions

James Janossy, DePaul University

Society for Case Research

Blood Bananas

Steven Cox, Queens University of Charlotte

Bradley W. Brooks, Queens University of Charlotte

Catherine Anderson, Queens University of Charlotte

MBAA International: Roots and More . . .

The MBAA International experience is one of collegiality and of fellowship, renewing friendships and making new ones, and initiating and continuing dialogues about teaching and research projects. It's the rich mixture of attendees from colleges (large and small, public and private), governmental agencies, non-profit institutions, and the business community. It's Chicago—an incredible city with entertaining events, great food, and 'round-the-clock action. It's the warm feeling of the familiar and the excitement of the new—it's America's best conference value—MBAA International!

Over four decades ago, at the 1964 meeting of the American Economic Association in Chicago, the idea for the MBAA International was conceived. 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 planned the inaugural meeting for 1965.

Their immediate objective was to provide a forum for people who wanted to participate in the fledging disciplines of business administration. About 200 people attended the first meeting that was held “on the occasion of” the Midwest Economic Association meeting in Kansas City, Missouri. They were treated to eight sessions involving ten presenters. Topics included economic development, marketing, quantitative decision-making, transportation, and public utilities.

MBAA International has become successful beyond the wildest expectations of its founders. The success is rooted in its founding philosophy: “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. MBAA International should provide the forum for a single unifying program in addition to any meetings offered by specialized groups. MBAA International should offer a select number of speakers on topics of equal interest and value to all conferees.”

While some other organizations have adopted our “multidisciplinary experience” approach, MBAA International is proud to remain America's long-term leader in low-cost, high-value integrative professional development. Nobody's been doing it longer and many believe, nobody does it better.

In 2008 eleven formal organizations make up MBAA International: Academy of Finance, Marketing Management Association, Academy of International Business Midwest, Midwest Academy of Legal Studies in Business, Academy of Business Economics, Business and Health Administration Association, 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 leaders of the organizations are listed near the back of this program, as are members of the MBAA International Advisory Council, Presidents, Executive Directors, and the Executive Board.

Primary registrations for the various MBAA International organizations at the 2004, 2005, 2006, and 2007 annual meetings were:

	2004	2005	2006	2007
Accounting.....	71	77	77	79
Business, Society and Government.....			19	27
Case Research.....	33	36	42	39
Economics.....	35	34	33	43
Finance.....	71	117	109	116
Health Administration.....	110	98	89	73
Information Systems.....	48	45	49	33
International Business.....	35	26	45	82
Legal Studies.....	55	55	55	50
Management.....	63	64	87	113
Marketing.....	139	156	136	128
Operations Management and Entrepreneurship.....	25	21	33	35
MBAA International.....	37	49	42	16
Total.....	<u>722</u>	<u>778</u>	<u>816</u>	<u>834</u>

These registrations tell only part of the story as some participants support more than one organization through one or more secondary registrations. In 2004, there were 118 secondary registrants; in 2005, 128; in 2006, 141; and in 2007, 135.

Useful programming, collegial networking, and magnificent entertainment—all in a great city—and all at an incredibly low cost—make MBAA International America’s Best Conference Value!

MBAA International- An International Conference!

MBAA International is more than a well-known name, it's a compelling description!

In the last seven years people from all 50 states and more than 25 countries have participated in MBAA International. In 2007 alone we had 46 states and 11 countries represented!

MBAA International is more than a good conference, it's a good conference with almost a half-century of tradition and success!

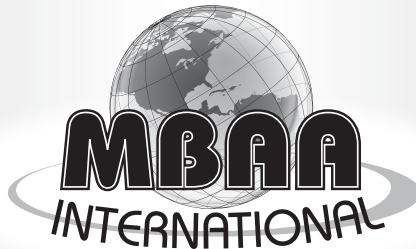
High quality leaders have been coming together at MBAA International for 44 years!

No other "multidisciplinary" business conference has been doing what MBAA International does for as long or with as much geographic diversity.

We are proud of our "reach" and our reputation! We are proud of our leadership and our legacy!

We are proud to offer a high-value experience at an incredibly low price. We are proud to be known as America's Best Conference Value!

**Jeff Clark
Executive Director, MBAA International**



Business Meetings, Special Meetings, Meals, and Receptions

Pearson Education Cyber CafeGold Coast Ballroom
Refreshments will be available throughout the conference.

Wednesday, April 2, 2008

MBAA International Hospitality Suite

5:30-7:00 p.m.Parkside Room, Upper West Mezzanine

9:30-11:00 p.m.Parkside Room, Upper West Mezzanine

Business/Society/Government

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

Business, Society, and Government Consortium Annual Meeting

Chair: Jim Breyley Jr., University of New England

Accounting

4:30-6:00 p.m. 4th Floor, 425

North American Accounting Society Board Meeting

Presiding: Dee Ann Ellingson, University of North Dakota;
President, North American Accounting Society

Business and Health Administration

4:30-5:30 p.m.Parkside Room, Upper West Mezzanine

BHAA Board Meeting

Chair: Peter Fitzpatrick, Clayton State University

Wednesday, April 2, 2008

Society for Case Research

4:30-6:00 p.m.Grand Ballroom
SCR Board Meeting

Finance

4:30-6:00 p.m.Venetian Room, Upper East Mezzanine
Finance Board Meeting

Marketing

4:30-6:00 p.m.Lakeshore Boardroom, 10th Floor
MMA Board of Directors Meeting
Presiding: Linda Ferrell, University of New Mexico

MBAA International Advisory Council

4:30 p.m. Drake Room, Main Level

MBAA International Advisory Council Dinner

6:00 p.m. French Room, Lower East Mezzanine
(By invitation only)

“Fun Night” – The Buckingham

7:30 p.m.Grand Ballroom

Thursday, April 3, 2008

Business and Health Administration

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

Presiding: Peter Fitzpatrick, Clayton State University

All BHAA Members are invited to attend this meeting.

Finance

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

TBA

International Business

10:45 a.m.-12:00 p.m. Drake Room, Main Level
AIB-Midwest Business Brunch Session

Chair: Robert Moussetis, North Central University

Keynote speaker: Neil F. Hartigan, Chairman and Chief Executive Officer,
Illinois World Trade Center

Marketing

10:45 a.m.-12:15 p.m. French Room, Lower East Mezzanine
MMA Awards Brunch-Ticket Required

2008 Innovative Marketing Award Winner: David L. Kurtz, University of
Arkansas

12:15 p.m.-1:15 p.m. French Room, Lower East Mezzanine
MMA Business Meeting

Society for Case Research

12:15-1:30 p.m.Grand Ballroom
Annual Meeting Luncheon-Ticket Required

Thursday, April 3, 2008

Business Economics

12:15-1:30 p.m. 9th Floor, 925
Board Meeting

Finance

12:15-1:30 p.m. Georgian Room, Upper East Mezzanine
Luncheon-Ticket Required

Management

12:15-1:30 p.m. Parkside Room, Upper West Mezzanine
Luncheon-Ticket Required

MBAA International

4:20-5:30 p.m. Drake Room, Main Level
Annual Business Meeting Ashish Chandra, Presiding
Includes "Best Paper" Awards Presentations

Business and Health Administration

5:30-6:00 p.m. Parkside Room, Upper West Mezzanine
BHAA Board Meeting
Presiding: Michaeline Skiba, Monmouth University

President's Cocktail Reception

6:00 p.m. Grand Ballroom

"Fun Night" – Amadeus Consort

7:30 p.m. Gold Coast Ballroom

MBAA International Hospitality Suite

9:30-11:00 p.m. Parkside Room, Upper West Mezzanine

Friday, April 4, 2008

Operations Management

6:45-7:45 a.m. Michigan Room, Upper West Mezzanine
OMEA Annual Business Awards Breakfast-Ticket Required

Business Economics

7:15-8:00 a.m. 9th Floor, 925
Annual Business Meeting

Accounting

7:30-9:15 a.m. Club International, Drake Hotel Main Level
Breakfast, Speaker, and Annual Business Meeting (Cost \$20)
(Admission by ticket only. Please purchase ticket at time of advanced registration for the conference.)

Presiding: Dee Ann Ellingson, University of North Dakota;
 President, North American Accounting Society

Information Systems and Quantitative Methods

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

International Business

8:00-9:15 a.m. Drake Room, Main Level
Annual Business Meeting of the Academy of International
Business-Midwest Region and Award Presentations

Presiding: Juan Meraz, AIB-Midwest Chapter President,
 Missouri State University
(Everyone is invited to the meeting. Refreshments served.)

Friday, April 4, 2008

Management

8:00-9:15 a.m. Erie Room, Upper West Mezzanine
NAMS Breakfast Business Meeting and Awards

Breakfast sponsored by Baker College

Legal Studies

11:00 a.m.-12:15 p.m. 6th Floor, 625
Annual Business Meeting

Legal Studies

12:15-1:30 p.m. Venetian Room, Upper East Mezzanine
Luncheon-Ticket Required

MBAA International 2009 Program Chairs Planning Meeting

12:30-1:30 p.m. **The Gold Coast Ballroom (registration area)**

Presiding: Don Johnson, Western Illinois University

WEDNESDAY, APRIL 2, 2008

Accounting

1:30-2:45 p.m. 4th Floor, 425
Workshop: **Using Peachtree and MS-Excel Software as Part of
a Governmental Accounting Course Supplement**
Presenter: Nausser S. Jamali, Illinois College

Accounting

1:30-2:45 p.m. 4th Floor, 429
Workshop: **What Subject Areas and Projects Are Covered
and Assigned in an AIS Course Today?**
Presenter: Susan Minke, Indiana University-Purdue University
Fort Wayne

Business and Health Administration

1:30-2:45 p.m. Parkside Room, Upper West Mezzanine
Session Title: **Health Care Administration Professionals**
Chair: Robert J. Spinelli, University of Scranton
Discussant: William B. Stroube, University of Evansville

**Tomorrow's Health Care Administrator: Proposed Qualities for
Effective Management in the Face of a Changing Field**
Robert J. Spinelli, University of Scranton
Melissa K. Tagle, University of Scranton

Obesity in America and Its Effects on the Healthcare System
Robert J. Spinelli, University of Scranton
Melissa K. Tagle, University of Scranton

Human Resource Outsourcing
Adam DeVries, Grand Valley State University
Jitendra M. Mishra, Grand Valley State University

Emergency Preparedness: How Hospitals Plan for Disasters in a Changing World

Robert J. Spinelli, University of Scranton
Jonathan P. Forte, University of Scranton

Business and Health Administration

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

Session Title: Issues in Health Care Reform

Chair: Kent Willis, King's Daughters Medical Center

Discussant: Alberto Coustasse, University of North Texas Health
Science Center

School-Based Mental Health: The *De Facto* Mental Health System for Children

Steve Jacob, University of North Texas Health
Science Center

Alberto Coustasse, University of North Texas Health
Science Center

The Impact of Consumers' Perception of Medical Malpractice Issues on the Delivery of Healthcare

Ashish Chandra, University of Houston-
Clear Lake at Texas Medical Center

Kristy Dickens, AMFM, Inc.

Roger Durand, University of Houston-Clear Lake at
Texas Medical Center

Health Disparities for Texas Disabled Hispanic Pediatric Populations

Love Johnson, University of North Texas Health Science
Center

Julius Larry, University of North Texas Health Science
Center

Alberto Coustasse, University of North Texas Health
Science Center

WEDNESDAY, APRIL 2, 2008

Business and Health Administration

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

Session Title: National and Global Health Policy

Chair: Adnan Kisa, Wyeth Pharmaceuticals-Turkey

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

Cost Effectiveness of Childhood Vaccinations in Turkey

Adnan Kisa, Wyeth Pharmaceuticals-Turkey

M. Mahmud Khan, Tulane University

A Comparative Analysis of Human Development in Turkey

Adnan Kisa, Wyeth Pharmaceuticals-Turkey

Understanding Life Expectancy Changes in the USA

Aakash Mudaliar, University of Scranton

Daniel J. West, Jr., University of Scranton



Business/Society/Government

1:30-2:45 p.m..... 8th Floor, 829

**Open Forum-Bringing Globalization to the
Business Curriculum/Classroom**

Chair: Steve Palmer, Eastern New Mexico University

This forum will be an opportunity for professors from all disciplines to share and discuss methodology for incorporating globalization into classes and business curriculum.



Society for Case Research

1:30-2:45 p.m.Grand Ballroom

Session Title: Embryo Cases

Chair: Barbara Nemecek, University of Wisconsin-River Falls

Discussants: Kay Hodge, University of Nebraska-Kearney
Bill Stratton, Idaho State University
Robyne Hart, Hanover College

Don't Mess with the Apple Gang: The iPhone

Barbara Wooldridge, University of Texas at Tyler
Erika Matulich, University of Tampa
Shelly Dignum, University of Tampa
Mac Chase, University of Tampa
Matt Juron, University of Tampa
Brooke Pawlak, University of Tampa

Finca Cojobas

Tomas A. Lopez-Pumarejo, Brooklyn College

Codietu

Tomas A. Lopez-Pumarejo, Brooklyn College

Finance

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

Session Title: Corporate Finance

Chair: Janikan Supanvanij, Saint Cloud State University

An Examination of the Risk Adjusted Discount Rate Approach

Kee S. Kim, Missouri State University
James R Scott, Missouri State University

Discussant: L. Dwayne Barney, Jr., Boise State University

WEDNESDAY, APRIL 2, 2008

Earnings Manipulation at Commercial Banks: Manipulation through Provisioning and the ALLL

James P. Haskins, University of North Dakota
Timothy P. O'Keefe, University of North Dakota
Harold Wilde, University of North Dakota

Discussant: Chien-Chih Peng, Morehead State University

Managerial Uses of Alternative Timing Measures in Capital Budgeting

L. Dwayne Barney, Jr., Boise State University
Morris Danielson, Saint Joseph's University

Discussant: James P. Haskins, University of North Dakota

Case Study: Asset and Liability Management at American Savings Bank

Chien-Chih Peng, Morehead State University
Michael L. Gampp, American Savings Bank

Discussant: Kee S. Kim, Missouri State University

Finance

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

Session Title: Investments

Chair: Phil Fry, Boise State University

An Empirical Examination of Corporate vs. Personal Saving

L. Dwayne Barney, Jr., Boise State University
Diane Schooley, Boise State University
Harry White, Boise State University

Discussant: Matt Maher, Boise State University

Nonlinear Performance Measurement of Canadian Equity Mutual Funds

Mohamed A. Ayadi, Brock University
Lawrence Kryzanowski, Concordia University

Discussant: Harry White, Boise State University

The Performance of Hedge Funds vs. Mutual Funds: Relative and Absolute Measures

Phil Fry, Boise State University
Matt Maher, Boise State University
Harry White, Boise State University

Discussant: Mohamed A. Ayadi, Brock University

Finance

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

Session Title: Investments

Chair: Vivian O. Okere, Providence College

A Fascination of Finance: Keeping Up with the Latest Actions of Warren Buffett

C. Edward Chang, Missouri State University
George S. Swales, Missouri State University
John S. Bowdidge, Missouri State University

Discussant: Sheri D. Faircloth, University of Nevada–Reno

Does the Turn-of-the-Month Effect Still Exist and Is It Exploitable in CREF Accounts?

Charles Rayhorn, Northern Michigan University
Jim Drosen, Northern Michigan University

Discussant: John S. Bowdidge, Missouri State University

The Role of Family Ownership and Dual Class Shares in the Takeover of the Dow Jones Company by News Corporation in 2007

Muhammad R.K. Chishty, Saint Xavier University
Monzurul Hoque, Saint Xavier University

Discussant: Charles Rayhorn, Northern Michigan University

Did the GASB Change Impact Municipal Debt Rates?

Sheri D. Faircloth, University of Nevada–Reno
Ali Nejadmalayeri, Oklahoma State University
Jeanne Wendel, University of Nevada–Reno
Jeffrey Wong, University of Nevada–Reno

Discussant: Monzurul Hoque, Saint Xavier University

Finance

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

Session Title: Special Topics

Chair: Jin Park, Illinois Wesleyan University

Can We Improve Student Performance in the Introductory Business Finance Course?

