



GROWING OLD TOGETHER

*The Challenges and Opportunities
of the World's Aging Workforce*


MBAA International

March 18–20, 2009

The Drake Hotel • Chicago, Illinois

www.mbaainternational.org

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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 2009 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.

2010 Conference Dates
March 24 through March 26, 2010

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.

2010 MBAA International Program

Persons interested in participating in the 2010 program, scheduled for March 24–26, 2010, at the historic Drake Hotel—where Chicago's Magnificent Mile begins—please contact

Jann Freed
The Mark and Kay De Cook Endowed Chair in
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Professor of Business Management
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812 University
Pella, IA 50219
(641) 628-5168
freedj@central.edu

**2009 MBAA International
McGraw-Hill/Irwin
Distinguished Paper Awards**

Best Overall Paper on Conference Theme

**Identifying Pre-Retirees for Bridge Employment:
Factors That Influence Post-Retirement Employment Decisions**

Sharon Kendrick, Methodist University
Melody L. Wollan, Eastern Illinois University
(from North American Management Society)

Academy of Business Economics

Airline International Gateways

Brenda Kahn, University of Tampa
Philip Kahn, University of Illinois-Chicago

Academy of Finance

**Foreign Exchange Risk and Risk Exposure
in the Japanese Stock Market**

Chu-Sheng Tai, Texas Southern University

Academy of International Business, Midwest Region

**The Regional Strategies and Performance of
International New Ventures from Korea**

Alan Rugman, Indiana University
In Hyeock Lee, Western Kentucky University

Business, Society, and Government

**The Epic Tale of a Merger: An Analysis
of the Sirius-XM Satellite Radio Merger**

Steven C. Palmer, Eastern New Mexico University
David Hemley, Eastern New Mexico University
J.K. Breyley Jr., University of New England

**2009 MBAA International
McGraw-Hill/Irwin
Distinguished Paper Awards**

Marketing Management Association
**How Do U.S. and U.K. Salespeople Compare
on the Dimensions of Emotional Intelligence, Positive
and Negative Affect, and Customer Orientation Levels?**

Charles Pettijohn, Missouri State University

Elizabeth Rozell, Missouri State University

Andrew Newman, University of Salford

Midwest Academy of Legal Studies in Business
**Protecting Consumers: The Contractual and Real Estate Issues
Involving Timeshares, Quartershares, and Fractional Ownerships**

Elizabeth A. Cameron, Alma College

Salina Maxwell, Law Student, Michigan State University

North American Accounting Society
**Education and Experience Requirements
to Become a CPA: CPAs Views**

Quinton Booker, Jackson State University

Bobbie W. Daniels, Jackson State University

Yvonne Ellis, Columbus State University

North American Management Society
**From Micro to Meso: Overuse of Strengths—A Framework
for Assessing and Improving Organization Effectiveness**

Mary K. Foster, Morgan State University

**Operations Management and
Entrepreneurship Association**
Deriving Demand Curves from Stochastic Conditions

Craig Sorochnik, University of Western Ontario

John G. Wilson, University of Western Ontario

Society for the Advancement of Information Systems
A Collaborative Approach for Developing Interactive Case Studies:

Learning from a University Setting

Maggie O'Connor, Bloomsburg University

Tulay Girard, Penn State Altoona

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 P. 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 2009 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 2005, 2006, 2007, and 2008 annual meetings were:

	2005	2006	2007	2008
Accounting.....	77	77	79	66
Business, Society and Government.....		19	27	20
Case Research.....	36	42	39	54
Economics.....	34	33	43	39
Finance.....	117	109	11	103
Health Administration.....	98	89	73	65
Information Systems.....	45	49	33	35
International Business.....	26	45	82	48
Legal Studies.....	55	55	50	48
Management.....	64	87	113	85
Marketing.....	156	136	128	139
Operations Management and Entrepreneurship.....	21	33	35	34
MBAA International.....	<u>49</u>	<u>42</u>	<u>16</u>	<u>10</u>
Total.....	<u>778</u>	<u>816</u>	<u>834</u>	<u>746</u>

These registrations tell only part of the story as some participants support more than one organization through one or more secondary registrations. In 2005, there were 118 secondary registrants; in 2006, 128; in 2007, 141; and in 2008, 117.

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 2008 alone we had 47 states and 11
countries represented!**

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

**High quality leaders have been coming together at
MBAA International for 45 years!**

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

**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!***



Business Meetings, Special Meetings, Meals, and Receptions

South-Western Cengage Learning

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

Wednesday, March 18, 2009

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

BSG Annual Business Meeting

Chair: Steven C. Palmer, Eastern New Mexico State University

Accounting

4:30–6:00 p.m. 4th Floor, 425

North American Accounting Society Board Meeting

Presiding: Stephen Del Vecchio, University of Central Missouri
President, North American Accounting Society

Business and Health Administration

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

BHAA Board Meeting

Chair: Michaeline Skiba, Monmouth University

Management

4:30–6:00 p.m. Erie Room, Upper West Mezzanine

NAMS Board Meeting

Wednesday, March 18, 2009

Marketing

4:30–6:00 p.m. Lakeshore Boardroom, 10th Floor
MMA Board of Directors Meeting

Presiding: Robin Luke, Missouri State University

Society for Case Research

4:30–6:00 p.m. Grand Ballroom
SCR Publication Committee and Board Meeting

MBAA International Advisory Council Dinner and Meeting

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

“Fun Night” – Chamber Blues

8:00 p.m. Gold Coast Ballroom

Thursday, March 19, 2009

Business and Health Administration

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

Presiding: Michaeline Skiba, Monmouth University

All BHAA Members are invited to attend this meeting.

Finance

8:00–9:00 a.m. Venetian Room, Upper East Mezzanine
Finance Board Meeting

Thursday, March 19, 2009

Finance

10:45–12:00 noon Georgian Room, Upper East Mezzanine
Business Meeting

International Business

10:45 a.m.–12:00 noon Drake Room, Main Level
AIB-Midwest Business Brunch Session (Ticket Required)
Chair: Robert Moussetis, North Central College

Marketing

10:45 a.m.–12:00 noon French Room, Lower East Mezzanine
MMA Awards Brunch (Ticket Required)
2009 Innovative Marketing Award Winner:
Mike D'Amico, University of Akron

Business Economics

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

Society for Case Research

12:15–1:30 p.m. Grand Ballroom
Annual Meeting Luncheon (Ticket Required)

Finance

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

Thursday, March 19, 2009

Management

12:15–1:30 p.m. Parkside Room, Upper West Mezzanine

NAMS Featured Speaker Luncheon (Ticket Required)

Theme: Strategic Management

Chairs: Julia Teahen, Baker College
Edward Heler, NAMS Executive Director

Marketing

12:15–1:30 p.m. French Room, Lower East Mezzanine

MMA Business Meeting

Management

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

Theme: Meet the Luncheon Speaker

Chair: Edward Heler, NAMS Executive Director

MBAA International

4:20–5:30 p.m. Drake Room, Main Level

Annual Business Meeting Linda Knight, Presiding

Includes "Best Paper" Awards Presentations

"Fun Night" – The Ides of March

8:00 p.m. Grand Ballroom

MBAA International Hospitality Suite

10:00–11:00 p.m. Parkside Room, Upper West Mezzanine

Friday, March 20, 2009

Operations Management and Entrepreneurship Association

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

(Please purchase ticket at time of advance registration for the Conference)

Presiding: Stephen Del Vecchio, University of Central Missouri
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, March 20, 2009

Management

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

Chair: Edward Heler, NAMS Executive Director
Julia Teahen, NAMS President 2009

Legal Studies

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

Presiding: Michael A. Katz, Delaware State University
President, Midwest Academy of Legal Studies in Business

Legal Studies

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

Guest Speaker: Judge Daniel T. Gillespie, Cook County Circuit Court

MBAA International 2010 Program Chairs Planning Meeting

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

Presiding: Jann Freed, Central College and
Jeff Clark, Middle Tennessee State University

WEDNESDAY, MARCH 18, 2009

ACCOUNTING

1:30–2:45 p.m. 4th Floor, 425

Workshop: Teaching Principles of Accounting in a
Computer Lab

Presenter: Nausser S. Jamali, Illinois College

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: Health Care Administration Professionals

Chair: Gary Ross, Community Health Charities of Wisconsin

Discussant: Allen Minor, Misericordia University

Developing a Collaborative Model for Primary Healthcare in Georgia

Daniel West Jr., University of Scranton

Using Evidence Based Management to Reduce Surgical Errors in Healthcare Facilities

Ashley Ferguson, University of Scranton

Daniel West Jr., University of Scranton

Applying the Health Care Leadership Alliance Competency Model for Diversity Management

John Newhouse, St. Joseph's University

BUSINESS ECONOMICS

1:30–2:45 p.m. 9th Floor, 925

Session Title: Development and Transitional Economies

Chair: Brenda Kahn, University of Tampa

A Causal Analysis of the Relationship Between Democratization and Economic Growth

Myeong Hwan Kim, Indiana University-Purdue University Fort Wayne

Carolyn Fabian Stumph, Indiana University-Purdue University Fort Wayne



PROGRAM SESSIONS

Economic Institutions in China: Reforms and Transition
Georgine (Gyongyi) Fogel, Lawrence Technological University

A Comparison of Economic Reform: Estonia and Belarus Since Independence

Jessica Tabor, Illinois State University
Tim Bisping, University of Central Arkansas
Joe Horton, University of Central Arkansas

Regional Trade Agreements and South-South Trade: Analysis of the Experience of Major Sub-Saharan African Groupings

Louis O. Osuji, Chicago State University
Mmuta A. Chukwuanu, Allen University

BUSINESS/SOCIETY/GOVERNMENT

1:30–2:45 p.m. 8th Floor, 829
BSG Roundtable

Theme: Growing Old Together: The Challenges and Opportunities of the World’s Aging Workforce

Chairs: J.K. Breyley Jr., University of New England
Steven C. Palmer, Eastern New Mexico State University

SOCIETY FOR CASE RESEARCH

1:30–2:45 p.m. Grand Ballroom

Theme: Paper Presentations

Chair: Bill Stratton, Idaho State University

Discussants: Roy Cook, Fort Lewis College
Kay Hodge, University of Nebraska-Kearney
Barbara Nemecek, University of Wisconsin-River Falls

The Write Stuff: How to Be an SCR Scribe

Craig Davis, Ohio University

A Learner’s Path: Reflections of a Novice-No-Longer Editor

Joy Benson, University of Wisconsin-River Falls

WEDNESDAY, MARCH 18, 2009

Case Method: A Discussion of Frameworks for Analysis

Yezdi H. Godiwalla, University of Wisconsin-Whitewater

FINANCE

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

Session Title: Corporate Finance

Chair: Shane Van Dalsem, University of Wisconsin-La Crosse

Impact of Severance Contract Components on the Likelihood of Forced and Unforced CEO Turnover

Shane Van Dalsem, University of Wisconsin-La Crosse

Discussant: Lucia S. Gao, University of Massachusetts-Boston

Corporate Environmental Risk and Cost of Capital

Elizabeth Connors, University of Massachusetts-Boston

Lucia S. Gao, University of Massachusetts-Boston

Discussant: Foo Nin Ho, San Francisco State University

FINANCE

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

Session Title: Corporate Finance

Chair: Muhammad Chishty, Saint Xavier University

Capital Structure in MFI—Is Debt Financing an Optimal Route?

Rashid Hallaway, Saint Xavier University

Muhammad Chishty, Saint Xavier University

Monzurul Hoque, Saint Xavier University

Discussant: Howard Qi, Michigan Tech University

Constant Dividend Growth Model and Capital Structure

Howard Qi, Michigan Tech University

Jian Shi, University of Texas Arlington

Discussant: Muhammad Chishty, Saint Xavier University



PROGRAM SESSIONS

Dividends per Share: A Comparison Study of Firms Prior to 2000 Market Decline Versus Post 2000

Susan F. Havranek, Le Moyne College

John Consler, Le Moyne College

Greg M. Lepak, Le Moyne College

Discussant: Monzurul Hoque, Saint Xavier University

FINANCE

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

Session Title: Investments

Chair: Tarek S. Zaher, Indiana State University

Comparative Analysis of the Performance of Socially Responsible Firms and Conventional Firms

Tarek S. Zaher, Indiana State University

Discussant: Mohamed Ayadi, Brock University

Sensitivity of Selection and Timing Measures of Canadian Equity Fund Performance to Conditioning and Factor Model Choice

Mohamed Ayadi, Brock University

Lawrence Kryzanowski, Concordia University

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

Do Changes In Corporate Reputation Impact Subsequent Stock Price Performance?

Thomas M. Krueger, University of Wisconsin-La Crosse

Mark A. Wrolstad, Winona State University

Shane Van Dalsem, University of Wisconsin-La Crosse

Discussant: Tarek S. Zaher, Indiana State University

**Visit South-Western Cengage Learning
Cyber Cafe**

Gold Coast Ballroom

WEDNESDAY, MARCH 18, 2009

FINANCE

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

Session Title: Investments

Chair: Abhijit Jain, Northern Michigan University

Technical Analysis: A Moving Average System on Equities

David L. Rayome, Northern Michigan University

Abhijit Jain, Northern Michigan University

Discussant: Thomas Berry, DePaul University

How Naughty, How Nice? Investor Preferences for Socially Responsible Investment Screening and Assessment Criteria

Joan C. Junkus, DePaul University

Thomas Berry, DePaul University

Oliver Zerhusen, DePaul University

Discussant: James Haskins, University of North Dakota

Quality of Information under IFRS: Issues of Disclosure and Measurement Related to Capital Market Efficiency

James Haskins, University of North Dakota

Harold Wilde, University of North Dakota

Discussant: David L. Rayome, Northern Michigan University

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

1:30–2:45 p.m. 9th Floor, 950

Chair: John Stedl, Chicago State University

Discussant: Joseph Chan, Roosevelt University

Technical Problem-Solving: A Practical Approach to an Old Model

Darrell D. Bowman, University of Indianapolis

A Statistician Examines Illinois Lottery Results for Pick-3 and Pick-4 Using StatTools

John Stedl, Chicago State University

Data Mining—Knowledge Discover in Databases (KDD)

Behrooz Saghafi, Chicago State University



PROGRAM SESSIONS

Customer Relationship Management in the Knowledge Economy
Joseph Chan, Roosevelt University

INTERNATIONAL BUSINESS

1:30–2:45 p.m. Drake Room, Main Level

Session Title: International Issues in Consumer Behavior

Chair: Nichole Castater, Barry University

Discussant: Nichole Castater, Barry University

Consumer Behavior and Ethnocentricity in Lebanon and Kuwait

Christopher Ziemnowicz, University of North Carolina at Pembroke

Victor Bahhouth, University of North Carolina at Pembroke

Consumer Life Styles and Market Segmentation in Chile: An Exploratory Study

Christopher Ziemnowicz, University of North Carolina at Pembroke

John E. "Jack" Spillan, University of North Carolina at Pembroke

Determinants of Rural Out-Shopping Behavior in Developing Countries

Ishuheri Bideri Nyamulinda, VIT Business School

Palanisamy Ganesan, VIT Business School

Etienne Musonera, Mercer University

The Impact of Price on the Selection of Grocery Stores in Sydney, Australia

Martin Meyers, University of Wisconsin-Stevens Point

MANAGEMENT

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

Theme: Issues of Gender, Race, and Ethnicity in International Management: An Overview

Chair: Susan Hansen, University of Wisconsin-Platteville

Panelists: Susan Hansen, University of Wisconsin-Platteville
Margaret Karsten, University of Wisconsin-Platteville
Wendy Brooke, University of Wisconsin-Platteville

WEDNESDAY, MARCH 18, 2009

MANAGEMENT

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

Theme: Ethics

Chair: Brian Hinrichs, Saint Xavier University

Compromises and Challenges of Ethics and Procedural Justice in Academia

Debra Hunter, Troy University

Discussant: Russ Urness, Capella University

The Robber Barons of Yesterday and Today

Leilani Plendl, Nova Southeastern University

Discussant: Brian Hinrichs, Saint Xavier University

Ethics Track Award

Global Track Award

Guanxi and Ethical Decision Making

Russ Urness, Capella University

Perry Haan, Capella University

Discussant: Carolyn Wiley, Roosevelt University

MANAGEMENT

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

Theme: Pathways to Publication

Chairs: Pamela Wolfmeyer, Winona State University

Debela Birru, Central College

Discussants: Pamela Wolfmeyer, Winona State University

Debela Birru, Central College

Human Resource Professionals Challenge: Industrial Age Workers Returning to Work in the Digital Age

Ronald Brown, Purdue University-North Central

Managing the Obvious: Lessons Learned from the Classroom

James Maddox, Friends University



PROGRAM SESSIONS

Business Ethics, CSR, and Sustainability: An Investigation of Relative Interest and Familiarity of Ethics, CSR and Sustainability among Graduate and Undergraduate Business Students

Sara Schwarz Cook, Viterbo University
Leanne Hedberg Carlson, Viterbo University
Anita Wood, Viterbo University

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

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

MARKETING

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

Theme: Generating Critical Knowledge for Global Marketing

Chair: Allen Marber, Governors State University

Discussant: Allen Marber, Governors State University

Knowledge Process Outsourcing (KPO) for Marketing Research Services

Madhav Segal, Southern Illinois University at Edwardsville
Junhong Min, State University of New York at New Palz

Opportunity, Location, and Harmonious Relationships: Managing Global Marketing in China

Yujie Wei, University of West Georgia

Marketing to China's Different Generations: Issues to Consider

Allen Marber, Governors State University
Paul Wellen, Roosevelt University
Michelle Dixon, Fordham University

MARKETING

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

Theme: Connecting with Consumers: Advances in Integrated Marketing Communications

Chair: Carrie Trimble, Illinois Wesleyan University

Discussant: Carrie Trimble, Illinois Wesleyan University

Super Bowl Advertisers' Stock Price Performance: Do Ad Likability, Past Experience, and Industry Type Matter?

Rama Yelkur, University of Wisconsin-Eau Claire

Chuck Tomkovick, University of Wisconsin-Eau Claire

Daniel Rozumalski, University of Wisconsin-Eau Claire

Building Brands through Digital Asset Management: Implications and Possibilities

Raj Devasagayam, Siena College

Matthew Gonnering, Widen Enterprises, Inc.

