

The 46th Annual

MBAA INTERNATIONAL CONFERENCE

March 24–26, 2010

The Drake Hotel • Chicago, IL

www.mbaainternational.org

How to Get Published!

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Promotion?

Retention?

*Practical help from
successful faculty
members and journal
editors for getting your
research published!*

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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 2010 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.

2011 Conference Dates
March 23 through March 25, 2011

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 \$196 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. Exhibits are located in the magnificent Gold Coast Ballroom.

2011 MBAA International Program

Persons interested in participating in the 2011 program, scheduled for March 23–25, 2011, at the historic Drake Hotel—where Chicago's Magnificent Mile begins—please contact

Judy Wiles
Chair and Professor, Department of
Management and Marketing
Professor of Marketing
Southeast Missouri State University
(573)651-2913
jwiles@semo.edu

2010 MBAA International
McGraw-Hill/Irwin
Distinguished Paper Awards

Academy of Business Economics

**Patients' Perceptions and Treatment Effectiveness:
A Reassessment Using Generalized Maximum Entropy**

Sean M. Murphy, West Texas A&M University
Daniel L. Friesner, North Dakota State University
Robert Rosenman, Washington State University

Academy of Finance

Liquidity Changes Subsequent to Reverse Stock Splits

Gow-Cheng Huang, Alabama State University
Kartono Liano, Mississippi State University
Herman Manakyan, Salisbury University
Ming-Shiun Pan, Shippensburg University

Academy of International Business, Midwest Region

**Host Country Effects on the Success of International Acquisitions:
The Case of Private Equity Investments**

Sharon Watson, University of Delaware
Anthony George, University of Delaware

Business and Health Administration Association

**Knowledge, Skills, and Abilities Required of Continuing
Care Retirement Communities' Executive Directors**

Michael Stowe, University of St. Francis
James Haefner, University of St. Francis

Business, Society, and Government (Co-winners)

Going Global: A Look at Corporate Citizenship

Melissa Ann Schmid, Saint Mary's University of Minnesota
Lawrence G. Price, Saint Mary's University of Minnesota
Shelly Y. McCallum, Saint Mary's
and

**Service Learning: An Empirical Analysis of the
Impact of Service Learning on Civic Mindedness**

James E. Weber, St. Cloud State University
Paula S. Weber, St. Cloud State University

2010 MBAA International
McGraw-Hill/Irwin
Distinguished Paper Awards

Marketing Management Association

**The Development of Advertising and Marketing Education
in the United States: The First 75 Years**

Edd Applegate, Middle Tennessee State University

Midwest Academy of Legal Studies in Business

Financial Crisis: Impetus for Restoring Corporate Democracy

Robert D. Sprague, University of Wyoming

Aaron D. Lyttle, J.D. Candidate, University of Wyoming

North American Accounting Society

**Student Perceptions of Wikis for Cooperative Learning
in an Accounting Course**

Dee Ann Ellingson, University of North Dakota

Kate Campbell, University of North Dakota

North American Management Society

**An Investigation of the Innovation and Integration Capacity
of U.S. Health Care Organizations**

Dawn E. Bowden, International School of Management

**Operations Management and
Entrepreneurship Association**

A Practical View of Queues with Lane Switching

Coleen R. Wilder, Illinois Institute of Technology

Nick T. Thomopoulos, Illinois Institute of Technology

2010 MBAA International
McGraw-Hill/Irwin
Distinguished Paper Awards

Society for Case Research (Co-winners)
**Applying Signature Pedagogies and Disciplined Mind
Concepts to Developing Critical Incidents**

Joy Benson, University of Wisconsin
Sally Dresdow, University of Wisconsin
and

Expanding the Experiential Nature of Case Teaching for Business

Jeffrey B. Conner, Hanover College
Robyne J. Hart, Associated Colleges of the Midwest

Society for the Advancement of Information Systems
**Are They Valued by the Board—An Investigation of Relative
Performance Evaluation of Chief Information Officers**

Nan Hu, University of Wisconsin Eau Claire
Ling Liu, University of Wisconsin Eau Claire
Jianhui Huang, Singapore Management University

MBAA International– An International Conference!

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

In the last eight years, people from all 50 states and more than 25 countries have participated in MBAA International. In 2009 alone we had 47 states and 11 countries represented!

High quality leaders have been coming together at MBAA International for more than 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!*

**Jeff Clark
Executive Director, MBAA International**



MBAA International: Origins and Outcomes

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!

In 1964 Schuyler F. Otteson and L. L. Waters of Indiana University and Charles Saunders and Sidney P. Feldman of the University of Kansas, at the meeting of the American Economic Association, planned our inaugural meeting for 1965. Nearly half a decade later, MBAA International is going strong! We are proud to have built on their innovative, interdisciplinary vision—becoming AMERICA'S BEST CONFERENCE VALUE!

MBAA International has become successful beyond the wildest expectations of its founders. They established a culture of coordination and cooperation that still thrives. While some other organizations have adopted our “multidisciplinary experience” approach, MBAA International remains America's long-term leader in low-cost, high-value integrative professional development. Nobody has been doing it longer and many believe, nobody does it better!

In 2010 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 2006–2009 annual meetings were:

	2006	2007	2008	2009
Accounting.....	77	79	66	57
Business, Society, and Government	19	27	20	14
Case Research.....	42	39	54	59
Economics.....	33	43	39	41
Finance.....	109	116	103	99
Health Administration.....	89	73	65	32
Information Systems.....	49	33	35	31
International Business.....	45	82	48	40
Legal Studies.....	55	50	48	61
Management.....	87	113	85	99
Marketing.....	136	128	139	154
Operations Management and Entrepreneurship.....	33	35	34	28
MBAA International.....	<u>42</u>	<u>16</u>	<u>10</u>	<u>15</u>
Total.....	<u>816</u>	<u>834</u>	<u>746</u>	<u>730</u>

These registrations tell only part of the story as some participants support more than one organization through one or more secondary registrations. In 2006, there were 141 secondary registrants; in 2007, 135; in 2008, 117; and in 2009, 118.

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

Business Meetings, Special Meetings, Meals, and Receptions

Cyber Cafe Gold Coast Ballroom
Open during conference day sessions.

Wednesday, March 24, 2010

SOCIETY FOR CASE RESEARCH

12:00–1:15 p.m. Drake Restaurant

Board of Directors Working Luncheon

Includes available Publications Committee members and Officers

ACCOUNTING, FINANCE, MANAGEMENT, MARKETING

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

Theme: Biz-Lx Simulations for Various Business Disciplines

Chair: Peter Gordon, Southeast Missouri State University
Presentation and Demonstration of Biz-Lx by
Tony Naidu, Biz-Lx
Stacey Hills, Utah State University

BUSINESS/SOCIETY/GOVERNMENT

3:00–4:15 p.m. 2nd Floor, 225

BSG Annual Business Meeting

Chair: Steven C. Palmer, Northwestern Oklahoma State
University

ACCOUNTING

4:30–5:45 p.m. 4th Floor, 425

North American Accounting Society Board Meeting

Presiding: Harold Wilde, University of North Dakota
President, North American Accounting Society

Wednesday, March 24, 2010

BUSINESS AND HEALTH ADMINISTRATION

4:30–5:45 p.m. Parkside Room, Upper West Mezzanine
BHAA Board Meeting

Chair: William Stroube, University of Evansville

SOCIETY FOR CASE RESEARCH

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

MANAGEMENT

4:30–5:45 p.m. Erie Room, Upper West Mezzanine
NAMS Executive Council Meeting

Chair: Richard Leake, Luther College

MARKETING

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

MBAA INTERNATIONAL HOSPITALITY SUITE
5:30–8:00 p.m. Parkside Room, Upper West Mezzanine
9:30–11:00 p.m. Parkside Room, Upper West Mezzanine

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

“FUN NIGHT” – CHAMBER BLUES
8:00 p.m. Gold Coast Ballroom

Business Meetings, Special Meetings, Meals, and Receptions

Thursday, March 25, 2010

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. Parkside Room, Upper West Mezzanine
BHAA Annual Business Meeting and Awards Function
Presiding: William Stroube, University of Evansville
All BHAA Members are invited to attend this meeting.

FINANCE

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

FINANCE

10:45–12:00 p.m. Tudor Room, Upper East Mezzanine
Business Meeting

INTERNATIONAL BUSINESS

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

MARKETING

10:45 a.m.–12:00 p.m. Grand Ballroom, Lower East Mezzanine
MMA Awards Brunch (Ticket Required)
2010 Innovative Marketing Award Winner: Bill Pride, Texas A&M
University

BUSINESS AND HEALTH ADMINISTRATION

12:15–1:30 p.m. Superior Room, Upper West Mezzanine
BHHA Awards and Featured Speakers Luncheon (Ticket Required)

Thursday, March 25, 2010

SOCIETY FOR CASE RESEARCH

12:15–1:30 p.m.....Club International, Drake Hotel Main Level
Annual Meeting Luncheon (Ticket Required)

FINANCE

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

MANAGEMENT

12:15–1:30 p.m.....Parkside Room, Upper West Mezzanine
NAMS Luncheon and David Gustafson Award Presentation
(Ticket Required)

Co-chairs: Paul L. Govekar, Ohio Northern University
Michele A. Govekar, Ohio Northern University
Presenters: Molly Shoup-Hoffman, Kraft Foods Global, Inc.
Karen Swinehart, AT&T Business Marketing

MARKETING

12:15–1:30 p.m..... Grand Ballroom, Lower East Mezzanine
MMA Business Meeting

INTERNATIONAL BUSINESS

1:30–2:45 p.m. Drake Room, Main Level
Annual Business Meeting of the Academy of International
Business-Midwest Region and Award Presentations
(Everyone is invited to the meeting. Refreshments served.)

MBAA INTERNATIONAL

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

Business Meetings, Special Meetings,
Meals, and Receptions

Thursday, March 25, 2010

“FUN NIGHT” – THE MOODS	
8:00 p.m.	Grand Ballroom

MBAA INTERNATIONAL HOSPITALITY SUITE

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

Friday, March 26, 2010

**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 and Annual Business Meeting (Ticket Required)

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

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

MANAGEMENT

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

INTERNATIONAL BUSINESS AND LEGAL STUDIES

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

Joint Session with Legal Studies

Theme: Globalization and Law

Chair: Robert Moussetis, North Central College

Panelists: Thomas D. Cavenagh, North Central College
Varner Carson, Illinois State University
Richard J. Hunter Jr., Seton Hall University

LEGAL STUDIES

11:00 a.m.–12:15 p.m.6th Floor, 625

MALSB Annual Business Meeting

Presiding: Robert D. Sprague, University of Wyoming
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: Patricia H. Werhane, DePaul University
Wiclander Chair of Business Ethics and Executive
Director, Institute for Business and Professional Ethics

MBAA International

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

2011 Program Chairs Planning Meeting

Presiding: Judy Wiles, Southeast Missouri State University
Jeff Clark, Middle Tennessee State University

MARKETING

4:30–6:00 p.m.Lakeshore Room

Board of Directors Appreciation Event

How to Get Published

Wednesday, March 24, 2010

BUSINESS/SOCIETY/GOVERNMENT

1:30–2:45 p.m......2nd Floor, 225

Theme: **BSG Roundtable-Getting Published**

Co-Chairs: James Breyley, Northwestern Oklahoma State University
 Judy Lane, Managing Editor, *American Journal of Business*

FINANCE

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

Theme: **Financial Pedagogy and Publishing in Financial Education Journals**

Larry Bauer, Memorial University
Ernest Biktimirov, Brock University
Alex Faseruk, Memorial University

FINANCE

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

Theme: **How to Get Published**

Chair: Nancy Beneda, University of North Dakota

Panelists: Don T. Johnson, Editor of *Managerial Finance*
 Monzurul Hoque, Editor of the *Journal of Academy of Finance*

Thursday, March 25, 2010

MANAGEMENT

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

Theme: **Research and Writing**

Chair: Edward F. Murphy, Embry-Riddle Aeronautical University

Thursday, March 25, 2010

Great Research Comes from Great Questions: Using Spectrum Analysis as a Technique for Improving Organizational Research

Aaron A. Buchko, Bradley University
Debra J. Slone, University of South Florida
Kathleen J. Buchko, Bradley University

Keeping It in the Family: A Father and Son Share their Insights on Getting Published

William "Rick" Crandall, University of North Carolina at Pembroke
Richard E. Crandall, Appalachian State University

BUSINESS ECONOMICS

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

Theme: How to Publish

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

Panelists: David A. Dilts, Indiana University-Purdue University
Fort Wayne
Daniel L. Friesner, North Dakota State University
Lawrence J. Haber, Indiana University-Purdue University
Fort Wayne
Timothy J. Schibik, University of Southern Indiana

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

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

Theme: Publishing

Chair: Maggie O'Connor, Bloomsburg University

Writing Research Manuscripts for Journal Publication Regardless of Academic Discipline

Linda V. Knight, DePaul University
Theresa A. Steinbach, DePaul University

How to Get Published

Thursday, March 25, 2010

MANAGEMENT

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

Theme: Getting Published

Organizer: Julia Teahen, Baker College

Presenters: Jann Freed, Central College
Regina A. Greenwood, Nova Southeastern University
Joy Peluchette, University of Southern Indiana
Jane Schmidt-Wilk, Maharishi University of Management
Ken Thompson, DePaul University
Carolyn Wiley, Roosevelt University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Meet the Editor

Presenter: Avinandan Mukherjee, Montclair State University
Editor, *International Journal of Pharmaceutical
Healthcare Marketing*

SOCIETY FOR CASE RESEARCH

10:45-12:00 p.m..... 8th Floor, Room 825

Theme: Getting Published

Presenters: Kay A. Hodge, University of Nebraska-Kearney
Roy A. Cook, Fort Lewis College

Panelists: Kay A. Hodge, University of Nebraska-Kearney
Joy Benson, University of Wisconsin-River Falls
Roy A. Cook, Fort Lewis College
J. David Hunger, Saint John's University

So, You Think You Want to Write a Case!