Robert L. Howard, North Carolina A&T State University
Alonzo L. Redmon, North Carolina A&T State University

Discussant: Frank Wprostek, University of Saint Francis

Factors Affecting Financial Literacy of College Students

Jeremy M. Alexander, Western Illinois University
Amanda J. Morehouse, Western Illinois University

Discussant: Alonzo L. Redmon, North Carolina A&T State University

Student Evaluations of Homework Assignments and Use of Technology in the Financial Management Course

Raj K. Kohli, Indiana University South Bend

Discussant: Jeremy M. Alexander, Western Illinois University

Improving Online Pedagogy with Adobe Captivate 2: Using Screen Capture to Teach Excel/Finance Online

Frank Wprostek, University of Saint Francis

Discussant: Raj K. Kohli, Indiana University South Bend

Information Systems and Quantitative Methods

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

Chair: Jennifer Williams, University of Southern Indiana

Discussant: C. Lee Clarke, Augsburg College

Transforming the Truth Functional Form Algorithm Logic Problem into a String Search

Jerry Chin, Missouri State University

Mary Chin, Missouri State University

An Evaluation of the Theory of Reasoned Action Applied to Information Systems

Lindsay Morris, Middle Tennessee State University

Carol Clark, Middle Tennessee State University

Jeff Clark, Middle Tennessee State University

Isolation and Tele-Medicine: Exploring the Mediating Role of Information Technology

Abhijit Jain, Northern Michigan University

International Business

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

Session Title: Global Business Strategies

Chair: John E. Spillan, Pennsylvania State University–DuBois

China: Outward Foreign Direct Investment

Peter Geib, Minnesota State University-Moorhead

Lucie Pfaff, College of Mount Saint Vincent

Discussant: David Boggs, Eastern Illinois University

WEDNESDAY, APRIL 2, 2008

Comparative Performance of Foreign and Local Firms in Chinese Manufacturing

Yingqi Wei, Bradford University (UK)
Chengang Wang, Bradford University (UK)
Xiaming Liu, University of London (UK)
Xiaohui Liu, Loughborough University (UK)

Discussant: William “Rick” Crandall, University of North Carolina–Pembroke

Impact of Firm’s World-View Orientation on Export Practices

Anthony C. Koh, University of Toledo

Discussant: Nichole Castater, Clark Atlanta University

The Dynamics and Need for Effective Contingency Management Planning in Manufacturing Environments Utilizing the Toyota Production System

Scott Dickenson, Indiana State University

Discussant: Juan Meraz, Missouri State University

Management

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

Session Title: Strategy in Action

Chair: Richard Leake, Luther College

Challenges and Opportunities in Writing Case Studies to Support the Acquisition of Entrepreneurial Expertise: Leveraging New Technology to Develop Expert Minds

Jason Voiovich, University of Wisconsin-Eau Claire
Raymond K. Hughes, University of Wisconsin-Eau Claire
Todd J. Hostager, University of Wisconsin-Eau Claire

Discussant: Richard Leake, Luther College

Auto Repair Service Case Study: Business Integrity and Customer Relations

Matthew Werner, Carroll College

Discussant: Brian Hinrichs, St. Xavier University

State Bank of India

Narender L. Ahuja, International Management Institute

Discussant: Paul Govekar, Ohio Northern University

Best Student Paper Award**Franchising: A New Twist with Old Roots**

Martin Luytjes, Nova Southeastern University

Discussant: Richard Sebastian, St. Cloud State University

Management

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

Session Title: Curriculum Design: Teaching Ethics at a Distance

Chair: Ronald E. Brownie, Purdue University North Central

Panelists: Casimir Barczyk, Purdue University Calument
Claretha H. Banks, University of Arkansas
Bruce Bloom, DeVry University of Chicago Campus
Quah Chun Hoo

Marketing

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

Session Title: Consumer Behavior Potpourri

Chair: Jill Attaway, Illinois State University

Re-thinking the Purchasing Involvement Construct

Robert W. Veryzer, Rensselaer Polytechnic Institute

Gokhan M. Karaatli, Indiana University-Purdue
University Fort Wayne

Discussant: Stanford A. Westjohn, Saint Louis University

WEDNESDAY, APRIL 2, 2008

**Exploring College Students' Attitudes toward Counterfeiting:
A Beginning**

Alexander Walthers, Siena College
Cheryl Buff, Siena College
Catherine Walts, Siena College

Discussant: Fred Hoyt, Illinois Wesleyan University

**Marketing to Helicopter Parents: Hovering Headache or
Untapped Economic Resource**

Oscar McKnight, Ashland University
Ron Paugh, Ashland University
Aaron McKnight, University of Chicago
Heidi Parker, Ashland University

**Proposing the Application of the Brand Community Membership
Typology within the Organization: A Viable Internal Branding
Alternative?**

Cheryl L. Buff, Siena College
Kimberly M. Judson, Northern Illinois University
Timothy W. Aurand, Northern Illinois University
P. Raj Devasagayam, Siena College

Discussant: Jeri Beggs, Illinois State University

Marketing

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

Session Title: Sales/Sales Management

Chair: Allen Schaefer, Missouri State University

**Emotional Intelligence and Customer-Orientation in the
Pharmaceutical Industry**

Charlie Pettijohn, Missouri State University
Elizabeth Rozell, Missouri State University
Andrew J. Newman, University of Salford

Discussant: Allen Schaefer, Missouri State University



Understanding Career Plateauing Among Salespeople: Can Boring Assignments Slow Us Down?

Pataradech "Tony" Srisupandit,
Mississippi State University
Lin Zhang, Truman State University

Discussant: Andrew J. Newman, University of Salford

Rationale for a Sales Minor

William Cobian, University of Wisconsin-Stout

Discussant: Charlie E. Pettijohn, Missouri State University

Marketing

**1:30-2:45 p.m.....Walton 2 Room, Lower East Mezzanine
Sixth Annual MMA Master Teaching Competition Sponsored by
Hormel Foods**

Chair: Timothy R. Graeff, Middle Tennessee State University

Judges: Brian Engelland, Mississippi State University
Don Roy, Middle Tennessee State University
Robert Erffmeyer, University of Wisconsin-Eau Claire
Julie Toner, Bellarmine University
Mark Engelhardt-Hormel Foods

**Operations Management and Entrepreneurship
Association**

1:30-2:45 p.m..... 7th Floor, 725

**Session Title: Operations Management-Supply Chain
Management**

Chair: John Simon, Governors State University

Supply Chain Intelligence

John Simon, Governors State University

WEDNESDAY, APRIL 2, 2008

Implementing Lean Supply Chain in a Chemical Industry

Fataneh Taghaboni-Dutta, University of Michigan-Flint

Accounting

3:00-4:15 p.m...... **4th Floor, 425**

Panel Session: What Is Assessment Trying to Accomplish?

Chair: Stephen Del Vecchio, University of Central Missouri

Panelists: Jack A. Elfrink, Western Illinois University
Gary G. Johnson, Southeast Missouri State University
Ken Stone, University of Central Missouri

Accounting

3:00-4:15 p.m...... **4th Floor, 429**

Session Title: Issues in Auditing Education

Chair: Ron Niemeyer, University of Central Missouri

Academicians' and Practitioners' Views on the Content and Importance of the First Auditing Course

Jack Armitage, University of Nebraska-Omaha

CPAs' Perceptions of the Effects of Audit Firm Rotation on Auditor Independence and Audit Quality

Bobbie W. Daniels, Jackson State University

Quinton Booker, Jackson State University

Active Learning Approaches to the Development of Auditing Students' Negotiation Skills

Carol M. Jessup, University of Illinois-Springfield

Business and Health Administration

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

Session Title: Issues in Aging, Senior Care, and Policy

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

Discussant: Hengameh Hosseini, Kings College

Applying the Community Organization Model to the Costs and Benefits of Falls Prevention: Would This Promote a Healthier Lifestyle for the Elderly?

Hengameh Hosseini, Kings College

Kevan Hosseini, Lehigh University

Assessing Medicare Communications: A Readability Analysis of the 'Medicare and You' 2007 Handbook

Meghana Desai Aruru, University of Illinois at Chicago

J. Warren Salmon, University of Illinois at Chicago

Disparities in Self-Reported ADL and IADL Disability Among Asian American Subgroups: Results from the National Health Interview Survey 2001-2003

Alberto Coustasse, University of North Texas Health Science Center-Fort Worth

Sejong Bae, University of North Texas Health Science Center at Fort Worth

Karan P. Singh, University of North Texas Health Science Center at Fort Worth

The Aging of American Society, the Rising Cost of Medical Care, and the Age-Based Rationing Debate: Exploring the Views of Full-Time Health Care Professors in Northeastern Pennsylvania

Hengameh Hosseini, Kings College

WEDNESDAY, APRIL 2, 2008

Business and Health Administration

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

Session Title: National and Global Health Policy

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

Discussant: Scott M. Stegall, University of Wisconsin-Milwaukee

Islamic Culture/Religion and Its Impact on Diet and Nutrition

Hengameh Hosseini, Kings College

Kevan Hosseini, Lehigh University

Healthcare Spending in the U.S.: Too Much Spending, Too Little to Show for It?

David R. Babitsky, Monmouth University

David Paul, Monmouth University

Ashish Chandra, University of Houston-Clear Lake at
Texas Medical Center

Multilateral Trade Negotiations and Healthcare in the United States: Strategic Implications for Healthcare Managers

Terrie C. Reeves, University of Wisconsin-Milwaukee

Patricia J. Arnold, University of Wisconsin-Milwaukee

Mary K. Madsen, University of Wisconsin-Milwaukee

Scott M. Stegall, University of Wisconsin-Milwaukee

Business Economics

3:00-4:15 p.m..... 9th Floor, 925

Panel Session: Global Perspectives in the Teaching of Economics

Chair: Veree Ethridge, University of St. Francis

Panelists: Shiv Gupta, University of Findlay

Maria Gamba, University of Findlay

Business/Society/Government

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

Business, Society, and Government Consortium Annual Meeting

Chair: Jim Breyley Jr., University of New England

Society for Case Research

3:00-4:15 p.m.Grand Ballroom

Session Title: Papers on Case Research, Teaching, and Writing

Chair: Karen Foust, Tulane University

Discussants: Barbara Wooldridge, University of Texas at Tyler
Cheryl L. Noll, Eastern Illinois University
Barbara Nemecek, University of Wisconsin-River Falls

Minority and Women Owned Businesses: Are We Doing a Better Job of Writing Cases about Them Five Years Later?

Jeff Totten, McNeese State University
Roger J. Gagnon, North Carolina A&T State University

A Look behind the Curtain

Kay Hodge, University of Nebraska at Kearney

Critical Incidents: A Unique Genre of Case Research

Bill Stratton, Idaho State University
Joe G. Thomas, Middle Tennessee State University
Roy Cook, Fort Lewis College
Karen Berger, Pace University

Finance

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

Session Title: Real Estate and Insurance

Chair: L. Dwayne Barney, Jr., Boise State University

WEDNESDAY, APRIL 2, 2008

Real Estate Rental Investors and Their Tenants: Are They on the Same Page?

Don T. Johnson, Western Illinois University

Discussant: Jin Park, Illinois Wesleyan University

Restructuring Household Finances to Prepare for Home Ownership: A Class Exercise

Walt A. Nelson, Missouri State University

James R. Scott, Missouri State University

Discussant: Don T. Johnson, Western Illinois University

The Insurance Distribution Systems and Efficiency in the Property-Casualty Insurance Industry: Revisited

Sukho Lee, Korea Institute of Finance

Jin Park, Illinois Wesleyan University

Han Bin Kang, Illinois State University

Discussant: Walt A. Nelson, Missouri State University

Finance

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

Session Title: Financial Markets

Chair: Harry White, Boise State University

Forecasting Volatility of Exchange Rates in Emerging and Developed Markets: A Parametric Approach

Sallem Koubida, East Tennessee State University

Discussant: Thomas S. Howe, Illinois State University

Some Theoretical and Empirical Issues in Measuring Financial Risk in Islamic Banking and Finance: A Global Perspective

Inayat U. Mangla, Western Michigan University

Jamshed Y. Uppal, Catholic University of America

Discussant: Sallem Koubida, East Tennessee State University

Detection of Multiple Beta Shifts in Mutual Fund Returns Data

Thomas S. Howe, Illinois State University

Ralph A. Pope, California State University-Sacramento

Discussant: Inayat U. Mangla, Western Michigan University

Finance**3:00-4:15 p.m. Astor Room, Upper East Mezzanine****Session Title: Investments**

Chair: Larry Bauer, Memorial University of Newfoundland

Congressional Calendar, Party Control, and Stock Market Performance

Charles Rayhorn, Northern Michigan University

Ken Janson, Northern Michigan University

Discussant: Vivian O. Okere, Providence College

The 7 Rivers Equity Index: A Reversal of Fortune among Local Firms

Thomas M. Krueger, University of Wisconsin-La Crosse

Discussant: Charles Rayhorn, Northern Michigan University

The Impact of Baby Boomer Generation on Social Responsible Investing

Vivian O. Okere, Providence College

Discussant: Thomas M. Krueger, University of Wisconsin-La Crosse

Finance**3:00-4:15 p.m. Tudor Room, Upper East Mezzanine****Session Title: Special Topics**

Chair: Alonzo L. Redmon, North Carolina A&T State University

A Strategic Approach to Forestalling Financial Abuse Stratagems Aimed at the Elderly

Nicole Grandmont-Gariboldi, Saint Thomas University
Discussant: Janikan Supanvanij, Saint Cloud State University

At Last, It’s Time to Clarify the Term “Insider Trading”

George S. Swales, Missouri State University
C. Edward Chang, Missouri State University
John S. Bowdidge, Missouri State University
Discussant: Nicole Grandmont-Gariboldi, Saint Thomas University

Performance Measurement and Executive Compensation

Janikan Supanvanij, Saint Cloud State University
Discussant: John S. Bowdidge, Missouri State University

Information Systems and Quantitative Methods

3:00-4:15 p.m. 9th Floor, 950

Chair: **Marv Albin, University of Southern Indiana**

Discussant: Jerry Chin, Missouri State University

Trust and Knowledge Use in Online Collaboration Tools

Thanaporn Sundaravej, University of Missouri-St. Louis
Jiesi Cheng, University of Missouri-St. Louis
Dinesh Mirchandani, University of Missouri-St. Louis

The Concept of Authority

C. Lee Clarke, Augsburg College

Electronic Reverse Auction: Challenges for Suppliers

Abbas Foroughi, University of Southern Indiana
Jennifer Williams, University of Southern Indiana



International Business

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

Session Title: Structural Reforms and Competitiveness

Chair: Animesh Ghoshal, DePaul University

Strategic Change and the Privatization Process of State-Owned Enterprises in Thailand: Platform Building and Action Sequences

Robert Moussetis, North Central College

Orawee Sriboonlue, Alliant International University

Ali Abu-Rahma, Alliant International University

Discussant: William "Rick" Crandall, University of North Carolina-Pembroke

Reforms in the Nigerian Banking Sector: The Effects of Efficiency

Elisabeta Pana, Illinois Wesleyan University

Bukola Tolu Olaosebikan, Illinois Wesleyan University

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

Ownership Structure and Corporate Financial Policy Evidence from the Chinese Listed Companies

CAO Yong, Nanyang Technological University

Ramin Maysami, University of North Carolina-Pembroke

Carolina-Pembroke

Discussant: Nichole Castater, Clark Atlanta University



Management

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

Session Title: Impact of Higher Education in Management

Chair: Terrell Manyak, Nova Southeastern University

WEDNESDAY, APRIL 2, 2008

Student Satisfaction with Full Time and Adjunct Business Professors

Mandy Price, Carroll College
Richard Penlesky, Carroll College
Michael Levas, Carroll College

Discussant: Terrell Manyak, Nova Southeastern University

Impact of Training on Faculty Development: Political and Public Relations Implications

Claretha H. Banks, University of Arkansas
Marta G. Collier, University of Arkansas

Discussant: Marsha Katz, Governors State University

Davis Revisited: Are the Concepts of Mass Customization and Future Perfect Relevant for Managing Business Management Education in the 21st Century?

James Paradiso, College of Lake County

Discussant: Jim Maddox, Friends University

Management

3:00-4:15 p.m. Huron Room, Upper West Mezzanine
Session Title: SOAR: Creating Strategic Impact to Succeed in a Global Environment

Chair: Jacqueline M. Stavros

Panelists: Gina Hinrichs, Capella University
Cheryl B. Richardson, CBR Consulting
Roberta Peirick, AI Consulting, LLC
Jane Galloway Seiling, Lawrence Technological University



Marketing

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

Session Title: Understanding Ethical Issues in Marketing

Chair: O.C. Ferrell, University of New Mexico

Discussants: Steve Skinner, University of Kentucky
Bill Bauer, Carroll College

Consumer Choice and Intellectual Property Theft: An Exploratory Examination

Denny McCorkle, University of Northern Colorado
Vilte Auraskeviciene, University of Management and Economics, Kunas Lithuania
Vida Skudiene, University of Management and Economics, Kunas Lithuania
James Reardon, University of Northern Colorado
Irena Vida, University of Ljubljana, Solovenia

Counterframing an Anti-Corporate Campaign: Communication Strategies at Nikebiz.com

Randall L. Waller, Baylor University

Ethical Decision Making: A Longitudinal Investigation

Jeri Mullins Beggs, Illinois State University
Kathy Lund Dean, Idaho State University



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

Special Session: Practitioner Theme: Branding Your University

Panelists: Fred Hoyt, Illinois Wesleyan University
John Lawler, The Lawlor Group
John Stemper, The Lawlor Group



WEDNESDAY, APRIL 2, 2008

3:00-4:15 p.m.Walton 2 Room, Lower East Mezzanine

Session Title: Global Marketing

Chair and

Discussant: Yedzi H. Godiwalla, University of Wisconsin
at Whitewater

Cross-Cultural Differences in Evaluating Experiential Product

Characteristics: The Case of Motion Pictures

Desislava Budeva, Florida Atlantic University

Global Brands: Country-of-Origin Effects and Trust-Another Look

Alfred Rosenbloom, Xavier University

**Can Global Brands Help Consumers to Reconcile Cultural
Dilemmas?**

Eliane Karsaklian, NEGOCIA, School of the Chamber of
Commerce of Paris

**Multi-Dimensional Drivers of Effective Ads For Luxury Global
Brands in China**

Nichaya Suntornpithug, Indiana University-Purdue
University Fort Wayne

Jun Ma, Indiana University-Purdue University
Fort Wayne

Jennifer Heyda, Indiana University-Purdue University
Fort Wayne

**Operations Management and Entrepreneurship
Association**

3:00-4:15 p.m. 7th Floor, 725

Session Title: Operations Management-Education

Chair: Glenn A. Metts, Indiana University-Purdue University
Fort Wayne



The Value of APICS® CPIM for University Operations Management Programs

Theresa Wells, University of Wisconsin-Eau Claire
Abraham Nahm, University of Wisconsin-Eau Claire

Educational Entrepreneurship: A Case for Charter Schools

Ram Kesavan, University of Detroit Mercy
Anand Kesevan, Siebert Brandford Shank and Co.

Alpha Investing: Exploring Investment Portfolio Schemes Using Real Data

Glenn A Metts, Indiana University-Purdue University Fort Wayne
Michael Slaubaugh, Indiana University-Purdue University Fort Wayne
Atiya Syed-Makander, Student, Indiana University-Purdue University Fort Wayne

MMA Board of Directors Meeting

4:30-6:00 p.m. Lakeshore Board Room, 10th Floor
Presiding: Linda Ferrell, University of New Mexico

MBAA International Advisory Council

4:30 p.m. Drake Room, Main Level

MBAA International Hospitality Suite

5:30-7:00 p.m. Parkside Room, Upper West Mezzanine
9:30-11:00 p.m. Parkside Room, Upper West Mezzanine

WEDNESDAY, APRIL 2, 2008

MBAA International Advisory Council Dinner

6:00 p.m.Venetian Room, Upper East Mezzanine
(By invitation only)

Fun Night – The Buckinghams

7:30 p.m.Grand Ballroom

THURSDAY, APRIL 3, 2008

Accounting

8:00-9:00 a.m. 4th Floor, 425

Accounting Discipline Forum: This is an opportunity to meet with other faculty in your discipline to discuss pedagogy, current practices, teaching innovations, and concerns. The following moderators will facilitate the group discussion in the following disciplines:

- Principles: Doug Johnson, Southeast Community College
 - Intermediate: Sheldon Langsam, Western Michigan University
 - Tax: Bambi Hora, University of Central Oklahoma
-

Accounting

8:00-9:00 a.m. 4th Floor, 429

Accounting Discipline Forum: This is an opportunity to meet with other faculty in your discipline to discuss pedagogy, current practices, teaching innovations, and concerns. The following moderators will facilitate the group discussion in the following disciplines:

- Cost/Managerial: Margaret Combs, University of the Cumberland
 - Systems: George Schmelzle, Missouri State University
 - Audit: Jack Armitage, University of Nebraska at Omaha
-

Business and Health Administration

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

BHAA Annual Business Meeting and Awards Function

- Presiding: Peter Fitzpatrick, Clayton State University

All BHAA members are invited to attend this meeting.