Creativity and Relevance: Separating the Involvement Construct

Kevin Lehnert, Saint Louis University

MARKETING

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

Theme: Seventh Annual MMA Master Teaching Competition sponsored by Hormel Foods

Chair: Tim Graeff, Middle Tennessee State University

Judges: Brian Engelland, Mississippi State University
Don Roy, Middle Tennessee State University
Robert Erffmeyer, University of Wisconsin-Eau Claire
Ramon Avila, Ball State University
Susan Petroschius, Bowling Green State University
Alex Sales, Hormel Foods

Finalists: Tim Aurand, Northern Illinois University
William Rice, California State University-Fresno
Brian Vander Schee, Aurora University



PROGRAM SESSIONS

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

1:30–2:45 p.m. 7th Floor, 725

Theme: Quantitative Modeling

Chair: John Simon, Governors State University

Deriving Demand Curves from Stochastic Conditions

Craig Sorochnik, University of Western Ontario

John G. Wilson, University of Western Ontario

Formulating Logical Conditions in Linear Programming

John Simon, Governors State University

ACCOUNTING

3:00–4:15 p.m. 4th Floor, 425

Workshop: Implementation of Service Learning Activities in
Accounting Education

Presenters: John S. Rush, Illinois College

John A. Elfrink, Western Illinois University

Gerald Thalmann, North Central College

3:00–4:15 p.m. 4th Floor, 429

Workshop: A Capstone Accounting Project for Managerial
Accounting Students

Presenter: Maggie Jorgenson, North Dakota State University

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: Issues in Senior, Aging, and Policy

Chair: Daniel West Jr., University of Scranton

Discussant: Kimball P. Marshall, Alcorn State University

Who/What Is Old?

Vincent F. Maher, Iona College

Joseph Ford, Iona College

WEDNESDAY, MARCH 18, 2009

Restraint Replacement in a Nursing Home: What Are They Saying?
Ronald Fuqua, Clayton State University

A Universal Problem: The Aging Demographic and the Future of Healthcare
Johathan P. Forte, University of Scranton

Time in a Bottle: Healthcare Challenges for the Aging Workforce
Michaeline Skiba, Monmouth University
David Paul, Monmouth University

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: Health Care Ethic and Legal Issues

Chair: David Paul, Monmouth University

Discussant: Steven Szydowski, University of Scranton

Pharmaceutical Counterfeiting

Alberto Coustasse, Marshall University Graduate College

Catherine Cigar, Marshall University Graduate College

Kurt Olmosk, Marshall University Graduate College

Avinandan Mukherjee, Montclair State University

Privacy under Health Insurance Portability and Accountability Act (HIPAA) of 1996: The Impact of RFID

Bill Roach, Washburn University

Gene C. Wunder, Washburn University

Ethics and Justice Theories as Applied to the Age-Based Rationing of Health Care

Hengameh Hosseini, Seton Hall University

Food Irradiation: Review of a Public Health Issue

Katie Schuck, University of Evansville

William B. Stroube, University of Evansville



PROGRAM SESSIONS

BUSINESS ECONOMICS

3:00–4:15 p.m. **9th Floor, 925**

Session Title: **Transportation**

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

Changes in Expenditures Patterns and Higher Gasoline Prices

Veree Ethridge, University of St. Francis

The Effect of Hurricanes on Gasoline Markets

Nodir Adilov, Indiana University-Purdue University Fort Wayne

Hedayeh Samavati, Indiana University-Purdue University Fort Wayne

Kyle Knerr, Indiana University-Purdue University Fort Wayne

Airline International Gateways

Brenda Kahn, University of Tampa

Philip Kahn, University of Illinois-Chicago

BUSINESS/SOCIETY/GOVERNMENT

3:00–4:15 p.m. **8th Floor, 829**

BSG Annual Business Meeting

Chair: Steven C. Palmer, Eastern New Mexico State University

SOCIETY FOR CASE RESEARCH

3:00–4:15 p.m. **Grand Ballroom, Session A**

Theme: **Critical Incidents, Policy and Strategy**

Chair: Timothy Brotherton, Ferris State University

Discussants: Barbara Nemecek, University of Wisconsin-River Falls
Michael Luthy, Bellarmine University
Patrick Schultz, University of North Dakota

Phoenix Magazine

Nancy Kucinski, Hardin-Simmons University

WEDNESDAY, MARCH 18, 2009

C.C. Smith Manufacturing

Thomas Garsombke, Claflin University
Diane Prince, Clayton State University
Richard Fulton, Troy University at Augusta

Austin Medical Billing: Where to Go from Here

Sherri Coultrup, Morgan State University

SOCIETY FOR CASE RESEARCH

3:00–4:15 p.m.Grand Ballroom, Session B

Theme: Critical Incidents, Ethics

Chair: David Frantz, Indiana University East

Discussants: Colleen Kirk, Pace University
Eric Nelson, University of Central Missouri
Tomas Lopez-Pumarejo, Brooklyn College

Profit or Product Safety: An Ethical Showdown

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

Cancer Water (A/B)

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

FINANCE

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

Session Title: Special Topics

Chair: Junhua Jia, Western Governors University

Regime Dependent Conditional Volatility in the U.S. Equity Market

Larry Bauer, Memorial University of Newfoundland

Discussant: Junhua Jia, Western Governors University



PROGRAM SESSIONS

The Economic Models of China and India: Strategies, Challenges, and Prospects

Junhua Jia, Western Governors University

Discussant: Don T. Johnson, Western Illinois University

Winning Writing

Don T. Johnson, Western Illinois University

Discussant: Larry Bauer, Memorial University of Newfoundland

FINANCE

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

Session Title: Special Topics

Chair: Inayat U. Mangla, Western Michigan University

Some Pitfalls in Islamic Banking and Finance Practices: A Global Perspective

Inayat U. Mangla, Western Michigan University

Jamshed Y. Uppal, Catholic University of America

Discussant: Monzurul Hoque, Saint Xavier University

Current Financial Meltdown—What Went Wrong?

Monzurul Hoque, Saint Xavier University

Discussant: Inayat U. Mangla, Western Michigan University

FINANCE

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

Session Title: Investments

Chair: David A. Kunz, Southeast Missouri State University

Can a Poor College Professor Enhance Portfolio Return Using the Turn-of-the-Month Effect in CREF and Fidelity Accounts?

Jim Drosen, Northern Michigan University

Charles Rayhorn, Northern Michigan University

Ken Janson, Northern Michigan University

Discussant: Charles W. Johnston, Baker College

WEDNESDAY, MARCH 18, 2009

Pre-Structuring Household Finances to Pay for College and Home Ownership: Application and Results

Walt A. Nelson, Missouri State University

James R. Scott, Missouri State University

Discussant: David A. Kunz, Southeast Missouri State University

Fundamental Stock Investment Strategies for Bull and Bear Markets

Charles W. Johnston, Baker College

Discussant: Walt A. Nelson, Missouri State University

FINANCE

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

Session Title: Investments and Real Estate and Insurance

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

Performance of Debt Free Firms

Tarek S. Zaher, Indiana State University

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

Contemporary Relationship Between Corporate Reputation and Return

Thomas M. Krueger, University of Wisconsin-La Crosse

Mark A. Wrolstad, Winona State University

Shane Van Dalsem, University of Wisconsin-La Crosse

Discussant: Michael Wenz, Winona State University

Neighborhood Spillovers: Parking and Real Estate Values in Wrigleyville

Donald Salyards, Winona State University

Michael Wenz, Winona State University

Discussant: Tarek S. Zaher, Indiana State University



INFORMATION SYSTEMS AND QUANTITATIVE METHODS

3:00–4:15 p.m. 9th Floor, 950
Workshop: **Don't Just Say It; Show It! Creating Video Lectures Fast and Free**

James Janossy, DePaul University, will demonstrate video recording using a FlipVideo camera and how to create an introduction for a course or short lecture for display embedded in a course learning and management system like Blackboard or on an instructor's Web site. Participants will actually make a movie and put it up during this session. Bring your PC laptops and learn to edit the video.

INTERNATIONAL BUSINESS

3:00–4:15 p.m. Drake Room, Main Level
Session Title: **Corporate Social Responsibility and Legal Issues in China**

Chair: Nichole Castater, Barry University

Discussant: Nichole Castater, Barry University

Becoming Corporate Social Responsible Foreign Multinational Enterprises in China

Maria Lai-Ling Lam, Malone University

Introducing McDonald's Chinese Brother Maidanglao: A Legal Guide for Franchise Expansion into China with Focus on Trademark Identity

Thomas Garsombke, Clafin University

Diane Prince, Clayton State University

Nicole Garsombke, Paul, Hastings, Janofsky and Walker

MANAGEMENT

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

Theme: The New Retirement: Challenges and Opportunities—Session A

Chair: Bruce Bloom, DeVry University-Chicago

Panelists: Harry Fisher, Eureka College
Jann Freed, Central College
James Paradiso, College of Lake County
Brian McKenna, Saint Xavier University-Chicago

MANAGEMENT

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

Theme: Teaching and Distance Learning

Chair: Julia Teahen, Baker College

Teaching Track Award

Instructional Technology in Business Education: An Examination of Online Learning Styles

Robert M. Ballenger, Washington and Lee University

Dennis M. Garvis, Washington and Lee University

Discussant: Julia Teahen, Baker College

An Assessment of the Attitudes and Perceptions of Proteges in the Distance Education Mentoring Program: A Total Quality Perspective

Casimir C. Barczyk, Purdue University-Calumet

Janet Buckenmeyer, Purdue University-Calumet

Lori Feldman, Purdue University-Calumet

Discussant: Vikkie McCarthy, Austin Peay State University

What Do Syllabi Have to Say About the Use of Groups in Education? A Discourse Analysis

Mary K. Foster, Morgan State University

Nathan Austin, Morgan State University

Discussant: James Stahley, Baker College



PROGRAM SESSIONS

MANAGEMENT

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

Theme: Leadership

Chair: John Grant, Ohio Dominican University

Profile of a Leader: The Educational Credentials and Other Characteristics of Fortune 500 Chief Executive Officers

Joseph T. Martelli, University of Findlay

Patricia B. Abels, University of Findlay

Discussant: John Grant, Ohio Dominican University

Biographical Profiles of Leaders

John D. Farlin, Ohio Dominican University

Discussant: Robyn Hulsart, Austin Peay State University

The Impact of CEO's Leadership Style on Strategic Change during Turnarounds: The Role of Top Management Team

Jung-Hoon Lim, University of Texas-Pan American

Discussant: Jay Young, Ohio Dominican University

MARKETING

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

Theme: Marketing Education: Connecting Professors, Students, and Employers

Chair: Larry Zigler, Highland Community College

Discussant: Robert Newberry, Winona State University

Do Business Professors Teach the Way They Prefer to Learn?

Mary Galvan, North Central College

AACSB – International Member School Performance Excellence and Market Orientation toward Future Employers of Graduates

Kevin Hammond, University of Tennessee-Martin

Robert Webster, Hockingbotham School of Business

Career and Employment Factors: An Investigative Study with Marketing Students

Peggy Shields, University of Southern Indiana

Integrating College Students, Practitioners, and Professors in the Classroom: Suggestions for Improving "Real World" Class Projects

Michael Lee Crawford, Saginaw Valley State University

Gary Clark, Saginaw Valley State University

Zachary Leffakis, Saginaw Valley State University

Michael King, Saginaw Valley State University

MARKETING

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

Theme: All Marketing Begins with the Consumer: Understanding Consumer Response to Marketing Variables

Chair: Carrie Trimble, Illinois Wesleyan University

Discussant: Sandipan Sen, Southeast Missouri State University

Examining the Effectiveness of Comparative Advertising with Different Product Cognitive Involvement Level: The Moderating Roles of Uncertainty Avoidance and Self Construal

Lin Zhang, Truman State University

Melissa Moore, Mississippi State University

Robert Moore, Mississippi State University

User-Generated Advertisements: Does Disclosure Affect Consumer Evaluations of the Ad and Brand?

Kesha Coker, Southern Illinois University-Carbondale

Suzanne Nasco, Southern Illinois University-Carbondale

Consumer Tipping at Quick-Service Restaurants

Kate Machado, McNeese State University

Greg Manuel, McNeese State University

Scott Monroe, McNeese State University

Drew Nunally, McNeese State University

Ashley Phelps, McNeese State University

Michael Stulb, McNeese State University

Jeff Totten, McNeese State University



PROGRAM SESSIONS

Consumer Clusters of Leisure Time Consumption, Shopping and Brand Attitudes

Zoltán Veres, University Szeged

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

3:00–4:15 p.m. 7th Floor, 725

Theme: Teaching Methodologies

Chair: Bill Roach, Washburn University

Workshop on the Integration of Multimedia into the Mathematics Classroom

Stephen Mitchell, University of Missouri-Kansas City

Using Dimensional Analysis to Teach Production/ Operations/ Supply Chain Management

Bill Roach, Washburn University

ACCOUNTING

4:30–6:00 p.m. 4th Floor, 425

North American Accounting Society Board Meeting

**Presiding: Stephen Del Vecchio, University of Central Missouri
President, North American Accounting Society**

SOCIETY FOR CASE RESEARCH

4:30–6:00 p.m.Grand Ballroom

SCR Publication Committee and Board Meeting

BUSINESS AND HEALTH ADMINISTRATION

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

BHAA Board Meeting

Chair: Michaeline Skiba, Monmouth University

WEDNESDAY, MARCH 18, 2009

MANAGEMENT

4:30–6:00 p.m. Erie Room, Upper West Mezzanine
NAMS Board Meeting

MARKETING

4:30–6:00 p.m. Lakeshore Boardroom, 10th Floor
MMA Board of Directors Meeting
Presiding: Robin Luke, Missouri State University

MBAA International Advisory Council Dinner and Meeting

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

“Fun Night”–Chamber Blues

8:00 p.m. Gold Coast Ballroom

MBAA International Hospitality Suite

5:30–7:00 p.m. Parkside Room, Upper West Mezzanine
10:00–11:00 p.m. Parkside Room, Upper West Mezzanine

Visit South-Western Cengage Learning
Cyber Cafe

Gold Coast Ballroom



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THURSDAY, MARCH 19, 2009

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: Vicki Jobst, Benedictine University
Systems: Andrew S. Borchers, Kettering University
Auditing: 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: Michaeline Skiba, Monmouth University

All BHAA Members are invited to attend this meeting.



PROGRAM SESSIONS

BUSINESS ECONOMICS

8:00a.m.–9:00a.m. 9th Floor, 925

Session Title: Experimental Economics and Game Theory

Chair: Jason R. Davis, University of Wisconsin-Stevens Point

Where Art Thou Altruism? Taking in a Public Goods Environment

Brian T. Kench, University of Tampa

Neil B. Niman, University of New Hampshire

Optimal Threshold Auctions versus Probabilistic Auctions for a Name-Your-Own Price Channel

John G. Wilson, University of Western Ontario

BUSINESS/SOCIETY/GOVERNMENT

8:00–9:00 a.m. 8th Floor, 829

Theme: Matters of Ethics

Chair: Steven C. Palmer, Eastern New Mexico University

What Standards of Social Responsibility Should an American Company Follow When Doing Business in a Developing Nation?

Justin Cotten, Eastern New Mexico University

WINNER: 2008 Eastern New Mexico University College of Business Fall Student Business Research Competition

Government Ethics: A Descriptive Case Study of False Accusation, Anti-Semitism, and Cover-up

David Tenenbaum, TenenTech International LLC

Key Stakeholder Perceptions of Ethical Codes of Conduct at Colleges and Universities

Michael A. Yahr, Robert Morris University

Lois Bryan, Robert Morris University

Kurt Schimmel, Robert Morris University

THURSDAY, MARCH 19, 2009

SOCIETY FOR CASE RESEARCH

8:00–9:00 a.m. Grand Ballroom—Session A

Theme: Panel—The SCR Peer Review Process

Chair: Carla Wiggins, Idaho State University

Panelists: Leigh Cellucci, Idaho State University
Kenneth S. Rhee, Northern Kentucky University
Ken Stanley, Valdosta State University

SOCIETY FOR CASE RESEARCH

8:00–9:00 a.m. Grand Ballroom—Session B

Theme: Embryo Cases, Strategy

Chair: Gabriele Lingenfelter, Christopher Newport University

Discussants: Roy Cook, Fort Lewis College
Ann Hackert, Idaho State University
Nancy Kucinski, Hardin-Simmons University

Impeller, Inc.

Dennis Krumwiede, Idaho State University

Mark Bezik, Idaho State University

James Group International

Chester Baker, Huston-Tillotson University

Shirley Hanshaw, Mississippi State University.

FINANCE

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

Session Title: Finance Board Meeting



PROGRAM SESSIONS

FINANCE

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

Session Title: Corporate Finance

Chair: Jason Lin, Truman State University

Active Management of Real Options

Tom W. Miller, Kennesaw State University

Discussant: Peppi Kenny, Western Illinois University

Capital Budgeting Practices in Nepal and the U.S.

Jason Lin, Truman State University

Susan Pradhan, Truman State University

Discussant: Tom W. Miller, Kennesaw State University

An Historic Look at Annual Reports

Don T. Johnson, Western Illinois University

Peppi Kenny, Western Illinois University

Discussant: Jason Lin, Truman State University

FINANCE

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

Session Title: Investments

Chair: Jeungbo Shim, Illinois Wesleyan University

Exchange Traded Funds: Impact on Diversification

Rajarshi Aroskar, University of Wisconsin-Eau Claire

Discussant: Jeungbo Shim, Illinois Wesleyan University

How Do Retirement Calculators Compare?

Charles Rayhorn, Northern Michigan University

Sam Graci, Northern Michigan University

Abhijit Jain, Northern Michigan University

Firm Risk, Efficiency and Insurance Price: The Impact of Diversification

Jeungbo Shim, Illinois Wesleyan University

Discussant: Roger J. Best, University of Central Missouri

FINANCE

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

Session Title: **Financial Markets and International Finance**

Chair: Lisa E. Williams, Kent State University

Can Investors Benefit from Dealer Affiliation?

Xin Zhao, Bowling Green State University

Mingsheng Li, Pennsylvania State University-Erie

Discussant: Chu-Sheng Tai, Texas Southern University

Analysis of the Relationship between Operational Hedging and Financial Hedging in Bank Holding Companies

Lisa E. Williams, Kent State University

Discussant: Xin Zhao, Bowling Green State University

Foreign Exchange Risk and Risk Exposure in the Japanese Stock Market

Chu-Sheng Tai, Texas Southern University

Discussant: Lisa E. Williams, Kent State University

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

8:00–9:00 a.m. 9th Floor, 950

Chair: Ernest E. Nolan, University of Southern Indiana

Discussant: Maggie O'Connor, Bloomsburg University

Literature Review on Information System Investment Appraisal in the Micro Finance Industry

Mathew Kwame Boameh, DePaul University

Does Your CIS Curriculum Have Orphans? How Can You Know?