Kay A. Hodge, University of Nebraska-Kearney
Roy Cook, Fort Lewis College

Thursday, March 25, 2010

Getting Your Case Published

Kay A. Hodge, University of Nebraska-Kearney
Joy Benson, University of Wisconsin-River Falls
Roy A. Cook, Fort Lewis College
J. David Hunger, Saint John's University

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

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

Theme: **Getting Published**
Chair: Jennifer Williams, University of Southern Indiana

How to Get Published

Jeff Clark, Middle Tennessee State University
Linda V. Knight, DePaul University
Maggie O'Connor, Bloomsburg University
Judy Lane, Managing Editor, *American Journal of Business*

MARKETING

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

Theme: **Get Valuable Publishing Tips from Editors of
MMA Journals and Book Author of 147 Publishing
Tips for Professors**

Presenters: Susan Petroschius, Editor, *Journal of Advancement of
Marketing Education* (JAME)
 Suzanne A. Nasco, Managing Editor, *Journal of
Advancement of Marketing Education* (JAME)
 Danny Arnold, Missouri State University, Author of
 147 Publishing Tips for Professors

How to Get Published

Thursday, March 25, 2010

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

3:00–4:15 p.m.7th Floor, 729

- Theme:** **Success in Getting Your Research Published**
Chair: Bill Roach, Washburn University
Panelists: C. R. Marshall, University of Wisconsin-Stevens Point
 Bruce D. Fischer, Elmhurst College
 Richard A. Hall, Grand Valley State University
 Abraham Y. Nahm, University of Wisconsin-Eau Claire
-

Friday, March 26, 2010

LEGAL STUDIES

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

- Panel:** **How to Get Published for Lawyers**
Discussant: Dawn R. Swink, University of St. Thomas
 Editor, *Midwest Law Journal*
-

ACCOUNTING

11:00 a.m.–12:15 p.m.4th Floor, 425

- Theme:** **Publishing in Accounting**
Moderator: Susan Behling, Western Illinois University
Panelists: Kate Campbell, University of North Dakota
 Timothy J. Fogarty, Case Western Reserve University
 Alan Reinstein, Wayne State University
 Judy Lane, Managing Editor, *American Journal
 of Business*

Wednesday, March 24, 2010

SOCIETY FOR CASE RESEARCH

12:00–1:15 p.m...... **Drake Restaurant**

Board of Directors Working Luncheon

Includes available Publications Committee members and officers

ACCOUNTING

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

Theme: **Faculty Issues**

Chair: Jerry Kreuze, Western Michigan University

The Undergraduate Capstone Experience: Synthesis, Reflection, and Transition

Grace F. Johnson, Marietta College

Why Aren't Professors Leading the Way to IFRS?

William Miller, University of Wisconsin-Eau Claire

D'Arcy Becker, University of Wisconsin-Eau Claire

Museums and the Effectiveness of the Unrelated Business Income Tax—New Evaluation Opportunities Provided by Public Disclosure of 990-Ts

Donald Morris, University of Illinois-Springfield

ACCOUNTING

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

Theme: **New Issues, New Views on Old Issues**

Chair: Lynn Spellman-White, Trinity Christian College

The Role of Ethics in the Bidding Process and the Financial Crisis: An Empirical Analysis

Musa Darayseh, American University of Sharjah

Elaine Waples, Purdue University Calumet

An Evaluation of Assessment in Accounting Higher Education

David W. Joy, University of Central Missouri

Kenneth E. Stone, University of Central Missouri



Program Sessions

Not-for-Profit Accounting Standards: Should Churches and Private Enterprise Sing from the Same Hymnbook?

Daphne Rixon, St. Mary's University

Alex Faseruk, Memorial University

BUSINESS AND HEALTH ADMINISTRATION

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

Session Title: **Health Care Management**

Session Chair: William Stroube, University of Evansville

Discussant: Dennis Emmett, Marshall University

Towards a 21st Century Healthcare Management—A Grass Roots Approach

Kuriakose Athappilly, Western Michigan University

Disease Management Initiatives and the Ability to Reduce Costs of Chronic Care

Maria Scopelliti, University of Scranton

Robert J. Spinelli, University of Scranton

Electronic Medical Records: The How, the Why, and the ROI

Teresa M. McKay, West Michigan Cancer Center

Electronic Medical Records in Long Term Care

Krista Phillips, Marshall University

Chris Wheeler, Marshall University

Josh Campbell, Marshall University

Alberto Coustasse-Hencke, Marshall University

BUSINESS ECONOMICS

1:30–2:45 p.m......9th Floor, 925

Session Title: **Economic Policy, Regulation and Institutional Economics**

Chair: Carolyn F. Stumph, Indiana University-Purdue University
Fort Wayne

Removing the Emperor's New Clothes: What Do We Really Know about Target-Date Funds?

Geralyn M. Miller, Indiana University-Purdue University Fort Wayne
Carolyn F. Stumph, Indiana University-Purdue University Fort Wayne

The Role of New Institutional Economics in Licensing Contracts

Ayako Huang, Maharishi University of Management

Is Chapter 13 an Effective Tool for Relieving Tax and Alimony/Child Support Obligations?

Donald Hackney, Gonzaga University
Candace Correia, Gonzaga University
Daniel L. Friesner, North Dakota State University

The Effect of Bundling on Program Quality

Nodir Adilov, Indiana University-Purdue University Fort Wayne

BUSINESS/SOCIETY/GOVERNMENT

1:30–2:45 p.m.2nd Floor, 225

Theme: BSG Roundtable-Getting Published

Co-Chairs: James Breyley, Northwestern Oklahoma State University
Judy Lane, Managing Editor, *American Journal of Business*

SOCIETY FOR CASE RESEARCH

1:30–2:45 p.m. 8th Floor, Room 825

Theme: Critical Incident Review

Chair: Roy A. Cook, Fort Lewis College

Discussants: Harsha Desai, Loyola University
Nona J. Jones, Benedictine University

TriMode Systems: Continuity of a Lifestyle Business

Eric Nelson, University of Central Missouri
Heather Loomis, University of Central Missouri



Program Sessions

The Fate of MediaFuse: An Entrepreneur Wrestles with the Future Direction of His Internet Marketing Firm

John C. Riddick Jr., Hanover College

SOCIETY FOR CASE RESEARCH

1:30–2:45 p.m. 8th Floor, Room 829

Theme: Critical Incident Review

Chair: William E. Stratton, Idaho State University

Discussants: Christy L. DeVader, Loyola University-Maryland
Rong Kang, University of Southern California

Bayer CropScience: The Public's Right to Know

Steven M. Cox, Queens University of Charlotte

Bradley W. Brooks, Queens University of Charlotte

Ilonka Aylward, Aylward Family Law

Quest Research Explores the Hog Production Industry

Stacy M. Vollmers, University of Wisconsin, River Falls

Clyde Vollmers, Russian American Institute

FINANCE

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

Theme: Investments and Portfolio Management

Chair: Peppi Kenny, Western Illinois University

Trend Trading NASDAQ Stocks

David Rayome, Northern Michigan University

Abhijit Jain, Northern Michigan University

Discussant: Peppi Kenny, Western Illinois University

The Significance of Altman Measure in Explaining U.S. Stock Price Movements during 2008 Stock Crash: A Cross Sectional Study

Victor Bahhouth, University of North Carolina at Pembroke

Ramin Cooper Maysami, University of North Carolina at Pembroke

Discussant: Craig A. Peterson, Western Michigan University

A Resource Dependence Perspective Examination of Board of Directors Composition, Finance Committees, and Corporate Financial Performance

Craig A. Peterson, Western Michigan University

James Philpot, Missouri State University

Discussant: Dean Johnson, Michigan Tech University

FINANCE

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

Theme: Global Finance

Chair: Jamshed Uppal, Western Michigan University

Comparing the Profitability of Technical Trading Rules as Applied to the Intraday and End-of-Day Foreign Exchange Markets

Nauzer Balsara, University of Michigan

Jason Chen, University of Michigan

Discussant: Inayat U. Mangla, Western Michigan University

Islamic Banks and the Global Financial Crisis of 2007-09: An Assessment of Risk Management

Inayat U. Mangla, Western Michigan University

Jamshed Uppal, Western Michigan University

Discussant: Nauzer Balsara, Northeastern Illinois University

FINANCE

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

Theme: Education in Finance

Chair: David Kunz, Southeast Missouri State University

Proficiency in Prerequisites and Student Performance in Business Finance

Chien-Chih Peng, Morehead State University

Discussant: James Haskins, University of North Dakota



Program Sessions

Scenario Data and Problems Computing Beta and Correlation Coefficient—A Teaching Note

James Haskins, University of North Dakota

Discussant: Chien-Chih Peng, Morehead State University

FINANCE

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

Theme: Special Topics

Chair: Stan Adamson, Missouri State University

A Comparison of Public University Retirement Systems in the Midwest

Stan Adamson, Missouri State University

James Philpot, Missouri State University

Discussant: Alex Faseruk, Memorial University

A Review of the Psychology of Risk Taking Behavior for Individual Investors

Alex Faseruk, Memorial University

Katie Harnum, Memorial University

Tom Cooper, Memorial University

Discussant: Stan Adamson, Missouri State University

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

1:30–2:45 p.m......9th Floor, 950

Theme: IS and Business

Chair: Prasad Bingi, Indiana University-Purdue University

Determinants of Trust: What Is Missing from a Supply Chain Management Process?