Business Economics

8:00-9:00 a.m. 9th Floor, 925

Session Title: Professors and Students

Chair: Kevin Neumann, University of Wisconsin-Stevens Point

Online Quizzes in Principles of Microeconomics

Jason Davis, University of Wisconsin-Stevens Point

Using Faculty Incentives to Motivate the Assurance of Student Learning

Timothy Schibik, University of Southern Indiana
Charles Harrington, University of North Carolina-Pembroke

Faculty Advising in a College of Business: Continuity Counts

Timothy Schibik, University of Southern Indiana
Timothy Mahoney, University of Southern Indiana

Business/Society/Government

8:00-9:00 a.m. 8th Floor, 829

Session Title: Ethics and the Classroom

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

A Paradigm for Evaluating Academic Codes of Ethics

Michael A. Yahr, Robert Morris University

The Evolution of a Department of Business Administration in a Liberal Arts Setting

Jim Breyley Jr., University of New England
Joseph Habraken, University of New England

Is the Academic Bill of Rights Good Academic Policy?

Steve Palmer, Eastern New Mexico University

Considering Individual Values: What Roles should Faculty Play in Teaching Ethics?

Evangeline Brodie, Saint Augustine's College

Society for Case Research

8:00-9:00 a.m.Grand Ballroom

Session Title: Roundtable: Addressing Unanswered Questions about Case Teaching—A Sharing of Teaching Techniques

Chair: Paula Saunders

Roundtable

Members: Paula Saunders, Wright State University
Herbert Brown, Wright State University
Philip C. Fisher, University of Southern Indiana
J. David Hunger, Saint John's University
Jeryl L. Nelson, Wayne State College

Finance

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

Session Title: Corporate Finance

Chair: Don T. Johnson, Western Illinois University

A Survey of Corporate Social Responsibility Reporting Practices of Australian and U.S. Financial Services Firms

Craig Kelley, California State University-Sacramento
Ralph A. Pope, California State University-Sacramento

Discussant: Peppi Kenny, Western Illinois University

An Assessment of the Impact of the Sarbanes-Oxley Act on the Readability of CEO Letters to Shareholders

Don T. Johnson, Western Illinois University
Peppi Kenny, Western Illinois University
James D. Tripp, Western Illinois University

Discussant: Ralph A. Pope, California State University-Sacramento

THURSDAY, APRIL 3, 2008

Finance

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

Session Title: International Finance

Chair: John S. Bowdidge, Missouri State University

ADR Listings and Their Effect on Analyst Forecasts

Kent Ragan, Missouri State University

John D. Stowe, CFA Institute

Discussant: Thomas J. Kopp, Siena College

Diversification of Exchange Traded Funds: Myth or Reality

Rajarshi Aroskar, University of Wisconsin-Eau Claire

Discussant: Kent Ragan, Missouri State University

Using Forecasts to Trigger Portfolios Rebalancing: Can Forecasts Improve Over Buy and Hold

Thomas J. Kopp, Siena College

Discussant: Rajarshi Aroskar, University of Wisconsin-Eau Claire

Finance

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

Session Title: Investments

Chair: David L. Rayome, Northern Michigan University

Indications of Risk: Standard Deviation of Returns or VaR of Terminal Wealth?

Raja Bouzouita, University of Central Missouri

Arthur J. Young, University of Central Missouri

Discussant: Larry Bauer, Memorial University of Newfoundland

The Risks and Returns of Simple GARP Investing Strategies

Patrick J. Larkin, Fayetteville State University

Junhan Tang, Fayetteville State University

Discussant: Arthur J. Young, University of Central Missouri

What Is the M in GARCH-M Really Measuring?

Larry Bauer, Memorial University of Newfoundland

Discussant: Patrick J. Larkin, Fayetteville State University

Finance**8:00-9:00 a.m. Tudor Room, Upper East Mezzanine****Session Title: Special Topics**

Chair: Scott B. Beyer, University of Wisconsin-Oshkosh

A Teaching Note on the Financial Implications of Neural Networks

Punit Anand, Memorial University of Newfoundland

Alex Faseruk, Memorial University of Newfoundland

Discussant: Dennis Debrecht, Carroll College

Decision Rules, Candlesticks, and Spreadsheets in Teaching Market Efficiency

Marshall J. Horton, Ouachita Baptist University

Discussant: Alex Faseruk, Memorial University of Newfoundland

The Relationship Between Oil Prices and Stock Market Performance

Dennis Debrecht, Carroll College

Discussant: Marshall J. Horton, Ouachita Baptist University

Information Systems and Quantitative Methods**8:00-9:00 a.m. 9th Floor, 950****Session Title: E-Commerce**

Chair: Donald H. Gaber, University of Wisconsin-Eau Claire

Discussant: Maggie O'Connor, Bloomsburg University

Culture or Gender Drives of E-Commerce and E-Banking

Abhijit Jain, Northern Michigan University

THURSDAY, APRIL 3, 2008

How Internet-Usage and Offline Banking Practices Shape Online Banking Practices: A Cross-National Study

Abhijit Jain, Northern Michigan University

An Examination of E-Commerce Application Functionality in Top 150 Listed Companies

Xiaobo (Bob) Xu, American University of Sharjah

International Business

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

Session Title: Teaching International Business in the Contemporary Era

Chair: Peter Geib, Minnesota State University-Moorhead

New Content and Pedagogical Approaches to the Teaching of International Business

S. Tamer Cavusgil, Michigan State University

Gary Knight, Florida State University

International Business

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

Session Title: Panel Presentation on Study Abroad

Chair: Sabin Wu, University of Texas-Pan American

Get Them to Go: Learning through International Student Exchange . . . Why Are American Students Hesitant to Participate?

Ramin Maysami, University of North Carolina-Pembroke

William “Rick” Crandall, University of North Carolina-Pembroke

Christopher Ziemnowicz, University of North Carolina-Pembroke

Victor Bahhouth, University of North Carolina-Pembroke

Charles Harrington, University of North Carolina-Pembroke

Marketing

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

Special Session: Developing a Successful Sabbatical

Panelists: Lori Lohman, Augsburg College
Kim Folkers, Wartburg College
Rick Saucier, St. John’s University
Fred Hoyt, Illinois Wesleyan University
Dena Lieberman, Alverno College
Mary Albrecht, Maryville University

Accounting

9:15-10:30 a.m. 4th Floor, 425

An Update on the CPA Exam Content Based on the Latest AICPA Practice Analysis Survey

Ken Clark, Chair, AICPA Board of Examiners Content Committee

THURSDAY, APRIL 3, 2008

Accounting

9:15-10:30 a.m. 4th Floor, 429

Session Title: Issues in Accounting Education

Chair: Ken Stone

Experiential Classroom Learning Techniques in the Accounting Information Systems Course: A Review and Examination of Faculty Practices and Attitudes

Grace F. Johnson, Marietta College

Mary F. Sheets, University of Central Oklahoma

Educating for Inhabitation versus Transience

Lynn Spellman White, Trinity Christian College

A Delivery System Adaptation for the Millennials

Sandra Byrd and David Byrd, Missouri State University

Business and Health Administration

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

Session Title: Health Care Administration Professionals

Chair: Kimball P. Marshall, Alcorn State University

Discussant: Robert J. Spinelli, University of Scranton

The Relationship between Management Style and Employee Compliance with Quality and Ethical Standards

Allen E. Minor, Misericordia University

Animals as Potential Healers: Organizational Benefits of Animal-Assisted Therapy

Robert J. Spinelli, University of Scranton

Melissa K. Tagle, University of Scranton

Concierge Medicine: An Alternative Model of Primary Health Care

Igor Georgievskiy, Alcorn State University

Zhanna Georgievskaya, Alcorn State University

Kimball P. Marshall, Alcorn State University

Business Economics

9:15-10:30 a.m. 9th Floor, 925

Session Title: Markets and Ethics

Chair: Carolyn Fabian Stumph, Indiana University-Purdue
University Fort Wayne

The Market for Human Tissue

Katherine M. Sauer, University of Southern Indiana

The Purpose of Business: Profit Maximization versus Corporate Citizens

Shiv Gupta, University of Findlay
Anita Kromer, Case Western Reserve University

Industrial Determinants of Unfair Labor Practice Charges: 2005-06

David Dilts, Indiana University-Purdue University
Fort Wayne
Sanyuktadev Joshi, Indiana University-Purdue
University Fort Wayne

Corporate Morality: A Value System Imposed by Society's Culture

Dinesh Naidu Valleru, University of Findlay
Smruthi Jannu, University of Findlay

Business/Society/Government

9:15-10:30 a.m. 8th Floor, 829

Session Title: The Workplace

Chair: Jim Breyley Jr., University of New England

The Role of Workplace Learning within the Full-Service Restaurant Industry

Lee Weyant, Kutztown University

THURSDAY, APRIL 3, 2008

Ethical Values in the Workplace: Individual Values and Organizational Culture

Karen Moustafa-Leonard, Indiana University-Purdue University Fort Wayne
John Wellington, Indiana University-Purdue University Fort Wayne
Eric Gaydos, Indiana University-Purdue University Fort Wayne

Ledbetter-Management Implications

Steve Palmer, Eastern New Mexico University
Lee Weyant, Kutztown University

Society for Case Research

9:15-10:30 a.m.Grand Ballroom

Session Title: Critical Incidents on General Management Issues

Chair: Paula Saunders

Discussants: Yezdi H. Godiwalla, University of Wisconsin-Whitewater
Ruth Bogan, Georgian Court University
Herbert Brown, Wright State University
Teresa Main, Eastern New Mexico University

Going Live

Mary Foster, Morgan State University
Augustus Abbey, Morgan State University

The Franchising Entrepreneur

Ann Hackert, Idaho State University
Mukunthan Santhanakrishnan, Idaho State University

The Indiscretions of CELCO

John Spillan, The Pennsylvania State University, DuBois Campus
Joice Gil, DePaul University
Victor Nocetti, Universidad de Talca

Finance

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

Session Title: Personal Financial Planning

Chair: James D. Tripp, Western Illinois University

Biases and Fundamental Investing Knowledge: An Assessment of College Students

Brian E. Porter, Hope College

Discussant: Jamshid Mehran, Indiana University South Bend

Enriching a Personal Finance Class with Free Online Video Clips

Eddie Ary, Ouachita Baptist University

Discussant: Brian E. Porter, Hope College

The Impact and Drawbacks of Reverse Mortgages on Senior Homeowner's Lifestyle in the United States—An Empirical Study

Jamshid Mehran, Indiana University South Bend

Robert J. Balik, Western Michigan University

Discussant: Eddie Ary, Ouachita Baptist University

Finance

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

Session Title: International Finance

Chair: Kumoli Ramakrishnan, University of South Dakota

Can We Possibly Keep Up With All the Financial News Coming from the People's Republic of China?

George S. Swales, Missouri State University

C. Edward Chang, Missouri State University

John S. Bowdidge, Missouri State University

Discussant: Xinhua Liu, ShaanXi Normal University

THURSDAY, APRIL 3, 2008

Debating the Effect of Terrorism on Foreign Direct Investment Decisions

Rick DiMaio, Roosevelt University

Discussant: John S. Bowdidge, Missouri State University

Global Diversification of Equity Portfolios: Non-US Perspective

Kristen L. Ha, MCM

Yuli Su, San Francisco State University

Yewmun Yip, University of South Dakota

Discussant: Rick DiMaio, Roosevelt University

Inflation in China and Related Factors; 1993-2007

Anthony Yanxiang Gu, State University of New York,
Geneseo

Xinhua Liu, ShaanXi Normal University

Discussant: Yuli Su, San Francisco State University

Finance

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

Session Title: Investments

Chair: Mark Shrader, Gonzaga University

Does it Pay to Invest in Middle East and North African Markets?

Tarek S. Zaher, Indiana State University

Discussant: Chu-Sheng Tai, Texas Southern University

International Asset Management and Foreign Exchange Fluctuations

Khosrow "Ken" Shakoori, California State University,
Bakersfield

Discussant: Tarek S. Zaher, Indiana State University

NASDAQ Sector Returns and Market Conditions

Jayen B. Patel, Adelphi University

Discussant: Khosrow "Ken" Shakoori, California State University,
Bakersfield

On the Pricing of Credit Risk in Eurocurrency Market

Chu-Sheng Tai, Texas Southern University

Discussant: Jayen B. Patel, Adelphi University

Finance

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

Session Title: Special Topics

Chair: Michael L. Robinson, Saint Mary's College

Hidden Costs of M and A in a Regulated Market: A Case Study of the Merger of Anthem and Wellpoint Health Network

Richard F. Belloff, International School of Management

K. Matthew Wong, Saint John's University

Discussant: Don T. Johnson, Western Illinois University

Teaching Client Relations and Professional Responsibility with a Civil Action

James Philpot, Missouri State University

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

What Is Being Taught in Doctoral Finance Programs?

Don T. Johnson, Western Illinois University

Discussant: James Philpot, Missouri State University

Information Systems and Quantitative Methods

9:15-10:30 a.m. 9th Floor, 950

Chair: Abhijit Jain, Northern Michigan University

Discussant: Xiaobo (Bob) Xu, American University of Sharjah

Proposed Model for Evaluating C/LMS Faculty Usage in Higher Education Institutions

James G. Janossy, DePaul University

Analyzing the Effectiveness of Illustrations in Information Systems Textbooks

Donald H. Gaber, University of Wisconsin-Eau Claire

The Diffusion of Workflow Architecture

Maggie O'Connor, Bloomsburg University

International Business

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

Session Title: Panel Presentation on International Trade, International Finance and Global Marketing

Chair: Robert Moussetis, North Central College

A panel of experts will discuss current issues and problems in promoting U.S. foreign trade.

Debra Rogers, Senior International Trade Specialist, U.S. Department of Commerce, Chicago, IL

Debra Rogers is a senior international trade specialist at the U.S. Department of Commerce Commercial Service office in Chicago. The mission of her agency is to help U.S. companies expand their exports of goods and services. Before coming to Chicago, Ms. Rogers served as international trade specialist in the Office of Africa at Department of Commerce headquarters in Washington, D.C. Prior to joining the Department of Commerce in 1991, Ms. Rogers worked as a credit union advisor in Cameroon, as an international operations specialist for a grain trading company in Minneapolis, and for a freight forwarding company in St. Paul.

**Michael Howard, Midwest Regional Director,
Business Development, Export-Import Bank**

Michael Howard is the midwest regional director for the Business Development Division of the Export-Import Bank of the United States (Ex-Im Bank), a full faith and credit U.S. government agency. Ex-Im Bank's mission is to promote exports of U. S. goods and services through a variety of programs including an export credit insurance program, a loan and guarantee program, and a working capital program. Mr. Howard holds a B.S. in industrial management from Georgia Institute Technology. He has served on many advisory councils and committees on international financing for small businesses and is one of the authors of the *Florida Export Finance Corporation*.

**John A. Nevell, Regional Manager, International Trade Programs,
U.S. Small Business Administration and U.S. Export Assistance
Center, Chicago, IL**

John A. Nevell is the regional manager, International Trade Programs for U.S. Small Business Administration and the U.S. Export Assistance Center, Chicago, Illinois. Prior experience includes twenty years in international banking handling trade finance in Europe, Asia, and South America, foreign exchange and asset/liability risk management, and general management of the Chicago branch of a South American bank. He also spent ten years with the Federal Deposit Insurance Corporation liquidating foreign and domestic loans and other acquired assets. Mr. Nevell holds a B.S. in finance from DePaul University, Chicago.

Legal Studies

9:15-10:30 a.m. 6th Floor, 625

Session Title: Ethics

Chair: Denise S. Smith, Eastern Illinois University

Perspectives on Recent Anti-Corruption Efforts

Norman D. Bishara, University of Michigan

THURSDAY, APRIL 3, 2008

Pals v. MAC v. Friendly: An Intermediate Contracts In-Class Group Negotiation Problem Set for the Legal Environment of Business

James R. Lange, University of St. Thomas

Trends in Employee Health Programs

Lynn K. Saubert, Radford University

Wayne Saubert, Radford University

Legal Studies

9:15-10:30 a.m. 6th Floor, 629

Session Title: Teaching/Pedagogy

Chair: Jamie Darin Prenkert, Indiana University

He Said, She Said: The Scope of Liability for Online Derogatory Personal Comments

Leonard J Rymysza, California State University,
Northridge

Kurt M. Saunders, California State University,
Northridge

Synergistic Successes of Students Collaboratively Writing Multiple Choice Questions Inspired by Wall Street Journal Articles

Dexter Woods, Ohio Northern University

Divorcing Your Partner: A Valuable Pedagogical Tool

Milton H. Luoma, Metropolitan State University

Vicki Miller Luoma, Minnesota State University

Penny Herickhoff, Minnesota State University

Management

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

Session Title: Innovations for Higher Education

Chair: Peggy Houghton, Baker College

“Management-Distinguished Paper Award”**Service-Learning and Volunteering: Does the Course Matter?**

Paul L. Govekar, Ohio Northern University

Michele A. Govekar, Ohio Northern University

Discussant: Lynn Isvik, Upper Iowa University

An M.B.A. Identifies Needed Soft Management Skills

Jennifer D. Wright, University of Wisconsin-Madison

Kristin Holmberg-Wright, University of Wisconsin-Parkside

Discussant: Peggy Houghton, Baker College

Experimental Education in Entrepreneurship: Winneshiek County Pilot College Intern Project

Richard Leake, Luther College

Discussant: Anna Parkman, Ohio Dominican University

Management**9:15-10:30 a.m. Huron Room, Upper West Mezzanine****Session Title: Unionization and Workplace Issues**

Chair: Yezdi Godiwalla, University of Wisconsin-Whitewater

Sometimes Management Must Deal With a Strike: Here Are Two Well-Documented Examples

C. Edward Chang, Missouri State University

George S. Swales, Missouri State University

John S. Bowdidge, Missouri State University

Discussant: Bruce Bloom, Devry-University of Chicago Campus

Seniority in the Workplace: A Proposal that Values Loyalty

William R. Livingston, Baker College

Discussant: William “Rick” Crandall, University of North Carolina-Pembroke

THURSDAY, APRIL 3, 2008

Stuck on the Border: No-Match Rules and Implications for Employers

David M. Savino, Ohio Northern University

Discussant: Yezdi Godiwalla, University of Wisconsin-Whitewater

Marketing

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

Session Title: Marketing Management and Strategy

Chair: Michael J. Messina, Gannon University

Consultative Salesperson Characteristics and Dealer Satisfaction: An Energy Provider's Opportunity

Tanuja Singh, Northern Illinois University

Timothy W. Aurand, Northern Illinois University

Discussant: Robert Erffmeyer, University of Wisconsin-Eau Claire

A Different Type of Radical Innovation for Incumbent Firms

Lisa M. Lindgren, College of St. Benedict/St. John's University

Discussant: Michelle B. Kunz, Morehead State University

Customer Value Creation: An Empirical Investigation of a Market-Oriented Model

Laurent Tournois, Advancia-Negocia

Discussant: Larry Zigler, Highland Community College

An Examination of Declining First-mover Lead-time: A Twenty Year Study of New Product Announcements

Michael Poletti, University of North Carolina-Pembroke

Howard Ling, University of North Carolina-Pembroke

Christopher Ziemnowicz, University of North Carolina-Pembroke

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



Marketing

9:15-10:30 a.m.Walton 2 Room, Lower East Mezzanine

**Special Session: Identifying and Defining Teaching Excellence:
Insights from Last Year’s MMA Teaching
Excellence Winners**

Chair: Timothy R. Graeff, Middle Tennessee State University

Presenters: Don Roy, Middle Tennessee State University
Bob McDonald, Texas Tech University

**Operations Management and Entrepreneurship
Association**

9:15-10:30 a.m. 7th Floor, 725

Session Title: Operations Management-Quality

Chair: Glenn A. Metts, Indiana University-Purdue University
Fort Wayne

Quality Assurance at Super Skateboard Builders, Inc.