Ernest E. Nolan, University of Southern Indiana

A Collaborative Approach for Developing Interactive Case Studies: Learning from a University Setting

Maggie O'Connor, Bloomsburg University

Tulay Girard, Penn State Altoona



PROGRAM SESSIONS

INTERNATIONAL BUSINESS

8:00–9:00 a.m. Drake Room, Main Level

Session Title: Globalization and Economic Development

Chair: John A. Parnell, University of North Carolina
at Pembroke

Discussant: Greg Okoro, Georgia Perimeter College

Globalization and Economic Development in Small Caribbean Nations: An Empirical Study

Georgine (Gyongyi) Fogel, Lawrence Technological University
Mineva Glasgow, SVG Porto Corporation

Quality in Telecommunication Industries—The Case of Terracom

Etienne Musonera, Mercer University
Esther Mtoni Mutamba, Mercer University

LEGAL STUDIES

8:00–9:00 a.m. 6th Floor, 625

Theme: Teaching/Pedagogy

Chair: Jean Didier, Saint John's University

Anatomy of a Ponzi Scheme: Legal and Ethical Dimensions of a Financial Fraud

Wade M. Chumney, Belmont University
Harry N. Hollis, Belmont University

The Blending of Ethics and Law through Unified Discussion Questions

Murray Levin, University of Kansas

Click Here to Participate: Participation and Student Performance in a Large Business Law Course Before and After Implementation of a Remote Personal Response System

Donna M. Steslow, Kutztown University

THURSDAY, MARCH 19, 2009

LEGAL STUDIES

8:00–9:00 a.m. 6th Floor, 629

Theme: **Consumer-Related Topics**

Chair: Elizabeth A. Cameron, Alma College

Legal Implications of Marketing Programs: Word of Mouth Marketing and Worker Status

Samuel D. Brickley II, Plymouth State University

Lisa M. Lindgren, Saint John's University

Protecting Consumers: The Contractual and Real Estate Issues Involving Timeshares, Quartershares, and Fractional Ownerships

Elizabeth A. Cameron, Alma College

Salina Maxwell, Michigan State University

An Empirical Examination of State-Level Consumer Bankruptcy Filing Rates and a Lottery: A Pooled Time-Series Analysis

Robert J. Landry III, Jacksonville State University

S. Keith Lowe, Jacksonville State University

Benjamin B. Boozer Jr., Jacksonville State University

MANAGEMENT

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

Theme: **Leadership and Business Ethics: A 25-year Study
on Perceptions of Business**

Chair: John Grant, Ohio Dominican University

Panelists: Richard Hattwick, Western Illinois University

Robyn Hulsart, Austin Peay State University

John Grant, Ohio Dominican University

**Visit South-Western Cengage Learning
Cyber Cafe**

Gold Coast Ballroom



PROGRAM SESSIONS

MARKETING

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

**Theme: Nothing Happens in Marketing until Someone
Makes a Sale: Critical Success Factors**

Chair: Dawn Deeter-Schmelz, Ohio University

Discussant: Dawn Deeter-Schmelz, Ohio University

Marketing /Sales Students' Understanding of What Counts as Sales

Leon Hoshower, Ohio University

Ashok Gupta, Ohio University

Retirees Return to the Labor Force: What's the Catch?

Eileen Weisenbach Keller, Northern Kentucky University

Doris Shaw, Northern Kentucky University

William Shanklin, University of Akron

How Do U.S. and U.K. Salespeople Compare on the Dimensions of Emotional Intelligence, Positive and Negative Affect, and Customer Orientation Levels?

Charles Pettijohn, Missouri State University

Elizabeth Rozell, Missouri State University

Andrew Newman, University of Salford

MARKETING

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

**Theme: Emerging Issues in Global Supply Chain
Management**

Chair: Lou Pelton, University of North Texas

Discussant: Lou Pelton, University of North Texas

An Empirical Study of Causal Linkages Existing in a Supply Chain Environment: The Indian Story

Vivek Nagarajan, PSG Institute of Management

Sandipan Sen, Southeast Missouri State University

Sampath Kumar Ranganathan, University of Wisconsin-Green Bay

Sudhari Ravindran, PSG Institute of Management

THURSDAY, MARCH 19, 2009

The Integration of “Wisdom” in Supply Chain Management; an Emerging Concept in Supply Chain Decision Making

Zachary Leffakis, Saginaw Valley State University

Michael King, Saginaw Valley State University

Michael Lee Crawford, Saginaw Valley State University

Chinese Consumers’ Trust in Pharmaceutical Channels: Swallowing a Bitter Pill?

Rajasree Rajamma, Fairfield University

Annie Liu, Loyola Marymount University

MARKETING

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

Theme: Entrepreneurship: The Driving Force in Marketing Today

Chair: Russell Casey, Penn State University
Worthington Scranton

Discussant: Fred Hoyt, Illinois Wesleyan University

Marketing Entrepreneurship from within a “City Type” Strategy for Economic Development

Oscar McKnight, Ashland University

Ronald Paugh, Ashland University

Jeremiah Trein, Ashland University

Understanding Customer Choices in Entrepreneurial Real Estate Ventures

Brian Hanlon, North Central College

Gary Ernst, North Central College

Rohit Verma, Cornell University

Marketing, Entrepreneurship, Diversity, and Global Business Education

Michael Messina, Gannon University

Alfred Guiffreida, Kent State University

John Wellington, Indiana University-Kokomo



PROGRAM SESSIONS

ACCOUNTING

9:15–10:30 a.m. 4th Floor, 425

Panel Session: Integration of IFRS in the Accounting Curricula

Moderator: Dee Ann Ellingson, University of North Dakota

Panelists: Megan M. Kalina, College of St. Catherine
Charles Hines, Western Michigan University
Harold Wilde, University of North Dakota

ACCOUNTING

9:15–10:30 a.m. 4th Floor, 429

Session Title: Issues in Auditing Education

Chair: D'Arcy Becker, University of Wisconsin-Eau Claire

It Is Time to Enhance the Conceptual Framework for Auditing

James E. Rebele, Robert Morris University

Elise A. Boyas, Robert Morris University

Using the Enterprise Risk Management Approach in the Planning Process of an External Audit

Katy Christian, Graduate Student, University of Central Missouri

Stephen Del Vecchio, University of Central Missouri

David W. Joy, University of Central Missouri

Would Reduced Nonaudit Fees Necessarily Mean Greater Auditor Independence?

Ganesh M. Pandit, Adelphi University

Allen Rubenfield, Mercer University

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: Hospital Administration

Chair: Kimball P. Marshall, Alcorn State University

Discussant: Alberto Coustasse, Marshall University Graduate College

THURSDAY, MARCH 19, 2009

Employee Attitudes as a Construct of Employee Productivity in an Acute Care Hospital

Allen Minor, Misericordia University

Factors Associated with the Provision of Community Benefits in California Hospitals

Tae Hyun Kim, Governors State University

Michael McCue, Virginia Commonwealth University

Jon Thompson, James Madison University

BUSINESS ECONOMICS

9:15–10:30a.m. 9th Floor, 925

Session Title: Corporate Finance

Chair: Brian T. Kench, University of Tampa

Valuation of European-Style Options with Fractional Black-Scholes Model

Sangwoo Heo, University of Southern Indiana

Joon J. Park, Brescia University

Yalcin Sarol, University of Southern Indiana

Policy Announcements and Stock Market Response

Nodir Adilov, Indiana University-Purdue University Fort Wayne

Lawrence Haber, Indiana University-Purdue University Fort Wayne

Nick Fiechter, Indiana University-Purdue University Fort Wayne

The Crucial Role of Capital Markets for Public Environmental Assessment

Thomas R. Sadler, Western Illinois University

Corporate Strategies and Country Rankings: Adapting International Comparison Indices to the Needs of Companies

Gabriel Manrique, Winona State University



PROGRAM SESSIONS

BUSINESS/SOCIETY/GOVERNMENT

9:15–10:30 a.m. 8th Floor, 829

Theme: Business Issues

Chair: Michael A. Yahr, Robert Morris University

Anti-Money Laundering Initiatives: A Briefing for Business Educators

Josetta McLaughlin, Roosevelt University

Deborah Pavelka, Roosevelt University

The Epic Tale of a Merger: An Analysis of the Sirius-XM Satellite Radio Merger

Steven C. Palmer, Eastern New Mexico University

David Hemley, Eastern New Mexico University

J.K. Breyley Jr., University of New England

The Role of Job Satisfaction Within the Full-Service Casual Restaurant Industry

Lee Weyant, Kutztown University of Pennsylvania

SOCIETY FOR CASE RESEARCH

9:15–10:30 a.m.Grand Ballroom, Session A

Theme: Panel—Developing Case Studies with Co-Authors

Chair: Timothy Redmer, Regent University

Panelists: Karen Foust, Tulane University
Carla Wiggins, Idaho State University
Mark Bezik, Idaho State University

SOCIETY FOR CASE RESEARCH

9:15–10:30 a.m.Grand Ballroom, Session B

Theme: Embryo Cases, Marketing

Chair: Cheryl Noll, Eastern Illinois University

Discussants: Karen Berger, Pace University
Nona Jones, Benedictine University
John Riddick, Hanover College

THURSDAY, MARCH 19, 2009

Barnes and Noble Considers Buying Borders

Timothy Brotherton, Ferris State University
Craig Davis, Ohio University

Huron Council, Ojibway District Boy Scout Recruiting and Retention

Timothy Brotherton, Ferris State University
Craig Davis, Ohio University

Chocolate PI: Does It Add Up?

Britt Shirley, The University of Tampa
Barbara Ross Wooldridge, The University of Texas-Tyler

FINANCE

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

Session Title: Personal Financial Planning and Real Estate and Insurance

Chair: John Mitchell, Central Michigan University

The Trend in Global and Regional Integration in European Real Estate Markets

Stephen Lee, City of London University

Discussant: Robert L. Howard, North Carolina A&T State University

A Mean-Variance Approach to Withdrawal Rate Management: Theory and Simulation

John Mitchell, Central Michigan University

Discussant: Stephen Lee, City of London University

Is Retirement Income our Next Financial Crisis?

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

Discussant: John Mitchell, Central Michigan University



PROGRAM SESSIONS

FINANCE

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

Session Title: Corporate Finance

Chair: Robert L. Howard, North Carolina A&T State University

Are Stock Options Used as an Alternative Tax Shield to Interest on Debt?

Jerry Thorne Jr., North Carolina A&T State University

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

Emmanuel O. Onifade, Morehouse College

Discussant: James Philpot, Missouri State University

Best Practices in Estimating Cost of Capital of Non American Firms: Survey and Synthesis

Heikki Heino, Governors State University

Discussant: Robert L. Howard, North Carolina A&T State University

Does Board Ethnic Diversity Matter: An Examination of the Board's Finance Committee Effects on Firm Performance

Craig Peterson, Western Michigan University-Grand Rapids

James Philpot, Missouri State University

Discussant: Heikki Heino, Governors State University

FINANCE

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

Session Title: Investments

Chair: Joe Hamel, Northern Michigan University

Target Date Funds: Simple in Concept but Complex in Practice

Matt Maher, Boise State University

Diane Schooley, Boise State University

Harry White, Boise State University

Discussant: Jeong W. Lee, University of North Dakota

THURSDAY, MARCH 19, 2009

Retained Earnings and Value

Joe Hamel, Northern Michigan University

Charles Rayhorn, Northern Michigan University

Discussant: Matt Maher, Boise State University

Role of Energy Futures Markets: Hedging Effectiveness Against Speculative Forces

Jeong W. Lee, University of North Dakota

Discussant: Charles Rayhorn, Northern Michigan University

FINANCE

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

Session Title: Investments

Chair: Ken Johnston, Berry College

How Plan Sponsors Should Report Investors' Returns

Ken Johnston, Berry College

John Hatem, Georgia Southern Univ

Thomas A. Carnes, Berry College

Discussant: Abhay Kaushik, Radford University

The Five-Year Low as a Trading Strategy

Eddie J. Ary, Ouachita Baptist University

Marshall J. Horton, Ouachita Baptist University

Discussant: Ken Johnston, Berry College

Hedge Funds: The Future of Alternative Investments

Abhay Kaushik, Radford University

Discussant: Eddie J. Ary, Ouachita Baptist University

Visit South-Western Cengage Learning
Cyber Cafe

Gold Coast Ballroom



PROGRAM SESSIONS

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

9:15–10:30 a.m. **9th Floor, 950**

Theme:

Chair: Marvin Albin, University of Southern Indiana

Discussant: Jennifer Clark Williams, University of Southern Indiana

Service Learning Through Senior Projects

Marvin Albin, University of Southern Indiana

Mehmet C. Kocakülâh, University of Southern Indiana

Teaching Information Systems Using Mind Maps: A Preliminary Approach

Dave Dulany, Aurora University

Laptops in the Classroom: Do They Help or Hinder?

Jennifer Clark Williams, University of Southern Indiana

IT Auditing and Banking

Jeff Clark, Middle Tennessee State University

Carol Clark, Middle Tennessee State University

Jennifer Clark Williams, University of South Indiana

INTERNATIONAL BUSINESS

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

Theme:

Keynote

speaker: Rodrigo Mora Fernandez, President,
Universidad de Negocios ISEC

Chair: Juan Meraz, Missouri State University

President Fernandez will present information about the international business program at the Universidad de Negocios ISEC. Universidad de Negocios ISEC was recognized at this year's HACU (Hispanic Association of Colleges and Universities) Conference as the Outstanding International University.

THURSDAY, MARCH 19, 2009

LEGAL STUDIES

9:15–10:30 a.m. 6th Floor, 625

Theme: **Employment Law**

Chair: Suzanne Wilhelm, Fort Lewis College

Essential Foundations of Managers' Obligations to Employees with Eldercare Responsibilities

John A. Pearce II, Villanova University

Dennis R. Kuhn, Villanova University

The Employee Free Choice Act and the Secret Ballot Protection Act: Would Either Fix What Ails the NLRB?

Donna J. Cunningham, Valdosta State University

Arbitration of Statutory Claims in the Collective Bargaining

Context: 14 Penn Plaza LLC v. Pyett

Thomas D. Cavenagh, North Central College

Political Speech in the Workplace: Protected or Unprotected?

Karen A. Hosack, Illinois State University

Katrin C. Varner, Illinois State University

LEGAL STUDIES

9:15–10:30 a.m. 6th Floor, 629

Theme: **Various Topics**

Chair: Donna M. Steslow, Kutztown University

The Ultimate Student Writing Project: A Legal Environment Textbook?

Bryce J. Jones, Truman State University

Economics, Regulation, and the Legal Environment Course

Steven Smith, Truman State University

When It Hits the Fan: Will There Be Liability for the Broken Bat?

David Austill, Union University



PROGRAM SESSIONS

Mother's Day Special: Take Away Children

Dawn R. Swink, University of St. Thomas

MANAGEMENT

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

Theme: Teaching the Tweens

Chair: Kathryn Carlson Heler, Springfield College
Edward Heler, Springfield College

Panelists: Gloria L. Campbell, Wartburg College
Georgia L. Eshelman, Malone University
Sue C. Evans, Austin Peay State University
Emily Evans, University of Tennessee-Knoxville
Mary K. Foster, Morgan State University
Brenda Jones, Franklin University

MANAGEMENT

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

Theme: Ethics and Social Responsibility

Chair: Regina A. Greenwood, Nova Southeastern University

Beyond the Traditional Arguments for Corporate Social Responsibility

J.J. Asongu, Rockford College

Discussant: Carolyn Wiley, Roosevelt University

Business Ethics and Social Responsibility for the MNC

Yezdi H. Godiwalla, University of Wisconsin-Whitewater

Discussant: Nasrin Shahinpoor, Hanover College

**Visit South-Western Cengage Learning
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Gold Coast Ballroom

How to Integrate HR and Internal Controls in Post-Enron Era: The Role of e-HRM

Milorad M Novicevic, University of Mississippi

Duffy Morf, University of Mississippi

Sean O'Neal, University of Mississippi

Fred Dorn, University of Mississippi

Aleta Crawford, University of Mississippi

Discussant: Regina A. Greenwood, Nova Southeastern University

MANAGEMENT

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

Theme: Human Resources

Chair: Paul Govekar, Ohio Northern University

Kentucky Retirement Systems v. EEOC: The Supreme Court Closes a Potential Loophole on Private Disability Benefits

William R. Livingston, Baker College

Discussant: Paul Govekar, Ohio Northern University

The Use of Policy-Capturing Methodology to Examine Employee Perceptions of Workplace Violence

Jack L. Howard, Illinois State University

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

Human Resource Management Practitioners: Workplace Learning Strategies and Learning Outcomes

Paula Crouse, Mount Saint Vincent University

Wendy Doyle, Mount Saint Vincent University

Jeffrey D. Young, Mount Saint Vincent University

Discussant: John D. Farlin, Ohio Dominican University



PROGRAM SESSIONS

MARKETING

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

Theme: Think Globally, Act Locally: Enduring Lessons from Global Marketing

Chair: Haiyan Hu, Utah State University

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

Americans Go Overseas While French Go Abroad. Does it Really Matter When They Don't Fear Expatriation Anymore?

Eliane Karsaklian, Université de la Sorbonne Nouvelle

Expansion of the Euro Area: Marketing Lessons from the Activities of the European Central Bank

Alfred Holden, Fordham University

Promoting Country Investment While Nation Branding: Investment Promotion Agencies in Cyberspace

Héctor Lozada, Seton Hall University

Gary Kritz, Seton Hall University

Do Consumers Get it Right with Country of Origin? An Initial Investigation

Alfred Rosenbloom, Dominican University

James Haefner, University of St. Francis

MARKETING

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

Theme: Consumers' Motives: Problems, Opportunities, Solutions

Chair: Carrie Trimble, Illinois Wesleyan University

Discussant: Zafar Bokhari, Chicago State University

A Critical Review of Impulse Purchasing and its Measurement

Sarah Xiao, Durham Business School

Impact of Materialism on Credit Card Misuse among College Students

Philip Sidoti, Siena College
Raj Devasagayam, Siena College

21st Century Social Class Theory as it Applies to Marketing

Juan Meng, Minnesota State University-Mankato
John Fraedrich, Southern Illinois University-Carbondale

An Exploratory Examination of Consumer Behavior and the Fear of Rare Events

Alan Brokaw, Michigan Technological University
Thomas Merz, Michigan Technological University
Marika Seigel, Michigan Technological University

MARKETING

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

Session: How Do You Spell Teaching Excellence? Ask the Experts: Insights from MMA Teaching Excellence Winners

Chair: Tim Graeff, Middle Tennessee State University

Presenters: Ramon Avila, Ball State University
Glenn Christensen, Brigham Young University
Don Roy, Middle Tennessee State University

**OPERATIONS MANAGEMENT AND
ENTREPRENEURSHIP ASSOCIATION**

9:15–10:30 a.m. 7th Floor, 725

Theme: Service Scheduling

Chair: Barry E. King, Butler University

Developing Target Staffing Levels for a Community Mental Health Center: A Case Study

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



PROGRAM SESSIONS

Scheduling Classes at Two Universities Using Operations Research Techniques

Barry E. King, Butler University
Terri Friel, Roosevelt University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

9:15–10:30 a.m. 7th Floor, 729

Theme: Business Performance and Economic Outlook

Chair: Richard J. Judd, University of Illinois-Springfield

Small Business Performance: Planning Sophistication and Benchmarking: Is there a Relationship?