Maggie O'Connor, Bloomsburg University

Supplier Relationship Management in the Real-Time Economy

Joseph O. Chan, Roosevelt University

Wednesday, March 24, 2010

Wealth Accumulation among the Richest 100 Billionaires in United States: 2004, 2007, and 2009

Ben-Chieh Liu, Chicago State University

John C. Johnson, Chicago State University

Lea P. Brown, Chicago State University

Desislava D. Georgieva, Chicago State University

INTERNATIONAL BUSINESS

1:30–2:45 p.m. Drake Room, Main Level

Theme: Student Papers

Chair: Brian Hanlon, North Central College

The Influence of International Education upon Willingness to Expatriate

Kyle Coble, Saint Louis University

Meltem Tugut, Saint Louis University

Weidong Rong, Saint Louis University

Discussant: Sang T. Choe, University of Southern Indiana

Developing a Business Model for Integrating Organizational Culture in Global Acquisitions

Lowell C. Matthews, Argosy University

Discussant: Nicole Castater, Barry University

Effects and Measures of American Subprime Mortgage Crisis on Foreign Direct Investment in Developing Countries

Hongwei Song, University of North Carolina at Pembroke

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

Modern Era Re-branding: The PepsiCo Example

Daanish D. Pestonjee, University of North Carolina at Pembroke

Discussant: Christopher Ziemnowicz, University of North Carolina at Pembroke



Program Sessions

Characteristics of Global National Business Leaders: An Empirical Study of Leadership Skills and Global Mindset

Gyongyi (Georgine) Konyu-Fogel, University of Maryland University College

Discussant: William Barnes, Emporia State University

INTERNATIONAL BUSINESS

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

Theme: Learning and International Business

Chair: Anthony C. Koh, University of Toledo

Common Themes and Topics in International Business Textbooks

Tagi Sagafi-nejad, Texas A&M International University

Murad Moqbel, Texas A&M International University

Aditya Limaye, Texas A&M International University

Aziz Bakay, Texas A&M International University

Discussant: R. K. Srivastava, University of Bombay

The Mechanisms of International Technological Learning through Exporting

Roberto Gamarra, Lewis University

Discussant: Anthony C. Koh, University of Toledo

Comparative Analysis of Foreign Direct Investment in India and China: Conceptual, Definitional, and Reporting Issues

M. R. Shollapur, Sdaganga Institute of Technology-India

Suneel Maheshwari, Marshall University

Uday Tate, Marshall University

Discussant: Kenichi Ohkita, Yamaguchi University

MANAGEMENT

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

Theme: Business Education Panel

Business Education with a Liberal Arts Emphasis

Organizer: Amanda M. Baugous, Augustana College

Presenters: Gloria Campbell, Wartburg College

Harry Fisher, Eureka College

Richard Leake, Luther College

MANAGEMENT

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

Theme: Service Learning Panel

Meaningful Integration of Service Learning within Interdisciplinary Curricula: The Importance of Developing and Maintaining Long-Term Relationships

Organizer: Jean Clifton, North Central College

Presenters: Gerald A. Thalman, North Central College

Matt Krystal, North Central College

MANAGEMENT

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

Theme: Management Techniques

Chair: Julia Teahen, Baker College

Discussant: Michele A. Govekar, Ohio Northern University

Resuscitating SWOT Analysis: A Heuristic Tool for Strategic Decision Making

Wolfgang Grassl, St. Norbert College

Joy M. Pahl, St. Norbert College

Distinguished Paper Award in Management



Program Sessions

Using Appreciative Inquiry for Graduate Program Improvement: Practicing What We Teach

Jim Maddox, Friends University
Kathleen Friesen, Friends University
Ryan Bond, Consultant

Using General Systems Theory as a Business Application Paradigm Vincent O'Rourke, Park University

MARKETING

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

**Session: Contemporary Issues in Integration of Global
Logistics and Supply Chain**

Presenters: D. S. Sundaram, Northeastern Illinois University
Rasoul Afifi, Northeastern Illinois University
Jian Li, Northeastern Illinois University
Andy Chen, Northeastern Illinois University

MARKETING

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

**Marketing Education: Internal and External
Assessment**

Chair: Fred Hoyt, Illinois Wesleyan University
Discussant: Roscoe Hightower Jr., Florida A&M University

Course Procedures for Enhancing Tolerance for Ambiguity and Learning

Peggy Shields, University of Southern Indiana

Market Orientation Component Balance and Business School Performance—An Empirical Examination of the Case of AACSB Member Schools

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

Assessing Marketing Internships: Perspectives from Internship Providers

Scott Swanson, University of Wisconsin-Eau Claire

MARKETING

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

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

Chair: Tim Graeff, Middle Tennessee State University

Judges: Brian T. Engelland, Mississippi State University
Donald P. Roy, Middle Tennessee State University
Robert Erffmeyer, University of Wisconsin-Eau Claire
Susan Petroschius, Bowling Green State University
Alex Sales, Hormel Foods

**OPERATIONS MANAGEMENT AND
ENTREPRENEURSHIP ASSOCIATION**

1:30–2:45 p.m......**7th Floor, 725**

Theme: **Quantitative Modeling**

Chair: Bill Roach, Washburn University

**Your POM Textbook has a Plot: Interaction Effects between Models
Covered in a Typical Production Operations Management Class**

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

Ohm’s Law/Little’s Law: Expanding the Analogy

Bill Roach, Washburn University

ACCOUNTING

3:00–4:15 p.m......**4th Floor, 425**

Theme: **Eclectic Papers in Accounting**

Chair: Bambi Hora, University of Central Oklahoma

Public Sector Audit Committee Charters

Jack Armitage, University of Nebraska at Omaha



Program Sessions

Perceptions of the Influence of Online Tax Filing on Tax Compliance

D'Arcy Becker, University of Wisconsin-Eau Claire

Ray Hughes, University of Wisconsin-Eau Claire

Susan Behling, Western Illinois University

Motivation and Distraction Factors Associated with Student Performance in the Capstone Course: Contemporary Issues in Financial Accounting

Mostafa M. Maksy, Northeastern Illinois University

ACCOUNTING

3:00–4:15 p.m......4th Floor, 429

Theme: **Influencing Student Actions**

Chair: Dee Ann Ellingson

The 800 Pound Gorilla in the Room: Changing College Students' Spending and Savings Habits

Vicki J. Jobst, Benedictine University

Factors Affecting Accounting Students' Employment Choices: A Comparison of Students' and Practitioners' Views

Roberto Demagalhaes, University of North Dakota

Harold Wilde, University of North Dakota

Changes to Accounting Program Quality in the Years after AACSB Business School Accreditation Occurs

John Morgan, Winona State University

ACCOUNTING

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

JOINT SESSION WITH MANAGEMENT, FINANCE, AND MARKETING

Theme: **Biz-Lx Simulations for Various Business Disciplines**

Chair: Peter Gordon, Southeast Missouri State University

Presentation and Demonstration of Biz-Lx by

Tony Naidu, Biz-Lx

Stacey Hills, Utah State University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Health Policy

Session Chair: Michaeline Skiba, Monmouth University

Discussant: Alberto Coustasse-Hencke, Marshall University

Antitrust Enforcement and Its Implications for Business Planning

Michael M. Costello, University of Scranton

National Health Insurance—Time Has Come

Robert J. Spinelli, University of Scranton

Health Care Disparities and HIV/AIDS among Latinos in the United States

Hengameh Hosseini, Seton Hall University

A New Generation of Health: Medical Tourism

Alyssa Goldbach, University of Scranton

Daniel West Jr., University of Scranton

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Physical Medicine

Session Chair: David Paul, Monmouth University

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

Lacrosse Encephalitis: Results from the National Inpatient Sample (NIS) HCUP 2004-2006

Dennis Emmett, Marshall University

Alberto Coustasse-Hencke, Marshall University

Kawasaki Disease in the USA: Findings from the National Inpatient Sample (NIS) HCUP 2004-2006

Alberto Coustasse-Hencke, Marshall University

Dennis Emmett, Marshall University

Jeff Gillis, Marshall University

John Biros Kawasaki, Marshall University



Program Sessions

Management of Kawasaki Disease in Texas: Policy Implications

Cody Arvidson, University of North Texas-Dallas
Julius Larry, University of North Texas-Dallas
Doohee Lee, Marshall University
Witold Migala, University of North Texas-Dallas
Alberto Coustasse-Hencke, Marshall University

Expanding Practice Venues for Dental Hygiene: Improving Outcomes and Reducing Costs

Peter Fitzpatrick, Clayton State University
Susan Duley, Clayton State University

BUSINESS ECONOMICS

3:00–4:15 p.m......9th Floor, 925

Theme: Applied Economics

Chair: Shiv K. Gupta, University of Findlay

Your Local Friendly College Bookstore: Evidence of Pillaging Indiana College Students?

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

Will S(he) Sabotage Me? Experimental Evidence on Sabotage in Team-Production

Sudesh Mujumdar, University of Southern Indiana
Curtis R. Price, University of Southern Indiana

Rising Cost of Health Care and Out of Pocket Expenses

Veree Ethridge, University of St. Francis

Child Health Insurance Trends since 1999

Jason R. Davis, University of Wisconsin-Stevens Point

BUSINESS/SOCIETY/GOVERNMENT

3:00–4:15 p.m......2nd Floor, 225

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

Chair: Steven C. Palmer, Northwestern Oklahoma
State University

SOCIETY FOR CASE RESEARCH

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

Theme: **Critical Incident Review**

Chair: Steven M. Cox, Queens University of Charlotte

Discussants: Bradley W. Brooks, Queens University of Charlotte
Stacy M. Vollmers, University of Wisconsin-River Falls

Peer Review Pressure

William E. Stratton, Idaho State University
Reed McKnight, University of New Mexico

Quiomi Savoy Salon and Spa: Will This Dream Fade Away?

Nona J. Jones, Benedictine University

SOCIETY FOR CASE RESEARCH

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

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

Chair: Eric Nelson, University of Central Missouri

Discussants: Heather Loomis, University of Central Missouri
Robyne J. Hart, Associated Colleges of the
Midwest-Chicago Programs

How Should MSW, A Small Company, Manage Its Supply Chain?

Kiran J. Desai, McNeese State University
Harsha Desai, Loyola University Maryland

Seastar—Global Mart

Rong Kang, University of Southern California



Program Sessions

FINANCE

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

Theme: **Investments and Portfolio Management**

Chair: Susan Havranek, LeMoyné College

After the Economic Downturn: Does Jim Cramer Still Have as Much Influence?

Peppi Kenny, Western Illinois University

Don T. Johnson, Western Illinois University

Discussant: Susan Havranek, LeMoyné College

Equilibrium under Short Selling Restrictions

Dean Johnson, Michigan Technological University

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

Earnings per Share versus Cash Flow per Share as Predictor of Dividends per Share

John Consler, Le Moyné College

Greg Lepak, Le Moyné College

Susan Havranek, Le Moyné College

Discussant: Abhijit Jain, Northern Michigan University

FINANCE

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

Theme: **Investments and Portfolio Management**

Chair: Paul Bursik, St. Norbert College

Investing Your Own Endowment Fund Like Harvard Invests

Timothy Peterson, Gustavus Adolphus College

Discussant: Paul Bursik, St. Norbert College

Incorporation of Behavioral Finance in Investments

Paul Bursik, St. Norbert College

Discussant: Timothy Peterson, Gustavus Adolphus College

FINANCE

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

Theme: Financial Pedagogy and Publishing in Financial Education Journals

Larry Bauer, Memorial University
Ernest Biktimirov, Brock University
Alex Faseruk, Memorial University

FINANCE

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

Theme: Panel Discussion: How to Get Published

Chair: Nancy Beneda, University of North Dakota

Panelists: Don T. Johnson, Editor of *Managerial Finance*
Monzurul Hoque, Editor of the *Journal of Academy of Finance*

FINANCE

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

JOINT SESSION WITH ACCOUNTING, MANAGEMENT, AND MARKETING

Theme: Biz-Lx Simulations for Various Business Disciplines

Chair: Peter Gordon, Southeast Missouri State University
Presentation and Demonstration of Biz-Lx by
Tony Naidu, Biz-Lx
Stacey Hills, Utah State University

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

3:00–4:15 p.m. 9th Floor, 950

Theme: Innovative Business Models for E-commerce Companies

Chair: Joseph O. Chan, Roosevelt University

Panelists: Faisal Abdullah, Lewis University
Rami Khasawneh, Lewis University
Prasad Bingi, Indiana University-Purdue University



Program Sessions

INTERNATIONAL BUSINESS

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

Theme: **Shopping Malls and Patterns**

Chair: Nicole Castater, Barry University

Choice-based Strategic Design of Shopping Centers in Finland

Brian Hanlon, North Central College

Robert Moussetis, North Central College

Discussant: William Barnes, Emporia State University

Impact of Malls on Small Retailers

R. K. Srivastava, University of Bombay

Discussant: Raffaele DeVito, Emporia State University

Corporate Social Responsibility in a Post-Communist Country: The Case of Danone Poland

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

Christopher Ziemnowicz, University of North Carolina at Pembroke

John E. Spillan, University of North Carolina at Pembroke

Przemek Pohrybtenluk, Danone Poland

Discussant: Roberto Gamarra, Lewis University

INTERNATIONAL BUSINESS

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

Theme: **Technology, Marketing, and Economic Growth**

Chair: Raffaele DeVito, Emporia State University

The Influence of Trust, Culture, and Web-enabled Information Technology on Global Supply Chain Management Strategies of Born Global Firms in the Fashion Industry: A Conceptual Model

Melvin Williams, University of Toledo

Anthony C. Koh, University of Toledo

Sam Okaroafo, University of Toledo

Discussant: Kyle Coble, Saint Louis University

Wednesday, March 24, 2010

The Determinants of Platform Selection in the Japanese Home Video Game Software Industry: An Empirical Approach

Kazumitsu Minamikawa, Nanzan University

Kenichi Ohkita, Yamaguchi University

Discussant: M. R. Shollapur

Promoting Economic Growth through Tourism: A Systematic Customer-Focused Approach

Jafar Alavi, East Tennessee State University

Mahmoud M. Yasin, East Tennessee State University

Michael H. Small, East Tennessee State University

Sallem Koubida, Al-Akawayn University

Discussant: Juan Meraz, Missouri State University

MANAGEMENT

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

Theme: Business Schools

Chair: Regina A. Greenwood, Nova Southeastern University

Discussant: Bruce Bloom, DeVry University

Management and Organizational Leadership: Blending Preprofessional Education with the Liberal Arts