Richard Hall, Grand Valley State University

**The Benefits and Use of Poka Yoke, 5S and Problem Identification
in Quality Improvement Programs**

Gideon Falk, Purdue University-Calumet

**Large Firms and Small Firms: Job Quality, Innovation, and
Economic Development**

Richard Judd, University of Illinois at Springfield

**Operations Management and Entrepreneurship
Association**

9:15-10:30 a.m. 7th Floor, 729

Session Title: Entrepreneurship

Chair: Zelimir W. Todorovic, Indiana University-Purdue
University Fort Wayne

THURSDAY, APRIL 3, 2008

An Innovation Education Model for Start-up Entrepreneurs

Ronald Romba, Elmhurst College

**Connecting Universities with the Entrepreneur-Lead Firms:
Discussion of University-Entrepreneur Interaction Framework**

Zelimir W. Todorovic, Indiana University-Purdue
University Fort Wayne

Nichaya Suntornpithug, Indiana University-Purdue
University Fort Wayne

Leadership Activities at EC

Justin Gardner, University of Wisconsin-Eau Claire

Scott Lester, University of Wisconsin-Eau Claire

Accounting

10:45 a.m.-12:00 p.m. 4th Floor, 425

CPA Mobility, an Update

Ken Bishop, President and CEO, Professional
Credential Services, Inc. Director, NASBA CPA
Examination Operations

Accounting

10:45 a.m.-12:00 p.m. 4th Floor, 429

Session Title: Tax Issues

Chair: Katherene Terrell

**IRS Tightens the Reporting Requirement for Gifts and Related
Party Transfers**

James F. Hopson and Patricia D. Hopson, University of
Central Missouri

Does Imprisonment Constitute a Temporary Absence when Applying the Residency Rules for the Earned Income Credit?

Carl E. Keller Jr., Indiana University-Purdue University
Fort Wayne

George Schmelzle, Missouri State University

Succeeding in a Global Environment: U.S. Participation in OCED's International Tax Initiatives

Larry R. Garrison, University of Missouri-Kansas City

Business and Health Administration

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

Session Title: Student-Led Papers

Chair: Sandra Blake, University of Louisiana-Monroe

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

Unintended Consequences of Medicare Part D Coverage on Dual Eligibles

Xiaoqing Liu, University of Illinois at Chicago

J. Warren Salmon, University of Illinois at Chicago

Business and Health Administration

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

Session Title: Hospital Administration

Chair: David Paul, Monmouth University

Discussant: Dennis Emmett, Marshall University

Queuing Theory: A Cure for Hospital Waiting Lists?

Philip F. Musa, University of Alabama at Birmingham

Gouri Gupte, University of Alabama at Birmingham

THURSDAY, APRIL 3, 2008

Comparing Ratings of Hospitals and Doctors' Offices: Where Do We Stand?

Dennis Emmett, Marshall University
Ashish Chandra, University of Houston-Clear Lake at
Texas Medical Center

CEO Compensation Index for Not-for-Profit Hospitals

Edward Osborne, Marietta Area Health Care, Inc
Marietta College
Lindsey N. Green, Marietta College

Quality of Care: Does It Really Differ Among Hospitals?

Siddharth Parmar, University of North Texas Health
Science Center
Alberto Coustasse, University of North Texas Health
Science Center
Douglas A. Mains, University of North Texas Health
Science Center

**Using Computer Simulation Modeling to Reduce Waiting Times in
Emergency Departments**

Igor Georgievskiy, Alcorn State University
Zhanna Georgievskaya, Alcorn State University
William Pinney, Alcorn State University

Business and Health Administration

10:45 a.m.-12:00 p.m. Ontario Room, Upper West Mezzanine

Session Title: National and Global Health Policy

Chair: Ahmet "Ozzie" Ozturk, Marshall University

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

Women's Health Care Policy in Turkey

Sezer Kisa, Gazi University

Health Needs of Elderly Women: A Growing Issue in Turkey

Sezer Kisa, Gazi University

Developing a New Model of Emergency Medical Care in Pakistan

Abdul Ahad Imran Akram, University of Scranton

Daniel J. West, Jr., University of Scranton

Barriers to Adequate Prenatal Care for African American and Hispanic/Latina Women in the United States: A Review of the Literature

Janna Knight, University of Wisconsin-Milwaukee

Mary K. Madsen, University of Wisconsin-Milwaukee

Business Economics

10:45 a.m.-12:00 p.m..... 9th Floor, 925

Session Title: Economic Development and Governance

Chair: Shiv Gupta, University of Findlay

Peru vs. Malaysia: A Comparative Study of Economic Development

Chandini Sankaran, University of Wisconsin-Stevens Point

Does Conflict Disrupt Growth: Evidence on the Extent Sociopolitical Instability Decreases a Nation's Economic Performance

Daria Sevastianova, University of Southern Indiana

Solomon W. Polachek, Binghamton University

The "Inconvenient Truth" about Skilled Labor Outsourcing

Carolyn Fabian Stumph, Indiana University-Purdue

University Fort Wayne

Chand Chauhan, Indiana University-Purdue

University Fort Wayne

Contracts and Governance

Sudesh Mujumdar, University of Southern Indiana
Katherine M. Sauer, University of Southern Indiana
Daniel Friesner, Gonzaga University



Business/Society/Government

10:45 a.m.-12:00 p.m. 8th Floor, 829

Session Title: Pedagogy Matters

Chair: Lee Weyant, Kutztown University

iTunes: The Future of Global Education

Joseph Habraken, University of New England

**Should Campus Bookstore Operations Be Outsourced—
A Case Study**

Steve Palmer, Eastern New Mexico University
Lee Weyant, Kutztown University
David Hemley, Eastern New Mexico University
John Stockmyer, Eastern New Mexico University

Inside the Insider

Steve Palmer, Eastern New Mexico University

**Effectiveness of Undergraduate Instruction in Quantitative
Courses: Traditional Mode vs. Online**

C. Peeth Kartha, University of Michigan-Flint



Society for Case Research

10:45 a.m.-12:00 p.m.....Grand Ballroom

Session Title: Critical Incident in Human Resource Management

Session A Chair: Claire Kilian, University of Wisconsin-River Falls

Session A

Discussants: Ann Hackert, Idaho State University
Carla Wiggins, Idaho State University
George Whaley, San Jose State University

Pornography and the University Computer

Leigh Cellucci, Idaho State University
Linda Hatzenbuehler, Idaho State University

Reasonable Accommodation

Jim Colling, Bechtel and Santo, LLC
Roy Cook, Fort Lewis College

Session B Chair: Eric Nelson, University of Central Missouri

Session B

Discussants: Mary Foster, Morgan State University
Russell Casey, Clayton State University
Karen Moustafa Leonard, Indiana University-
Purdue University Fort Wayne
John Riddick, Hanover College

Legally, Should Sue have Been Fired?

Karen Waner, University of Central Missouri
Janet K. Winter, University of Central Missouri
Joan Mansfield, University of Central Missouri
Ron Breshears, University of Central Missouri

What Does Handgun Ownership Have to do With a Health Assessment?

Pamela Wells, San Jose State University
Asbjorn Osland, San Jose State University

THURSDAY, APRIL 3, 2008

Finance

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

TBA

Information Systems and Quantitative Methods

10:45 a.m.-12:00 p.m..... 9th Floor, 950

Chair: Keith Stearns, University of Wisconsin-Eau Claire

Discussant: Theresa Steinbach, DePaul University

Merchandising Decision Support Systems for a Small Grocery Store Chain

Camille Garcia, Roosevelt University

Shamsul Chowdhury, Roosevelt University

DSS to Exploit Donchian Theory Using VBA

Abhijit Jain, Northern Michigan University

Software Upgrades—An Exploratory Study of Strategic Decision Making

Bikash Bhattacharyya, DePaul University

International Business

**10:45 a.m.-12:00 p.m..... Drake Room, Main Level
AIB-Midwest Business Brunch Session**

Chair: Robert Moussetis, North Central University

Keynote speaker: Neil F. Hartigan, Chairman and Chief Executive Officer,
Illinois World Trade Center

Theme: Current World Trade Issues and Challenges

Legal Studies

10:45 a.m.-12:00 p.m..... 6th Floor, 625

Session Title: Miscellaneous

Chair: Lynn K. Saubert, Radford University

Separating Antitrust Damages from Non-Antitrust Damages

Ted R. Bolema, Central Michigan University and
Anderson Economic Group

Patrick W. Fitzgerald, Vanderbilt University and
Anderson Economic Group

Darci Keyes, Esquire, Anderson Economic Group

The Military Reservist Employee and the Boss in a Post-Iraq War World: Testing the Limits of the Uniformed Services Employment and Re-Employment Rights Act

Patrick W. Fitzgerald, Vanderbilt University

Conrad S. Lee, Utah State University

Understanding the ‘Reasonable Certainty Doctrine’ and ‘New Business Rule’ to Effectively Determine and Present Evidence of Lost Profits in Commercial Litigation

Patrick W. Fitzgerald, Vanderbilt University and
Anderson Economic Group

Darci Keyes, Esquire, Anderson Economic Group

Ted R. Bolema, Central Michigan University and
Anderson Economic Group

Update on Commercial Damages Issues: Antitrust, Business Valuations, and Lost Profits

Patrick W. Fitzgerald, Vanderbilt University and
Anderson Economic Group

Ted R. Bolema, Central Michigan University and
Anderson Economic Group

Darci Keyes, Esquire, Anderson Economic Group

THURSDAY, APRIL 3, 2008

Legal Studies

10:45 a.m.- 12:00 p.m..... 6th Floor, 629

Session Title: Employment

Chair: Norman D. Bishara, University of Michigan

Ledbetter v. Goodyear: The Application of Gender Pay Discrimination

Bob Hatfield, Western Kentucky University

Brian Sullivan, Western Kentucky University

Revisiting the Comparable Worth Doctrine: An International Review

Diane R. May, Winona State University

Dan Sauers, Winona State University

A Case in and for the Affirmative: The ADEA's Reasonable Factor Other than Age Defense

Jamie Darin Prenkert, Indiana University

State and Local Immigration Laws Versus Federal Regulation: Who Should Be Taking the Lead on Immigration Reform?

Denise S. Smith, Eastern Illinois University

Management

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

Session Title: Gender Impact on Management Strategies

Chair: Paul Govekar, Ohio Northern University

Leadership Styles of Female University Graduates in Management Positions

Steven Cox, Queens University of Charlotte

Renee Zelenka, Channel Advisor Corporation

Discussant: Peggy Houghton, Baker College

Sex Differences in Attitudes towards Women and Type A Behavior Patterns of Military and Non-Military Members in the United States

Regina A. Greenwood, Nova Southeastern University
Shaista E. Khilji, George Washington University
Terrell G. Manjak, Nova Southeastern University
Edward F. Murphy, Embry Riddle University

Discussant: Paul Govekar, Ohio Northern University

Equal Pay Act: Has the Relative Value of Professional Women Changed in the Workplace?

Donna Hollis, Indiana University-Purdue University
Fort Wayne
Mary Lanoue, Indiana University-Purdue University
Fort Wayne
Kristin Witwer, Indiana University-Purdue
University Fort Wayne

Discussant: William R. Livingston, Baker College

Management

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

Session Title: Innovative Interactions in Organizations

Chair: Jann Freed, Central College

Creating Connections: How Organizations Are Using Multiple Mentoring in their Global Environments

Gloria Matthews Kray, Nova Southeastern University
Cynthia Francis, Francis GroupLLC

Discussant: Jim Maddox, Friends University

eRSVP: Do Students' Replies to Invited Activities Contribute to Success in Online Business Management Courses?

James Paradiso, College of Lake County

Discussant: Jann Freed, Central College

THURSDAY, APRIL 3, 2008

Application of Organizational Behavior Principles to a Virtual Organization

Erlan Burk, Park University, Northcentral University,
Baker College

Discussant: Edward Heler, Springfield College

Management

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

Mission Possible: Curbing Academic Dishonesty

Chair: Anna Parkman, Ohio Dominican University

Panelists: Sue C. Evans, Austin Peay State University
Robyn Hulsart, Austin Peay State University
Victoria McCarthy, Austin Peay State University

Marketing

10:45-12:15 p.m. French Room, Lower East Mezzanine
MMA Awards Brunch-Ticket Required

2008 Innovative Marketing Award Winner:

David L. Kurtz, University of Arkansas

12:15 p.m.-1:15 p.m. French Room, Lower East Mezzanine
MMA Business Meeting

Operations Management and Entrepreneurship Association

10:45 a.m.- 12:00 p.m..... 7th Floor, 725

Session Title: Entrepreneurship

Chair: Nichaya Suntornpithug, Indiana University-Purdue University Fort Wayne

Pursuing Tenant Firm Development within University-based Incubators

Zelimir W. Todorovic, Indiana University-Purdue University Fort Wayne
Katherine Meyer, Monarch Capital Management

Joy of Entrepreneurship—A Longitudinal Section Study

Christina Stadler, Philipps-Universität Marburg
Dirk Knychala, Gothaer Finanzholding AG

A Framework of Global Entrepreneurship Heterogeneity: Examining the Changing Faces of World Entrepreneurship

Jun Ma, Indiana University-Purdue University Fort Wayne
Zelimir W. Todorovic, Indiana University-Purdue University Fort Wayne

Operations Management and Entrepreneurship Association

10:45 a.m.- 12:00 p.m..... 7th Floor, 729

Session Title: Entrepreneurship

Chair: Richard Hall, Grand Valley State University

Entrepreneurial Self Efficacy, Locus of Control, and Intent to Start a Business: An Expanded Study in an Engineering School

Andrew Borchers, Kettering University
Sung-Hee Park, Kettering University

THURSDAY, APRIL 3, 2008

Innovation Grows Green

Paul Lane, Grand Valley State University
John Farris, Grand Valley State University
Jodee Hunt, Grand Valley State University
Judith Corr, Grand Valley State University

Globalization of the Internet: A Primer on Internationalized Names

Timothy H. Greer, Middle Tennessee State University



Society for Case Research

12:15-1:30 p.m.....Grand Ballroom
Annual Meeting Luncheon-Ticket Required



Business Economics

12:15-1:30 p.m..... 9th Floor, 925
Board Meeting



Finance

12:15-1:30 p.m..... Georgian Room, Upper East Mezzanine
Luncheon-Ticket Required



Management

12:15-1:30 p.m..... Parkside Room, Upper West Mezzanine
Luncheon-Ticket Required



Accounting

1:30-2:45 p.m...... 4th Floor, 425

Workshop: How Are Accounting Programs Meeting the AACSB Assessments Standards?

Presenter: Kathy Pollack, Indiana University-Purdue University
Ft. Wayne

Accounting

1:30-2:45 p.m. 4th Floor, 429

**Workshop: Core Competencies for Accounting Majors:
A Systematic Approach to Building Skills into the Curriculum**

Presenter: Grace F. Johnson, Marietta College

Business and Health Administration

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

Session Title: Meet the Editors

Chair: Michaeline Skiba

Ashish Chandra, *Hospital Topics*

Avinandan Mukherjee, *International Journal of
Pharmaceuticals and Health Care Marketing*

(Other Editors TBA)

Business and Health Administration

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

Session Title: Issues in Nursing Education

Chair: Scott Saccomano, Southern Connecticut State
University

Discussant: Patricia Stork Kilcullen, Sacred Heart University

THURSDAY, APRIL 3, 2008

Time for a Curriculum Change: Overcoming Curricula Inertia

Michael L. Williams, Eastern Michigan University

**Old People Aren't Just Confused, Deaf, and Drooling--
Baccalaureate Nursing Education and the Older Adult**

Patricia Stork Kilcullen, Sacred Heart University

**An Exploratory Study to Determine the Reasons for Nursing
Turnover in the Long-Term Care Industry**

Ashish Chandra, University of Houston-Clear Lake at
Texas Medical Center

Crystal Weaver, AMFM, Inc.

A Hospice Challenge: Bereavement Program Development

Geraldine Abbatiello, Visiting Nurse Service of
New York

**An Educational Strategy: The Use of Alternative Clinical
Placements**

Scott J. Saccomano, Southern Connecticut State
University

Business Economics

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

Session Title: Stock Markets and Wealth

Chair: Jason Davis, University of Wisconsin-Stevens Point

Credit Losses, Liquidity Crisis, and Accounting

Vandana Rao, Indiana University-East

Does the Stock Market Heat Up with Global Warming?