Sudhir Chawla, Angelo State University
Charles Ellichman, Angelo State University
Zafar Khan, Eastern Michigan University

Sangamon County Business Economic Outlook Survey

Richard J. Judd, University of Illinois-Springfield
Ron McNeil, University of Illinois-Springfield
Richard Schuldt, University of Illinois-Springfield

ACCOUNTING

10:45 a.m.–12:00 noon 4th Floor, 425

Session Title: Education to Become a CPA: 120 Hours versus 150 Hours

Chair: Katherene P. Terrell, University of Central Oklahoma

Education and Experience Requirements to Become a CPA: CPAs' Views

Quinton Booker, Jackson State University
Bobbie W. Daniels, Jackson State University
Yvonne Ellis, Columbus State University

THURSDAY, MARCH 19, 2009

120 versus 150: The Controversy Continues!

Harold Wilde, University of North Dakota

NASBA View on 120 versus 150

Stephen Del Vecchio, University of Central Missouri

ACCOUNTING

10:45 a.m.–12:00 noon 4th Floor, 429

Session Title: Accounting Education and Aging Issues

Chair: Kenneth E. Stone, University of Central Missouri

The Challenges and Opportunities of the World's Aging Workforce: Retirement Planning and Social Security Benefits

Larry R. Garrison, University of Missouri-Kansas City

Financial Responsibility and Literacy: Roles for Financial Institutions and Accounting Education

John A. Elfrink, Western Illinois University

Successfully Managing Aging Demographics in the Classroom

Mary K. Tarling, Aurora University

BUSINESS AND HEALTH ADMINISTRATION

10:45–12:00 noon Parkside Room, Upper West Mezzanine

Session Title: Meet the Editors

Chair: Michaeline Skiba, Monmouth University

Ashish Chandra, University of Houston Clear Lake

Avinandan Mukherjee, Montclair State University

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PROGRAM SESSIONS

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: Healthcare Marketing

Chair: David Tipton, Duquesne University

Discussant: Gene C. Wunder, Washburn University

Wal-Mart: The True Cost of Shopping at Wal-Mart

Jillian Augsburger, Grand Valley State University

Rayna Campbell, Grand Valley State University

Jitendra M. Mishra, Grand Valley State University

Current Issues in Hospital Marketing

Lori Lohman, Augsburger College

Marketing the Benefits of E-Prescribing in Relation to Preventing Prescription Drug Abuse

Clara Prendergast, University of Scranton

Robert J. Spinelli, University of Scranton

BUSINESS ECONOMICS

10:45 a.m.–12:00 noon 9th Floor, 925

Session Title: Finance and Government

**Chair: Nodir Adilov, Indiana University-Purdue University
Fort Wayne**

An Analysis of Blueprint for a Modernized Regulatory Structure

Corinne L. Crawford, Marymount Manhattan College

Investigating the Unintended Consequences of the 2005 BAPCPA “Means Test”

Don Hackney, Gonzaga University

Dan Friesner, North Dakota State University

Matthew Q. McPherson, Gonzaga University

The Other Kind of Leverage: Packaging and Re-packaging of Loans

Vandana Rao, Marymount Manhattan College

THURSDAY, MARCH 19, 2009

BUSINESS/SOCIETY/GOVERNMENT

10:45 a.m.–12:00 noon 8th Floor, 829

Theme: **Financial Crises**

Chair: Michael Daley, University of New England

Government Bailouts, Financial Sector Turnaround and Wicked Problems

Anand Kesavan, Formerly a Vice President at UBS

Oswald Mascarenhas, University of Detroit Mercy

Ram Kesavan, University of Detroit Mercy

Trevor Crick, University of Detroit Mercy

Students' Awareness and Understanding of the Current World Financial and Economic Crises

Michael A. Yahr, Robert Morris University

Ronald R. Rubenfield, Robert Morris University

SOCIETY FOR CASE RESEARCH

10:45 a.m.–12:00 noonGrand Ballroom, Session A

Theme: **Critical Incidents, Entrepreneurship**

Chair: Tony Cellucci, Idaho State University

Discussants: Bruce Sherony, Northern Michigan University

Barbara Ross Wooldridge, The University of Texas-Tyler

Bonalyn Nelsen, Rochester Institute of Technology

If It Looks Like It, and Acts Like It—Is It Social Entrepreneurship?

Linda Brennan, Mercer University

The Becherer Resort

Timothy Redmer, Regent University

Serus: Continue Bootstrap or Seek VC Funding

Anuradha Basu, San Jose State University

Minnie Patel, San Jose State University



PROGRAM SESSIONS

SOCIETY FOR CASE RESEARCH

10:45 a.m.–12:00 noon Grand Ballroom, Session B

Theme: Critical Incidents, Business and Society

Chair: Richard Fulton, Troy University-Augusta

**Discussants: Chester Baker, Huston-Tillotson University
Cathy Peppers, Idaho State University
Jose J. Poza Jr., Barry University**

Movimiento Congruencia: Serving the Disabled Mexican Worker

Octavio Carrera, CEMEX

Alejandra Guzman Barraza, CEMEX

Asbjorn Osland, San Jose State University

Sonoma Wine Company: Absolute or Intensity Target for GHG Emissions

Asbjorn Osland, San Jose State University

Campus Blood Drive Suspension

Asbjorn Osland, San Jose State University

FINANCE

10:45 a.m.–12:00 noon Georgian Room, Upper East Mezzanine

Session Title: Finance Business Meeting

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

10:45 a.m.–12:00 noon 9th Floor, 950

**Workshop: Selecting an Appropriate Publication Outlet:
A Comprehensive Model of Journal Selection
Criteria for Researchers in a Broad Range of
Academic Disciplines**

Linda Knight, DePaul University

Theresa Steinbach, DePaul University

THURSDAY, MARCH 19, 2009

INTERNATIONAL BUSINESS

10:45 a.m.–12:00 noon Drake Room, Main Level
AIB-Midwest Business Brunch Session (Ticket Required)

Chair: Robert Moussetis, North Central College

LEGAL STUDIES

10:45 a.m.–12:00 noon 6th Floor, 625

Theme: Business Organizations

Chair: Steven Smith, Truman State University

Disabling the Corporate Dynamics that Negate Liability Protection for Nursing Home Residents

John A. Pearce II, Villanova University

John J. O'Brien, Villanova University

Derek A. Rapisarda, Villanova University

Federal Extension of Honest Services Theory of Mail and Wire Fraud to Private Sector Fiduciary Relationships

Alex Devience, DePaul University

Dueling Legal and Accounting Forces in Setting Accounting Standards-The Case of Contingent Loss Disclosures

Lynn K. Saubert, Radford University

LEGAL STUDIES

10:45 a.m.–12:00 noon 6th Floor, 629

Theme: Various Topics

Chair: David Austill, Union University

What Happens When a Century Old Precedent Is Overruled: The United States Supreme Court's Decision Regarding Vertical Price Restraints

Steven C. Palmer, Eastern New Mexico University

John Stockmyer, Eastern New Mexico University



PROGRAM SESSIONS

The Civil Law—Criminal Law Distinction and the Constitution

Daniel A. Levin, Minnesota State University-Mankato

Christopher Cain, Minnesota State University-Mankato

Civil Disobedience in a Corporate Context: Examining the Social Responsibility to Obey Inane Laws

Daniel T. Ostas, University of Oklahoma

Digital Discovery Hashing through Your Electronic Files: Can the Coming of CRIST Signal a Change for the Better; or Will It Become the Harbinger of the 21st Century's Scarlet Letter?

James R. Lange, University of St. Thomas

MANAGEMENT

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

Theme: Meet the Editors: A Panel on How to Get Published

Chair: Mary Ann Hazen, University of Detroit Mercy

Panelists: Mary Ann Hazen, University of Detroit Mercy
Associate Editor, *Journal of Management Education*
Marko Grunhagen, Eastern Illinois University
Associate Editor, *Journal of Small Business Management*
Kenneth S. Rhee, Northern Kentucky University, Editor
SCR Annual Advances in Business Cases
Editor, *The Kentucky Journal of Excellence in College Teaching and Learning*

MANAGEMENT

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

Theme: Innovative Teaching

Chair: Harry Fisher, Eureka College

Active Teaching and Transformational Teaching

Karen Moustafa, Indiana University-Purdue University Fort Wayne

Discussant: Sue C. Evans, Austin Peay State University

THURSDAY, MARCH 19, 2009

An Application-Exercise Approach to the Teaching of Human Resource Management: Incorporating Adult Learning Theory Assumptions

Kevin G. Love, Central Michigan University

Kayla Slezak, Central Michigan University

Andria Moon, Central Michigan University

Discussant: James Maddox, Friends University

Using Short Cases in a Capstone Course: Centurion Insurance

Gary E. Mullins, University of Wisconsin-Stevens Point

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

Discussant: Harry Fisher, Eureka College

MANAGEMENT

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

Theme: **Organizational Analysis**

Chair: Richard Sebastian, St. Cloud State University

A Heretic's View of SWOT

David O'Gorman, University of Illinois-Springfield

Discussant: Richard Sebastian, St. Cloud State University

NAMS McGraw-Hill/Irwin Award

Distinguished Paper Award for Management

Management Track Award

From Micro to Meso: Overuse of Strengths—A Framework for Assessing and Improving Organization Effectiveness

Mary K. Foster, Morgan State University

Discussant: Pamela Wolfmeyer, Winona State University

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Gold Coast Ballroom



PROGRAM SESSIONS

Case Study: Behavior in a Virtual Organization

Erlan Burk, Park University/ Baker

Discussant: J.J. Asongu, Rockford College

MARKETING

10:45 a.m.–12:00 noon French Room, Lower East Mezzanine

MMA Awards Brunch (Ticket Required)

2009 Innovative Marketing Award Winner:

Mike D’Amico, University of Akron

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

10:45 a.m.–12:00 noon 7th Floor, 725

Theme: Supply Chain and Sourcing

Chair: Atul Agarwal, Kettering University

An Analytical Model for Assessing Domestic and Global Sourcing

Barry E. King, Butler University

Terri Friel, Roosevelt University

Making Global Supply Chain Efficient through VMI

Implementation: a Case Study

Atul Agarwal, Kettering University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

10:45 a.m.–12:00 noon 7th Floor, 729

Theme: Issues in Education

Chair: David Price, Washburn University

Discussant: Bill Bauer, Carroll College

THURSDAY, MARCH 19, 2009

Strategic Orientation of University Departments and Knowledge Commercialization

Jun Ma, Indiana University-Purdue University Fort Wayne
Želimir William Todorovic, Indiana University-Purdue University Fort Wayne

Entrepreneurship Education: Review of Small Business Profiles

Ronald A. Romba, Elmhurst College

Entrepreneurship Practice and Curriculum: Disparity and Challenges

David Price, Washburn University

BUSINESS ECONOMICS

12:15–1:30 p.m. 9th Floor, 925

BOARD MEETING

SOCIETY FOR CASE RESEARCH

12:15–1:30 p.m.Grand Ballroom

ANNUAL MEETING LUNCHEON (Ticket Required)

FINANCE

12:15–1:30 p.m.Venetian Room, Upper East Mezzanine

FINANCE LUNCHEON (Ticket Required)

MANAGEMENT

12:15–1:30 p.m.Parkside Room, Upper West Mezzanine
NAMS Awards Luncheon (Ticket Required)

Theme: Strategic Management

Chair: Julia Teahen, Baker College

Edward Heler, NAMS Executive Director



MARKETING

12:15–1:30 p.m. French Room, Lower East Mezzanine
MMA BUSINESS MEETING

ACCOUNTING

1:30–2:45 p.m. 4th Floor, 425
Session Title: Accounting Education and Ethical Behavior
Chair: Lynn Spellman White, Trinity Christian College

From Painting It Black to Educating the Gray: The Detrimental Effects of Teaching Accounting as a Fixed, Technical, Rules-based Acumen
William F. Miller, University of Wisconsin–Eau Claire

It Could Happen to You: Using News Stories to Consider Personal Values and Ethical Behavior
Ronald Twedt, Concordia College

Absenteeism Problems and Its Costs: Causes, Effects and Cures
Mehmet C. Kocakülâh, University of Southern Indiana
Ann Galligan Kelley, Providence College
Krystal M. Mitchell, Life Point Hospitals, Inc.
Margaret P. Ruggieri, Providence College

ACCOUNTING

1:30–2:45 p.m. 4th Floor, 429
Session Title: IFRS B Boon or Bane?
Chair: John A. Elfrink, Western Illinois University

Improving the Quality of Accounting Standards
Kenneth E. Stone, University of Central Missouri
David W. Joy, University of Central Missouri

The Drive Toward IFRS Accounting Comparability Within the Global Automotive Industry
Mark A. Holtzblatt, Roosevelt University

THURSDAY, MARCH 19, 2009

IFRS and GAAP Convergence and Its Effect on Financial Statement Analyses

Denise M. Grivetti, Governors State University

Anthony Fontana, Governors State University

BUSINESS ECONOMICS

1:30–2:45 p.m. 9th Floor, 925

Session Title: Health Economics

Chair: Sudesh Mujumdar, University of Southern Indiana

Medical Tourism: An Overview

Katherine M. Sauer, University of Southern Indiana

What Is the Best Way to Educate Registered Nurses about Diabetes Disease State Management? Empirical Evidence from a Regional Diabetes Care Center

Lynne Melchior, St. Mary's Medical Center

Becky Carter, RN, St. Mary's Medical Center

Ann Helsley, St. Mary's Medical Center

Jan Ernest, St. Mary's Medical Center

Dan Friesner, North Dakota State University

Are Hospital Pharmacies that Employ Nurses More Efficient than those that do Not? Empirical Evidence from Washington State

Dan Friesner, North Dakota State University

Matthew Q. McPherson, Gonzaga University

Robert Rosenman, Washington State University

Changes in the Distribution of Uninsured Children Following SCHIP

Jason R. Davis, University of Wisconsin-Stevens Point



PROGRAM SESSIONS

BUSINESS/SOCIETY/GOVERNMENT

1:30–2:45 p.m. **8th Floor, 829**

Theme: **Global Warming**

Chair: Joseph Habraken, University of New England

Global Warming and Political Correctness: A Dysfunctional Confluence

J.K. Breyley Jr., University of New England

Economics and Global Warming: Penny Wise, Pound Foolish

Michael Daley, University of New England

SOCIETY FOR CASE RESEARCH

1:30–2:45 p.m. **Grand Ballroom, Session A**

Theme: **Critical Incidents, Accounting**

Chair: Karen Foust, Tulane University

Discussants: Robyne Hart, Associated Colleges of the Midwest
 Janet Papiernik, IU-PU, Fort Wayne
 Ken Stanley, Valdosta State University

Occupational Fraud in a Community Service Agency

Mark Bezik, Idaho State University

Carla Wiggins, Idaho State University

Internal Controls in a PTA - Stop the Embezzlement

Gabriele Lingenfelter, Christopher Newport University

John Veal Jr., Webster University

Air Varié—Land Sales Revenue Recognition Issues

Franklin Plewa, Idaho State University

Robert Picard, Idaho State University

Mark Bezik, Idaho State University

THURSDAY, MARCH 19, 2009

SOCIETY FOR CASE RESEARCH

1:30–2:45 p.m.Grand Ballroom, Session B

Theme: Critical Incidents, Organizational Behavior/Human

Resources

Chair: Leigh Cellucci, Idaho State University

Discussants: Harsha Desai, Loyola College in Maryland
Steven Cox, Queens University of Charlotte
Asbjorn Osland, San Diego State University

Speeding Toward Trouble: Jay Peak Resort vs The Town of North Troy, VT

Bonalyn Nelsen, Rochester Institute of Technology

Training Session Conflict

Mark Johnson, Idaho State University

Bill Stratton, Idaho State University

P. Diddy Goes the Distance

Christy De Vader, Loyola College in Maryland

FINANCE

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

Session Title: Corporate Finance

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

A Comparison of the Interest Rate Risk Analyses: Gap Analysis and Simulation Models