James D. Proffitt, Illinois College

Quantitative Anxiety among MBA Students

J. Holton Wilson, Central Michigan University

Gerald R. Fracassi Jr., Central Michigan University

International Business Study Programs in a Challenging Economy

Kenneth Heischmidt, Southeast Missouri State University

Peter Gordon, Southeast Missouri State University



Program Sessions

MANAGEMENT

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

Theme: **Workforce Development Panel**

Workforce Development: A rural Perspective

Organizer Kristi Berg, Minot State University

Presenters: Bart Finney, Park University
 Ronald Brownie, Purdue University North Central

MANAGEMENT

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

Theme: **Opportunities in Progress (WIP)**

Chair: Carolyn Wiley, Roosevelt University

Opportunities, Barriers, and Best Practice: Employment of Workers with Limited English Proficiency in Western Wisconsin

Nancy Hanson-Rasmussen, University of Wisconsin-Eau Claire

Kerry Samples, University of Wisconsin-Eau Claire

Opportunity at the Bottom of the Pyramid: A Comparative Examination of Cuba and Jamaica

Dennis M. Garvis, Washington and Lee University

Sandra L. Reiter, Washington and Lee University

Change: The “Other” Core Business

Robert W. Starinsky, DePaul University

MANAGEMENT

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

JOINT SESSION WITH ACCOUNTING, FINANCE, AND MARKETING

Theme: **Biz-Lx Simulations for Various Business Disciplines**

Chair: Peter Gordon, Southeast Missouri State University

Presentation and Demonstration of Biz-Lx by

 Tony Naidu, Biz-Lx

 Stacey Hills, Utah State University

MARKETING

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

JOINT SESSION WITH ACCOUNTING, FINANCE, AND MANAGEMENT

Theme: **Biz-Lx Simulations for Various Business Disciplines**

Chair: Peter Gordon, Southeast Missouri State University
Presentation and Demonstration of Biz-Lx by
Tony Naidu, Biz-Lx
Stacey Hills, Utah State University

MARKETING

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

Theme: **Entrepreneurship: The Driving Force in
Marketing Today**

Chair: Sanjay S. Mehta, Sam Houston State University
Discussant: Larry Zigler, Highland Community College

**Marketing to Entrepreneurs, Site Selectors and Relocation
Professionals: An Action Plan for Community Economic Development**

Oscar McKnight, Ashland University
Ronald Paugh, Ashland University
Aaron McKnight, University of Chicago
Megan Polak, Ashland University

**Marketing Small Businesses: Key Issues and Impact on Society and
the Nation**

James Wilkins, University of Findlay
Padmavathi Dasharatha Yata, University of Findlay

**Incorporating Entrepreneurship Principles into the Marketing
Curriculum**

John J. Newbold, Sam Houston State University
Sanjay S. Mehta, Sam Houston State University



Program Sessions

MARKETING

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

Theme: Messages in Consumer Behavior: An Involvement Perspective

Chair: Jim Harris, St. Norbert College

Discussant: Rick Saucier, St. John's University

E-Satisfaction: Involvement Approach

Soo-Young Moon, University of Wisconsin-Oshkosh

George C. Philip, University of Wisconsin-Oshkosh

Stephanie Moon, Amazon.com

Do Consumers with Green Lifestyles Appreciate Green Attitudes of Low Involvement Products?

Bela Florenthal, Butler University

Priscilla Arling, Butler University

Mobile Phone Usage: A Comparison Study of Global Teens

Susan D. Geringer, California State University-Fresno

Rudy J. Sanchez, California State University-Fresno

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

3:00–4:15 p.m......**7th Floor, 725**

Theme: Teaching Methodologies

Chair: Cheryl J. Konieczki, University of Wisconsin-Stevens Point

An Innovative Role Playing Activity to Introduce Production-Operations Management

Cheryl J. Konieczki, University of Wisconsin-Stevens Point

Critical Thinking Exercises in the Classroom

John Simon, Governors State University

ACCOUNTING

4:30–5:45 p.m.....4th Floor, 425

North American Accounting Society Board Meeting

Presiding: Harold Wilde, University of North Dakota,
President, North American Accounting Society

BUSINESS AND HEALTH ADMINISTRATION

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

BHAA Board Meeting

Chair: William Stroube, University of Evansville

BUSINESS ECONOMICS

4:30–5:45 p.m.....9th Floor, 925

Theme: Student Presentations

Chair: Shiv K. Gupta, University of Findlay

Health Care Plan: Pros and Cons

Anika Kumar, University of Findlay
Ryan Davis, University of Findlay
Michael Blinn, University of Findlay
Garrick Daniels, University of Findlay
Kara Juknelies, University of Findlay
Princy Paul, University of Findlay

Death Penalty—Is It Cost Effective?

Kevin Mueller, University of Findlay
Sandeep Kaur, University of Findlay
Harpreet Kaur, University of Findlay

SOCIETY FOR CASE RESEARCH

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

Board of Directors Meeting



Program Sessions

MANAGEMENT

4:30–5:45 p.m. Erie Room, Upper West Mezzanine
NAMS Executive Council Meeting

Chair: Richard Leake, Luther College

MARKETING

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

Chair:

MBAA INTERNATIONAL HOSPITALITY SUITE

5:30–8:00 p.m. Parkside Room, Upper West Mezzanine

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

MBAA INTERNATIONAL

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

“FUN NIGHT” – CHAMBER BLUES

8:00 p.m. Gold Coast Ballroom



Pearson is proud to sponsor

**The MBAA International
Cyber Cafe!**

PEARSON

Thursday, March 25, 2010

ACCOUNTING

8:00–9:00 a.m.4th Floor, 425

Theme: **Teaching Tax Accounting**

Moderator: Kenneth E. Stone, University of Central Missouri

Panelists: Carla Cabarle, Minot State University
 Bambi Hora, University of Central Oklahoma
 Ron Twedt, Concordia College

ACCOUNTING

8:00–9:00 a.m.4th Floor, 429

Theme: **The Learner-Centered Approach and Holistic
 Education**

Chair: David Albrecht, Concordia College

BUSINESS AND HEALTH ADMINISTRATION

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

BHAA Annual Business Meeting and Awards Function

Presiding: William Stroube, University of Evansville

All BHAA members are invited to attend this meeting.

BUSINESS ECONOMICS

8:00–9:00 a.m.9th Floor, 925

Theme: **Health Economics**

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

Miracle Drug or Daily Vitamin? The Health Effects of Retirement

Kevin Neuman, University of Wisconsin-Stevens Point



Program Sessions

Do Tax Revenues Reduce Agency Costs and Increase Hospital Efficiency? Empirical Evidence from Washington State

Shantanu Namjoshi, Quinnipiac University
Matthew Q. McPherson, Gonzaga University
Daniel L. Friesner, North Dakota State University

A Survey of Medical Tourism Service Providers

Christina R. Peters, Metropolitan State College of Denver
Katherine M. Sauer, Metropolitan State College of Denver

Patients' Perceptions and Treatment Effectiveness: A Reassessment Using Generalized Maximum Entropy

Sean M. Murphy, West Texas A&M University
Daniel L. Friesner, North Dakota State University
Robert Rosenman, Washington State University

BUSINESS/SOCIETY/GOVERNMENT

8:00–9:00 a.m.2nd Floor, 225

Theme: Student Impacts

Chair: Lee E. Weyant, Kutztown University of Pennsylvania

Service Learning: An Empirical Analysis of the Impact of Service Learning on Civic Mindedness

James E. Weber, St. Cloud State University
Paula S. Weber, St. Cloud State University

The Effect of the Informal Curriculum on Moral Judgment

James C Thomas, Indiana University Northwest

Home Court Advantage: Which Collegiate National Athletic Governing Body Is Most Advantageous?

Steven C. Palmer, Northwestern Oklahoma State University
Jordan Kobritz, Eastern New Mexico University

SOCIETY FOR CASE RESEARCH

8:00–9:00 a.m. 8th Floor, Room 825

Theme: Critical Incident Review
Chair: John C. Riddick Jr., Hanover College
Discussants: Keith Benson, Winthrop University
Carol Rewers, Ferris State University

Drexel Chicken

Bruce C. Sherony, Northern Michigan University
Irvin A. Zaenglein, Northern Michigan University

Measuring and Managing Employee Turnover at Tastee Max Restaurants

Bonalyn J. Nelsen, Rochester Institute of Technology
Patricia A. Walker, Rochester Institute of Technology
Francis M. Domoy, Rochester Institute of Technology

SOCIETY FOR CASE RESEARCH

8:00–9:00 a.m. 8th Floor, Room 829

Theme: Critical Incident Review
Chair: Karen Foust, Tulane University
Discussants: Roy Savage, Christopher Newport University
Lizabeth A. Barclay, Oakland University

Hana's Dilemma: Suck It Up or Quit?

Asbjorn Osland, San José State University
Pamela Wells, San José State University
William Jiang, San José State University

The Project Team: Platform for Success

Jay Coughnet, The Whiting-Turner Contracting Company
Christy L. DeVader, Loyola University-Maryland
Anthony J. Mento, Loyola University-Maryland



Program Sessions

SOCIETY FOR CASE RESEARCH

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

Theme: **Embryo Cases**

Chair: Craig Rabe, Luther College

Discussants: Michael Stellern, Rockhurst University
 Deni Oas, University of Central Missouri

Skydive Carolina – “Welcome To My World”

Tim Burson, Queens University of Charlotte

Bradley W. Brooks, Queens University of Charlotte

LeAnne Pupchek, Queens University of Charlotte

Shape Up or Ship Out: Performance Management at Community Hospital

Mark Fulford, University of Central Missouri

FINANCE

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

Theme: **Special Topics**

Chair: John B. Mitchell, Central Michigan University

Can the Interest Rates Predict the Price Movements?

Janikan Supanvanij, St. Cloud State University

Discussant: Ann Walsh, Western Illinois University

NUDGE: An Application in Retirement Withdrawal Planning

John B. Mitchell, Central Michigan University

Discussant: Janikan Supanvanij, St. Cloud State University

An Evaluation of Financial Advertisements

Don T. Johnson, Western Illinois University

Ann Walsh, Western Illinois University

Discussant: John B. Mitchell, Central Michigan University

FINANCE

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

Theme: Investments and Portfolio Management

Chair: Hongbok Lee, Western Illinois University

Assessing Alternative Fixed-Weight Asset Allocation Rules

Albert E. DePrince Jr., Middle Tennessee State University

Pamela Morris, Middle Tennessee State University

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

The Sharpe Ratio and Long-Run Investment Decisions: A New Look at the Evidence

Ken Johnston, Berry College

John Hatem, Georgia Southern University

Elton Scott, Flagler College-Tallahassee

Discussant: Robert Balik, Western Michigan University

A Comparative Performance Analysis of Four Model Portfolios of Value Line: A Proposal

Jamshid Mehran, Indiana University-South Bend

Robert Balik, Western Michigan University

Discussant: Hongbok Lee, Western Illinois University

FINANCE

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

Theme: Financial Markets

Chair: David Basterfield, Hillsdale College

Commercial Real Estate Lending Concentrations: New Evidence

Elisabeta Pana, Illinois Wesleyan University

Discussant: Steven Lifland, High Point University

Fluctuations in the Assessment of Risk

Thomas J. Kopp, Siena College

Michael Anderson, Siena College

Discussant: David Basterfield, Hillsdale College



Program Sessions

FINANCE

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

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

8:00–9:00 a.m. 9th Floor, 950

Theme: Gathering Data

Chair: John L. Stedl, Chicago State University

**Repertory Grid and Personal Construct Psychology: A Qualitative
Research Methodology for Construct Development**

Darrell D. Bowman, University of Indianapolis

The Application of Law to Computer Forensics Evidence Gathering

Karen Daniels, Middle Tennessee State University

Should Your Company Update Its Electronic Communications Policy?