Nodir Adilov, Indiana University-Purdue University
Fort Wayne

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

Hedayeh Samavati, Indiana University-Purdue
University Fort Wayne

The Economic Value of Market Timing: Further Evidence

Khaled Elkhail, University of Southern Indiana
Manfen Chen, University of Southern Indiana

Wealth Accumulation among the Richest 100 Billionaires in United States: 2004 versus 2007

Ben-Chieh Liu, Chicago State University
John Johnson, Chicago State University
Lydia Jones, Chicago State University
Joseph Deskin, Chicago State University

Business/Society/Government

1:30-2:45 p.m. 8th Floor, 829

Panel: Global Warming and Business

Panel Chair: Joseph Habraken, University of New England

Panelists: Jim Breyley Jr., University of New England
Michael Daley, University of New England
Newton Hilliard, Eastern New Mexico University
John Luhman, Eastern New Mexico University

Marginal Economics and Global Warming: Penny Wise but Pound Foolish

Michael Daley, University of New England

Some Reasoned Views about Global Warming Presented in the Context of a Politically Correct Climate: A Pun, if not an Oxymoron

Jim Breyley Jr., University of New England

THURSDAY, APRIL 3, 2008

Society for Case Research

1:30-2:45 p.m.Grand Ballroom

Session Title: Embryo Cases

Session A Chair: Robyne Hart, Hanover College

Session A

Discussants: Asbjorn Osland, San Jose State University
Karen Warner, University of Central Missouri
Barbara Wooldridge, University of Texas-Tyler

Extreme Makeover: Logistics Edition

Cheryl Tibus, Mercer University

Hospital in the News

Carla Wiggins, Idaho State University

Session B Chair: Ken Rhee, Northern Kentucky University

Session B

Discussants: Leigh Cellucci, Idaho State University
Karen Berger, Pace University
Jeryl L. Nelson, Wayne State College

Every Process, Every Measure: Applying the Cummins Mission and Strategy

Teresa Main, Eastern New Mexico University

Career Crossroads at the Top

George Whaley, San Jose State University
Russell Casey, Clayton State University

Finance

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

Session Title: Corporate Finance

Chair: James R Scott, Missouri State University

The 7 Rivers Equity Index: Fundamental Reasons for a Three-peat of Double-digit Returns

Thomas M. Krueger, University of Wisconsin-La Crosse

Discussant: Robert J. Balik, Western Michigan University

Trends and Patterns in the Quality of Corporate Governance in the U.S. 1990-2006

Lal C. Chugh, University of Massachusetts-Boston

Joseph W. Meador, Northeastern University

Discussant: Thomas M. Krueger, University of Wisconsin-La Crosse

Women Directors and Stock Performance

Robert J. Balik, Western Michigan University

Jamshid Mehran, Indiana University South Bend

Discussant: Peppi Kenny, Western Illinois University

An Assessment of the Impact of the Sarbanes-Oxley Act on the Readability of CEO Letters to Shareholders

Don T. Johnson, Western Illinois University

Peppi Kenny, Western Illinois University

James D. Tripp, Western Illinois University

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

Finance

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

Session Title: Financial Markets

Chair: Kent Ragan, Missouri State University

Bank Efficiency and Relationship to Economy

Conrad Francis, NOVA Southeastern University

Discussant: Jason Lin, Truman State University

THURSDAY, APRIL 3, 2008

The Effect of Federal Open Market Committee on Major Stock Market Indexes

Jason Lin, Truman State University
Justin Junkel, Truman State University

Discussant: Kevin M. Bahr, University of Wisconsin-Stevens Point

The Fed Funds Rate and Interest Rate Elasticities

Kevin M. Bahr, University of Wisconsin-Stevens Point
William E. Maas, University of Wisconsin-Stevens Point

Discussant: Conrad Francis, NOVA Southeastern University

Finance

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

Session Title: Investments

Chair: Khosrow "Ken" Shakoori, California State University,
Bakersfield

An Investigation into the Performance of Small-Cap Growth Funds

Ross Gundry, Skidmore College
Susan Belden, Skidmore College

Discussant: Mark A. Wrolstad, Winona State University

How Ethical Are Ethical Funds?

Mark Shrader, Gonzaga University
Kent Hickman, Gonzaga University

Discussant: Susan Belden, Skidmore College

Using the ACSI as an Investment Guide

Mark A. Wrolstad, Winona State University
Chan-Wung Kim, Winona State University

Discussant: Mark Shrader, Gonzaga University

Finance

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

Session Title: Special Topics

Chair: James Philpot, Missouri State University

Game Theory in Finance

Christopher Deacon, Memorial University of
Newfoundland

Alex Faseruk, Memorial University of Newfoundland

Discussant: Scott B. Beyer, University of Wisconsin Oshkosh

Risk Measurement in Undergraduate Finance Courses: An Attempt at Palatability

Thomas S. Howe, Illinois State University

Discussant: Alex Faseruk, Memorial University of Newfoundland

Using Simulated Trading in the Classroom

Scott B. Beyer, University of Wisconsin Oshkosh

Stephen P. Huffman, University of Wisconsin Oshkosh

Michael Schellenger, University of Wisconsin Oshkosh

Discussant: Thomas S. Howe, Illinois State University

Information Systems and Quantitative Methods

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

Chair: Charletta Gutierrez, Northeastern Illinois University

Discussant: Rami Khasawneh, Lewis University

Testing and Implementation: Can It Really Be Part of Senior Project?

Ernie Nolan, University of Southern Indiana

Starting from Scratch: Building a Technology-Focused Course

Keith Stearns, University of Wisconsin-Eau Claire

Dawna Drum, University of Wisconsin-Eau Claire

THURSDAY, APRIL 3, 2008

Best Teaching Practices: What Information Technology Students Say

Terry Steinbach, DePaul University
Linda Knight, DePaul University

International Business

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

Session Title: Regional Economic Integration and International Political Economy

Chair: Christopher Ziemnowicz, University of North Carolina–Pembroke

Currency Substitution along Mexico’s Southern Frontier: A Case Study of the Portability of the Belizean Dollar in Chetumal, Mexico

Veronica Cal, Galen University
Jessica J. Cal, Galen University
Michael J. Pisani, Central Michigan University

Discussant: Abel Adekola, University of Wisconsin-Stout

Regional Trade Blocs and Developing Countries: Experience of the Sub-Saharan African Groupings and Implications for 21st Century Global Competition

Louis O. Osuji, Chicago State University
Julius O. Onah, Manmark and Associates

Discussant: Nichole Castater, Clark Atlanta University

Push and Pull: An Overview of the Causes and Consequences of Cross Border Physician Migration

Martin Stack, Rockhurst University
Myles Gartland, Rockhurst University
Uday Tate, Marshall University

Discussant: Sameer Vaidya, Texas Wesleyan University

Legal Studies

1:30-2:45 p.m. 6th Floor, 625

Session Title: Favorite Cases

Chair: Diane R. May, Winona State University

Bringing the Appellate Court to the Classroom

Stephen N. Bretsen, Wheaton College

HIPAA'S Privacy Rule: An Overview of Significant Cases

Laura Myers, Ohio University

Exploring the Employment-at-Will Doctrine through the Use of Recent Events Related to Off-Duty Employee Conduct and Political Speech in the Workplace

Karen A. Hosack, Illinois State University

Katrin C. Varner, Illinois State University

Legal Studies

1:30-2:45 p.m. 6th Floor, 629

Session Title: Favorite Cases

Chair: Elizabeth A. Cameron, Alma College

The McDonald's Hoax: The Necessity of Management Policies and Training to Avoid Liability—Hold the Automated Messages Please

Elizabeth A. Cameron, Alma College

Using Sports Cases to Illustrate Legal Issues in Business: Favorite Cases from Debbie Does Dallas to Latrell Sprewell

A. David Austill, Union University

Using Discussion Boards to Facilitate Student Engagement in a Face-to-Face Environment

Denise S. Smith, Eastern Illinois University

THURSDAY, APRIL 3, 2008

Management

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

Session Title: International Considerations for Corporate Strategies

Chair: Jeffrey Fahrenwald, Rockford College

What Is Strategic Risk? Examining the Notion of ‘Strategic Risk’ and ‘Strategic’ Risk

Amy Hsiao, Memorial University of Newfoundland
Thomas Cooper, Memorial University of Newfoundland

Discussant: Terrell Manyak, Nova Southeastern University

The Vanishing Manufacturing-Service Boundary: New Methods of Competing in the Global Marketplace

Richard E. Crandall, Appalachian State University
William “Rick” Crandall, The University of North Carolina-Pembroke

Discussant: Jeffrey Fahrenwald, Rockford College

Management

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

Session Title: International Strategy Implications

Chair: Kathryn Heler, Springfield College

Global Strategic Employee Impact Track Best Paper Award Cultural Literacy and Sound Due Diligence: Two Imperatives for Business Success in China

Redmond Humphrey, Upper Iowa University

Discussant: Jonathon Halbesleben, University of Wisconsin-Eau Claire

Call Centers Are Becoming Customer-Centric: The Panamanian Difference

M. Jane Crabtree, Benedictine University

Discussant: Linda Connolly, Midway College

A Chinese Global Brand: Can Lenovo Pull it Off?

Nadia Shuayto, Lawrence Technological University
Sharon DeGroote, Lawrence Technological University
Richard Boswell, Lawrence Technological University
Tricia Stauber, Lawrence Technological University

Discussant: Edward Heler, Springfield College

Succeeding in the Global Environment: Lessons from Texas Hold'em

David E. O’Gorman, University of Illinois-Springfield

Discussant: Kathryn Heler, Springfield College

Management

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

Session Title: Management Curricula and Succeeding in a Global Environment

Chair: Bernard F. Matt, Wilmington College-Cincinnati Branch

Panelists: Bruce Bloom, DeVry-University of Chicago Campus
Richard Leake, Luther College
C.R. Marshall, University of Wisconsin-Stevens Point

Marketing

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

Special Session: Trends in the Textbook Industry: Effects on Marketing Education

Panelists: O.C. Ferrell, University of New Mexico
David L. Kurtz, University of Arkansas

THURSDAY, APRIL 3, 2008

Operations Management and Entrepreneurship Association

1:30-2:45 p.m. 7th Floor, 725

Session Title: Operations Management-Logistics

Chair: Bill Roach, Washburn University

The Great Lakes Shipping Paradigm: Infrastructure Improvements to Increase Trade and Reduce Congestion

Gregg Blazina, Griffith Laboratories

Donald Maier, University of St. Francis

Electronic Pedigrees and Counterfeit Pharmaceuticals: The U.S. Experience with RFID

Bill Roach, Washburn University

Gene C. Wunder, Washburn University

The Inland Port Model: Creating the “Silicon Valley” of Logistics

Donald Maier, University of St. Francis

Operations Management and Entrepreneurship Association

1:30-2:45 p.m. 7th Floor, 729

Panel Session: Entrepreneurship and Education

Chair: Jamaluddin Hussain, Purdue University Calumet

An Outline of Business Mentoring Practices and Lessons Learned at the Entrepreneurship Center of Purdue University- Calumet

Panelists: Jamaluddin Hussain, Purdue University Calumet

James Yackel, Chancellor Emeritus,

Purdue University Calumet

Berkley Honoroff, Entrepreneur-in-Residence,

Purdue University Calumet

Phil Paige, Paige Enterprises

Accounting

3:00-4:15 p.m. **4th Floor, 425**

Session Title: Education: Student Performance and Behavior

Chair: Dee Ann Ellingson

Factors Associated with Student Performance in Auditing: An Empirical Study in a Diversified Public University

Mostafa M. Maksy, Northeastern Illinois University

Lin Zheng, Mercer University

Academic Service-Learning in Auditing

Christine Schalow, University of Wisconsin-Stevens Point

Explaining Student Cheating: Student Rationalizations

D'Arcy Becker, University of Wisconsin-Eau Claire

Accounting

3:00-4:15 p.m. **4th Floor, 429**

Session Title: Issues in Financial Accounting

Chair: Carol M. Jessup

Ratio Analysis: Towards Resolving a Comparability Issue for Public Universities and Related Foundations

Charles E. Hines, Western Michigan University

Sheldon Langsam, Western Michigan University

Jerry G. Kreuze, Western Michigan University

Accounting for Emission Allowances

Jack A. Elfrink, Western Illinois University

Mitch Ellison, Quincy University

Current Value and Comprehensive Income

Ken Stone, University of Central Missouri

Ronald D. Niemeyer, University of Central Missouri

THURSDAY, APRIL 3, 2008

Business and Health Administration

3:00-4:15 p.m. Parkside Room, Upper West Mezzanine Panel

Discussion: Issues in Aging, Senior Care, and Policy

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

Panelists: Hengameh Hosseini, Kings College
Kevan Hosseini, Lehigh University
Meghana Desai Aruru, University of Illinois at Chicago
Alberto Coustasse, University of North Texas Health Science Center-Fort Worth
Sejong Bae, University of North Texas Health Science Center-Fort Worth
Karan P. Singh, University of North Texas Health Science Center-Fort Worth

Business and Health Administration

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

Session Title: Healthcare Marketing

Chair: Deborah Gritzmacher, Clayton State University

Discussant: David Paul, Monmouth University

Quality Rating Factors That Influence Consumers' Behavior When Selecting Heart Diseases-Related Medical Centers

Ashish Chandra, University of Houston-Clear Lake at Texas Medical Center

Charity Cole, Marshall University Graduate College

David Paul, Monmouth University

Patient Loyalty: The Role of Patient Attitude in Acquiring and Creating Loyal Patients in the Context of Low-Risk and High-Risk Physician-Patient Relationships

Joseph F. Rocereto, Monmouth University

Social Marketing Challenges Facing Consumer Driven Health Care

Kimball P. Marshall, Alcorn State University

David Paul, Monmouth University

Michaeline Skiba, Monmouth University

Brandjacking Big Pharma on the Web

Gene C. Wunder, Washburn University

Business Economics**3:00-4:15 p.m. 9th Floor, 925****Panel Session: Women, Economic Development,
and Globalization**

Chair: Nasrin Shahinpoor, Hanover College

Panelists: Hedayeh Samavati, Indiana University-Purdue
University Fort Wayne

Vandana Rao, Indiana University-East

Business/Society/Government**3:00-4:15 p.m. 8th Floor, 829****Session Title: International Affairs**

Chair: Michael Daley, University of New England

**The Impact of Communication Technology on Foreign Exchange
Rates for Select Countries**

Shay Dougherty, Eastern New Mexico University

E-Commerce: Growth/Trends in Some Global Regions/Countries

Lalchand Shimpi, St. Augustine's College

Materu Mathias, St. Augustine's College

Hugo Chavez of Venezuela Is a Very Busy Man

George S. Swales, Missouri State University

C. Edward Chang, Missouri State University

John Bowdidge, Missouri State University

THURSDAY, APRIL 3, 2008

Society for Case Research

3:00-4:15 p.m.Grand Ballroom

**Session Title: Critical Incidents focused on Ethics and
International Dilemmas**

Session A Chair: Jeff Totten, McNeese State University

Session A

Discussants: Tomas A. Lopez-Pumarejo, Brooklyn College
Carla Wiggins, Idaho State University
Cheryl Tibus, Mercer University

Blood Bananas

Steven Cox, Queens University of Charlotte
Bradley W. Brooks, Queens University of Charlotte
Catherine Anderson, Queens University of Charlotte

RACU: Building a Campus in Moscow

Stacy Vollmers, University of Wisconsin-River Falls
Clyde Vollmers, Russian American Christian University

Session B Chair: Thomas Lyon, Rockhurst University

Session B

Discussants: Russel Casey, Clayton State University
George Whaley, San Jose State University
Eric Nelson, University of Central Missouri

In Dog We Trust: Do the Ends Justify the Means?

Claire M. Kilian, University of Wisconsin-River Falls

Good News-Bad News

Ed Leonard, Indiana University-Purdue University
Fort Wayne
Karen Moustafa-Leonard, Indiana University-Purdue
University Fort Wayne

Finance

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

Session Title: Financial Markets

Chair: Hossein Varamini, Elizabethtown College

Are Financial Measures Good Predictors of Stock Price

Movements: Evidence from Stock Market Downturns

Victor Bahhouth, University of North Carolina-
Pembroke

Ramin Maysami, University of North Carolina-
Pembroke

Discussant: Robert L. Webster, Ouachita Baptist University

**Testing the Market Efficiency for Different Market Capitalization
Funds**

Hossein Varamini, Elizabethtown College
Svetlana Kalash, McKonly and Asbury, LLP

Discussant: Victor Bahhouth, University of North Carolina-
Pembroke

Group Think in Financial Analysis: A Multivariate Study

Robert L. Webster, Ouachita Baptist University

Discussant: Hossein Varamini, Elizabethtown College

Finance

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

Session Title: Financial Markets

Chair: Inayat U. Mangla, Western Michigan University

**Effects of Underwriters, Venture Capital, and Industry on
Long-term IPO Performance**

Jiun Boon Ang, San Francisco State University

Yuli Su, San Francisco State University

Yewmun Yip, University of South Dakota

Discussant: Kent Hickman, Gonzaga University

THURSDAY, APRIL 3, 2008

Remorse and Risk Aversion in eBay Coin Auctions

Daniel Friesner, Gonzaga University
Kent Hickman, Gonzaga University
Matthew McPherson, Gonzaga University

Discussant: Yewmun Yip, University of South Dakota

Super-Size Me and Stock Prices

John Byrd, University of Colorado at Denver
Kent Hickman, Gonzaga University
Bruno Cohanier, ESC Rouen

Discussant: Conrad Francis, NOVA Southeastern University

Finance

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

Session Title: Investments

Chair: Monzurul Hoque, Saint Xavier University

Donchian Channels and the Soybean Futures Contract

David L. Rayome, Northern Michigan University
Abhijit Jain, Northern Michigan University

Discussant: C. L. Lackman, Duquesne University

Graham and Dodd Revisited

Robert J. Balik, Western Michigan University
Jamshid Mehran, Indiana University South Bend

Discussant: David L. Rayome, Northern Michigan University

Growth at a Bargain Price

W. H. Carlson, Duquesne University
C. L. Lackman, Duquesne University
C.B. Varick, Lamar University

Discussant: Robert J. Balik, Western Michigan University

Finance

3:00-4:15 p.m. Tudor Room, Upper East Mezzanine

Session Title: Special Topics

Chair: K. Matthew Wong, Saint John's University

Slosh, Slush, Slip, Slurp: Whitewaters of Global Liquidity in Early 21st Century

Kumoli Ramakrishnan, University of South Dakota

Dipak C. Jain, Northwestern University

Discussant: Howard Qi, Michigan Technological University

A Theory of the Term Structure of the Ex Ante Real Rate of Interest

Donald W. Swanton, Roosevelt University

Discussant: Kumoli Ramakrishnan, University of South Dakota

WACC Misunderstandings

Dean Johnson, Michigan Technological University

Howard Qi, Michigan Technological University

Discussant: Donald W. Swanton, Roosevelt University

Information Systems and Quantitative Methods

3:00-4:15 p.m. 9th Floor, 950

Chair: Shamsul Chowdhury, Roosevelt University

Discussant: Larry Lawson, Missouri Western State University

Social Networking Websites and Instant Messaging on Campus: Challenges and Solutions for Network

Faisal Abdullah, Lewis University

Rami Khasawneh, Lewis University

Derrick D'Gama, Lewis University

Marv Albin, University of Southern Indiana

THURSDAY, APRIL 3, 2008

Student Views and Knowledge of Social Networking

Marv Albin, University of Southern Indiana
Abbas Foroughi, University of Southern Indiana
Mehmet Kocakulah, University of Southern Indiana

A Mixed-Method Investigation of New Information Systems Professionals and Early-Onset Burnout

Sara L. Cook, Viterbo University

International Business

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

Session Title: Impact on Organizational Performance Resulting from Organizational Leadership and Customer Orientation

Chair: Raffaele DeVito, Emporia State University

Cross-Cultural Analysis of Organizational Learning: Comparing Job Satisfaction and Ethical Aspects of American and Japanese Organizations

Christina Chung, Minot State University
Mehdi Sagheb-Tehrani, Minot State University

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

The Relationships among Locus of Control, Customer Orientation, and Job Performance

Tung Chun Huang, National Central University (Taiwan)
Wan-Jing April Chang, National Hsinchu University of Education (Taiwan)

Discussant: Peter Magnusson, Northern Illinois University

Effects of Leadership and Organizational Culture on Operations Practices and Hotel Revenue

Mohd Rizal Razalli, Universiti Utara Malaysia
Susita Asree, University of Toledo

Discussant: Michael Pisani, Central Michigan University

Legal Studies

3:00-4:15 p.m. **6th Floor, 625**

Session Title: Torts and Product Liability

Chair: Stephen N. Bretsen, Wheaton College

Merchantability v. Products Liability: Which Cause of Action Makes Sense?