Chien-Chih Peng, Morehead State University

Discussant: Janikan Supanvanij, St. Cloud State University

Anatomy of a Cash Cow in a Mature Industry: Harley-Davidson

K. Matthew Wong, Saint John's University

Richard F. Belloff, International School of Management

Discussant: Chien-Chih Peng, Morehead State University



PROGRAM SESSIONS

The Value-Added Performance Measurements and the Compensation Package

Janikan Supanvanij, St. Cloud State University

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

FINANCE

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

Session Title: Financial Markets and International Finance

Chair: Jayen B. Patel, Adelphi University

Stock Market Returns: An International Perspective

Jayen B. Patel, Adelphi University

Discussant: Ingyu Chiou, Eastern Illinois University

Gradual Incorporation of Information: Bank Stocks and the Financial Crisis

Robert Balik, Western Michigan University

Jamshid Mehran, Indiana University-South Bend

Inayat U. Mangla, Western Michigan University

Discussant: Jayen B. Patel, Adelphi University

The Pricing Transmission of Gold across Asia, Europe, and North America

Ingyu Chiou, Eastern Illinois University

James Jordan-Wagner, Tennessee Tech University

Discussant: Robert Balik, Western Michigan University

**Visit South-Western Cengage Learning
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Gold Coast Ballroom

FINANCE

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

Session Title: Investments

Chair: Kent Hickman, Gonzaga University

Is the Price Earnings Ratio a Better Risk Indicator Than Beta

Victor Bahhouth, University of North Carolina at Pembroke

Ramin Maysami, University of North Carolina at Pembroke

Discussant: Kee S. Kim, Missouri State University

The Impact of Five Star Morningstar Ratings

Kent Hickman, Gonzaga University

Shantanu Namjoshi, Quinnipiac University

Discussant: Victor Bahhouth, University of North Carolina
at Pembroke

**Reexamination of Estimating Beta Coefficient: Using Robust
Maximum Likelihood M and Least Trimmed Squares Estimators**

Kee S. Kim, Missouri State University

Discussant: Kent Hickman, Gonzaga University

FINANCE

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

Session Title: The Future of Education in Finance

Chair: David Schalow, University of Wisconsin-Stevens Point

Using Rubrics to Teach and Assess Financial Education

Mark A. Wrolstad, Winona State University

Discussant: David Schalow, University of Wisconsin - Stevens Point

Students' Understanding of the Effects of Exchange Rate Changes

Ralph A. Pope, California State University-Sacramento

Thomas S. Howe, Illinois State University

Discussant: Mark A. Wrolstad, Winona State University



PROGRAM SESSIONS

Teaching the Misleading % of Sales Method of Forecasting

David Schalow, University of Wisconsin-Stevens Point

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

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

1:30–2:45 p.m. **9th Floor, 950**

Chair: Jennifer Clark Williams, University of Southern Indiana

Discussant: Amy Hennington, Middle Tennessee State University

Social Networking as a Tool for Business Collaboration: Students' Views

Marvin Albin, University of Southern Indiana

Abbas Foroughi, University of Southern Indiana

Jennifer Clark Williams, University of Southern Indiana

A Project Management Perspective on Constrained IS Resources

Amy Hennington, Middle Tennessee State University

Choosing Enterprise Wide Software Applications

Renee Huber, Roosevelt University

Allison Stefancic, Roosevelt University

Shamsul Chowdhury, Roosevelt University

Free Software and DSS Environments

Shinji Umeki, Roosevelt University

Shamsul Chowdhury, Roosevelt University

**Visit South-Western Cengage Learning
Cyber Cafe**

Gold Coast Ballroom

THURSDAY, MARCH 19, 2009

INTERNATIONAL BUSINESS

1:30–2:45 p.m. Drake Room, Main Level

Chair: Juan Meraz, Missouri State University

Panel Title: **Current and Future Issues in International Business**

Panelists: Rodrigo Mora Fernandez, President, Universidad de Negocios ISEC

Adrian Fernandez, Vice President, Universidad de Negocios ISEC

Angel Cano Garza, President, Centro de Estudios Universitarios

Tamer Cavusgil, Michigan State University

Alan Rugman, Indiana University

LEGAL STUDIES

1:30–2:45 p.m. 6th Floor, 625

Theme: **All Time Favorite Cases and Teaching Techniques**

Chair: Alex Devience, DePaul University

A Balloon in the Gas Tank: Exploring the Rules of the Game

Daniel T. Ostas, University of Oklahoma

Sakura Motors: Management Challenges Involving the Lemon Law

Donna M. Steslow, Kutztown University

Lee Weyant, Kutztown University

“Ripped from the Headlines”

Kay Biga, University of Wisconsin-Superior

Patrick Spott, College of St. Scholastica

The Colorado DA Suspension: Application of Kant’s Fleeing Victim Scenario

Kevin O. O’Brien, University of Denver



PROGRAM SESSIONS

LEGAL STUDIES

1:30–2:45 p.m. 6th Floor, 629

Theme: Sustainability

Chair: Gail K. McCracken, University of Michigan-Dearborn

Sustainability in the Business Law Classroom

James P. Sanford, Grand Valley State University

Why Fair Trade Is Essential for the Triple Bottom Line, Sustainability, and Free Trade: Finding Equilibrium as the Eagle Meets the Condor

Paulette L. Stenzel, Michigan State University

Sustainability in Midwest Agriculture: Legal, Ethical, and Social Issues

Carson H. Varner, Illinois State University

Katrin C. Varner, Illinois State University

Achieving Sustainable Prosperity Through Expanded Corporate Governance Standards

Robert Sprague, University of Wyoming

MANAGEMENT

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

Theme: The Authentic Leader

Chair: John T. Byrd, Bellarmine University

Panelists: Ida Kutschera, Bellarmine University
David Collins, Bellarmine University
John T. Byrd, Bellarmine University

MANAGEMENT

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

Theme: Meet the Luncheon Speaker

Chair: Edward Heler, NAMS Executive Director

THURSDAY, MARCH 19, 2009

MANAGEMENT

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

Theme: Human Resources Retirement Issues

Chair: Jeffrey Fahrenwald, Rockford College

Distinguished Paper Award for Human Resources

Human Resources Track Award

The Shifting Paradigm of Baby Boomer Retirement Planning

David M. Savino, Ohio Northern University

Discussant: Richard E. Crandall, Appalachian State University

**As Generations Age: A Study of the Relationship Between
Generational Group Identification and Affective Organizational
Commitment**

Carla Patalano, Suffolk University

Tom Tworoger, Nova Southeastern University

Leslie Tworoger, Nova Southeastern University

Discussant: Linda Connolly, Midway College

Distinguished Paper on Conference Theme Award

**Identifying Pre-Retirees for Bridge Employment: Factors that
Influence Post-Retirement Employment Decisions**

Sharon Kendrick, Methodist University

Melody L. Wollan, Eastern Illinois University

Discussant: Jeffrey Fahrenwald, Rockford College

MARKETING

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

Theme: Market Orientation, Market Movers, Market
Leaders: Innovation for Competitive Advantage

Chair: Stacey Hills, Utah State University

Discussant: Fred Hoyt, Illinois Wesleyan University

**The General Motors Employee Price Incentive: An Empirical
Investigation**

Russell Wade, ACIPCO, Inc.

Thomas Powers, University of Alabama-Birmingham



PROGRAM SESSIONS

The Relationship between a Responsive and Proactive Market Orientation, Innovation, and Business Performance

Mateja Bodlaj, University of Ljubljana

Ethnocentric Consumer Behavior: An Examination of Latino-American and Generational Differences

Kaitlin Erdmann, Quad Graphics

Gwen Achenreiner, University of Wisconsin LaCrosse

TES Marketing: The Extra Step to be Effective in the Marketplace

Mauro Cavallone, Università degli Studi di Bergamo

MARKETING

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

Theme: Marketing Research: It's About the Consumer!

Chair: Suzanne Nasco, Southern Illinois University-Carbondale

Discussant: John Summey, Southern Illinois University-Carbondale

Assessing Predictor Importance: A Comparison of Measures in a Customer Satisfaction Context

Susan Brudvig, Ball State University

Predicting Donations to Charities: A Direct Marketing Case

Maxwell Hsu, University of Wisconsin-Whitewater

Gary Chao, Kutztown University

Carol Scovotti, University of Wisconsin-Whitewater

Studying the Consumer Food Acculturation Process: A PLS Approach

Raghu Kurthakoti, Southern Illinois University-Carbondale

Robert Boostrom Jr., Southern Illinois University-Carbondale

Siva Balasubramanian, Southern Illinois University-Carbondale

Lynette Knowles, Southern Illinois University-Carbondale

John Summey, Southern Illinois University-Carbondale

MARKETING

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

Theme: Continuous Improvement: Service-Delivery
Techniques for Marketing Educators

Chair: Michelle Kunz, Morehead State University

Discussant: Larry Zigler, Highland Community College

**Stylin' Wrappers: Studying Consumer Behavior through an
Interactive Student Team Project**

Susan Baim, Miami University Middletown

**A New Marketing Model to Enhance Student Learning and
Understanding**

Jon Fields, University of Wisconsin La Crosse

**Teaching Brand Strategy: Using NASCAR as an Example of a
Well-Branded Organization**

Tim Aurand, Northern Illinois University

Kimberly Judson, Illinois State University

**OPERATIONS MANAGEMENT AND
ENTREPRENEURSHIP ASSOCIATION**

1:30–2:45 p.m. 7th Floor, 725

Theme: Quality and Effectiveness

Chair: Deepak Subedi, Marshall University

**Tracking Organizational Effectiveness in Healthcare Operational
Settings**

Carlos F. Gomes, University of Coimbra, Portugal

Mahmoud M. Yasin, East Tennessee State University

Yousef Yasin, Wake Forest University School of Medicine

**An Analysis of Reliability and Validity of Scales to Measure
Precursors of TQM: A Case for Small and Medium Manufacturers**

Deepak Subedi, Marshall University

Uday Tate, Marshall University

Ramchandra Akkihal, Marshall University

M. Shollapur, Siddaganga Institute of Management, India



PROGRAM SESSIONS

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

1:30–2:45 p.m. 7th Floor, 729

Theme: Innovation and Corporate Entrepreneurship

Chair: Bruce D. Fischer, Elmhurst College

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

Enabling Characteristics for Corporate Entrepreneurship

Želimir William Todorovic, Indiana University-Purdue University Fort Wayne

Increasing Company-Wide Innovation at a Manufacturing Plant—A Case Study

Bruce D. Fischer, Elmhurst College

Alexandria M. Sundahl, Elmhurst College

ACCOUNTING

3:00–4:15 p.m. 4th Floor, 425

Session Title: Education: Student Performance and Behavior

Chair: Cheryl Konieczki, University of Wisconsin-Stevens Point

Benefits and Issues of Mentoring in Corporations, Professional Service Firms and Academia

David H. Sinason, Northern Illinois University

Alan Reinstein, Wayne State University

The Sentiments of Accounting Instruction: How Students Perceive Their Emotional Engagement to Accounting Faculty

Timothy J. Fogarty, Case Western Reserve University

Cooperative Learning at a Distance: An Experiment with Wikis

Kate Campbell, University of North Dakota

Dee Ann Ellingson, University of North Dakota

ACCOUNTING

3:00–4:15 p.m. 4th Floor, 429

Session Title: Issues in Financial Accounting and Auditing

Chair: Donna Whitten, Purdue University-North Central

Stock Repurchases and the Growth of Firm Market Value

Richard L. Alltizer, University of Central Oklahoma

Katherine P. Terrell, University of Central Oklahoma

Robert L. Terrell, University of Central Oklahoma

Barbara Parrish, University of Central Oklahoma

Ralph W. Parrish, University of Central Oklahoma

Stoyan Stoitzev, Graduate Assistant, University of Central Oklahoma

**Disclosing Workpapers from an Audit: Some Implications from the
Textron Case**

George Schmelzle, Missouri State University

Carl E. Keller Jr., Missouri State University

Quality of Financial Statement Information: IFRS versus GAAP

Harold Wilde, University of North Dakota

James Haskins, University of North Dakota

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: Quality of Life

Chair: Alberto Coustasse, Marshall University
Graduate College

Discussant: Hengameh Hosseini, Seton Hall University

**Children Newly Diagnosed with Cancer: Pediatric Nurses'
Perceptions of Potential Barriers to Communication**

Meira Yasin, East Tennessee State University

**The Economic Efficiency of Trust and Reputational Capital in the
Provision of Health Care: A Comparative-Institutional Analysis**

Trevor Knox, Muhlenberg College



PROGRAM SESSIONS

Preparing to Estimate the Impact of Combat Related Post Traumatic Stress Disorder on the United States Health Care System

Sandy Weinberg, Clayton State University

Scott Stegall, Clayton State University

Ronald Fuqua, Clayton State University

Bosses May Disagree, but a Short Nap Helps Recharge Batteries and Enhance Productivity, Alertness, and Satisfaction in the Workplace

Ram Mishra, Grand Valley State University

Jitendra M. Mishra, Grand Valley State University

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: Health Care Management Issues

Chair: Suzanne Bailey, University of Evansville

Discussant: Vincent F. Maher, Iona College

Ambidextrous Organizations: How to Manage and Lead

Robert J. Spinelli, University of Scranton

Matt Thomas, University of Scranton

How Do Vendors Choose Clients?

Rita DiLeo, University of Scranton

Advances in Telemedicine: A Multimedia-Based Texture Recognition Diagnostic System

Avinandan Mukherjee, Montclair State University

Ranjan Parekh, Jadavpur University

Navigating and Managing Change—A Board Retreat

Robert J. Spinelli, University of Scranton

Daniel West Jr., University of Scranton

BUSINESS ECONOMICS

3:00–4:15 p.m. 9th Floor, 925

Session Title: How Much Government Should Intervene in Free Market?

Panel Chair: Shiv Gupta, University of Findlay, Undergraduate

Panelists: Jacob Rowland, University of Findlay
Samantha Woodman, University of Findlay
Kathryn Houchard, University of Findlay
Desmond Strooh, University of Findlay
Barrett Brooks, University of Findlay

BUSINESS/SOCIETY/GOVERNMENT

3:00–4:15 p.m. 8th Floor, 829

Theme: Societal Issues

Chair: Michael Daley, University of New England

Fannie Mae and Freddie Mac: Failures of Social Engineering

J.K. Breyley Jr., University of New England
Steven C. Palmer, Eastern New Mexico University

The State of New York Versus the Internet

Joseph Habraken, University of New England

Social Exchange Theory in the Corporate World

Anthony B. Schroeder, Eastern New Mexico University

SOCIETY FOR CASE RESEARCH

3:00–4:15 p.m. Grand Ballroom, Session A

Theme: Critical Incidents, Accounting and Finance

Chair: Nancy Kucinski, Hardin-Simmons University

Discussants: Janet Papiernik, Indiana University-Purdue University
Fort Wayne
John Veal Jr., Webster University
Timothy Redmer, Regent University



PROGRAM SESSIONS

Michigan Granite and Quartz Fabricators, Inc.

Brian Gnauck, Northern Michigan University
Bruce Sherony, Northern Michigan University
Claudia Orr, Northern Michigan University

Foreclosure for Sale

Ann Hackert, Idaho State University
Jeff Brookman, Idaho State University

Hi Tide on Cat Cay

Steven Good, Sheldon Good and Company Auctions
Margot Weinstein, MW Leadership Consultants LLC
Mark Bezik, Idaho State University
Ken Stanley, Valdosta State University

SOCIETY FOR CASE RESEARCH

3:00–4:15 p.m.Grand Ballroom, Session B

Theme: Embryo Cases and Critical Incident

Chair: Stacy Vollmers, University of Wisconsin-River Falls

**Discussants: David Frantz, Indiana University East
Bradley Brooks, Queens University of Charlotte
Steven Cox, Queens University of Charlotte**

Global Outsourcing: VDSI's Entry into India

Harsha Desai, Loyola College in Maryland
Susie Cox, McNeese State University
Kiran Desai, McNeese State University
Christy De Vader, Loyola College in Maryland
Sushma Patel, The U.S. Company

Bike Sharing in New York: The Paris Model

Tomas Lopez-Pumarejo, Brooklyn College
Myles Bassell, Brooklyn College

Olive Garden and the Playboy Bunny

Karen Berger, Pace University
Colleen Kirk, Pace University

THURSDAY, MARCH 19, 2009

FINANCE

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

Session Title: Corporate Finance

Chair: Sheri Faircloth, University of Nevada-Reno

Implementation of International Financial Reporting Standards Metrics in Workers' Compensation Boards in Canada: A Position Paper

Alex Faseruk, Memorial University of Newfoundland

Daphne Rixon, St. Mary's University

Discussant: Farhang Mossavar-Rahmani, National University

The Budweiser Case Is Indeed a Matter of High Finance and High Publicity

John S. Bowdidge, Missouri State University

Discussant: Sheri Faircloth, University of Nevada-Reno

The Concept of Capital before and after Industrial Revolution: Islamic versus Market Economy

Farhang Mossavar-Rahmani, National University

Hamid Maleki, National University

Discussant: John S. Bowdidge, Missouri State University

FINANCE

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

Session Title: Investments

Chair: Donald W. Swanton, Roosevelt University

Winners and Big Losers: Anatomy of Important Information

Kent Hickman, Gonzaga University

Mark Shrader, Gonzaga University

Gerhard Barone, Gonzaga University

Discussant: Robert Balik, Western Michigan University



PROGRAM SESSIONS

Geometric or Arithmetic Mean: A Reevaluation

Raja Bouzouita, University of Central Missouri
Amandeep Singh Saini, University of Central Missouri
Arthur J. Young, University of Central Missouri

Discussant: Kent Hickman, Gonzaga University

International Diversification

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

Discussant: Arthur J. Young, University of Central Missouri

FINANCE

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

Session Title: Special Topics

Chair: Monzurul Hoque, Saint Xavier University

The Effect of Subprime Lending on Residential Housing Investment: Evidence from the 2006 HMDA Loan Access Register

Jane Sung, Truman State University
Steve Bosworth, University of Pittsburg

Discussant: Kumoli Ramakrishnan, University of South Dakota

Interest Rate Risk of Property/Liability Insurers

Jin Park, Illinois Wesleyan University

Discussant: Jane Sung, Truman State University

Floods and Freezes: Global Liquidity Characteristics

Kumoli Ramakrishnan, University of South Dakota
Dipak C. Jain, Northwestern University

Discussant: Jin Park, Illinois Wesleyan University

FINANCE

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

Session Title: Special Topics

Chair: Elisabeta Pana, Illinois Wesleyan University

Payment Methods and Risk Taking in a New Risk Aversion Experiment

Larry Lawson, Missouri Western University

Catherine Lawson, Missouri Western University

Discussant: Elisabeta Pana, Illinois Wesleyan University

Using Fingame in the Classroom

Scott B. Beyer, University of Wisconsin-Oshkosh

Robert Kunkel, University of Wisconsin-Oshkosh

Discussant: Larry Lawson, Missouri Western University

Relationship Banking and Small Business Activity: Recent Evidence

Elisabeta Pana, Illinois Wesleyan University

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

**INFORMATION SYSTEMS AND
QUANTITATIVE METHODS**

3:00–4:15 p.m. 9th Floor, 950

Chair: James Janossy, DePaul University

Discussant: Timothy Greer, Middle Tennessee State University

Using Technology to Adapt Older Workers to New Worlds

James Janossy, DePaul University

**Emerging Information and Communications Technology (ICT)
Support for the Global Supply Chains**

Ruidong Zhang, University of Wisconsin-Eau Claire

Larry Sallee, Winona State University



PROGRAM SESSIONS

Perspectives on Critical Issues of Knowledge Management and Developing Competitive Advantage in the Aerospace Industry

Krishnaswamy Gounder, Indiana University-Purdue University

Prasad Bingi, Indiana University-Purdue University

Global Diffusion of the Internet in a Flat World

Timothy Greer, Middle Tennessee State University

INTERNATIONAL BUSINESS

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

Session Title: **Just Visiting: Americans Abroad**

Chair: Georgine (Gyongyi) Fogel, North Central University

Discussant: Raffaele DeVito, Emporia State University

A Comparative Analysis of World-Mindedness between US and French College Students

Sesan Kim Sokoya, Middle Tennessee State University

Intercultural Sensitivity: A Study Abroad Case Study

Paula Patterson, Missouri State University

Cynthia MacGregor, Missouri State University

Marilyn Martin, Missouri State University

Toward a Prescriptive Research Model of International Adjustment: An Extended Model of Black, Mendenhall, and Oddou's (1991) Framework for International Adjustment