Judy D. Holmes, Middle Tennessee State University

INTERNATIONAL BUSINESS

8:00–9:00 a.m. Drake Room, Main Level

Theme: Corporate Social Responsibility

Chair: Robert Moussetis, North Central College

**Importance of the Political Risk Assessment Process in Large U.S.
Corporations**

M. Anaam Hashmi, Minnesota State University-Mankato

Discussant: Robert Moussetis, North Central College

**Corporate Social Responsibility in U.S.A. and European Gambling
Firms**

Christopher Heeren, Eastern Illinois University

David J. Boggs, Eastern Illinois University

**Discussant: Christopher Ziemnowicz, University of Carolina
 at Pembroke**

Thursday, March 25, 2010

Political Implications of Corporate Social Responsibility Movement in China

Maria Lai-Ling, Malone University

Discussant: Chaiporn Vithessonthi, Mahasarakham University

The Most Recent Crisis of Capitalism: To What Extent Will It Impact the Globalization Process of Recent Decades

Hamid Hosseini, King's College

Discussant: Sharon Watson, University of Delaware

INTERNATIONAL BUSINESS

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

Theme: Teaching and Learning in International Settings

Chair: Anthony C. Koh, University of Toledo

Developing International Programs and Exchanges Between U.S. Universities and Mexican Universities.

Juan Meraz, Missouri State University

Discussant: Martin Stack, Rockhurst University

Preferred Learning Styles versus Perceived Teaching Styles: How Do American Students Compare?

Mary T. Galvan, North Central College

Discussant: Catherine E. Levitt, California State University-San Bernardino

What Are Peruvian and Chilean Students' Interest in International Business Career Assignments?

John E. Spillan, University of North Carolina at Pembroke

Manmohan D. Chaubey, Penn State University

Ramin Cooper Maysami, University of North Carolina at Pembroke

Discussant: Michelle L. Reina, Wisconsin Lutheran College



Program Sessions

Are Ghanaian Firms Dealing with the Global Pressure to Improve Logistics Strategies?

Edwin Clifford Mensah, University of North Carolina at Pembroke

Victor Bahhouth, University of North Carolina at Pembroke

Christopher Ziemnowicz, University of North Carolina at Pembroke

Discussant: Eliane Karsaklian, OCRE-EDC, Paris

MANAGEMENT

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

Theme: Diversity

Chair: Brian Hinrichs, Xavier University

Discussant: Joseph Martelli, University of Findlay

Evaluating the Outcomes of a Diversity Course: A Longitudinal Study

Anne M. McMahon, Youngstown State University

Andy Chang, Youngstown State University

Carolyn K. Mikanowicz, Youngstown State University

C. Louise Sellaro, Youngstown State University (Retired)

Impact of Mandatory Diversity Training: Lessons from a Private University

Patrick F. O'Leary, St Ambrose University

Randy L. Richards, St. Ambrose University

Thomas J. Quinlan Jr., St. Ambrose University

MANAGEMENT

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

Theme: Human Resources Management

Chair: Jeffrey Young, Mount Saint Vincent University

Discussant: Bill Livingston, Baker College

Employee Grievances over Family Medical Leave

William J. Walsh, Illinois Wesleyan University

Carrie Trimble, Drury University

David S. Marvin, Illinois Wesleyan University

Examining the Application of Forced Ranking Systems as Objective Reduction in Force Methods

David Savino, Ohio Northern University

Negative Spillover from Work to Family and Physical Labor Job Requirements

Donna M. Anderson, University of Wisconsin-La Crosse

MANAGEMENT

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

Theme: Research and Writing

Chair: Edward F. Murphy, Embry-Riddle Aeronautical University

Great Research Comes from Great Questions: Using Spectrum Analysis as a Technique for Improving Organizational Research

Aaron A. Buchko, Bradley University

Debra J. Slone, University of South Florida

Kathleen J. Buchko, Bradley University

Keeping It in the Family: A Father and Son Share their Insights on Getting Published

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

Richard E. Crandall, Appalachian State University

MARKETING

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

Theme: Marketing Education: Perspectives of Educators

Chair: Roscoe Hightower Jr., Florida A&M University

Discussant: Larry Zigler, Highland Community College

Learning and Mission in Action: Problem Based Service Learning in the Consumer Behavior Classroom

Cheryl L. Buff, Siena College

PowerPoint Slides and Quizzes: A Comparison of Business Faculty

Kenneth E. Clow, University of Louisiana-Monroe

Abby Leleux, University of Louisiana-Monroe



Program Sessions

Raising Awareness of Marketing Misunderstandings with an Active Learning Activity

Brian Vander Schee, Aurora University

MARKETING

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

Theme: Marketing Research: Data, Models, and Scale Development

Chair: John J. Newbold, Sam Houston State University

Discussant: Michelle B. Kunz, Moorehead State University

Market Mavens: Model Building and Scale Development for Measuring Consumer Expert Knowledge

Wolfgang Grassl, St. Norbert College

Jim Harris, St. Norbert College

The American Community Survey: An Important Source of Secondary Data for Marketing Research

Sanjay S. Mehta, Sam Houston State University

Mark L. Leipnik, Sam Houston State University

John J. Newbold, Sam Houston State University

Attitudes of Gen-X and Gen-Y Adults toward Mobile Phone Surveys

Jeff W. Totten, McNeese State University

Ashley Gatte, *Thrive Magazine*, Lake Charles, Louisiana

A Generalized Linear Programming Model for Capacity Acquisition in a Multi-Stage Supply Chain

Alfred L. Guiffrida, Kent State University

Michael J. Messina, Gannon University

John F. Wellington, Indiana University-Kokomo

MARKETING

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

Theme: **Introducing a Brand Builder Matrix for Marketing and Management Education with Implications for Advertising, Entrepreneurship, Small Business, and Not-for-Profit**

Presenters: Pamela Mickelson, Morningside College
Bruce Bendinger, Bruce Bendinger Creative Communications, Inc.
Jim Fisk, Morningside College
John Kolbo, Morningside College

ACCOUNTING

9:15–10:30 a.m. **4th Floor, 425**

Panel: **Teaching IFRS: Technological Innovations and Best Practices**

Chair: William Miller, University of Wisconsin-Eau Claire

Panelists: Mark Holtzblatt, Roosevelt University
Tom Hood, Maryland Association of CPAs
Norbert Tschakert, University of the Virgin Islands

ACCOUNTING

9:15–10:30 a.m. **4th Floor, 429**

Theme: **Contemporary Life Enters the Accounting Profession**

Chair: Jack Elfrink, Western Illinois University

Selling on EBay: Hobby or Business?

Larry R. Garrison, University of Missouri-Kansas City

Adding Assurance to the Term Organic

Katherine Barker, University of South Florida-St. Petersburg

Alan Reinstein, Wayne State University

Melissa Rodriguez, Power Design

Stephanie Tarr, Cherry, Bakaert, and Holland



Program Sessions

Blog Exposure, Media Coverage, and the Cross-Section of Stock Returns

Yi Dong, Nanyang Technological University
Nan Hu, University of Wisconsin-Eau Claire
Ling Liu, University of Wisconsin-Eau Claire

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Nursing

Chair: Deborah Gritzmacher, Clayton State University

Discussant: Suzanne Bailey, University of Evansville

Bullying and Nursing: A Workplace Reality

Nashat Zuraikat, Indiana University of Pennsylvania
Catherine Dugan, Indiana University of Pennsylvania

A Nursing Management Challenge: Health Care Needs During a Disaster

Josephine M. DeVito, Seton Hall University

Delegation: What Nurse Managers Need to Know

Scott J. Saccomano, Herbert H. Lehman College

The Message on Your Colleague's "Marquee:" The Everyday Experience of Grief in the Workplace

Suzanne Bailey, University of Evansville

Garry Bailey, Evansville Vanderburgh School Corporation

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Community and Public Health

Chair: Ahmet Ozturk, Marshall University

Discussant: Kent Willis, King's Daughters Medical Center

Conducting a Community Health Needs Assessment in Northeastern Pennsylvania

Steve Szydlowski, University of Scranton

Daniel West Jr., University of Scranton

Health Professional Preceptions of Barriers to Access to Prenatal Care for Adolescents

Racquel Racadio, University of Wisconsin-Milwaukee
Kelly Kusik, University of Wisconsin-Milwaukee
Lisa Bradford, University of Wisconsin-Milwaukee
Alexandra Menefee, University of Wisconsin-Milwaukee
Mary K. Madsen, University of Wisconsin-Milwaukee

Increasing Public Health Efficacy: Using Culture and Social Psychological Framework to Foster Behavioral Change

Anna M. DiColli, University of Scranton
Daniel West Jr., University of Scranton

Developing and Testing a Prototype for a Community-Based Health Informatics Systems (CBHIS)

Kuriakose Athappilly, Western Michigan University
Waleed Al-Balooshi, Western Michigan University
Louis G. Simonetti III, Western Michigan University

The Burden of Out-of-Pocket Prescription Drug Expenses on Low-Income U.S. Families

Manuel Pontes, Rowan University
Nancy Pontes, Rowan University

BUSINESS ECONOMICS

9:15–10:30 a.m.9th Floor, 925

Theme: How to Publish

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

Panelists: David A. Dilts, Indiana University-Purdue University
Fort Wayne
Daniel L. Friesner, North Dakota State University
Lawrence J. Haber, Indiana University-Purdue University
Fort Wayne
Timothy J. Schibik, University of Southern Indiana



Program Sessions

BUSINESS/SOCIETY/GOVERNMENT

9:15–10:30 a.m.2nd Floor, 225

Theme: **Technology and the Classroom**

Chair: Bistra Nikiforova, University of New England

Web 2.0 Application Usages: Implications for Management Education

Lee E. Weyant, Kutztown University of Pennsylvania

Carolyn L. Gardner, Kutztown University of Pennsylvania

Using Current Technology in the Business and Computer Information Systems Class Rooms

Lalchand Shimpi, Saint Augustine's College

Mathias Materu, Saint Augustine's College

In Good Company in the Classroom

Steven C. Palmer, Northwestern Oklahoma State University

SOCIETY FOR CASE RESEARCH

9:15–10:30 a.m. 8th Floor, Room 825

Theme: **Paper Presentations**

Presenters: Joy Benson, University of Wisconsin-River Falls

Sally Dresdow, University of Wisconsin-Stout

Jeffrey B. Conner, Hanover College

Robyne J. Hart, Associated Colleges of the Midwest-
Chicago Programs

Applying Signature Pedagogies and Disciplined Mind Concepts to Developing Critical Incidents

Joy Benson, University of Wisconsin-River Falls

Sally Dresdow, University of Wisconsin-Stout

Expanding the Experiential Nature of Case Teaching for Business

Jeffrey B. Conner, Hanover College

Robyne J. Hart, Associated Colleges of the Midwest-Chicago Programs

SOCIETY FOR CASE RESEARCH

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

Theme: **Embryo Case Review**

Chair: Karen Foust, Tulane University

Discussants: Ann M. Hackert, Idaho State University
 Joe Thomas, Middle Tennessee State University

**Health Information Technology, Patient Flow, and the New Manager:
Evaluation of Three Clinics**

Leigh W. Cellucci, Idaho State University

Keith Benson, Winthrop University

Tracy Farnsworth, Idaho State University

PlanetHospital.com: Medical Tourism Web Site at a Crossroad

Carol Rewers, Ferris State University

Timothy Brotherton, Ferris State University

FINANCE

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

Theme: **Investments and Portfolio Management**

Chair: Albert E. DePrince Jr., Middle Tennessee State
 University

Outperforming the DJIA using RAFI and other Methodologies

Thomas M. Krueger, University of Wisconsin-La Crosse

Mark Wrolstad, Winona State University

Discussant: Albert E. DePrince Jr., Middle Tennessee State
 University

The Readability of Value Line Analyst Reports

Don T. Johnson, Western Illinois University

David DeBeouf, Western Illinois University

Hongbok Lee, Western Illinois University

Discussant: Ernest Bitimirov, Brock University



Program Sessions

Changes in the Market Volatility Index (VIX) and Market Timing: An Update

Robert Balik, Western Michigan University

Jamshid Mehran, Indiana University South Bend

Discussant: Yuli Su, San Francisco State University

FINANCE

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

Theme: Financial Markets

Chair: Yewmun Yip, University of South Dakota

Institutional Settings, Intermediation, and Economic Growth

Edward Waller, University of Houston-Clear Lake

Mounther Barakat, Securities and Commodities Authority

Discussant: Kevin Bahr, University of Wisconsin-Stevens Point

Loan Delinquencies and Bank Stock Returns

William Lepley, University of Wisconsin-Green Bay

Discussant: Hossein Varamini, Elizabethtown College

FINANCE

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

Theme: Investments and Portfolio Management

Chair: Joe Hamel, Northern Michigan University

The Impact of Pre-Holiday Returns on Overall Stock Returns: The Case of the Indian Stock Market

Jayen Patel, Adelphi University

Discussant: Omid Sabbaghi, University of Detroit Mercy

Characteristics of Common Stock Management of Property-Liability Insurers

Jim Park, Indiana State University

Discussant: Charles R. Rayhorn, Northern Michigan University

Thursday, March 25, 2010

Comprehensive Study on Price Structures of Futures Markets

Jeong Lee, University of North Dakota

Discussant: Joe Hamel, Northern Michigan University

FINANCE

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

**Theme: Panel Discussion: The Ongoing Financial Crisis:
Viewpoints and Insights from Other Countries**

Chair: Kumoli Ramakrishnan, University of South Dakota

Panelists: Bill Carlson, Duquesne University
Conway Lackman, Duquesne University
David Basterfield, Hillsdale College

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

9:15–10:30 a.m. 9th Floor, 950

Theme: Publishing

Chair: Maggie O'Connor, Bloomsburg University

**Writing Research Manuscripts for Journal Publication Regardless of
Academic Discipline**

Linda V. Knight, DePaul University

Theresa A. Steinbach, DePaul University



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Program Sessions

INTERNATIONAL BUSINESS

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

Theme: **How to Research, Finance, and Market International Operations**

Chair: Robert Moussetis, North Central College

Panel: **A panel of experts from the U.S. International Trade Administration-Department of Commerce, the U.S. Export-Import Bank, and the U.S. Small Business Administration will discuss trade.**

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

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

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

LEGAL STUDIES

9:15–10:30 a.m. **6th Floor, 625**

Theme: **Various Legal Topics**

Chair: Steve Smith, Truman State University

Adjustable Rate Mortgage Disclosure

Bryce Jones, Truman State University

Proposing a New Model for Music Copyright Enforcement

Denise S. Smith, Eastern Illinois University

James Thompson, MBA Student, Eastern Illinois University

Legal Knowledge as a Managerial Resource

David Orozco, Michigan Technological University

Advanced Reproductive Technology: Competitive Advantage or Moral Decay of Business?