Daniel Botz, Kansas Wesleyan University

Fraud as a Theme for Teaching Business Law

Paula Schaefer, University of Central Missouri

Liability Surrounding Emergency Medical Services in Illinois

Sandra J. Perry, Bradley University

Clandestine Meth Labs and Landowner Duties of Cleanup and Disclosure

Nancy A. Allen, Missouri State University

Legal Studies

3:00-4:15 p.m. **6th Floor, 629**

Session Title: Constitutional and Contract Law

Chair: Laura Myers, Ohio University

The Times They Are A-Changin': Time to Revisit Quill Corporation v. North Dakota

A. David Austill, Union University

Eminent Domain-Missouri in the Aftermath of Kelo

Carol Miller, Missouri State University

Stan Leasure, Missouri State University

And so may ye' reap: The Profits and Risks of Egg Donation

Dawn R. Swink, University of St. Thomas

THURSDAY, APRIL 3, 2008

Management

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

Session Title: Training and Development in a Global Economy

Chair: Linda Balsamo, University of Phoenix

Training and Development of the International US Executive

Yezdi H. Godiwalla, University of Wisconsin-Whitewater

Discussant: Richard Hattwick

**Designing and Managing Training and Development for
Disadvantaged Workers: An Integrative Literature Review**

Claretha H. Banks, University of Arkansas

Marta G. Collier, University of Arkansas

Discussant: Linda Balsamo, University of Phoenix

**Clearing the Air: A Comprehensive Guide for Human Resource
Managers Dealing with Smoking in the Workplace**

Tanner N. Alger, Indiana University-Purdue University
Fort Wayne

Christopher A. Madden, Indiana University-Purdue
University Fort Wayne

Christopher M. Stine, Indiana University-Purdue
University Fort Wayne

Discussant: Jann Freed, Central College

Management

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

Session Title: Strategic Planning and Change Implementation

Chair: James Paradiso, College of Lake County

**The Role of Cultural Integration in Pastoral Planning: A Case
Study of Managing Change in Local Religious Organizations**

Michele A. Govekar, Ohio Northern University

David M. Savino, Ohio Northern University

Discussant: Terry Boyd, Franklin University

**Distinctive Leadership and Leading Track Best Paper Award
Leaders as Change Agents—Charles E. Merrill:
Father of Main Street Brokerage**

John D. Farlin, Ohio Dominican University

Discussant: Peter Linden, Chicago State University

**Rethinking Managing Resistance to Change through Paradox:
Avoid and Encourage Resistance Simultaneously**

Jim Maddox, Friends University

Discussant: James Paradiso, College of Lake County

Management

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

**Session Title: Business or Pleasure: Perspectives on Alcohol in
the College of Business**

Chair: Kristy Lauer, University of Wisconsin-Eau Claire

Panelists: Shelley Piontek, University of Wisconsin-Eau Claire
Christine Hayward, University of Wisconsin-Eau Claire
Scott Lester, University of Wisconsin-Eau Claire
Paula Lentz, University of Wisconsin-Eau Claire
Sheila Miller, University of Wisconsin-Eau Claire

Marketing

3:00-4:15 p.m. French Room Lower East Mezzanine

Session Title: Sports and Event Marketing

Chair and

Discussant: Stacey Hills, Utah State University

THURSDAY, APRIL 3, 2008

Managing Sport Sponsorship across Borders: Examining Fit between a Sponsor and a Sponsee in a Multiple-country Sample

Srdan Zdravkovic, Saint Louis University

Reconsidering Consumer Evaluations of Global Branding: The Case of the World Baseball Classic as a Promotional Strategy for Major League Baseball

Benjamin D. Goss, Missouri State University

Don Roy, Middle Tennessee State University

Motives for Corporations to Enter Sponsorship Agreements with NCAA Division I-A Athletic Programs

Christina Nicole Roybal, California State University,
Fresno

Susan D. Geringer, California State University, Fresno

Marketing

3:00-4:15 p.m.Walton 2 Room, Lower East Mezzanine

Session Title: Services Marketing

Chair: Carrie Trimble, Illinois Wesleyan University

Discussants: Jerry Field, Illinois Institute of Technology
Rick Saucier, St. John's College

Giving to Religious and Secular Organizations: An Analysis of the Motivation of Donors

Madelena Abreu, Instituto Superior de Contabilidade
e Administração de Coimbra (Portugal)

The College Admissions Counselor as Effective Relationship Marketer

Brian Vander Schee, Aurora University

Determinants of Purchase Interest in Bed-and-Breakfast Services

D.S. Sundaram, Northeastern Illinois University
Cynthia Webster, Mississippi State University

Operations Management and Entrepreneurship Association

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

Session Title: Operations Management-Outsourcing

Chair: James Moore, Indiana University-Purdue
University Fort Wayne

Some Considerations on Risk of IT Offshore Outsourcing

Alexander Mechitov, University of Montevallo

A Case Study of Data Communication Outsourcing: A Vendor's Perspective of Optimal Client Mix Determination

Amanda Burge, Student, Indiana University-Purdue
University Fort Wayne
James Moore, Indiana University-Purdue
University Fort Wayne

The Newsvendor Problem with Pricing under Multiplicative Demand Uncertainty-Models and Examples

Craig Sorochnik, University of Western Ontario
John Wilson, University of Western Ontario

THURSDAY, APRIL 3, 2008

MBAA International

4:20-5:30 p.m...... **Drake Room, Main Level**
Annual Business Meeting
Includes “Best Paper” Awards Presentations

Business and Health Administration

5:30-6:00 p.m......**Parkside Room, Upper West Mezzanine**
BHAA Board Meeting
Presiding: Michaeline Skiba, Monmouth University

President’s Cocktail Reception

6:00 p.m. **Grand Ballroom**

“Fun Night” – Amadeus Consort

7:30 p.m. **Gold Coast Ballroom**

MBAA International Hospitality Suite

9:30-11:00 p.m......**Parkside Room, Upper West Mezzanine**

FRIDAY, APRIL 4, 2008

Operations Management

6:45-7:45 a.m. Michigan Room, Upper West Mezzanine
OMEA Annual Business Awards Breakfast-Ticket Required

Business Economics

7:15-8:00 a.m. 9th Floor, 925
Annual Business Meeting

Accounting

7:30-9:15 a.m.Club International, Drake Hotel Main Level
Breakfast, Speaker, and Annual Business Meeting (Cost \$20)
(Admission by ticket only. Please purchase ticket at time of advanced registration for the conference.)

Presiding: Dee Ann Ellingson, University of North Dakota;
 President, North American Accounting Society

Business and Health Administration

8:00-9:15 a.m.Parkside Room, Upper West Mezzanine
Session Title: Healthcare Marketing
Chair: Deborah Gritzmacher, Clayton State University
Discussant: Dennis Emmett, Marshall University Graduate College

An Exploratory Study Regarding Consumer Attitudes and Beliefs About Government Involvement in Health Care

Ashish Chandra, University of Houston-Clear Lake at
Texas Medical Center

Mandy Pennington, Marshall University Graduate
College

Dennis Emmett, Marshall University Graduate College

Restoring Consumer Confidence in the Global Supply Chain

Steven B. Lyman, Ferris State University

Carol L. Rewers, Davenport University

Business and Health Administration

8:00-9:15 a.m. Superior Room, Upper West Mezzanine

Session Title: Pharmacoconomics and the Pharmaceuticals Industry

Chair: Ateequr Rahman, Shenandoah University

Discussant: Manuel C.F. Pontes, Rowan University

**The Internationalization of Indian Pharmaceutical Firms:
A Comparison of Entry Mode Theories**

Avinandan Mukherjee, Montclair State University

U.S. Estimates of Prescription Drug Mentions during Diabetes and Non-diabetes Physician Visits

Manuel C.F. Pontes, Rowan University

Nancy M.H. Pontes, Rowan University

Tashiro Sanae, Rowan University

Business and Health Administration

8:00-9:15 a.m. Ontario Room, Upper West Mezzanine

Session Title: Quality of Life

Chair: Ahmet "Ozzie" Ozturk, Marshall University

Discussant: Nashat Zuraikat, Indiana University of Pennsylvania

Factors Influencing Low Birth Weights Among African-Americans in Mississippi and Their Social Marketing Implications

Carolyn B. Dollar, Alcorn State University

Kimball P. Marshall, Alcorn State University

Prevalence of Overweight and Obesity in School-Age Children in Rural Western Pennsylvania

Nashat Zuraikat, Indiana University of Pennsylvania

Catherine Dugan, Indiana University of Pennsylvania

Nina Kaktins, Indiana University of Pennsylvania

Patient Related Variables Affecting Marketing in a Comprehensive Pain Management Practice

Anita Calliccoat, Marshall University

Ahmet "Ozzie" Ozturk, Marshall University

Business Economics

8:00-9:15 a.m. 9th Floor, 925

Session Title: Issues in Industrial Organization

Chair: Yezdi Godiwalla, University of Wisconsin-Whitewater

Competition and Cooperation in Retail Gasoline Markets: An Empirical Study

Jason Davis, University of Wisconsin-Stevens Point

Kevin Neumann, University of Wisconsin-

Stevens Point

H. Scott Wallace, University of Wisconsin-Stevens Point

FRIDAY, APRIL 4, 2008

Asymmetric Price Adjustment in Retail Gasoline Market

Nodir Adilov, Indiana University-Purdue University
Fort Wayne

Hedayeh Samavati, Indiana University-Purdue
University Fort Wayne

Bilateral Forward Contracts and Spot Prices in Electricity Markets

Nodir Adilov, Indiana University-Purdue University
Fort Wayne

**The Market Impact of the Adoption of Roundup Ready Soybean
Technology**

Cliff Mensah, University of North Carolina-Pembroke
Michael K. Wohlgenant, North Carolina State University

Business/Society/Government

8:00-9:15 a.m. 8th Floor, 829

Session Title: Finance Matters

Chair: John Luhman, Eastern New Mexico University

Data and the Dividend Yield

William Pratt, University of Texas-Pan American

**Preserving Heir Property through the Utilization of Innovative
Land Use Options**

Angela Law, Saint Augustine's College

Accounting Aspects of Residential Foreclosures: Who Knew?

Evangeline Brodie, Saint Augustine's College

Society for Case Research

8:00-9:15 a.m.Grand Ballroom

Session Title: Critical Incidents Focused on Ethics and Business and Society

Chair: Mark Bezik, Idaho State University

Discussants: Steven Cox, Queens University of Charlotte
Elvan Aktas, Valdosta State University
Stacy Vollmers, University of Wisconsin-River Falls
John Riddick, Hanover College

Saving Jenny: Making Choices about Animal Welfare

Eric Nelson, University of Central Missouri

How to Mitigate the Water Crisis through Voluntary Cutbacks

Erin Baker, Santa Clara Valley Water District
Asbjorn Osland, San Jose State University
Jeanne Wu, Human Society-Silicon Valley

The Many Sides of the Imus Controversy

Russell Casey, Clayton State University
George Whaley, San Jose State University

Finance

8:00-9:15 a.m.Venetian Room, Upper East Mezzanine

Session Title: Corporate Finance

Chair: Robert J. Balik, Western Michigan University

An Empirical Test about Differential Board Monitoring and CEO Compensations in High-Tech vs. Traditional Firms

Aidong Hu, Sonoma State University

Discussant: Sung C. Bae, Bowling Green State University

FRIDAY, APRIL 4, 2008

A Survey of Corporate Social Responsibility Reporting Practices of Australian and U.S. Financial Services Firms

Craig Kelley, California State University-Sacramento
Ralph A. Pope, California State University-Sacramento

Discussant: Sharon K. Lee, Western New England College

Board Independence and Firm Performance: S and P 500, Mid-Cap, and Small-Cap Comparisons

Sharon K. Lee, Western New England College

Discussant: Aidong Hu, Sonoma State University

Determinants of the Relation between Financing and Investment Decisions: Evidence from Chinese Industrial Companies

Sung C. Bae, Bowling Green State University
Hoje Jo, Santa Clara University
Xiaohong Wang, University of Florida

Discussant: Sharon K. Lee, Western New England College

Finance

8:00-9:15 a.m. Georgian Room, Upper East Mezzanine

Session Title: International Finance

Chair: Rajarshi Aroskar, University of Wisconsin-Eau Claire

Accession to the EU: A Comparative Analysis of Turkey and Bulgaria

G. N. Naidu, Illinois State University
Askar Choudhury, Illinois State University

Discussant: Charles L. Gahala, Benedictine University

Can the Differential Economic Fundamentals Explain the Observed January Effect in the Market for the U. S. Dollar?

Rathin S. Rathinasamy, Ball State University

Discussant: G. N. Naidu, Illinois State University

Despite the Significance of China, We Must Not Allow Taiwan and Its Financial Possibilities to Be Ignored

C. Edward Chang, Missouri State University

George S. Swales, Missouri State University

John S. Bowdidge, Missouri State University

Discussant: Rathin S. Rathinasamy, Ball State University

The CICP Professional Designation Available through the FCIB: A Focus on the Process and Content Used to Test on Proficiency in International Finance

Charles L. Gahala, Benedictine University

Discussant: John S. Bowdidge, Missouri State University

Finance

8:00-9:15 a.m.Astor Room, Upper East Mezzanine

Session Title: Investments

Chair: Thomas Berry, DePaul University

Compensation Option, Managerial Incentives, and Risk-Shifting in Hedge Funds

Ying Li, Indiana University South Bend

Hossein B. Kazemi, Elizabethtown College

Discussant: Scott Moore, John Carroll University

Exchange-Traded Funds versus Index Mutual Funds: Characteristics and Performance Comparisons

C. Edward Chang, Missouri State University

George S. Swales, Missouri State University

Discussant: Ying Li, Indiana University South Bend

FRIDAY, APRIL 4, 2008

Morningstar's Stewardship Ratings and Mutual Fund Characteristics

Scott Moore, John Carroll University
Gary Porter, John Carroll University

Discussant: C. Edward Chang, Missouri State University

Finance

8:00-9:15 a.m. Tudor Room, Upper East Mezzanine

Session Title: Personal Financial Planning

Chair: Eddie Ary, Ouachita Baptist University

An Analysis of Plan Failure of Investment Strategies over Varying Planning Horizons: A Proposal for a Monte Carlo Simulation

Raja Bouzouita, University of Central Missouri
Arthur J. Young, University of Central Missouri

Discussant: Jason Lin, Truman State University

Managing a Portfolio of Common Stocks: Is It Important to Adjust for Changes in the Macroeconomic Data?

Charles W. Johnston, Baker College

Discussant: Arthur J. Young, University of Central Missouri

Personal Financial Planning: When Should You Start?

Jason Lin, Truman State University
Devin Dorosh, Truman State University

Discussant: Charles W. Johnston, Baker College

Information Systems and Quantitative Methods

8:00-9:15 a.m. 9th Floor, 950

SAIS Annual Business Meeting

International Business

8:00-9:15 a.m. Drake Room, Main Level
Annual Business Meeting of the Academy of International Business-Midwest Region and Award Presentations

Presiding: Juan Meraz, AIB-Midwest Chapter President,
Missouri State University

(Everyone is invited to the meeting. Refreshments served.)

Legal Studies

8:00-9:15 a.m. 6th Floor, 625

Session Title: Business Issues

Chair: George McNary, Creighton University

Legal Issues in DLOM, Discount for Lack of Marketability

George McNary, Creighton University
Steve Palmer, Eastern New Mexico University

The Fall of the *Per Se* Vertical Price Fixing Rule

Bryce J. Jones, Truman State University

Elevating Corporate Responsibility to Prevent Data Leaks and Protect Customer Privacy

Robert Sprague, University of Wyoming
Corey Ciocchetti, University of Denver

Peer Review as Arbitration: The Need for Training and Education

Tanya M. Marcum, Bradley University
Elizabeth A. Campbell, Central Michigan University

Legal Studies

8:00-9:15 a.m. 6th Floor, 629

Session Title: International Issues

Chair: Wayne Saubert, Radford University

FRIDAY, APRIL 4, 2008

CAFTA in Nicaragua: Why Comparative Advantage Does Not Work for Central America's Poorest Country

Paulette L. Stenzel, Michigan State University

From GATT to WTO: Transitions and Adjustments

Horace E. Johns, Middle Tennessee State University

Tiffany Honigman, Middle Tennessee State University

Patent Infringement and Protection in Korea

Jung-Hoon Lim, University of Texas-Pan American

Management

8:00-9:15 a.m. Erie Room, Upper West Mezzanine

NAMS Breakfast Business Meeting and Awards

Breakfast sponsored by Baker College

Marketing

8:00-9:15 a.m. French Room Lower East Mezzanine

Session Title: Undergraduate Research in Marketing

Chair: Stacey Hills, Utah State University

Discussant: Gerald Albaum, University of New Mexico

**Does Information Disclosure Affect Consumer Impressions:
A Copy Test of Food Product Certifications**

Vikki Carlisle, Utah State University

Kenneth R. Bartkus, Utah State University

Customer Relationship Management in the Entertainment Industry

Kacie Broadhurst, Missouri State University

Benjamin D. Goss, Missouri State University

**How Do Business Students View Student Evaluations?
An Examination of Item Importance**

Natali Naegle, Utah State University
Stacey Hills, Utah State University

**The Influence of Remorse and Justification on Perceptions of
Cheating: An Empirical Investigation of Business Students**

Margo Farnsworth, Utah State University
Kenneth R. Bartkus, Utah State University

Marketing

8:00-9:15 a.m.Walton I Room, Lower East Mezzanine

Session Title: Advertising, Promotion, Communications

Chair and

Discussant: Cathy Curran Kelly, University of Massachusetts,
Dartmouth

**Obesity Stigmatization in the Marketplace: Real People
as Spokesperson**

Robert Moore, Mississippi State University
Melissa Moore, Mississippi State University

**From Advertising as Information to Advertising as Entertainment:
The Impact of Music on the Effectiveness of Current Advertising**

Monica Alexandra Hodis, Southern Illinois University
Siva K. Balasubramanian, Southern Illinois University
Rajendran Sriramachandra Murthy, Southern Illinois
University

**A Comparison of Gender Role Portrayals in Magazine Advertising:
The USA, China, and Thailand**

Lin Zhang, Truman State University
Pataradech "Tony" Srisupandit, Mississippi State
University
Debra Cartwright, Truman State University

FRIDAY, APRIL 4, 2008

Accounting

9:30-10:45 a.m. **4th Floor, 425**

Panel Session: Accounting Curriculums-All Input and No Output?