David C. Strubler, Kettering University

Sung-Hee Park, Kettering University

**Visit South-Western Cengage Learning
Cyber Cafe**

Gold Coast Ballroom

THURSDAY, MARCH 19, 2009

INTERNATIONAL BUSINESS

3:00–4:15 p.m. Drake Room, Main Level

Session Title: Korea in the International Arena

Chair: Anthony C. Koh, University of Toledo

Discussants: Christopher Ziemnowicz, University of North Carolina
at Pembroke

Ramin Maysami, University of North Carolina
at Pembroke

John A. Parnell, University of North Carolina
at Pembroke

**The Future of Korean Industrial Clusters in the New Globalization:
Subordination to Chaebol or Creation of Entrepreneurship?**

Jung-Hoon Lim, University of Texas-Pan American

**The Regional Strategies and Performance of International New
Ventures from Korea**

Alan Rugman, Indiana University

In Hyeock Lee, Western Kentucky University

**Regional Multinationals, Firm-Specific Advantages, and
Performance**

In Hyeock Lee, Western Kentucky University

Alan Rugman, Indiana University

LEGAL STUDIES

3:00–4:15 p.m. 6th Floor, 625

Theme: Employment Law

Chair: Thomas D. Cavenagh, North Central College

**The Impact of Employment Laws on Undocumented Workers (and
Those Who Hire Them!)**

Denise S. Smith, Eastern Illinois University

Michael A. Katz, Delaware State University



PROGRAM SESSIONS

Cultural Dimensions and Gender Discrimination Law in the U.S. Workplace: Hofstede's Theories of Individualism and Masculinity

Wendy Klepetar, Saint John's University

Virginia Arthur, Saint John's University

Jean Didier, Saint John's University

When Is an Employer Justified in Refusing to Hire Members of Federally Protected Classes? Comparing the BFOQ Defense in Discrimination Cases under Title VII, the ADEA, and the ADA

Suzanne Wilhelm, Fort Lewis College

May Your RIF RIP: Building a Teaching Case for an Ethically, Managerially, and Legally Satisfactory Reduction in Force

Paul Govekar, Ohio Northern University

David M. Savino, Ohio Northern University

Dexter Woods, Ohio Northern University

LEGAL STUDIES

3:00–4:15 p.m. 6th Floor, 629

Theme: Various Topics

Chair: Donna J. Cunningham, Valdosta State University

Income Taxes and Home Ownership

R. Wayne Saubert, Radford University

The Genetic Information Nondiscrimination Act of 2008: Potential Impacts

Diane May, Winona State University

Joell Bjorke, Winona State University

Questionable Legal Practices in the Long Term Care Insurance Industry

Mary T. Washington, Governors State University

Pay Day Loan Legislation in Michigan and Ohio

Gail K. McCracken, University of Michigan-Dearborn

THURSDAY, MARCH 19, 2009

MANAGEMENT

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

Theme: Managing an Aging Workforce

Chair: Jann Freed, Central College

Panelists: Bartlett J. Finney, Park University
Debela Birru, Central College
Jeffrey Fahrenwald, Rockford College
Regina A. Greenwood, Nova Southeastern University
Robyn Hulsart, Austin Peay State University
Georgia L. Eshelman, Malone University

MANAGEMENT

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

Theme: Human Resources, Technology, and Global
Management

Chair: John Wellington, Indiana University-Purdue University
Fort Wayne

How Are Web Sites Being Used in the Employment Recruiting Process? What Does This Mean for HRM Courses?

Gloria L. Campbell, Wartburg College

Discussant: Lynn Isvik, Upper Iowa University

Factors Influencing Technology Adoption

Michael Ogbolu, Morgan State University

Discussant: John Wellington, Indiana University-Purdue University
Fort Wayne

Outcomes of Referral and Non-Referral Hiring

Imran A. Shahzad

Mohammad Awais

Discussant: Mary K. Foster, Morgan State University



PROGRAM SESSIONS

MANAGEMENT

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

Theme: Issues in Management

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

Mapping Tuition and Fees in Higher Education

Brian T. Kench, University of Tampa

H. Scott Wallace, University of Wisconsin-Stevens Point

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

Collective Ownership, Control, and Identity: Why and How do Groups Engage in Marketing?

Iiro Jussila, Lappeenranta University of Technology

Pasi Tuominen, Lappeenranta University of Technology

Discussant: William R. Livingston, Baker College

Availability, Pooling, and the Use of Unshared Information in Group Decision Making: A Social Network Perspective

Anjali Chaudhry, Saint Xavier University

Discussant: Matt Werner, Carroll University

MARKETING

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

Special Session: Marketing Ethics: Values and Their Contribution to Business Ethics, Corporate Social Responsibility, Compliance and Corporate Cultures: Realities in the Business World

Chair: John Fraedrich, Southern Illinois University-Carbondale

Panelists: Scott Roney, Vice President, Compliance and Ethics,
Archer Daniels Midland Corporation

Rick Stephens, Senior Vice President, Human Resources
and Administration, The Boeing Corporation

Richard Beltramini, Professor of Marketing, Wayne
State University

Jeri Mullins Beggs, Associate Professor of Marketing,
Illinois State University

MARKETING

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

Theme: Retailing Realities in the 21st Century: Technology, Branding, and Consumer Choice

Chair: Haiyan Hu, Utah State University

Discussant: Letty Workman, Utah Valley University

Choice-Based Strategic Design of Shopping Centres

Brian Hanlon, North Central College

Rohit Verma, Cornell University

Karl Kalcher, MindFolio

Examining Consumer-Based Brand Equity in Turkish Banking Industry: Does Bank Type Influence Brand Equity?

Tulay Girard, Penn State-Altoona

Musa Pinar, Valparaiso University

Zeliha Eser, Baskent University

Specialty Retail Store Customers: How Heavy Users Differ

Douglas Friedman, Penn State-Harrisburg

Terence Brown, Penn State-Harrisburg

Cultural Influences on Web Service Quality Perceptions of e-Retailing Consumers

Juan Meng, Minnesota State University

Venkatapparao Mummalaneni, Virginia State University

MARKETING

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

Theme: Technology, Messages, and Marketing Success: Competing in a Networked World

Chair: Michael Messina, Gannon University

Discussant: Jerry Field, Illinois Institute of Technology

Technology Integration in Small and Medium-Size Enterprises

James Lollar, Radford University

Ernie Wade, Radford University



PROGRAM SESSIONS

Marketing Higher Education to the Wired Generation: How Social Media Is Changing College Admissions

Nora Ganim Barnes, University of Massachusetts-Dartmouth

Assessment of Reliability and Validity of Perceived Credibility of Media, Individual, and Corporate Blogs

Uday Tate, Marshall University

Elizabeth Alexander, Marshall University

Enhanced Class Communication through Segregated Social Networks

Raghu Kurthakoti, Southern Illinois University at Carbondale

Robert Boostrom Jr., Southern Illinois University at Carbondale

John Summey, Southern Illinois University at Carbondale

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

3:00–4:15 p.m. 7th Floor, 725

Theme: Sustainability and Continuous Improvement

Chair: Asli Yagmur Akbulut, Grand Valley State University

An Energy Sustainable Future: A Study on Cleaner Power Generation Options and the U.S. and China's Role

Tyler Deutsch, University of Dayton

Continuous Improvement at Ottenweller: Quality Issues in Miscellaneous Welding Cells

Richard A. Hall, Grand Valley State University

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

THURSDAY, MARCH 19, 2009

MBAA INTERNATIONAL

4:20–5:30 p.m. Drake Room, Main Level

ANNUAL BUSINESS MEETING

Awards for Best Papers Announced

Linda Knight, Presiding

“Fun Night” – The Ides of March

8:00 p.m.Grand Ballroom

MBAA International Hospitality Suite

10:00–11:00 p.m.Parkside Room, Upper West Mezzanine

Visit South-Western Cengage Learning
Cyber Cafe
Gold Coast Ballroom

Call for Papers

American Journal of Business

The American Journal of Business publishes disciplined-based research and welcomes contributions that apply research to practice. The aim is to give voice to scholarly research in both academic and practicing business circles.

SUBMITTING MANUSCRIPTS OR CASE STUDIES

Arrange citations and references according to author-date system, *The Chicago Manual of Style*. Send the manuscript or case study with an abstract and author biography to the Editor-in-Chief. Electronic submissions are required. Send two separate Microsoft Word files. Include title page with author(s) identification and e-mail addresses on first file. Include contents of manuscript or case study in the second file. Identify the subject area

for appropriate review. No submission fee required. Send to: Ashok Gupta, Editor-in-Chief, gupta@ohiou.edu.

REVIEW PROCESS

The Journal follows a double-blind review policy by two or more reviewers. The Journal's goal is to provide constructive and timely feedback to authors. In the review process, the Editorial Board of the Journal perceives its role to be developmental rather than evaluative. The first review of manuscripts or case studies is usually completed within eight to ten weeks of submission. The acceptance rate is approximately 25 percent.

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www.AJBonline.org

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FRIDAY, MARCH 20, 2009

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: Stephen Del Vecchio, University of Central Missouri
President, North American Accounting Society

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m.Parkside Room, Upper West Mezzanine
Session Title: **Healthcare Education**
Chair: John Newhouse, St. Joseph’s University
Discussant: Suzanne Bailey, University of Evansville

Developing and Implementing a Student-to-Student Graduate Mentoring Program
Bertha Afrah Owusu, University of Scranton
Daniel West Jr., University of Scranton



PROGRAM SESSIONS

A Center for Oral Health Promotion: Establishing an Interdisciplinary Paradigm for Dental Hygiene and Healthcare Management Education

Susan Duley, Clayton State University
Peter Fitzpatrick, Clayton State University
Ximena Zornosa, Clayton State University
Gail Barnes, Clayton State University

Exploring the Possibilities of the Administrative-in-Training Field Experience

Douglas Olson, University of Wisconsin
Jennifer Johs, University of Wisconsin

Training Modules for Workers Caring for Individuals with Alzheimer's Disease

Amy Szydowski, University of Scranton

BUSINESS ECONOMICS

8:00–9:15a.m. 9th Floor, 925

Session Title: Faculty Issues

Chair: Kevin Neuman, University of Wisconsin-Stevens Point

American Indian Faculty: The How, When, Where and Why with Respect to Views on Students, Job Satisfaction and Career

Timothy J. Schibik, University of Southern Indiana
Charles F. Harrington, University of North Carolina at Pembroke

How Business and Economics Faculty Are Changing: Views on Students, Job Satisfaction and Career

Timothy J. Schibik, University of Southern Indiana
Charles F. Harrington, University of North Carolina at Pembroke

Quality of Economics Journals: Impact, Acceptance, and Other Reputational Factors

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

FRIDAY, MARCH 20, 2009

BUSINESS/SOCIETY/GOVERNMENT

8:00–9:15 a.m. 8th Floor, 829

Theme: **Presidential Issues**

Chair: Lee Weyant, Kutztown University of Pennsylvania

How the Foreign Press Saw the Democratic Convention

John S. Bowdidge, Missouri State University

C. Edward Chang, Missouri State University

The Literary Digest’s Presidential Poll: Did It Attract Advertisers?

Ed Applegate, Middle Tennessee State University

Is It Feasible: An Analysis of the Prosecution of George W. Bush for Murder by Vincent Bugliosi

Steven C. Palmer, Eastern New Mexico University

SOCIETY FOR CASE RESEARCH

8:00–9:15 a.m.Grand Ballroom

Theme: **Panel—Are Cases Intellectual Contributions?**

Chair: Bill Stratton, Idaho State University

Panelists: Barbara Nemecek, University of Wisconsin-River Falls
Ken Stanley, Valdosta State University

FINANCE

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

Session Title: **Financial Markets and International Finance**

Chair: Elisabeta Pana, Illinois Wesleyan University

Use of Subordinated Debt in Bank Supervision: A New Look!

Khaled Elkhail, University of Southern Indiana

Sudesh Mujumdar, University of Southern Indiana

Discussant: G. N. Naidu, Illinois State University



PROGRAM SESSIONS

What Is the Effect of the Housing Prices in Bulgaria on the Bulgarian Stock Exchange Index?

Elisabeta Pana, Illinois Wesleyan University

Teodora Petrova, Illinois Wesleyan University

Discussant: Khaled Elkhail, University of Southern Indiana

Capital Market Integration Before and After Accession to the European Union

G. N. Naidu, Illinois State University

Askar Choudhury, Illinois State University

Discussant: Elisabeta Pana, Illinois Wesleyan University

FINANCE

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

Session Title: Investments

Chair: C. Edward Chang, Missouri State University

Performance Evaluation of U.S. Socially Responsible Mutual Funds: Revisiting Doing Good and Doing Well

C. Edward Chang, Missouri State University

H. Doug Witte, Missouri State University

Discussant: William S. Compton, University of North Carolina-Wilmington

Relative Performance of Investment Styles: Recent Evidence

C. Edward Chang, Missouri State University

Thomas M. Krueger, Missouri State University

Discussant: H. Doug Witte, Missouri State University

Ukrainian Financial Markets: An Examination of Calendar Anomalies

Iryna Depenchuk, University of Wisconsin-Oshkosh

William S. Compton, University of North Carolina-Wilmington

Robert Kunkel, University of Wisconsin-Oshkosh

Discussant: Thomas M. Krueger, Missouri State University

FRIDAY, MARCH 20, 2009

FINANCE

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

Session Title: The Future of Education in Finance

Chair: Jin-Gil Jeong, Howard University

Pedagogical Issues on Formative Assessments in Business Schools

Monzurul Hoque, Saint Xavier University

Discussant: Michael R. Luthy, Bellarmine University

Financial Literacy: Education or Experience?

Douglas Hearsh, University of Arkansas

Betsy H. Howlett, University of Arkansas

David L. Kurtz, University of Arkansas

Discussant: Monzurul Hoque, Saint Xavier University

Educating Students in Finance Research: Testing the Efficient Market Hypothesis

Michael Luthy, Bellarmine University

Patricia A. Ryan, Colorado State University

Carl Hafele, Bellarmine University

Discussant: Douglas Hearsh, University of Arkansas

FINANCE

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

Session Title: Special Topics

Chair: Dennis Debrecht, Carroll University

An Examination of the Intended Benefits and Actual Outcomes of Publicly Traded Private Equity Firms

K. Matthew Wong, St. John's University

Richard F. Belloff, International School of Management

Discussant: David Basterfield, Hillsdale College

The Relationship between Oil Prices and Stock Market Performance

Dennis Debrecht, Carroll University

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



PROGRAM SESSIONS

Risk Management in Electricity Markets

David Basterfield, Hillsdale College

Thomas Bundt, Hillsdale College

Kevin Nordt, Grant County Public Utility District

Discussant: Dennis Debrecht, Carroll University

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

Theme: Environmental Law

Chair: Norman D. Bishara, University of Michigan

A Primer on International Environmental Law

Richard J. Hunter Jr., Seton Hall University

Héctor Lozada, Seton Hall University

Mark Blodgett, Suffolk University

Eco-labels on Tuna: Regulatory Challenge

Carol J. Miller, Missouri State University

Residue: Environmental Policy after Bush

Brian Sullivan, Western Kentucky University

LEGAL STUDIES

8:00–9:15 a.m. 6th Floor, 629

Theme: **Various Topics**

Chair: George W. McNary, Creighton University

The Legal Consequences of Unethical and Unprofessional Conduct

Elizabeth A. Campbell, Central Michigan University

Tanya M. Marcum, Bradley University

Caveat Employer: Covenants Not to Compete in Short-Term Employment Contracts

Daniel Botz, Kansas Wesleyan University

A Study of Business Students' Ability to Distinguish Ethical Persuasive Messages from Corporate Propaganda

Marcia James, University of Wisconsin-Whitewater

Christine Kutz, University of Wisconsin-Whitewater

James Molloy, University of Wisconsin-Whitewater

MANAGEMENT

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

NAMS Business Meeting

Chair: Edward Heler, NAMS Executive Director

Julia Teahen, NAMS President 2009

MARKETING

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

Theme: **Ethics and Social Responsibility: Setting Our House in Order**

Chair: John Fraedrich, Southern Illinois University-Carbondale

Discussant: James R. Williams, New Mexico Highlands University

Conflicting Views of Markets and Economic Justice: The Marketing Response

Brian Engelland, Mississippi State University



PROGRAM SESSIONS

Ethics of Turnaround Marketing Strategy: A Wicked Problem Approach

Oswald Mascarenhas, University of Detroit Mercy
Ram Kesavan, University of Detroit Mercy
Anand Kesavan, Siebert, Inc.
Michael Bernacchi, University of Detroit Mercy

How Environmentalism Impacts Marketing Strategy: Renewing the Discussion

Héctor Lozada, Seton Hall University
Alma Mintu-Wimsatt, Texas A&M Commerce

The Corporate Web Site as a Tool for Communicating Corporate Social Responsibility: The Case of Pharma.org

Randall Waller, Baylor University

MARKETING

8:00–9:15 a.m. Walton I Room, Lower East Mezzanine
Special Session: The MBA Core Marketing Course: Role, Trends, Pedagogical Options, and Recommended Changes

Presenters: Mark Johnston, Rollins College

MARKETING

8:00–9:15 a.m. Walton II Room, Lower East Mezzanine
Theme: Marketing Education: What We Value, We Measure!

Chair: Michelle Kunz, Morehead State University

Discussant: Brian Vander Schee, Aurora University

Increasing the Level of Engaged Learning: Impact on Student Satisfaction and Academic Performance

William Cobian, Walden University
Robert Newberry, Winona State University

FRIDAY, MARCH 20, 2009

Are MBA Students Exposed to Sales?

Charles Pettijohn, Missouri State University

Linda Pettijohn, Missouri State University

Conference Peer Evaluations: Do They Identify the Studies Which Will Subsequently Be Published in High-Quality Journals

Enar Ruiz-Conde, University of Alicante

Aurora Calderón-Martinez, University of Alicante

Josefa Parreño-Selva, University of Alicante

Francisco Jose Mas-Ruiz, University of Alicante

ACCOUNTING

9:30–10:45 a.m. 4th Floor, 425

Session Title: Various Topics in Accounting Education

Chair: J. Roberto A. Demagalhaes, University of North Dakota

Accounting Service-Learning Project in Malawi, Africa

Lynn Spellman White, Trinity Christian College

Critical Thinking Skills Test: Pre and Post Test Comparison of Business Students' Critical Thinking Skills

Donna Whitten, Purdue University-North Central

Tantatape Brahmasrene, Purdue University-North Central

ACCOUNTING

9:30–10:45 a.m. 4th Floor, 429

Session Title: Various Topics in Accounting Education

Chair: Doug Johnson, Southeastern Community College

Neoliberalism, Earnings Management and Executive Compensation: A Critical Examination of Lucent Technologies

Gerui (Grace) Kang, University of Minnesota-Duluth

Letitia Pleis, Metropolitan State College of Denver

Dan Teed, Troy University-Dothan Campus



PROGRAM SESSIONS

The Evolution of Accounting Systems in Ancient Greece

William Violet, Minnesota State University-Moorhead

M. Wayne Alexander, Minnesota State University-Moorhead

Motivation and Distraction Factors Associated with Student Performance in Advanced Accounting: An Empirical Study

Mostafa M. Maksy, Northeastern Illinois University

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: Quality of Life

Chair: Susan Duley, Clayton State University

Discussant: Scott Stegall, Clayton State University

Health Beliefs Related to Willingness to Accept Treatment of Pain with Potentially Addictive Drugs

Kimball P. Marshall, Alcorn State University

Lisa Micich, Alcorn State University

Obesity Prevention and Planning in Northeastern Pennsylvania

Steven Szydowski, University of Scranton

Twelve Hour Shifts: Friend or Foe?