Suzanne Allison Davis, Eastern Illinois University

Law and Ethics—Never the Twain Shall Meet—Not! Society and Corporate Responsibility—Is the Focus Shifting?

Judith Kish-Rudd, Shippensburg University

William N. Ruud, Shippensburg University

LEGAL STUDIES

9:15–10:30 a.m.6th Floor, 629

Theme: Contract Law

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

Commercial Impracticability vs. Economic Hardship

Gail K. McCracken, University of Michigan-Dearborn

Outsourcing Pregnancy: The Business of Gestational Surrogacy

Dawn R. Swink, University of St. Thomas

Globalism in the Boardroom

Frederick V. Perry, Western Illinois University

Reforming Medicare Payment Systems: Paying Health Plans Based on Health Outcomes

Dale B. Thompson, University of St. Thomas

MANAGEMENT

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

Theme: Getting Published

Organizer: Julia Teahen, Baker College

Presenters: Jann Freed, Central College
Regina A. Greenwood, Nova Southeastern University
Joy Peluchette, University of Southern Indiana
Jane Schmidt-Wilk, Maharishi University of Management
Ken Thompson, De Paul University
Carolyn Wiley, Roosevelt University



Program Sessions

MANAGEMENT

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

Theme: **Health Care**

Chair: Richard Leake, Luther College

Discussant: Regina A. Greenwood, Nova Southeastern University

An Investigation of the Innovation and Integration Capacity of U.S. Health Care Organizations

Dawn E. Bowden, International School of Management

NAMS Irwin/McGraw-Hill Distinguished Paper Award

Working Alliances: The Impact of Reciprocal Care Giving on the Working Alliance in Home Healthcare

Margo Kraft, Heidelberg University

MANAGEMENT

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

Theme: **Examining the Financial Crisis on a Global Perspective**

Organizer: Bruce Bloom, DeVry University

Presenters: Deborah Pavelka, Roosevelt University
 Andy Borchers, Kettering University
 Christopher Zemnowicz, University of North Carolina-Pembroke

MARKETING

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

Theme: **Integrated Marketing Communications: Advances, Trends, and Tips**

Chair: Kenneth Heischmidt, Southeast Missouri State University

Discussant: Stacey Hills, Utah State University

Thursday, March 25, 2010

Predicting Super Bowl Ad Likeability in the New Millennium

Chuck Tomkovick, University of Wisconsin-Eau Claire
Rama Yelkur, University of Wisconsin-Eau Claire
Clayton Theiler, University of Wisconsin-Eau Claire
Ashley Hofer, University of Wisconsin-Eau Claire
Daniel Rozumalski, University of Wisconsin-Eau Claire

Source Credibility and Visual Strategy in Print Advertisements

Kenneth E. Clow, University of Louisiana-Monroe
Karen E. James, Louisiana State University in Shreveport
Sarah E. Sisk, University of Louisiana-Monroe

The Development of Advertising and Marketing Education in the United States: The First 75 Years

Edd Applegate, Middle Tennessee State University

MARKETING

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

Theme: Is it fair, is it right? Ethical Responsibility in Marketing

Chair: Tracy Gonzalez-Padron, University of Colorado-Colorado Springs

Discussant: John Fraedrich, Southern Illinois University-Carbondale

The Ethics of Stealth Marketing

Rick Saucier, St. John's University and College of St. Benedict

Ensuring Safe Products for Consumers: A Review of Corporate Social Responsibility and Government Safety Regulation

Brian T. Engelland, Mississippi State University
Lindsay Vandervelde, Mississippi State University



Program Sessions

The Romanian Retail Consumers and Their Understanding and Value of Corporate Social Responsibility: An Empirical Study on the Retail Market in Romania

Nicolae Al Pop, The Academy of Economic Studies, Bucharest, Romania
Sebastian Văduva, Emanuel University Oradea, Romania
Dan Christian Dabija, "Babes-Bolyai" University Cluj-Napoca, Romania
Ioan S. Fotea, Emanuel University Oradea, Romania

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: William Rice, California State University-Fresno
 Timothy W. Aurand, Northern Illinois University
 Brian Vander Schee, Aurora University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

9:15–10:30 a.m.7th Floor, 725

Theme: Performance Measurement and Innovation

Chair: Bruce D. Fischer, Elmhurst College

Service Performance: Measures and Utilization Practices

Carlos F. Gomes, University of Coimbra, Portugal
Mahmoud M. Yasin, East Tennessee State University

An Innovation Management Information System

Bruce D. Fischer, Elmhurst College
Ed McGrath, Elmhurst College



Program Sessions

A New Addition for the Professor's Tool Kit—The Effective Interest Simulator

Michael Groner, Roosevelt University
Deborah Pavelka, Roosevelt University

Background and Pitfalls of Citation Indices from an Accounting Perspective

Alan Reinstein, Wayne State University
James R. Hasselback, University of West Florida
Mark E. Riley, Northern Illinois University
David H. Sinason, Northern Illinois University

BUSINESS AND HEALTH ADMINISTRATION

10:45 a.m.–12:00 p.m......Ontario Room

Theme: **Healthcare Economics**

Session Chair: Steve Szydowski, University of Scranton

Discussant: Kuriakose Athappilly, Western Michigan University

Financially Troubled Hospitals

Allen C. Minor, Misericordia University

Financial Incentives Systems for Nursing in the Kingdom of Saudi Arabia

Majed Alamri, Villanova University
Nashat Zuraikat, Indiana University of Pennsylvania

Impact of the Current Recession on Chilean Privatized Social Security and U.S. 401(K) Plans: The Effects of Portfolio Constraints on Performance

Gregory J. Buchholz, Missouri Southern State College
Alberto Coustasse-Hencke, Marshall University

Is Uncompensated Care Affecting Quality Assurance of Rural Hospitals?

Doohee Lee, Marshall University
Chris Dixon, Marshall University
Paul Kruszynski, Marshall University
Alberto Coustasse-Hencke, Marshall University

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

Gene C. Wunder, Washburn University

Bill Roach, Washburn University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Meet the Editor

Session Chair: Avinandan Mukherjee, Montclair State University

Editor, *International Journal of Pharmaceutical and Healthcare Marketing*

BUSINESS ECONOMICS

10:45 a.m.–12:00 p.m. 9th Floor, 925

Session Title: Economic Education and Faculty Issues

Chair: Ileana Brooks, Aurora University

Test of Understanding of College Economics: Content and Cognitive Levels

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

Carolyn F. Stumph, Indiana University-Purdue University Fort Wayne

What Do Students Have to Say about Aplia, and What Does Aplia Have to Say about Students?

Jason R. Davis, University of Wisconsin-Stevens Point

Economics Students and Accounting Students: A Scholarly Community?

Carolyn F. Stumph, Indiana University-Purdue University Fort Wayne

Susan Minke, Indiana University-Purdue University Fort Wayne

Myeong Hwan Kim, Indiana University-Purdue University Fort Wayne

If They Had It to Do Over Again, Would Faculty in Professional Schools Still Choose an Academic Career?

Timothy J. Schibik, University of Southern Indiana

Daniel L. Friesner, North Dakota State University



Program Sessions

BUSINESS/SOCIETY/GOVERNMENT

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

Theme: Potpourri

Chair: Lalchand Shimpi, Saint Augustine's College

Dating as a Commodity: Why Online Dating Businesses Are Recession Proof

Bistra Nikiforova, University of New England

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

Edd Applegate, Middle Tennessee State University

SOCIETY FOR CASE RESEARCH

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

Theme: Getting Published

Presenters: Kay A. Hodge, University of Nebraska-Kearney
Roy A. Cook, Fort Lewis College

Panelists: Kay A. Hodge, University of Nebraska-Kearney
Joy Benson, University of Wisconsin-River Falls
Roy Cook, Fort Lewis College
J. David Hunger, Saint John's University

So, You Think You Want to Write a Case!

Kay A. Hodge, University of Nebraska-Kearney
Roy Cook, Fort Lewis College

Getting Your Case Published

Kay A. Hodge, University of Nebraska-Kearney
Joy Benson, University of Wisconsin-River Falls
Roy A. Cook, Fort Lewis College
J. David Hunger, St. John's University

SOCIETY FOR CASE RESEARCH

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

Theme: Critical Incident Review

Chair: Christy L. DeVader, Loyola University-Maryland

Discussants: Janet C. Papiernik, Indiana University-Purdue University
Fort Wayne
Michael Stellern, Rockhurst University

Overcoming Resistance to Technological Change: The Case of the Unused Calculators

Bonaly J. Nelsen, Rochester Institute of Technology

Miriam Santana Valadez, Rochester Institute of Technology

Is Dr. Steinberg's Trait Selection a Viable Business?

Asbjorn Osland, San José State University

Chunlei Wang, San José State University

John Omweg, San José State University

Vivek Kumar, University of Texas, Southwestern Medical Center

William Jiang, San José State University

FINANCE

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

Theme: Special Topics

Chair: Chu-Sheng Tai, Texas Southern University

Tax in Market and Islamic Economics

Farhang Mossavar-Rahmani, National University

Hamid Maleki, National University

Discussant: Chu-Sheng Tai, Texas Southern University

Adapting the Social Discount Rate to Project Evaluation in Not-for-Profit Organizations: Literature

A. Al Showaiter, Memorial University of Newfoundland

Larry Bauer, Memorial University of Newfoundland

Discussant: Muhammad Chishty, Saint Xavier University



Program Sessions

Seasonality Patterns in Commodity-based Exchange Traded Funds

Timothy Peterson, Gustavus Adolphus College

Discussant: William A. Ogden Jr., University of Wisconsin-Eau Claire

Optimal Selection of Country Funds and ETFs: A Global Perspective

Raj Aroskar, University of Wisconsin-Eau Claire

William A. Ogden Jr., University of Wisconsin-Eau Claire

Discussant: Larry Bauer, Memorial University of Newfoundland

FINANCE

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

Theme: Corporate Finance

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

Dividends, Executive Compensation, and Agency Costs: Empirical Evidence from Germany

Nalinaksha Bhattacharyya, University of Alaska-Anchorage

Julie Elston, Oregon State University

Discussant: Junhua (Jason) Jia, Western Governor's University

Capital Structure, Institutional Quality Index, and Value of Investments in an Emerging Market

Vivian Okere, Providence College

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

The Reputational Capital of Directors: Evidence from Corporate Bankruptcies

Kent Hickman, Gonzaga University

Discussant: Sharon Lee, Western New England College

Board Diversity and Independence: Effects on Firm Performance

Sharon Lee, Western New England College

Discussant: Richard F. Belloff, Des Moines University

FINANCE

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

Theme: Investments and Portfolio Management

Chair: Robert Balik, Western Michigan University

Market Reaction to Changes in the S&P MidCap 400 Index

Ernest Biktimirov, Brock University

Discussant: John Hatem, Georgia Southern University

Long Tails Effects on Total Returns of Alternative Asset Allocation Regimes

Albert E. DePrince Jr., Middle Tennessee State University

A. Eugene DePrince III, University of Chicago

Discussant: Ken Johnston, Berry College

The “Sell in May and Go Away” Effect: Prevalent or Mythical Anomaly?