Chair: James Hopson, University of Central Missouri

Panelists: Jack A. Elfrink, Western Illinois University
Stephen Del Vecchio, University of Central Missouri
Harold Wilde, University of North Dakota

Accounting

9:30-10:45 a.m. **4th Floor, 429**

Session Title: Various Topics in Accounting Education

Chair: Maggie Jorgenson

**From China to University of North Dakota to New York:
An Internship Odyssey**

Mary Loyland, University of North Dakota
Dee Ann Ellingson, University of North Dakota

**Ethics in Malaysian Accounting Profession: Perceptions of
Accounting Practitioners**

Zubir Azhar, Universiti Teknologi MARA Kedah, Malaysia

**Exploratory Research to Apply Leadership Theory to the
Implementation of Radio Frequency Identification (RFID)**

Gary G. Johnson, Southeast Missouri State University
Eliza Yip, Southeast Missouri State University

Business and Health Administration

9:30-10:45 a.m. **Parkside Room, Upper West Mezzanine**

Session Title: Student-Led Papers

Chair: Scott M. Stegall, University of Wisconsin-Milwaukee

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

The Relationship between Prenatal Care and Birth Outcomes for African American Teen Mothers

Holly Opyd, University of Wisconsin-Milwaukee
E. Racquel Racadio, University of Wisconsin-Milwaukee
Lisa Bradford, University of Wisconsin-Milwaukee
Mary K. Madsen, University of Wisconsin-Milwaukee
Mike Allen, University of Wisconsin-Milwaukee

SCHIP and Medicaid: Child Health Coverage Issues

M. Charisse DeLeon, University of Illinois at Chicago
J. Warren Salmon, University of Illinois at Chicago

Professional Muslim Women in US Healthcare Organizations: Perceptions Compared to Policies

Lila Ali, University of Wisconsin-Milwaukee
Terrie C. Reeves, University of Wisconsin-Milwaukee

Perceptions of Student Preparedness in Traumatic Events

Samantha Camoni, University of Scranton
Steven Szydlowski, University of Scranton

Business and Health Administration

9:30-10:45 a.m. Superior Room, Upper West Mezzanine

Session Title: Pharmacoeconomics and the Pharmaceuticals Industry

Chair: Ateequr Rahman, Shenandoah University

Discussant: Manuel C.F. Pontes, Rowan University

U.S. Estimates of Physician Visits for Diabetes by Age, Expected Source of Payment, and Practice Setting

Manuel C.F. Pontes, Rowan University
Nancy M.H. Pontes, Rowan University
Phillip A. Lewis, Rowan University

FRIDAY, APRIL 4, 2008

Developing a Prototype for a Community-Based Health Informatics Center System (CHICS)

Kuriakose Athappily, Western Michigan University
Alan Rea, Western Michigan University
Mohammed Razi, Western Michigan University

Business Economics

9:30-10:45 a.m. 9th Floor, 925

Panel Session: China in a Global Economy: A Growing Threat to the World?

Chair: Ismail Shariff, University of Wisconsin-Green Bay

Panelists: John Wellington, Indiana University-Purdue University Fort Wayne
Michael Messina, Gannon University
Michael Slaubaugh, Indiana University-Purdue University Fort Wayne

Business/Society/Government

9:30-10:45 a.m. 8th Floor, 829

Session Title: Legal Issues

Chair: Tomas Lopez-Pumarejo, Brooklyn College

The Legal Status of U.S. Corporations: To De-Naturalize or Emancipate

John Luhman, Eastern New Mexico University

Immigration Laws Remain Unreformed While Ineffective Enforcement Invites Economic Disorder

John Pearce, Villanova University

Taxation of Private Equity Firms: Good Tax Policy or Just Income Redistribution by Congress

Raymond Elson, Valdosta State University

Leonard Weld, Valdosta State University

Society for Case Research

9:30-10:45 a.m.Grand Ballroom

Session Title: Critical Incidents Focused on Accounting and Finance

Session A Chair: Janet Papiernik, Indiana University-Purdue University
Fort Wayne

Session A

Discussants: Karen Foust, Tulane University
Joe Thomas, Middle Tennessee State University
Craig Rabe, Luther College

Webster Financial Corporation

Karin P. Roland, Valdosta State University

Elvan Aktas, Valdosta State University

Kenneth Stanley, Valdosta State University

Refco: Outwitting the Auditors

Gabriele Lingenfelter, Christopher Newport University

Jennifer L. Barger-Johnson, University of Central
Oklahoma

Session B Chair: Leslie Korb, Georgian Court University

Session B

Discussants: Philip Fisher, University of Southern Indiana
J. David Hunger, Saint John's University
Turner White, Rockhurst University

A Question of Independence

Reed McKnight, University of New Mexico
Roy Cook, Fort Lewis College

Temptex: A Critical Incident

Phyllis G. Holland, Valdosta State University
Kenneth Stanley, Valdosta State University

Finance

9:30-10:45 a.m. Venetian Room, Upper East Mezzanine

Session Title: Corporate Finance

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

A Simple Determination of Payback Period: One Case of a Constant Growth Rate of Cash Flows

Albert Avery, Towson University
Jeong-Joon Lee, Towson University
Moon-Whoan Rhee, Towson University

Discussant: Elisabeta Pana, Illinois Wesleyan University

An Option Valuation Analysis of the Value of the Tax Shields and Expected Costs of Financial Failure for Risky Debt

Tom W. Miller, Kennesaw State University

Discussant: Moon-Whoan Rhee, Towson University

Changes in Poison Pill Provisions: Evidence from the Banking Industry

Elisabeta Pana, Illinois Wesleyan University

Discussant: Tom W. Miller, Kennesaw State University

Reverse-LBOs, Re-LBOs, and Informational Asymmetry Hypothesis of LBO Transactions

Arman Kosedag, Berry College
Jinhu Qian, Le Moyne College

Discussant: Kashi Nath Tiwari, KNT's Academic Financial Research

Finance

9:30-10:45 a.m. Georgian Room, Upper East Mezzanine

Session Title: Real Estate and Insurance

Chair: Walt A. Nelson, Missouri State University

An Investigation of Board-Certified CFP Programs at Universities with Insurance/Risk Management Programs

Stanley R. Adamson, Missouri State University

James Philpot, Missouri State University

Kent Ragan, Missouri State University

Discussant: James D. Tripp, Western Illinois University

The New Generation of Public Entity Risk Pools: Understanding Its Innovations and Roles in Public Finance

Yuhua Qiao, Missouri State University

Discussant: Stanley R. Adamson, Missouri State University

Timeshare versus Vacation Home Ownership: An Examination of the Benefits and Costs

James D. Tripp, Western Illinois University

Carolyn L. Tripp, Western Illinois University

Paula Schulte, First Federal Bank

Jacob Croxton, Western Illinois University

Discussant: Yuhua Qiao, Missouri State University

Finance

9:30-10:45 a.m. Astor Room, Upper East Mezzanine

Session Title: Investments

Chair: C. Edward Chang, Missouri State University

The Financial Performance of SRI Excluded Firms

Thomas Berry, DePaul University

Joan Junkus, DePaul University

Discussant: Jennifer D. Alex, State University of New York, Geneseo

FRIDAY, APRIL 4, 2008

The IPO Portfolio: An Alternative Approach to Higher Returns?

George S. Swales, Missouri State University
G. Michael Swales, Catch Your Eye Media, Inc.

Discussant: Thomas Berry, DePaul University

Value vs. Growth and Small vs. Large: Evidence from U.S. Semiconductor Stocks

Anthony Yanxiang Gu, State University of New York,
Geneseo
Jennifer D. Alex, State University of New York, Geneseo

Discussant: George S. Swales, Missouri State University

Finance

9:30-10:45 a.m. Tudor Room, Upper East Mezzanine

Session Title: Investments

Chair: C. L. Lackman, Duquesne University

How to Successfully Prepare Effective Business Valuations for Closely Held Firms: Leading Cases, Recent Decisions, and a Review of “Best Practices”

Patrick W. Fitzgerald, Vanderbilt University and
Oklahoma Christian
Ted R. Bolema, Central Michigan University and
Anderson Economic Group

Discussant: Reza Rahgozar, University of Wisconsin-River Falls

Proposed Study of the Impact of Corporate Spin-Offs

Shweta Agarwal, Missouri State University
James R. Scott, Missouri State University
Andrea Thurmond, Missouri State University

Discussant: Patrick W. Fitzgerald, Vanderbilt University and
Oklahoma Christian



A Review of the Utilization and Effectiveness of Option Pricing Models in Determining the Fair Market Value of Employee Stock Options

Tashia Batstone, The Institute of Chartered Accountants of Newfoundland

Alex Faseruk, Memorial University of Newfoundland

Discussant: James R. Scott, Missouri State University

Valuation Models and Their Efficacy Predicting Stock Prices

Reza Rahgozar, University of Wisconsin-River Falls

Discussant: Alex Faseruk, Memorial University of Newfoundland

Information Systems and Quantitative Methods

9:30-10:45 a.m. 9th Floor, 950

Chair: Behrooz Saghafi, Chicago State University

Discussant: Alex Ramirez, Carleton University

Toward a Model of Learning and Knowledge Creation

Zuopeng (Justin) Zhang, Eastern New Mexico University

SQL Server and Oracle Database Security: A Comparative Study

Ali Salehnia, South Dakota State University

Knowledge Discovery, Management and Reuse

Shamsul Chowdhury, Roosevelt University

International Business

9:30-10:45 a.m. Drake Room, Main Level

Session Title: Internationalization and International Marketing

Chair: S. Tamer Cavusgil, Michigan State University

FRIDAY, APRIL 4, 2008

Perceived Information Technology Capability of Born Global Firms and Traditional Exporters in China and the United States

Man Zhang, Bowling Green State University
Jingwen Lai, SouthWestern University of Finance and Economics-Chengdu, China

Discussant: Daaim Shabazz, Florida A&M University

Evaluation of Global Competitive Marketing Strategies in Distilled Spirits Industry: Absolut Vodka

Etienne Musonera, Eastern New Mexico University
David Hemley, Eastern New Mexico University

Discussant: Christopher Ziemnowicz, University of North Carolina-Pembroke

Targeting Market Orientation Strategy Among SMEs: An Exploratory Study of U.S. and Taiwanese Firms

Mike C. H. Chao, City University of New York
John E. Spillan, Pennsylvania State University-DuBois

Discussant: Basil Janavaras, Minnesota State University

Legal Studies

9:30-10:45 a.m. 6th Floor, 625

Session Title: Miscellaneous

Chair: Richard J. Hunter, Jr., Seton Hall University

The Verdict Is...

Steve Palmer, Eastern New Mexico University

Third Party Responsibility in the Electronic Discovery Wars

Milton H. Luoma, Metropolitan State University
Vicki Miller Luoma, Minnesota State University

The Pros and Cons of Hate Crime Statutes

Steven Smith, Truman State University

A Comparative Study of Congressional Plenary Powers in the Context of Naturalization, Immigration, and Citizenship: A Legal and Constitutional Analysis

Richard J. Hunter, Seton Hall University

Legal Studies

9:30-10:45 a.m. 6th Floor, 629

Session Title: Marketing and Business Issues

Chair: Tanya Marcum, Bradley University

Legal Implications of Marketing Programs: The Case of the Boston Bomb Scare

Samuel D. Brickley II, Plymouth State University

Lisa M. Lindgren, Saint John's University

The Legal Challenges for Buzz Marketing on the Internet: Commercial Speech, Deceptive Practices, and Defamation

Robert Sprague, University of Wyoming

Mary Ellen Wells, Alvernia College

Advising Corporate Officers of the Duty of Loyalty Standards and Empirical Evidence

Denny Garvis, Washington and Lee University

Ethics in Baseball: A Look at the Use of Steroids in the Context of Corporate Culture

Joseph J. Stolberg, Illinois State University

Management

9:30-10:45 a.m. Erie Room, Upper West Mezzanine

Session Title: Strategic Human Resource Management

Chair: Marcia Lucas, Western Illinois University

FRIDAY, APRIL 4, 2008

Creating an Environment for “Spirit” at Work

Jann Freed, Central College

Discussant: Linda Keup, Concordia College

What Can Court Judges Teach Business Leaders About Listening to Their Followers?

Gary F. Keller, Cardinal Stritch University

Discussant: Marcia Lucas, Western Illinois University

Family Medical Leave Act Coverage Claims and Arbitration of Employee Grievances

William J. Walsh, Illinois Wesleyan University

David Marvin, Illinois Wesleyan University

Discussant: Donnedra Hanks, Walden University

More than a Mean: Broadening the Definition of Employee Performance

Amanda M. Baugous, Augustana College

Discussant: Jay Young, Ohio Dominican University

Management

9:30-10:45 a.m. Huron Room, Upper West Mezzanine

Session Title: Employee Performance and Organizational Effectiveness

Chair: Regina Greenwood, Nova Southeastern University

Human Resources Management-Distinguished Paper Award

The Role of Workarounds in Burnout and Occupational Injuries

Jonathon R. B. Halbesleben, University of Wisconsin-Eau Claire

Discussant: Marsha Katz, Governors State University



A ‘Lean’ Personality: An Evaluation of the Relationships between Individual Difference Measures and Lean Operations Environment

Amanda M. Baugous, Augustana College
Abby Killinger, Augustana College

Discussant: Regina Greenwood, Nova Southeastern University

Knowledge Workers and Human Resource Management

Casimir C. Barczyk, Purdue University Calumet
Rebecca H. Stankowski, Purdue University Calumet

Discussant: Debra Hunter, Troy University-Atlanta Campus

Nonprofit Board Composition and Organizational Effectiveness

Patrick Scott, Missouri State University
Ellen Hammock, Breast Cancer Foundation of the Ozarks
Garrett Tyson, Missouri State University

Discussant: Harry E. Fisher, Eureka College

Marketing

9:30-10:45 a.m. French Room, Lower East Mezzanine

Session Title: Relevant Issues in Marketing Research

Chair and

Discussant: Suzanne A. Nasco, Southern Illinois University

School as a Key Factor in Designing Research Methods for Young Children

Eliane Karsaklian, NEGOCIA, School of the Chamber of Commerce of Paris

Conjoint Analysis and Segmentation Applied to an Eastern European Packaging Company

Andrus Kotri, University of Tartu
Alan Brokaw, Michigan Technological University

FRIDAY, APRIL 4, 2008

The Marketing Implications of Reassessing Residential Properties Using Regression Analysis

Michael Messina, Gannon University
John Wellington, Indiana University-Purdue University
Fort Wayne

Marketing

9:30-10:45 a.m.Walton I Room, Lower East Mezzanine

Session Title: Marketing Education

Chair and

Discussant: David L. Kurtz, University of Arkansas

Visual and Verbal Learners and Need for Cognition: Learning Style vs. Preference

Douglas C. Friedman, Pennsylvania State University-
Harrisburg

Faculty Effort, Classroom Climate, Student/Faculty Ratio, and University Business School Performance Excellence

Kevin L. Hammond, University of Tennessee-Martin
Robert L. Webster, Ouachita Baptist University

The Benefits of Recording Class Lectures

Philip M. Hurdle, Elmira College

How Learning Style Preferences of Business Professors Compare to Their Overall Teaching Styles in the College Classroom

Mary T. Galvan, North Central College

Student Attitudes toward Team Projects

Alison M. Wolfe, Elmira College

Operations Management and Entrepreneurship Association

9:30-10:45 a.m. 7th Floor, 725

Session Title: Entrepreneurship

Chair: Edward Knod, Western Illinois University

Big “E” versus Little “e”: Success Factors that Separate Extra-Ordinary Entrepreneurs from Everyday Entrepreneurs

David Price, Washburn University

Entrepreneurship on the Riviera Maya: Start-Up and Sustained Operations

Edward Knod, Western Illinois University

The Influence of Employee ESOP Participation on Firm Performance Indicators

Bruce D. Fischer, Elmhurst College

Nick Kreitman, Student, Elmhurst College

Operations Management and Entrepreneurship Association

9:30-10:45 a.m. 7th Floor, 729

Session Title: AACSB Re-accreditation

Chair: Glenn A. Metts, Indiana University-Purdue University Fort Wayne

AACSB Re-Affirmation: Issues We All Face

Panelists: James Moore, Indiana University-Purdue University Fort Wayne

William Roach, Washburn University

Karen Moustafa Leonard, Indiana University-Purdue University Fort Wayne

FRIDAY, APRIL 4, 2008

Accounting

11:00 a.m.-12:15 p.m..... 4th Floor, 425

Session Title: Tax and Education Topics

Chair: Doug Johnson

The Economic Content of Deferred Tax Liabilities

Erlend Kvaal, Norwegian School of Management BI

The Flat Tax: What the States Are Telling Us

Ronald R. Rubenfield, Robert Morris University

Advisory Councils for Business Colleges: Utilization and Effectiveness

Dee Ann Ellingson, University of North Dakota

Dennis J. Elbert, University of North Dakota

Steven Moser, University of North Dakota

Accounting

11:00 a.m.-12:15 p.m..... 4th Floor, 429

Session Title: Financial Accounting II

Chair: Mary Loyland

Differences in Earnings Management Patterns: Evidence from the Health Care Industry

Essam Elshafie, Northeastern Illinois University

Comparison of Indian Accounting Standards to International Accounting Standards

Shalini E. Perumpral, Radford University

Mark Evans, Ph. D Candidate, Duke University

Sanjay Agarwal, Senior Consultant, IBM

Felix Amenkhienan, Redford University

Financial Distress, Personal Bankruptcy, and the Accounting Profession's Financial Literacy Campaign

J. Roberto A. DeMagalhaes, University of North Dakota
Eugene M. Bland, Texas A&M University-Corpus Christi

Business and Health Administration

11:00 a.m.-12:15 p.m. Parkside Room, Upper West Mezzanine

Session Title: Healthcare Education

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

Discussant: John J. Newhouse, Saint Joseph's University

Kawasaki Disease in Texas Children: A Need for Healthcare Provider Continuing Education

Julius Larry, University of North Texas Health Science Center at Forth Worth

Alberto Coustasse, University of North Texas health Science Center at Fort Worth

Cody Arvidson, University of North Texas Health Science Center at Forth Worth

Integration of 'Culture Change' into the Long Term Care Administration Curriculum

Jennifer Johs-Artisensi, University of Wisconsin-Eau Claire

Douglas Olson, University of Wisconsin-Eau Claire

Addressing Environmental Sustainability and Social Responsibility Issues in Graduate-Level Administrative Residency Training

Daniel J. West, Jr., University of Scranton

Developing Academic Oversight for Distance Education Courses in Health Administration: A Case Study

John J. Newhouse, Saint Joseph's University

FRIDAY, APRIL 4, 2008

Business and Health Administration

11:00 a.m.-12:15 p.m..... Superior Room, Upper West Mezzanine

Session Title: Ethical and Legal Issues in Healthcare

Chair: William B. Stroube, University of Evansville

Discussant: Deborah Gritzmacher, Clayton State University

An Assessment of Dental Hygiene Students in the United States Relative to Practice Attitudes and Ethical Dilemmas for the Beginning Practitioner

Susan I. Duley, Clayton State University

Peter F. Fitzpatrick, Clayton State University

Cynthia Lambert, Clayton State University

Ashlie Mitchell, Clayton State University

Ximena Zomosa, Clayton State University

Student Perceptions of Ethics: Marketing Practices Used in the Business of Health Care

Deborah Gritzmacher, Clayton State University

Debra J. Cody, Clayton State University

Russell Casey, Clayton State University

Zi Wan, Clayton State University

Horizontal Hostility: Ethical and Managerial Considerations in Nursing

Donna Jean Smith, University of Evansville

William B. Stroube, University of Evansville

Business and Health Administration

11:00 a.m.-12:15 p.m..... Ontario Room, Upper West Mezzanine

Session Title: "Offbeat" Topics

Chair: Suzanne L. Bailey, University of Evansville

Discussant: Gary H. Ross, Community Health Charities of Wisconsin

A Healthcare Conundrum: Can Efficiency Alone Be Quality?