Scott J. Saccomano, State University of New York at New Paltz

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: National and Global Health Policy

Chair: Robert J. Spinelli, University of Scranton

Discussant: David Paul, Monmouth University

Transcultural Perspectives on Alternative Healing Practices

Suzanne Bailey, University of Evansville

FRIDAY, MARCH 20, 2009

Cardiac Rehabilitation in the States and Great Britain

Donald Rodd, University of Evansville

Ginny Waters, University of Evansville

Catherine Laventure, United Lincolnshire Hospitals, United Kingdom

BUSINESS ECONOMICS

9:30–10:45a.m. 9th Floor, 925

Session Title: Microeconomic Topics

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

Overworked and Broken Down? The Effect of Playoff Appearances on Injuries and Productivity in Major League Baseball

Kevin Neuman, University of Wisconsin-Stevens Point

Should Accumulated Wealth of a CEO Be Taken Into Account in Setting an Executive Pay?

Shiv Gupta, University of Findlay

The Connectedness of Economics Drivers Across Three States

William Henderson, University of Southern Indiana

Mohammed Khayum, University of Southern Indiana

Sudesh Mujumdar, University of Southern Indiana

Timothy J. Schibik, University of Southern Indiana

Endogenous Bargaining Power

Sudesh Mujumdar, University of Southern Indiana

Debashis Pal, University of Cincinnati

BUSINESS/SOCIETY/GOVERNMENT

9:30–10:45 a.m. 8th Floor, 829

Theme: Pedagogical Applications

Chair: Bistra Nikiforova, University of New England

A Guide to Using North Country in the Classroom

Steven C. Palmer, Eastern New Mexico University



PROGRAM SESSIONS

Peanut Valley Café: What to do Next?

Lee Wyant, Kutztown University of Pennsylvania

Donna M. Steslow, Kutztown University of Pennsylvania

SOCIETY FOR CASE RESEARCH

9:30–10:45 a.m.Grand Ballroom, Session A

Theme: Panel—Helping Students Evaluate Cases and Write Meaningful Reports

Chair: Joe Thomas, Middle Tennessee State University

Panelists: Larry Howard, Middle Tennessee State University
Cheryl Noll, Eastern Illinois University
Kenneth S. Rhee, Northern Kentucky University

SOCIETY FOR CASE RESEARCH

9:30–10:45 a.m.Grand Ballroom, Session B

Theme: Embryo Cases, Economics and Acquisitions

Chair: Michael Luthy, Bellarmine University

Discussants: Russell Casey, Penn State University Worthington
Scranton
Ann Hackert, Idaho State University
James Camerius, Northern Michigan University

TME Manufacturing

Kerri Keech, The University of Texas-Tyler

Barbara Ross Wooldridge, The University of Texas-Tyler

Western State University Federal Credit Union: A Merger Analysis

Robert Tokle, Idaho State University

Robert Picard, Idaho State University

FINANCE

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

Session Title: Corporate Finance

Chair: Robert L. Howard, North Carolina A&T State University

Financial Reporting, Interest Rate Spreads, and Growth Valuation?

Kashi Nath Tiwari, KNT' Academic Financial Research

Discussant: Robert L. Howard, North Carolina A&T State University

Missouri Medical Malpractice Insurance: Before and After Tort Reform

Stanley R. Adamson, Missouri State University

James Simmerman, Missouri State University

Discussant: Charles Rayhorn, Northern Michigan University

Financial Management of Global Ventures

Kashi Nath Tiwari, KNT' Academic Financial Research

Discussant: Stanley R. Adamson, Missouri State University

FINANCE

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

Session Title: Special Topics

Chair: John S. Bowdidge, Missouri State University

A Curious Glance at How the Rest of the World Saw American Finance in the Summer of 2008

John S. Bowdidge, Missouri State University

C. Edward Chang, Missouri State University

Discussant: Charles Rayhorn, Northern Michigan University

Phase Two of the Budweiser-Inbev Maneuver

C. Edward Chang, Missouri State University

John S. Bowdidge, Missouri State University

Discussant: David L. Rayome, Northern Michigan University



PROGRAM SESSIONS

The Olympics in Beijing: A Terrific Financial Undertaking

John S. Bowdidge, Missouri State University

Discussant: Dennis Debrecht, Carroll University

FINANCE

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

Session Title: Investments

Chair: Jin-Gil Jeong, Howard University

Characteristics and Performance Evaluation of Real Estate Exchange-Traded Funds

C. Edward Chang, Missouri State University

Walt A. Nelson, Missouri State University

Discussant: Jin-Gil Jeong, Howard University

REIT Valuation Multiples

Olgun Fuat Sahin, Minnesota State University-Moorhead

Discussant: Walt A. Nelson, Missouri State University

Yen Carry Trade: A Simple Real World Example for Teaching Several Finance Concepts

Jin-Gil Jeong, Howard University

Discussant: Olgun Fuat Sahin, Minnesota State University-Moorhead

FINANCE

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

Session Title: Special Topics

Chair: Sung C. Bae, Bowling Green State University

Equity Ownership Determination in Foreign Direct Investments of Emerging Economies: The Case of Korean FDIs

Sung C. Bae, Bowling Green State University

Kyungwon Ju, Chonnam National University

Kyoo H. Kim, Bowling Green State University

Taek Ho Kwon, Chonnam National University

Discussant: Kiyong Chang, Bowling Green State University

FRIDAY, MARCH 20, 2009

Culture, Corporate Governance, and Dividend Policy

Sung C. Bae, Indiana University South Bend
Kiyong Chang, Bowling Green State University
Eun Kang, California State University-San Marcos

Discussant: Yewmun Yip, University of South Dakota

Economic Impact of Marketing Alliances on Shareholders' Wealth

Foo Nin Ho, San Francisco State University
Yewmun Yip, University of South Dakota
Allan D. Shocker, San Francisco State university

Discussant: Sung C. Bae, Bowling Green State University

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

9:30–10:45 a.m. 9th Floor, 950 Panel

Discussion: Online Education: What Is the Future of Online Education and Technology?

Over the past several years the number of online degree programs and classes has increased tremendously. The competition between online universities and traditional colleges continues to grow. Almost all the brick and mortar schools are offering online degrees and/or online classes.

This panel presents the different technologies that will be part of online education in the future including Wikis, Blogs, Discussion boards, Podcasting, etc. We will discuss the future of both online education and classroom-based education.

We are going to present how online programs will look in the future. Whether we would still need the current physical campuses in the future, 30 or 40 years from now, is discussed.

Panel Chair: Dr. Rami Khasawneh, Lewis University
Panel Members: Dr. Faisal Abdullah, Lewis University
Dr. Laura Leli Carmine, Lewis University
Dr. Eveann Lovero, Lewis University



PROGRAM SESSIONS

INTERNATIONAL BUSINESS

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

Session Title: The Impact of Globalization on Healthcare

Chair: Raffaele DeVito, Emporia State University

Discussants: In Hyeock Lee, Western Kentucky University
Georgine (Gyongyi) Fogel, North Central University
Anthony C. Koh, University of Toledo

Emerging Trends in Chinese Healthcare: The Impact of a Rising Middle Class

Joyce Chang, The China Care Group

Xiaofeng Jia, The China Care Group

David Wood, The China Care Group

Ethics and the Globalization of Health Care

Martin Stack, Rockhurst University

Ram Kumar Kakani, Xavier Labor Relations Institute

Myles Gartland, Rockhurst University

Foreign Healthcare Providers: A Structure-Conduct-Performance Analysis

Lydia Gan, University of North Carolina at Pembroke

James Frederick, University of North Carolina at Pembroke

Ramin Maysami, University of North Carolina at Pembroke

LEGAL STUDIES

9:30–10:45 a.m. 6th Floor, 625

Panel: Incorporating Sustainability into the Legal Studies Curriculum

Chair: Robert Sprague, University of Wyoming

Panelists: Janet Riola Hale, Texas State University-San Marcos
Carol J. Miller, Missouri State University
Linda Reid, University of Wisconsin-Whitewater
Paulette L. Stenzel, Michigan State University

FRIDAY, MARCH 20, 2009

LEGAL STUDIES

9:30–10:45 a.m. 6th Floor, 629

Theme: **Various Topics**

Chair: Daniel A. Levin, Minnesota State University-Mankato

Water Transfers and the Anticommons in New Mexico

Stephen N. Bretsen, Wheaton College

Peter J. Hill, Wheaton College

The Tax Deductibility of Graduate School Expenses

Thomas E. Knothe, Viterbo University

Inez Berger, Viterbo University

Landmark Decisions of the Warren Supreme Court

Horace E. Johns, Middle Tennessee State University

MANAGEMENT

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

Theme: **Schizophrenic or Symbiotic: Business Education and the Liberal Arts**

Chair: Amanda M. Baugous, Augustana College

Panelists Amanda M. Baugous, Augustana College

Harry Fisher, Eureka College

Richard Leake, Luther College

Jay Young, Ohio Dominican University

Visit South-Western Cengage Learning
Cyber Cafe

Gold Coast Ballroom



PROGRAM SESSIONS

MANAGEMENT

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

Theme: Issues in Global Management

Chair: Casimir C. Barczyk, Purdue University-Calumet

Does Religion Matter? An Investigation of Attitudes Toward Women in 14 Countries

Regina A. Greenwood, Nova Southeastern University

Edward F. Murphy Jr., Embry Riddle Aeronautical University

Shaista E. Khilji, George Washington University

Discussant: Jack L. Howard, Illinois State University

Enhancing Student Learning of Global Business through Role Playing and Role Conflicts

Gurram Gopal, Elmhurst College

Discussant: Richard Hattwick, Western Illinois University

Socialization Tactics, Growth Need Strength and Person-Organization Fit

Jung-Hoon Lim, University of Texas-Pan American

Discussant: Casimir C. Barczyk, University of Illinois-Springfield

MANAGEMENT

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

Theme: Management Education

Chair: Marsha Katz, Governors State University

Weaving Critical Thinking Pedagogy into the Core of Management Education: An Integrative Approach

Michele A. Govekar, Ohio Northern University

Paul Govekar, Ohio Northern University

Susan M.B. Schertzer, Ohio Northern University

Discussant: Marsha Katz, Governors State University

FRIDAY, MARCH 20, 2009

Preferred Methods of Learning for MBAs

Kristin Holmberg-Wright, University of Wisconsin-Parkside

David Wright, University of Wisconsin-Parkside

Discussant: Kenneth M. Baylor, Nova Southeastern University

Collaboration in Higher Education: Developing a Drill Team to Transcend Boundaries to Address the Needs of a Changing Workforce

Redmond Humphrey, Upper Iowa University

Pamela Humphrey, Upper Iowa University

Discussant: Chandu Valluri, St. Mary's University of Minnesota

MARKETING

**9:30–10:45 a.m. French Room, Lower East Mezzanine
Special Session: Assurance of Learning (AOL) for Ethics, Social Responsibility, and Professionalism: Ideas for Goals, Curriculum, Pedagogy, and Assessment**

Presenters: Brian Engelland, Mississippi State University

O.C. Ferrell, University of New Mexico

Linda Ferrell, University of New Mexico

John Fraedrich, Southern Illinois University-Carbondale

MARKETING

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

**Theme: Marketing Delivers a Standard of Living:
Standards and Values that Matter to Consumers**

Chair: Letty Workman, Utah Valley University

Discussant: Jeri Mullins-Beggs, Illinois State University

The Impact of Faith-Based Marketing on Consumers' Perceptions

Jeri Mullins-Beggs, Illinois State University

Linda Showers, Illinois State University



PROGRAM SESSIONS

Consumer Decision Making in Religious Virtual Communities: An Examination of Lurking and Posting Behavior

Donnavieve Smith, North Central College

Is Happiness Relative to Income? An Exploratory Study

Russell Casey, Penn State University-Worthington Scranton

Re-examining the Helicopter Parent: What Every Marketing Professional in Higher Education Should Know

Oscar McKnight, Ashland University

Ronald Paugh, Ashland University

Aaron McKnight, University of Chicago

Heidi Parker, Ashland University

MARKETING

9:30–10:45 a.m. Walton II Room, Lower East Mezzanine

Special

Session:

**Get Connected with MERLOT: Discover a
Searchable Collection of Online Learning Materials
for Use in Your Classes**

Presenters:

Michelle Kunz, Morehead State University

Dawn Deeter-Schmelz, Ohio University

Pamela Kennett-Hensel, University of New Orleans

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

9:30–10:45 a.m. 7th Floor, 725

Theme:

TQM Implementation

Chair:

Michael H. Small, East Tennessee State University

TQM Implementation Strategy based on Requirements by International Quality Management Systems

C.P. Kartha, University of Michigan-Flint

Achieving Manufacturing Excellence in Aerospace Industry: A Case Study

Jaideep Motwani, Grand Valley State University
Asli Yagmur Akbulut, Grand Valley State University

Implementation and Effectiveness of Quality Improvement Initiatives: An Exploratory Study of Current Manufacturing Practices

Mahmoud M. Yasin, East Tennessee State University
Jafar Alavi, East Tennessee State University
Michael H. Small, East Tennessee State University
Mohammad Al-Najjar, East Tennessee State University

ACCOUNTING

11:00–12:15 p.m. 4th Floor, 425

Session Title: Workshop—Creating Podcasts: Principles, Methods, and Deployment Techniques

Panelists: Henry L. Novak, Saint Xavier University
Pamela M. Miller, Saint Xavier University

ACCOUNTING

11:00–12:15 p.m. 4th Floor, 429

Session Title: Audit Practice and Forensic Accounting

Chair: Sheldon Langsam, Western Michigan University

Leadership Development, Job Performance and Personality Traits: A Regional Accounting Firm Perspective

J. Roberto A. Demagalhaes, University of North Dakota

Forensic Accounting, the New Frontier: Teaching Students to Catch the Bad Guys

Vicki Jobst, Benedictine University

Disciplinary Action as a Measure of CPA Competence

Richard S. Sathe, University of St. Thomas



PROGRAM SESSIONS

BUSINESS ECONOMICS

11:00–12:15 p.m. 9th Floor, 925

Session Title: Economic Education

Chair: Timothy J. Schibik, University of Southern Indiana

Economically Speaking: Means and Methods of Online Content Delivery to Improve Measurable Learning Outcomes in Principles of Economics Classes

Ramin Maysami, University of North Carolina at Pembroke

Zhixin (Richard) Kang, University of North Carolina at Pembroke

Small Business Project

Reza Varjavand, Saint Xavier University

What Business Leaders Should Know About Macroeconomics for Effective Planning and Decision-Making

Sam Sarkar, Saginaw Valley State University

BUSINESS/SOCIETY/GOVERNMENT

11:00 a.m.–12:15 p.m. 8th Floor, 829

Theme: Matters of Ethnicity

Chair: Maria Lai-Ling Lam, Malone University

How a Minor Show-Business News Item Can Work Its Way around the World

Mark A. Bowdidge, Bethany College

John S. Bowdidge, Missouri State University

Taking Care of Business: Ethnic Hierarchies within the Business Section of the *Memphis Commercial Appeal*

Bistra Nikiforova, University of New England

FRIDAY, MARCH 20, 2009

SOCIETY FOR CASE RESEARCH

11:00 a.m.–12:15 p.m.Grand Ballroom, Session A

Theme: Critical Incidents
Chair: Britt Shirley, The University of Tampa
Discussants: Timothy Brotherton, Ferris State University
Craig Davis, Ohio University
Jeff Totten, McNeese State University

Cici’s Pizza: A Question of Repositioning

Nona Jones, Benedictine University

Wellness and the Cleveland Clinic’s Nicotine Testing in Pre-Employment Physicals

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

How to Extend Bicycle Parking Service and Stay Profitable

Asbjorn Osland, San Jose State University

SOCIETY FOR CASE RESEARCH

11:00 a.m.–12:15 p.m.Grand Ballroom, Session B

Theme: Embryo Cases
Chair: Yezdi H. Godiwalla, University of Wisconsin-Whitewater
Discussants: James Camerius, Northern Michigan University
Cheryl Noll, Eastern Illinois University
Patrick Schultz, University of North Dakota

Igneous Skis: An Upstart Company in a Mature Industry

Kimbrough Sherman, Loyola College in Maryland
Harsha Dasai, Loyola College in Maryland

The CEO’s Dilemma

Robert Picard, Idaho State University
Cathy Peppers, Idaho State University



PROGRAM SESSIONS

FINANCE

11:00–12:15 p.m. Venetian Room, Upper East Mezzanine

Session Title: **Special Session on the Financial Crisis**

Chair: TBA

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

11:00 a.m.–12:15 p.m. 9th Floor, 950

Workshop: **Using ALICE to Teach Introductory Programming**

Theresa Steinbach, DePaul University

INTERNATIONAL BUSINESS

11:00 a.m.–12:15 p.m. Drake Room, Main Level

Session Title: **Characteristics of International Markets
and Competitors**

Chair: Greg Okoro, Georgia Perimeter College

Discussants: Nichole Castater, Barry University
Etienne Musonera, Mercer University

An Analysis of Tourism in Morocco: Competitiveness and Markets

Jafar Alavi, East Tennessee State University

Mahmoud M. Yasin, East Tennessee State University

Sallem Koubida, Al-Akawayn University

Doing Business in Mexico

Juan Meraz, Missouri State University

The Public Face of International e-Business: An Exploratory Investigation of the Differences in Homepages of Global Corporations

Bruce Lo, University of Wisconsin-Eau Claire

Mi Yang-Ying Lam, University of Wisconsin-Eau Claire

FRIDAY, MARCH 20, 2009

The Impact of the Internet and Technology on International Negotiations

Anthony C. Koh, University of Toledo

INTERNATIONAL BUSINESS

11:00 a.m.–12:15 p.m. Marquette Room, Main Level

Session Title: Perspectives on Global Trade

Chair: Christopher Ziemnowicz, University of North Carolina at Pembroke

Discussant: Martin Stack, Rockhurst University

American and Chinese Perspectives on Global Trade

John A. Parnell, University of North Carolina at Pembroke

Michael Menefee, University of North Carolina at Pembroke

Zhang Long, China University of Geosciences (Beijing), visiting scholar at Texas A&M University-Commerce