Yuli Su, San Francisco State University

Gloria Mabel Lu, San Francisco State University

Discussant: Albert E. DePrince Jr., Middle Tennessee State University

FINANCE

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

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

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

Theme: Getting Published

Chair: Jennifer Williams, University of Southern Indiana

How to Get Published

Jeff Clark, Middle Tennessee State University

Linda V. Knight, DePaul University

Maggie O’Connor, Bloomsburg University

Judy Lane, Managing Editor, *American Journal of Business*



Program Sessions

INTERNATIONAL BUSINESS

10:45 a.m.–12:00 p.m...... **Drake Room, Main Level Luncheon**

(Ticket Required)

Chair: Juan Meraz, Missouri State University

Speaker: John Barrett, Mid-West South Regional Vice President,
Frito Lay

LEGAL STUDIES

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

Theme: Employment Law

Chair: George W. McNary, Creighton University

Religious Discrimination by Employers for Prohibiting Head Coverings: What Is a Reasonable Accommodation?

Sandra J. Perry, Bradley University

Tanya M. Marcum, Bradley University

Caution: Cigarette Smoking May be Hazardous to Your Employment

Alan C. Roline, University of Minnesota-Duluth

Randall K. Skalberg, University of Minnesota-Duluth

Retaliatory Discharge and Employee Bad Faith in Illinois: When Can an Employer Fire an Injured Worker Suspected of Dishonesty?

Matt Hlinak, Northwestern University

LEGAL STUDIES

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

Theme: Teaching and Pedagogy

Chair: Denise S. Smith, Eastern Illinois University

Giving Students the Opportunity to Cheat on Exams: An Exercise of Utility or of Futility?

Dexter Woods, Ohio Northern University

The Semester of Cheating: An Analysis

Donna J. Cunningham, Valdosta State University

Attila Cseh, Valdosta State University

David Kuhlmeier, Valdosta State University

MANAGEMENT

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

Theme: Student Paper Track

Chair: Jeffrey Fahrenwald, Rockford University

Discussant: Susan M. B. Schertzer, Ohio Northern University

An Operations Management Study on the Drewco Corporation

Matt Peterson, University of Wisconsin-Parkside

Kristin Holmberg-Wright, University of Wisconsin-Parkside

A Tale of Two Leaders: How Jeff Immelt and Carly Fiorina Exemplify Leadership Theory in the Transformation of Their Organizations

Sandy Langhals, The University of Findlay

David A. Brewer, The University of Findlay

Characteristics of Leadership in Global Organizations: A Comparison between Tata and Hyundai

Lowell C. Matthews, Argosy University

MANAGEMENT

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

Theme: Superdemics

Managing Superdemics

Organizer: Sandy Weinberg, Clayton State University

Presenters: Harold Shelvin, Solvay Pharmaceuticals

Thomas O'Toole, Center for Disease Control (Retired)

Wayne Miller, Clear Connection



Program Sessions

MANAGEMENT

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

Theme: Thinking

Chair: David Savino, Ohio Northern University

Discussant: Jeffrey Young, Mount Saint Vincent University

Critical Thinking in the Business Classroom

Joanne R. Reid, Northern Illinois University

Phyllis R. Anderson, Governor's State University

Neglected Voices? Dissent and Organizational Life

Nasrin Shahinpoor, Hanover College

Bernard F. Matt, Wilmington College-Blue Ash Branch

MARKETING

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

MMA Awards Brunch

(Ticket Required)

2010 Innovative Marketing Award Winner: Bill Pride, Texas A&M University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

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

Theme: Quality Management

Chair: Richard A. Hall, Grand Valley State University

Impact of ISO9000 Quality Standard Certification on Organizational Effectiveness

C. P. Kartha, University of Michigan-Flint

Total Quality Management of the Supply Chain at Super Skateboard Builders, Inc.

Richard A. Hall, Grand Valley State University

Thursday, March 25, 2010

**OPERATIONS MANAGEMENT AND
ENTREPRENEURSHIP ASSOCIATION**

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

Theme: **Issues in Entrepreneurship**

Chair: Glenn A. Metts, University of the Virgin Islands

Entrepreneurship Education: Review of Business Plan Components

Ronald A. Romba, Elmhurst College

**A Resource-Based View (RBV) Perspective on Small Business
Performance**

David Price, Washburn University

Michael Stoica, Washburn University

E2 = EIQ: Is It Bad Math or a Predictor of Business Success?

Glenn A. Metts, University of the Virgin Islands

Lonnie Hudspeth, University of the Virgin Islands

BUSINESS AND HEALTH ADMINISTRATION

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

BHAA Awards and Featured Speakers Luncheon

(Tickets Required)

Leigh W. Cellucci, Idaho State University

Carla Wiggins, University of Wisconsin-Milwaukee

Authors, *Essential Techniques for Healthcare Managers*

SOCIETY FOR CASE RESEARCH

12:15–1:30 p.m......Club International, Drake Hotel Main Level

Annual Meeting and Luncheon

(Ticket Required)



Program Sessions

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 Luncheon and David Gustafson Award Presentation
(Ticket Required)

Co-chairs: Paul L. Govekar, Ohio Northern University
Michele A. Govekar, Ohio Northern University
Presenters: Molly Shoup-Hoffman, Kraft Foods Global, Inc.
Karen Swinehart, AT&T Business Marketing

MARKETING

12:15–1:30 p.m...... **Grand Ballroom, Lower East Mezzanine**
MMA Awards Brunch and Business Meeting



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Program Sessions

Impact of BRIC Economies on the United States

Shiv K. Gupta, University of Findlay
Maria Gamba, University of Findlay
Douglas Asbury, University of Findlay

The Relationship of the Value of the Dollar and the Prices of Gold and Oil: A Tale of Asset Risk

Myeong Hwan Kim, Indiana University-Purdue University Fort Wayne
David A. Dilts, Indiana University-Purdue University Fort Wayne

Dollarization and Poverty: Nicaragua

Ileana Brooks, Aurora University

The Effect of Globalization, Politics, and Welfare Determination: A Nigeria Case (1980–2005)

Charles N. Ibeziako, Saint Augustine's College

BUSINESS/SOCIETY/GOVERNMENT

1:30–2:45 p.m......**2nd Floor, 225**

Theme: Business and Society

Chair: Mathias Materu, Saint Augustine's College

Can the U.S. Society Be Improved by Adopting TQM

Gideon Falk, Purdue University Calumet

Going Global: A Look at Corporate Citizenship

Melissa Ann Schmid, Saint Mary's University of Minnesota
Lawrence G. Price, Saint Mary's University of Minnesota
Shelly Y. McCallum, Saint Mary's University of Minnesota

Institutional Restructuring versus Corporate Social Responsibility: Another Approach to Achieving Good Social Outcomes from Our Economic System

Sandra L. Reiter, Washington and Lee University
Dennis M. Garvis, Washington and Lee University

Thursday, March 25, 2010

Law and Ethics—Never the Twain Shall Meet—Not! Society and Corporate Social Responsibility—Is the Focus Shifting?

Judith Kish-Ruud, Shippensburg University

William N. Ruud, Shippensburg University

SOCIETY FOR CASE RESEARCH

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

Theme: Paper Presentations

Presenters: Jolene A. Lampton, Park University

Rong Kang, University of Southern California

Heather Loomis, University of Central Missouri

Using Discussion Teaching in an Online Ethics Course

Jolene A. Lampton, Park University

The Application of Bilingual Cases Based on Asymmetric Information in Negotiation Course

Rong Kang, University of Southern California

Heather Loomis, University of Central Missouri

SOCIETY FOR CASE RESEARCH

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

Theme: Embryo Case Review

Chair: Karen S. Markel, Oakland University

Discussants: Eric Nelson, University of Central Missouri

William E. Stratton, Idaho State University

Apple, Inc., and Greenpeace in 2008

Patrick L. Schultz, University of North Dakota

Duane Helleloid, University of North Dakota

Another reason, I LOVE NEW YORK!

Timothy Brotherton, Ferris State University

Craig Davis, Ohio University

Nakato Hirakubo, Brooklyn College



Program Sessions

FINANCE

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

Theme: **Special Topics**

Chair: Jayen Patel, Adelphi University

Does Capital Structure Matter in Microfinance?

Muhammad Chishty, Saint Xavier University

Rashid Halloway, Saint Xavier University

Monzurul Hoque, Saint Xavier University

Discussant: Larry Bauer, Memorial University of Newfoundland

A Model for Calculating the Effective Cost of Factoring

William A. Ogden Jr., University of Wisconsin-Eau Claire

Discussant: Jayen Patel, Adelphi University

FINANCE

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

Theme: **Investments and Portfolio Management**

Chair: Jin Park, Indiana State University

The Behavior of Green Exchange Traded Funds

Omid Sabbaghi, University of Detroit Mercy

Discussant: James Haskins, University of North Dakota

Exchange Traded Funds as a Vehicle for Implementing End-of-Month Trading Strategies

Charles R. Rayhorn, Northern Michigan University

Ken Jason, Northern Michigan University

James Drosen, Northern Michigan University

Discussant: Jin Park, Indiana State University

Ratio of Market Value vs. Cumulative Retained Earnings

Joe Hamel, Northern Michigan University

Discussant: Reza Rahgozar, University of Wisconsin-River Falls

Short and Long Run Stock Returns and Price-to-Market Value Theory

Reza Rahgozar, University of Wisconsin-River Falls

Peter Sullivan, University of Wisconsin-River Falls

Discussant: Jeong Lee, University of North Dakota

FINANCE

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

Theme: Financial Markets

Chair: Elisabeta Pana, Illinois Wesleyan University

The U.S. Economic and Financial Crisis—Ten Reasons for the Fall and Future Avoidance

Kevin Bahr, University of Wisconsin-Stevens Point

Discussant: Elisabeta Pana, Illinois Wesleyan University

The Day of the Week Effect in the U.S. Stock Market

Hossein Varamini, Elizabethtown College

Bingye Mu, Elizabethtown College

Discussant: Kevin Bahr, University of Wisconsin-Stevens Point

Does the Breakup of Microsoft Add Value to Its Competitors and Other High Tech Companies?

Yewmun Yip, University of South Dakota

Discussant: Hossein Varamini, Elizabethtown College

FINANCE

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

Theme: Risk Management and Insurance

Chair: Sheri Faircloth, University of Nevada, Reno

Risk Management during the Real Estate Bubble: GARCH or Stable Distributions?

David Basterfield, Hillsdale College

Thomas Bundt, Hillsdale College

Discussant: Sheri Faircloth, University of Nevada Reno



Program Sessions

Testing for Asymmetric Information in Reinsurance Markets

Zhiqiang Yan, Western Illinois University

Discussant: Thomas J. Kopp, Siena College

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

1:30–2:45 p.m......9th Floor, 950

Theme: Social Networking and Business

Chair: Behrooz Saghafi, Chicago State University

Social Networking Technology: Impact on Communication and the Use of Technology

Anita Wood, Viterbo University

Bojan Dzikov, Viterbo University

Responsible Professionals and Technology: Social Networking

Marvin Albin, University of Southern Indiana

Mehmet Kocakulah, University of Southern Indiana

Business School Curricula and Enterprise 2.0

Abbas Foroughi, University of Southern Indiana

Marvin Albin, University of Southern Indiana

Jennifer Williams, University of Southern Indiana

INTERNATIONAL BUSINESS

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

Business Meeting

Chair: Juan Meraz, Missouri State University

AIB and guests are welcome to join and participate.