Gary H. Ross, Community Health Charities of Wisconsin
Douglas G. Ohmer, Northern State University

Crisis: From Chaos to Coping

Suzanne L. Bailey, University of Evansville

Business Economics

11:00 a.m.-12:15 p.m..... 9th Floor, 925

Session Title: Welfare and Economic Inequality

Chair: Daria Sevastianova, University of Southern Indiana

Did Welfare to Work Increase Teen Pregnancy Rates?

Amelia Biehl, University of Southern Indiana
Sudesh Mujumdar, University of Southern Indiana

Can You Spare Some Gains?

Robert L. Beekman, University of Tampa
Brian T. Kench, University of Tampa

What Factors Influence a Welfare Recipient's Ability to Maximize**Welfare Spells: Empirical Evidence from Washington State**

Dan Axelsen, Price Waterhouse Coopers, LLP
Daniel A. Underwood, Peninsula College
Daniel Friesner, Gonzaga University

Caste-Based Exclusion in Nepal's Communal Micro-Hydro Plants

Bikul M. Tulachan, Hanover College

FRIDAY, APRIL 4, 2008

Business/Society/Government

11:00 a.m.-12:15 p.m..... 8th Floor, 829

Session Title: Marketing Issues

Chair: William Pratt, University of Texas-Pan American

An Industry View of the Nature and Use of Fine Print in Television Advertising: A Re-Analysis of the Muehling and Kolbe (1997) Data

T. Rick Whiteley, Indiana University South Bend

How Technology Transforms Outdoor Advertising: Succeeding in a Global Environment

Tomas Lopez-Pumarejo, Brooklyn College

Myles Bassell, Brooklyn College

Does a Customer Orientation Lead to Value Creation or Value Extraction?

John Stockmyer, Eastern New Mexico University

Society for Case Research

11:00 a.m.-12:15 p.m.....Grand Ballroom

Session Title: Panel-Turning Research into Cases

Chairs: Amy Hsiao and Thomas Cooper, Memorial University of Newfoundland

Panelists: Amy Hsiao, Memorial University of Newfoundland
Thomas Cooper, Memorial University of Newfoundland
Karen Berger, Pace University
Jeff Totten, McNeese University
Kay Hodge, University of Nebraska at Kearney
Ken Rhee, University of Northern Kentucky

Finance

11:00 a.m.-12:15 p.m..... Georgian Room, Upper East Mezzanine

Session Title: Corporate Finance

Chair: Elisabeta Pana, Illinois Wesleyan University

Financial Reporting, Interest Rate Spreads, and Growth Valuation

Kashi Nath Tiwari, KNT's Academic Financial Research

Discussant: Arman Kosedag, Berry College

Financing of Entrepreneurial Ventures

Kashi Nath Tiwari, KNT's Academic Financial Research

Discussant: Kiyong Chang, Indiana University South Bend

Size Effect and Corporate Governance in Cross-Border M&As

Kiyong Chang, Indiana University South Bend

Yewmun Yip, University of South Dakota

Discussant: Kashi Nath Tiwari, KNT's Academic Financial Research

Information Systems and Quantitative Methods

11:00 a.m.-12:15 p.m..... 9th Floor, 950

Chair: Timothy H. Greer, Middle Tennessee State University

Discussant: Behrooz Saghafi, Chicago State University

We Blog, Therefore We Are: Creating an Identity on the Blogosphere to Establish a Research Program

Alex Ramirez, Carleton University

David Cray, Carleton University

Louise Heslop, Carleton University

Video Gamed Based Methodology for Research

Larry Lawson, Missouri Western State University

Catherine Lawson, Missouri Western State University

FRIDAY, APRIL 4, 2008

An Analysis of Home Computer Customer Service Hotlines

David Ashby, Lewis University

Rami Khasawneh, Lewis University

International Business

11:00 a.m.-12:15 p.m. Drake Room, Main Level

Session Title: Industrial Clusters and Global Competitiveness

Chair: Vern Terpstra, University of Michigan

Porter's Value System and Relational Capital: An Adaptation for International Value-Supply Chain Success

Raffaele DeVito, Emporia State University

William O. Barnes, Emporia State University

Myrna M. Cornett-DeVito, Emporia State University

Discussant: Ian Gladding, Lewis University

Should International Economists Take Michael Porter's Comparative Advantage of Nations More Seriously?

Hamid Hosseini, King's College

Discussant: Robert Moussetis, North Central College

Development of Industrial Clusters in Korea and Japan: Revival from the Asian Crisis

Jung-Hoon Lim, University of Texas–Pan American

Discussant: Man Zhang, Bowling Green State University

International Business

11:00 a.m.-12:15 p.m. Marquette Room, Main Level

Session Title: Globalization and Economic Development

Chair: Nichole Castater, Clark Atlanta University

Establishing A Stock Exchange in Rwanda: An Empirical Study

Etienne Musonera, Eastern New Mexico University
Vincent Safari, Kigali, Rwanda

Discussant: Les R. Dlabay, Lake Forest College

An Empirical Study of University Student Attitudes toward Globalization: The Heckscher-Ohlin Theory

Basil Janavaras, Minnesota State University
John Kuzma, Minnesota State University
Harold Thiewes, Minnesota State University
Evangelos Kourkafas, Minnesota State University

Discussant: Grace F. Johnson, Marietta College

Use of Logistic Strategies by Small Manufacturing Firms in Developing Countries: The Case of Lebanon

Christopher Ziemnowicz, University of North Carolina-
Pembroke
Victor Bahhouth, University of North Carolina-
Pembroke
Yussef Zgheib, Notre Dame University-Beirut, Lebanon

Discussant: Susita Asree, University of Toledo

Legal Studies

11:00 a.m.-12:15 p.m. 6th Floor, 625
Annual Business Meeting

FRIDAY, APRIL 4, 2008

Management

11:00 a.m.-12:15 p.m..... Erie Room, Upper West Mezzanine

**Session Title: Management Practices in Higher Education:
Examples from the Trenches**

Chair: Kenneth Heischmidt, Southeast Missouri State
University

Panelists: Gerald McDougall, Southeast Missouri State University
Gary G. Johnson, Southeast Missouri State University
Jack A. Elfrink, Western Illinois University
Peter Gordon, Southeast Missouri State University

Marketing

11:00 a.m.-12:15 p.m..... French Room, Lower East Mezzanine

Session Title: Global Consumer Behavior Topics

Chair: Jill Attaway, Illinois State University

**Attitude toward Globalization: The Role of Cultural Values, Global
Identity, and Regulatory Focus**

Stanford A. Westjohn, Saint Louis University
Srdan Zdravkovic, Saint Louis University

Discussant: Mitch Griffin, Bradley University

A Cross-Cultural Analysis of Electronic Word-of-Mouth

John Fong, International College of Management-Sydney
Suzan Burton, Macquarie University-Sydney

Discussant: Kimberly M. Judson, Northern Illinois University

Marketing

11:00 a.m.-12:15 p.m.....Walton I Room, Lower East Mezzanine

Session Title: Retailing

Chair: Albert J. Taylor, Coastal Carolina University



Increasing Retail Sales at Golf Clubs in the Carolinas: The Role of Employee and Facility Quality

Michael Latta, Coastal Carolina University
Mark Mitchell, Coastal Carolina University
Albert J. Taylor, Coastal Carolina University
Charlie Thrash, Coastal Carolina University

Discussant: Larry Zigler, Highland Community College

The Role of Music in an Emerging Market: An Examination of Music Valence and Fit with Retail Image

Irena Vida, University of Ljubljana
Michelle Kunz, Morehead State University
Claude Obadia, ADVANCIA

Discussant: Larry Zigler, Highland Community College

Understanding Customer Choices in Shopping Center Selection

Brian Hanlon, North Central College
Rohit Verma, Cornell University
Gerhard Plaschka, DePaul University
Karl Kalcher, MindFolio

Discussant: Haiyan Hu, Utah State University

The Effects of Optimum Stimulation Level on Consumer Behavior in Retail Stores

Liz Wang, University of Dallas
Scott Wysong, University of Dallas

Discussant: Haiyan Hu, Utah State University

Operations Management and Entrepreneurship Association

11:00 a.m.-12:15 p.m. 7th Floor, 725

Session Title: Operations Management-Education

Chair: Karen Moustafa Leonard, Indiana University-Purdue University Fort Wayne

FRIDAY, APRIL 4, 2008

Team Performance and Satisfaction: An Investigation into the Effect of Group Types

Karen Moustafa Leonard, Indiana University-Purdue University Fort Wayne
Glenn A. Metts, Indiana University-Purdue University Fort Wayne
Atiya Syed-Makander, Student, Indiana University-Purdue University Fort Wayne

A Strategic Approach to Integrating ERP Systems into the Curriculum

Jaideep Motwani, Grand Valley State University
Asli Yagmur Akbulut, Grand Valley State University

Legal Studies

12:15-1:30 p.m. Venetian Room, Upper East Mezzanine Luncheon-Ticket Required

MBAA International 2009 Program Chairs

**12:30-1:30 p.m. The Gold Coast Ballroom (registration area)
MBAA International 2009 Program Chairs Planning Meeting**

Presiding: Don Johnson, Western Illinois University

Society for Case Research

1:30-2:45 p.m.Grand Ballroom

Session Title: Critical Incidents Focused on Strategic Management

Session A Chair: John Spillan, The Pennsylvania State University

Session A

Discussants: Yezdi H. Godiwalla, University of Wisconsin-Whitewater
Amy Hsiao, Memorial University of Newfoundland
Phyllis Holland, Valdosta State University
Nona Jones, Benedictine University

Maplewood Library Votes to Close

Ruth Bogan, Georgian Court University
Leslie Korb, Georgian Court University

Populist Mayor Appoints Minuteman to Key Post

Turner White, Rockhurst University
Thomas Lyon, Rockhurst University

Session B Chair: Margot Weinstein, MW Leadership Consultants, LLC

Session B

Discussants: Thomas Cooper, Memorial University of Newfoundland
Gabriele Lingenfelter, Christopher Newport University
Bruce Sherony, Northern Michigan University

Accumulator Outsourcing Issues: What? Manage Someone Else's Inventory

Harash Sachdev, Eastern Michigan University

Taking the Plunge: Installing ERP Software in a Retail Organization

Mary-Helen Fagan, University of Texas at Tyler
Barbara Wooldridge, University of Texas at Tyler

FRIDAY, APRIL 4, 2008

Business Economics

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

Session Title: Data and Public Policy

Chair: Gabriel Manrique, Winona State University

How Much Predictive Content do Business Sentiment Surveys Contain? A Simple Bayesian Analysis

Daniel Friesner, Gonzaga University

Timothy Schibik, University of Southern Indiana

Mohammed Khayum, University of Southern Indiana

Making the Best of Limited Global Data

Chand Chauhan, Indiana University-Purdue University
Fort Wayne

Yvonne Zubovic, Indiana University-Purdue University
Fort Wayne

Walking Into a Healthy Life: Identification of Public Policy Tools

Vivek Patil, Gonzaga University

Matthew Q. McPherson, Gonzaga University

Daniel Friesner, Gonzaga University

Regional Impact Analysis of the Top 40 Companies in Chicago: An Inter-Temporal Comparison between 2006 and 2007

Ben-Chieh Liu, Chicago State University

John Johnson, Chicago State University

Lydia Jones, Chicago State University

Joseph Deskin, Chicago State University

Business/Society/Government

1:30-2:45 p.m. 8th Floor, 829

Panel: Improving the Quality of Decision Making

Chair: Michelle Lievens, University of Texas-Pan American

Panelists: Anthony Schroeder, Eastern New Mexico University
Joseph Habraken, University of New England

Information Systems and Quantitative Methods

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

Chair: Sara L. Cook, Viterbo University

Discussant: Alex Ramirez, Carleton University

Multi-Lingual Advances and Issues with the Internet

Timothy H. Greer, Middle Tennessee State University

Developing a Prototype for a Community-Based Health Informatics Center System (CHICS)

Kuriakose Athappilly

Alan Rea

Mohammed Razi, Western Michigan University

Using Information Technology to Reverse the Aging Process: A Global Perspective

Judy D. Holmes, Middle Tennessee State University

International Business

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

**Session Title: Pane Presentation Funding and Partnerships in
International Business**

Chair: Rama Yelkur, University of Wisconsin-Eau Claire

Succeeding in Globalizing a Curriculum: Funding and Programming the Partnerships in International Education Program at the UW-Eau Claire College of Business

Rama Yelkur, University of Wisconsin-Eau Claire

Rajarshi Aroskar, University of Wisconsin-Eau Claire

Kristina Bourne, University of Wisconsin-Eau Claire

Bruce Lo, University of Wisconsin-Eau Claire

Abraham Nahm, University of Wisconsin-Eau Claire

Rhetta Standifer, University of Wisconsin-Eau Claire

FRIDAY, APRIL 4, 2008

International Business

1:30-2:45 p.m...... **Marquette Room, Main Level**

Session Title: A Primer on Cultural Values, Etiquette and Behavior, and Cross-Cultural Managerial Implications

Chair: Susita Asree, University of Toledo

Tapping into Tapas: A Primer on Spanish Business Etiquette

Donna M. Chambers, Franklin and Marshall College
Joseph J. Galante, Millersville University

Doing Business in Egypt

Juan Meraz, Missouri State University

Entering Vietnam: An Institutional Voids Approach

Huy Q. Tran, University of Texas-Pan American
Sibin Wu, University of Texas-Pan American
Shujuan Zhang, Northwestern Polytechnic University
(China)

Legal Studies

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

Session Title: Employment Law

Chair: Michael A. Katz, Delaware State University

An Ounce of Prevention: Is Your Wellness Plan Legal?

Thomas E. Knothe, Viterbo University

Overview and Update of Second Injury Funds

Patricia S. Walls, Middle Tennessee State University

What Does a School Owe to Its Students? Contractual Liability for Express and Implied Promises Made By Educational Institutions to Its 'Customers'

Michael A. Katz, Delaware State University

Legal Studies

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

Session Title: Constitutional Law

Chair: Robert Sprague, University of Wyoming

The Impact of Tennessee v. Lane, U.S. v. Georgia, and Other Recent U.S. Supreme Court Decisions on Congress' Ability to Legislate Private-Party Suits against the States for Federal Law Violations

Joseph M. Pellicotti, Indiana University Northwest

How Do We Protect Our Computer Files from Prying Eyes after the Tenth Circuit Decision in U.S. v. Andrus?

Mary T. Washington, Governors State University

Privacy and the Paparazzi: Free Speech or Harassment?

Katrin C. Varner, Illinois State University

Carson H. Palmer, Illinois State University

What Does a School Owe to Its Students? Contractual Liability for Express and Implied Promises Made By Educational Institutions to Its "Customers"

Michael A. Katz, Delaware State University

Marketing

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

Session Title: Technology in Marketing

Chair and

Discussants: Suzanne A. Nasco, Southern Illinois University

Elizabeth Martin, University of Wisconsin

Advances in Neuromarketing: An Agenda to Keep Pace with Changes

Tara Maloney, Siena College

P. Raj Devasagayam, Siena College

FRIDAY, APRIL 4, 2008

E-Commerce in Non-Metro Illinois: Implications for Businesses

Adee Athiyaman, Western Illinois University

Spyware and Adware: How Do Consumers Protect Themselves?

Rajendran Sriramachandra Murthy, Southern Illinois University

Siva K. Balasubramanian, Southern Illinois University

Monica Alexandra Hodis, Southern Illinois University

Consumer Intentions toward Using Mobile Devices to Obtain Commercial Messages

Kesha K. Coker, Southern Illinois University

Suzanne A. Nasco, Southern Illinois University

Business Economics

3:00-4:15 p.m. 9th Floor, 925

Session Title: Micro-Financing: Theory and Practice in the Developing World

Chair: Matthew Q. McPherson, Gonzaga University

Panelists: Daniel Friesner, Gonzaga University

Peter Cashel-Cordo, University of Southern Indiana

Katherine M. Sauer, University of Southern Indiana

Christopher Stevens, Ohio University-Athens

Business/Society/Government

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

Session Title: Kaleidoscope

Chair: Anthony Schroeder, Eastern New Mexico University

Do CEOs from Financially Sound Firms Exhibit Opportunistic Behavior Prior to a Voluntary Non-Routine Departure?

Ralph Bourret, Eastern New Mexico University

Medical Tourism: An Exploratory Study—20 Years Later

Michelle Lievens, University of Texas-Pan American

Small Business Health Insurance and Its Effects on Society and Government

James Simmerman, Missouri State University

Dana Fredrick, Missouri State University

Society for Case Research

3:00-4:15 p.m.Grand Ballroom

Session Title: Critical Incidents Focused on Marketing

Chair: Stacy Vollmers, University of Wisconsin-River Falls

Discussants: Cheryl Noll, Eastern Illinois University

Craig Rabe, Luther College

Harash Sachdev, Eastern Michigan University

Can This Pitcher Become a Hit?

Nona Jones, Benedictine University

To Enter the Gift Wrap Business

Irvin Zaenglein, Northern Michigan University

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