North Korea's Foreign Trade in a New Direction

Sang Choe, University of Southern Indiana

Andrew Dill, University of Southern Indiana

Bad Karma and the Chinese Earthquake: Lessons Learned from the Sharon Stone Crisis

Zhang Long, China University of Geosciences (Beijing), visiting scholar at Texas A&M University-Commerce

William "Rick" Crandall, University of North Carolina at Pembroke

John A. Parnell, University of North Carolina at Pembroke

LEGAL STUDIES

11:00 a.m.–12:15 p.m. 6th Floor, 625

MALSB Annual Business Meeting

Presiding: Michael A. Katz, Delaware State University
President, Midwest Academy of Legal Studies
in Business



PROGRAM SESSIONS

MANAGEMENT

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

Theme: Planning for Retirement – Session B

Chair: Bruce Bloom, DeVry University-Chicago

Panelists: Matt Raunio, University of Wisconsin-Sheboygan
J. David Hunger, Saint John's University
Ronald Brown, Purdue University-North Central
Joe Hamilton, Franklin University

MANAGEMENT

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

Theme: Corporate Culture

Chair: Peter Linden, Chicago State University

The Impact of Transformational Leadership on Group Cohesiveness

Tung-Chun Huang, National Central University, Taiwan

Yung-Shui Wang, China University of Technology, Taiwan

Discussant: Peter Linden, Chicago State University

The AirTouch Compass: A Blueprint for a Corporate Culture that Worked

James D. Proffitt, Illinois College

Discussant: Paul Keaton, University of Wisconsin-LaCrosse

The Reality of Strategic Planning: When Theory and Practice Fail to Converge

Richard E. Crandall, Appalachian State University

William "Rick" Crandall, University of North Carolina at Pembroke

Discussant: Gurram Gopal, Elmhurst College

FRIDAY, MARCH 20, 2009

MANAGEMENT

11:00 a.m.–12:15 p.m.Michigan Room, Upper West Mezzanine

Theme: Entrepreneurial Leadership

Chair: Robyn Hulsart, Austin Peay State University

Entrepreneurship Track Award

Entrepreneurial Leadership: A Conversation with Dwight Carlson

David C. Strubler, Kettering University

Benjamin W. Redekop, Christopher Newport University

Discussant: Amanda M. Baugous, Augustana College

Distinguished Paper Award for Leadership

Leadership and Leading Track Award

The Influence of Situational and Transformational Leadership on Successful Crisis Management

Kenneth M. Baylor, Nova Southeastern University

Discussant: Robyn Hulsart, Austin Peay State University

Testing the Effects of Leader Behavior on Upward Feedback of a Voluntary Nature

Brandon Kilburn, University of Tennessee-Martin

Coy A. Jones, University of Memphis

Discussant: John Grant, Ohio Dominican University

MARKETING

11:00 a.m.–12:15 p.m. French Room, Lower East Mezzanine

Theme: **Marketing Research: Concepts, Issues, and Future Directions for Understanding the Subtleties of Consumer Behavior**

Chair: Tim Graeff, Middle Tennessee State University

Discussant: Suzanne Nasco, Southern Illinois University-Carbondale

Storytelling and Story Reading: Which One Is Better to Translate Expatriates' Relationship with Brands and Advertising?

Eliane Karsaklian, Université de la Sorbonne Nouvelle



PROGRAM SESSIONS

Implicit Measures of Attitudes in Consumer Behavior: Concepts, Issues, and Future Directions

Deepa Pillai, Southern Illinois University-Carbondale

Suzanne Nasco, Southern Illinois University-Carbondale

Kesha Coker, Southern Illinois University-Carbondale

Using Ethnography as a Methodology for Marketing Insight: An Applied Example

John Summey, Southern Illinois University-Carbondale

MARKETING

11:00 a.m.–12:15 p.m. Walton I Room, Lower East Mezzanine

Theme: Service Is Our Product and Customers Have the Last Word: A Reality Check for Every Marketer

Chair: Dawn Deeter-Schmelz, Ohio University

Discussant: Pamela Kennett-Hensel, University of New Orleans

Do Loyal Customers Forgive Your Mistakes?

Jun Ma, Indiana University-Purdue University

Nichaya Suntornpithug, Indiana University-Purdue University

Gokhan Karaatli, Indiana University-Purdue University

Identification of the Dimensions of Consumer Altruism

Thomas Powers, University of Alabama-Birmingham

Raymond Hopkins, The Boeing Company

Are Business School Students and Employers of Students Viewed as Customers? Survey Results from Marketing Department Chairs, Business School Deans, and Academic Vice Presidents

Robert Webster, Ouachita Baptist University

Kevin Hammond, University of Tennessee-Martin

Bank Personnel's Perception of Banking Services and Implications for Service Quality: A Study of Turkish Banks

Musa Pinar, Valparaiso University

Zeliha Eser, Baskent University

Sandy Strasser, Valparaiso University

FRIDAY, MARCH 20, 2009

MARKETING

11:00 a.m.–12:15 p.m. Walton II Room, Lower East Mezzanine

Theme: Marketing Education: Students' Awareness, Attitudes, Motives, and Needs

Chair: Susan Baim, Miami University Middletown

Discussant: Barbara Nemecek, University of Wisconsin River Falls

Student Attitudes toward Study Skills

Alison Wolfe, Elmira College

Students Using Note Cards during Exams: A Case Study

Philip Hurdle, Elmira College

An Exploratory Study of Students' Perceived Role Overload

Susan Petroschius, Bowling Green State University

Student Awareness and Understanding of Contemporary Marketing Terminology

Brian Vander Schee, Aurora University

OPERATIONS MANAGEMENT

11:00 a.m.–12:15 p.m. 7th Floor, 725

Theme: Information Technology

Chair: Nazim U. Ahmed, Ball State University

Making Changes within an Organization Using Information System Technology

Martin K. M'murithi Mbarabari, Claflin University

Applied Sustainability in Services and Operations: The Case of Grand Valley State University

Asli Yagmur Akbulut, Grand Valley State University

Jaideep Motwani, Grand Valley State University

Samir IsHak, Grand Valley State University



PROGRAM SESSIONS

Longevity and Permanency of a Virtual Organization

Nazim U. Ahmed, Ball State University

Sushil S. Sharma, Ball State University

LEGAL STUDIES

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

Guest Speaker: Judge Daniel T. Gillespie, Cook County Circuit Court

MBAA International 2009 Program Chairs Planning Meeting

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

Presiding: Jann Freed, Central College

Jeff Clark, Middle Tennessee State University

BUSINESS ECONOMICS

1:45–3:00 p.m. 9th Floor, 925

**Session Title: China: Growing Economic and Political Power and
Its Impact on the Global Economy**

Panelists: Ismail Sharif, University of Wisconsin-Green Bay
Yezdi H. Godiwalla, University of Wisconsin-Whitewater
Shiv Gupta, University of Findlay
Joe Horton, University of Central Arkansas
Ben-Cheih Liu, Chicago State University

BUSINESS/SOCIETY/GOVERNMENT

1:45–3:00 p.m. 8th Floor, 829

Theme: International Considerations

Chair: John S. Bowdidge, Missouri State University

A Curse or Blessing: Oil and Human Security in Equatorial Guinea

J.J. Asongu, Rockford College

FRIDAY, MARCH 20, 2009

Chinese Environmental Non-government Organizations as Effective Stakeholders in China

Maria Lai-Ling Lam, Malone University

Exploring the Canadian and U.S. Markets of the Electric Car

Tomas Lopez-Pumarejo, Brooklyn College

SOCIETY FOR CASE RESEARCH

1:45–3:00 p.m.Grand Ballroom, Session A

Theme: Critical Incidents, Policy, and Strategy

Chair: Sundarrajan Sankar, Tarleton State University

Discussants: Sherri Coultrup, Morgan State University
Richard Fulton, Troy University at Augusta
Thomas Garsombke, Claflin University

Leadership Transition at 3M in 2005

Patrick Schultz, University of North Dakota

John Vitton, University of North Dakota

Duane Helleloid, University of North Dakota

Smáralind Shopping Centre

Michael Luthy, Bellarmine University

The Impact of the Divestiture of Hanesbrands, Inc.

Jose J. Poza Jr., Barry University

Anne M. Fiedler, Barry University

SOCIETY FOR CASE RESEARCH

1:45–3:00 p.m.Grand Ballroom, Session B

Theme: Critical Incidents

Chair: Christy De Vader, Loyola College in Maryland

Discussants: Eric Nelson, University of Central Missouri
Bonalyn Nelsen, Rochester Institute of Technology
Kimbrough Sherman, Loyola College in Maryland



PROGRAM SESSIONS

The Program Director and Crisis Management

Leigh Cellucci, Idaho State University
Brian Crawford, Idaho State University
Carla Wiggins, Idaho State University
Tracy Farnsworth, Idaho State University

APA and the Interrogation Debate

Leigh Cellucci, Idaho State University
Tony Cellucci, Idaho State University
Mark Bezik, Idaho State University

INTERNATIONAL BUSINESS

1:45–3:00 p.m. Drake Room, Main Level

Session Title: **International Banking and the Current Financial Crisis**

Chair: Ramin Maysami, University of North Carolina
at Pembroke

Discussant: Greg Okoro, Georgia Perimeter College

Progress of China's Banking System 2002-2008

Peter Geib, Minnesota State University-Moorehead
Lucie Pfaff, College of Mount Saint Vincent

Déjà vu: Causes of and Solutions to the Current Financial Crisis

Nichole Castater, Barry University

INTERNATIONAL BUSINESS

1:45–3:00 p.m. Marquette Room, Main Level

Session Title: **Competitiveness in the International Business Arena**

Chair: Nichole M. Castater, Barry University

Strategic Decision Making in Canadian and Australian Arts Organizations

David Cray, Carleton University
Alex Ramirez, Carleton University
Loretta Inglis, Monash University

FRIDAY, MARCH 20, 2009

Organizational Culture and Successful International SMEs

William Barnes, Emporia State University
Raffaele DeVito, Emporia State University
Myrna Cornett-DeVito, Emporia State University

Toward a Prescriptive Research Model of International Adjustment: An Extended Model of Black, Mendenhall, and Oddou's (1991) Framework for International Adjustment

David C. Strubler, Kettering University
Sung-Hee Park, Kettering University

LEGAL STUDIES

1:45–3:00 p.m. 6th Floor, 625

Theme: Teaching/Pedagogy/Ethics
Chair: Richard J. Hunter Jr., Seton Hall University

Steps in the Classroom to Avoid Steps in the Courtroom

Tanya M. Marcum, Bradley University
Sandra J. Perry, Bradley University

FERPA's Impact on Post-Secondary Faculty, 2009 Update

George W. McNary, Creighton University
Steven C. Palmer, Eastern New Mexico University
Cheryl Bagley Thompson, University of Nebraska

Taking Care of Business through Ethics and Benefits

Norman D. Bishara, University of Michigan
Cindy Schipani, University of Michigan

Blackboard's New Tools to Fight Student Plagiarism and to Interface to Facebook: Related Legal and Ethical Considerations before Adoption

Kevin O. O'Brien, University of Denver



PROGRAM SESSIONS

LEGAL STUDIES

1:45–3:00 p.m. 6th Floor, 629

Theme: Technology/Intellectual Property/Banking

Chair: Denise S. Smith, Eastern Illinois University

Law and Technology

Mary Noe, Saint John's University

Patent Infringement and Protection in Korea

Jung-Hoon Lim, University of Texas-Pan American

Who Says Nothing Ever Happens in Duluth? The Woeful Tale of Capital Records v. Jammie Thomas

Alan C. Roline, University of Minnesota-Duluth

A Quagmire of Regulatory Compliance for Banks

Patricia S. Wall, Middle Tennessee State University

Lee Sarver, Middle Tennessee State University

MARKETING

1:45–3:00 p.m. French Room, Lower East Mezzanine

Theme: Marketing Strategy: Aligning the Market Offering and 21st-Century Consumer Realities

Chair: Tulay Girard, Penn State-Altoona

Discussant: Fred Hoyt, Illinois Wesleyan University

Building Brand Community Membership within Organizations: A Viable Internal Branding Alternative?

Raj Devasagayam, Siena College

Cheryl Buff, Siena College

Tim Aurand, Northern Illinois University

Kimberly Judson, Illinois State University

Catholic Parishioner Satisfaction and Religious Giving

Thomas Marpe, Saint Mary's University of Minnesota

FRIDAY, MARCH 20, 2009

Either Fish or Fowl: A Discussion of the Intermediate Customer's Role in Tying and Antitrust Enforcement

Michael Levin, Otterbein College
Eric Walden, Texas Tech University

The Impact of Consumer Conformity on Brand Following: Preliminary Findings

Paul Acosta, Siena College
Raj Devasagayam, Siena College

MARKETING

1:45–3:00 p.m. Walton I Room, Lower East Mezzanine

**Theme: Integrated Marketing Communications:
Addressing the Central Issues of Our Time**

Chair: Jeri Mullins-Beggs, Illinois State University

Discussant: Ron Bauerly, Western Illinois University

Marketing the 2008 Presidential Election to Young Adults

Paulette Polley-Edmunds, Elizabeth City State University
Josephine Stanley-Brown, Norfolk State University

Optimal Marketing Strategies for Reaching Health Care Providers

Robin Luke, Missouri State University
Kim Hollingsworth, Missouri State University

Stakeholders in Academic Branding: Contrasting Faculty and Student Perceptions

Deborah Baird, Utah Valley University
Letty Workman, Utah Valley University



PROGRAM SESSIONS

MARKETING

1:45–3:00 p.m. Walton II Room, Lower East Mezzanine
Special

Session: Using Online Survey Software to Create
Marketing Surveys: a Tutorial for Marketers
Operating in Our Complex and Changing
Networked World

Presenter: Suzanne Nasco, Southern Illinois University-Carbondale

BUSINESS ECONOMICS

3:00–4:15 p.m. 9th Floor, 925

Session Title: Empirical Studies

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

**Quarterly Economic Data 1921-41 and the Half Liquidity Trap of
1933-36**

William Carlson, Duquesne University

Conway Lackman, Duquesne University

**All around the World, the Summer of 2008 brought a Financial and
Economic Awakening for Many**

John S. Bowdidge, Missouri State University

**Stock Market Variability Analysis for the Top 40 Companies in
Chicago, An Inter-Temporary Comparison 2006-2008**

Ben-Cheih Liu, Chicago State University

John Johnson, Chicago State University

Lydia Jones, Chicago State University

Joseph Deskin, Chicago State University

Jamesa Martin, Chicago State University

Jennifer Hoffman, Chicago State University

FRIDAY, MARCH 20, 2009

SOCIETY FOR CASE RESEARCH

3:00–4:15 p.m.Grand Ballroom

Theme: Embryo Cases and Meeting Feedback
Chair: Roy Cook, Fort Lewis College
Discussants: Kay Hodge, University of Nebraska-Kearney
Jeff Totten, McNeese State University
Michael Luthy, Bellarmine University

Store for Knowledge.com

Sundarrajan Sankar, Tarleton State University
Rusty Freed, Tarleton State University

U.S. BioEnergy Corporation: Case of the Ethanol Industry in 2007

David Boggs, Eastern Illinois University
Leslie Hall, Eastern Illinois University
Melinda Kappes, Eastern Illinois University
Tammy Nicol, Eastern Illinois University

Annual Meeting Feedback and Wrap-up

President: Bill Stratton, Idaho State University
Program Chair: Mark Bezik, Idaho State University

MARKETING

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

Theme: Sports, People Who Love Them, and Marketing's
Role: It's Showtime!
Chair: Pamela Kennett-Hensel, University of New Orleans
Discussant: Beverly Venable, Columbus State University

**The Effect of Demographics upon Attendees' Level of Satisfaction
Relating to Minor League Baseball: an Empirical Study**

Susan Geringer, California State University, Fresno
Tanya Meneses, California State University, Fresno



PROGRAM SESSIONS

The Impact of Congruence in Cause Marketing Campaigns for Professional Sports Leagues

Don Roy, Middle Tennessee State University
Benjamin Goss, Missouri State University

Understanding the Retired Athletes Segment: Insights from a Cluster Analysis of Retired Athletes

Kesha Coker, Southern Illinois University at Carbondale
Suzanne Nasco, Southern Illinois University at Carbondale
Deepa Pillai, Southern Illinois University at Carbondale

Understanding Fan Support: The Case of a Nonprofit Organization Owning a Team

Beverly Venable, Columbus State University
Rhea Ingram, Auburn University-Montgomery
William Foxx, Auburn University-Montgomery

MARKETING

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

Theme: We're All Global Citizens Now: Marketers Lead the Way

Chair: Brian Vander Schee, Aurora University

Discussant: Brian Vander Schee, Aurora University

Study of Macao College Students' Ethical Intentions in Business Situations: Implications to Globalizing Chinese Enterprises

Penelope Ferguson DeJong, St. Cloud State University
Mark Munoz, Millikin University
Joseph SyChango, University of Macao

Americans Prefer Famous and Cheap, but French Would Buy Healthy and Tasty: A Cross-Cultural Study on Brand Preferences

Eliane Karsaklian, Université de la Sorbonne Nouvelle

FRIDAY, MARCH 20, 2009

Dimensions of Perceptual Psychic Distance in Exporter-Importer Relationships

Irene Vida, University of Ljubljana

Claude Obadia, Advancia-Negocia

Nathalie Prime, European School of Management

Michelle Kunz, Morehead State University

MARKETING

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

Theme: Understanding Global Marketing Opportunities and Challenges: Important Fronts, New Ideas

Chair: Alfred Holden, Fordham University

Discussant: Alfred Holden, Fordham University

Interdisciplinary Travel Study

Ileana Brooks, Aurora University

Peggy Hernandez, Aurora University

Extending the Process of Customer Relationship Management (CRM) to Value Chain Partners: Towards a Model Development

Samit Chakravorti, Western Illinois University

What Will the Markets of the Future Be for One Community? Innovative Learning for a Complex World

Paul Lane, Grand Valley State University

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Cyber Cafe**

Gold Coast Ballroom

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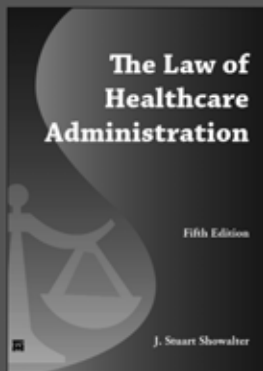
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