LEGAL STUDIES

1:30–2:45 p.m......6th Floor, 625

Theme: Bankruptcy/SEC Regulation/Constitutional Law

Chair: Sandra J. Perry, Bradley University

Thursday, March 25, 2010

Supplier Tactics for Dealing with Financially Distressed Corporate Customers

John A. Pearce II, Villanova University
Ilya Lipin, Villanova University

Legal Actions for Defamation in U-5 Filings in the Financial Services Industry

Mary Noe, St. John's University
John P. Clarke, St. John's University

Legal Issues Arising from the Health Care Reform Issue

Steve Smith, Truman State University

LEGAL STUDIES

1:30–2:45 p.m.6th Floor, 629

Theme: Business Organizations

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

Selecting Judges in Tennessee: Microcosm of a National Problem

Horace E. Johns, Middle Tennessee State University

An Analysis of the Uniform Partnership Act (1997)

Allen J. Rubenfield, Mercer University

Are Corporate Officers Advised About Fiduciary Duties? Final Results and Conclusions from a Survey of Inside Counsel

Dennis M. Garvis, Washington and Lee University
Lyman Johnson, Washington and Lee University

Selecting Judges in Tennessee: Microcosm of a National Problem

Horace E. Johns, Middle Tennessee State University



Program Sessions

MANAGEMENT

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

Theme: **Supporting Faculty Panel**

Tales from the Trenches: Perspectives and Issues of the Adjunct Faculty Member

Organizer: Kevin Love, Central Michigan University

Presenters: Andria Moon, Central Michigan University
 Kayla Slezak, Central Michigan University

MANAGEMENT

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

Theme: **Teaching Capstone Strategy**

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

Presenters: Michele A. Govekar, Ohio Northern University
 Robert Allen, Lindenwood University
 Redmond Humphrey, Upper Iowa University
 Gary Mullins, University of Wisconsin-Stevens Point

MANAGEMENT

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

Theme: **Teaching in the Twenty-first Century**

Organizer: Carolyn Wiley, Roosevelt University

Passion for Teaching—Just how long can this gig last?

Joseph Ament, Roosevelt University

Best Practices in Undergraduate Management Teaching—So What’s Really Important?

Carolyn Wiley, Roosevelt University

Teaching Difficult Concepts—Migrating from Simple to Complex Issues

Deborah Pavelka, Roosevelt University

Winning Faculty Evaluations—How to Get Consistently Good Evaluations

Paul M. Wellen, Roosevelt University

Being Recognized for Outstanding Teaching

Terri Friel, Roosevelt University

MARKETING

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

Theme: Services Marketing: A Market Orientation Perspective

Chair: Scott Swanson, University of Wisconsin-Eau Claire

Discussant: Brian Vander Schee, Aurora University

Customer and Market Orientation toward Students, Parents of Students, and Employers of Students: Survey Results from Marketing Department Chairs, Business School Deans, and Academic Vice-Presidents

Robert L. Webster, Ouachita Baptist University

Kevin L. Hammond, University of Tennessee-Martin

Market Orientation of University Departments and University Performance

Jun Ma, Indiana University-Purdue University Fort Wayne

Zelimir Todorovic, Indiana University-Purdue University Fort Wayne

Understanding Students' Needs for and Expectations of Academic Advising Services: The Case of a Comprehensive, Urban, Commuter University

Junyong Kim, Purdue University Calumet

Lori Feldman, Purdue University Calumet

MARKETING

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

Theme: Social Media Marketing and Consumer Behavior

Chair: Michael Messina, Gannon University

Discussant: Robert E. Boostrom Jr., Southern Illinois University-Carbondale



Program Sessions

Fans, Friends, and Followers: Retailers in the Social Media Marketing Mix

Michelle B. Kunz, Morehead State University
Brittany Hackworth, Morehead State University
Peggy Osborne, Morehead State University
Dustin High, Morehead State University

The Game Has Changed: The First Longitudinal Study of Social Media Adoption in College Admissions Offices

Nora Ganim Barnes, University of Massachusetts Dartmouth
Stephanie Laura Barnes, Rhode Island College

Customer Satisfaction with College Choice: Something to Scream about When Addressing Cognitive Dissonance, Buyer's Remorse, and the Experience of Regret

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

Organic Food: The Role of Values and Attitude

Priyoo G. Manakote, University of Texas of the Permian Basin
Siva K. Balasubramanian, Illinois Institute of Technology

MARKETING

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

Theme: Green Marketing: Do Colleges Practice What They Preach?

Presenters: Lori Lohman, Augsburg College
Kim Folkers, Wartburg College
Mary Albrecht, Maryville University
Fred Hoyt, Illinois Wesleyan University
Rick Saucier, St. John's University and College of St. Benedict

Thursday, March 25, 2010

**OPERATIONS MANAGEMENT AND
ENTREPRENEURSHIP ASSOCIATION**

1:30–2:45 p.m......7th Floor, 725

Theme: Quantitative Modeling

Chair: Craig Sorochnik, University of Wyoming

A Practical View of Queues with Lane Switching

Coleen R. Wilder, Illinois Institute of Technology

Nick T. Thomopoulos, Illinois Institute of Technology

Ranking the Similarity of Sample Data to Continuous Distributions

Ranko Glisic, Illinois Institute of Technology

Nick T. Thomopoulos, Illinois Institute of Technology

The Newsvendor Problem with Pricing and Secondary Revenues

Craig Sorochnik, University of Wyoming

John Wilson, University of Western Ontario

**OPERATIONS MANAGEMENT AND
ENTREPRENEURSHIP ASSOCIATION**

1:30–2:45 p.m......7th Floor, 729

Theme: Organization and Culture

Chair: Luis A. Otero, Inter American University of Puerto Rico

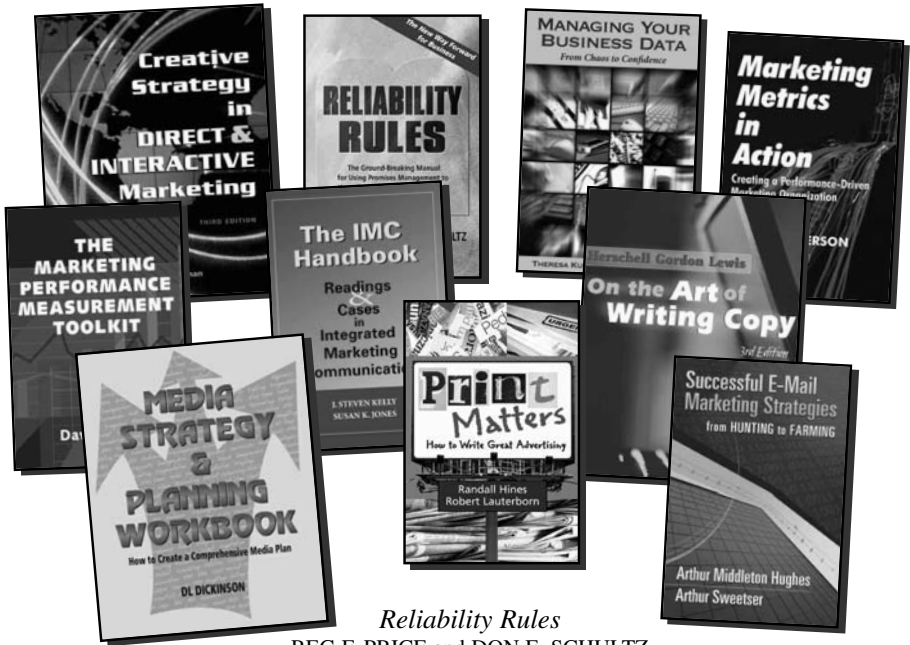
**Li and Fung: A Model of Integrating the Culture of Acquired
Organizations**

Lowell C. Matthews, Argosy University

**How the Underlying Cultural Values of Puerto Ricans and Americans
Dictate Production and Operation Patterns in American Companies
Operating in Puerto Rico**

Luis A. Otero, Inter American University of Puerto Rico

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ACCOUNTING

3:00–4:15 p.m......**4th Floor, 425**

Theme: **Teaching Tax Accounting Panel**

Moderator: Ray Hughes, University of Wisconsin-Eau Claire

Panelists: Larry R. Garrison, University of Missouri-Kansas City
Donald Morris, University of Illinois-Springfield
Sandra Byrd, Missouri State University

ACCOUNTING

3:00–4:15 p.m......**4th Floor, 429**

Theme: **Issues for CPA Firms and Public Companies**

Chair: Richard S. Sathe, University of St. Thomas

Improving Student Skills via Refundable versus Nonrefundable Tax Credits

Sandra Byrd, Missouri State University
Kerri Tassin, Missouri State University
David Byrd, Missouri State University
Jacqueline Fuller, Missouri State University

CPA Views Regarding Use of Indemnification and Limitation and Liability Provisions in Engagement Letters

Quinton Booker, Jackson State University
Cecil L. Hill, Jackson State University
Richard Russell, Jackson State University

Mentoring in Organizations: A Review of the Literature with Specific Applications to Public Accounting

Alan Reinstein, Wayne State University
Timothy J. Fogarty, Case Western Reserve University
David H. Sinason, Northern Illinois University



Program Sessions

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Quality of Life Issues**

Session Chair: Daniel West Jr., University of Scranton

Discussant: Michele Bush, Marshall University

Subjective Views of Chronic Low Back Pain Patients on Effectiveness of Certain Pain Relief Methods

Sevilay Yuceer, Marshall University

Ahmet Ozturk, Marshall University

Smokers Need Not Apply

Bharat Mishra, Grand Valley State University

Jitendra Mishra, Grand Valley State University

Subjective Views of Chronic Low Back Pain Patients on Benefits of Physical Therapy and Chiropractic Treatment

Sevilay Yuceer, Marshall University

Ahmet Ozturk, Marshall University

Meth Madness

Samir IShak, Grand Valley State University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Community and Public Health**

Session Chair: Robert J. Spinelli, University of Scranton

Discussant: Scott J. Saccomano, Herbert H. Lehman College

Developing Health Promotion Strategies in Community Settings through Academic and Clinical Partnerships

Margaret Greene, Ramapo College of New Jersey

Traditional Healing Practices in the Palestinian Occupied Territories

Meira M. Yasin, East Tennessee State University

Thursday, March 25, 2010

A Social Marketing Perspective to Managing Neonatal Health in India

Avinandan Mukherjee, Montclair State University

HPV Mandatory Vaccine Issues: Medical, Political, and Ethical Concepts

Kent Willis, King's Daughters Medical Center

BUSINESS ECONOMICS

3:00–4:15 p.m......9th Floor, 925

Theme: **Microcredit, Micro Financing, and Village Banking**

Chair: Nasrin Shahinpoor, Hanover College

Panelists: Nasrin Shahinpoor, Hanover College
Joe Horton, University of Central Arkansas
Shiv K. Gupta, University of Findlay
Adoit Pradhan, Hanover College

BUSINESS/SOCIETY/GOVERNMENT

3:00–4:15 p.m......2nd Floor, 225

Theme: **Business in Africa**

Chair: Gideon Falk, Purdue University Calumet

An Examination of the East African Community (EAC): Its Goals and Achievements

Mathias Materu, Saint Augustine's College

Lalchand Shimpi, Saint Augustine's College

**Trade Liberalization Policy in Selected African Countries:
An Assessment and Implications for Poverty Reduction**

Louis O. Osuji, Chicago State University



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Program Sessions

SOCIETY FOR CASE RESEARCH

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

Theme: **Critical Incident Review**

Chair: Cheryl Noll, Eastern Illinois University

Discussants: Rong Kang, University of Southern California
Ranjeet Nambudiri, Indian Institute of Management (IIM)

The Free Lunch

Bruce C. Sherony, Northern Michigan University
Irvin A. Zaenglein, Northern Michigan University

Alabama's Fat Tax

Asbjorn Osland, San José State University
Pamela Wells, San José State University
William Jiang, San José State University

SOCIETY FOR CASE RESEARCH

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

Theme: **Embryo Case Review**

Chair: Robyne J. Hart, Associated Colleges of the Midwest-
Chicago Programs

Discussants: Leigh W. Cellucci, Idaho State University
Patrick L. Schultz, University of North Dakota

Bounty Boy, Go Big or Go Home

Timothy Brotherton, Ferris State University
Craig Davis, Ohio University

The Purple Tunnel of Doom

Britt M. Shirley, The University of Tampa
Mary Anne Watson, The University of Tampa

FINANCE

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

Theme: Global Finance

Chair: Farhang Mossavar-Rahmani, National University

Economic Integration and Portfolio Diversification: An Empirical Examination of ASEAN

G. N. Naidu, Illinois State University

Askar Choudhury, Illinois State University

Discussant: Farhang Mossavar-Rahmani, National University

Recent Trends for the Importance of State Exports

Kevin Bahr, University of Wisconsin-Stevens Point

William Maas, University of Wisconsin-La Crosse

Sean Carey, University of Wisconsin-Stevens Point

Discussant: G. N. Naidu, Illinois State University

Intra-industry Competition: Exchange Rate or Global Industry-specific Shocks?

Chu-Sheng Tai, Texas Southern University

Zahid Iqbal, Texas Southern University

Discussant: Kevin Bahr, University of Wisconsin-Stevens Point

FINANCE

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

Theme: Real Estate

Chair: Steven Lifland, High Point University

On the Significance of Canadian Real Estate Investment Trust Funds in International Portfolios

Nicole Grandmont-Gariboldi, Saint Thomas University

Discussant: Elisabeta Pana, Illinois Wesleyan University

A Different Twist to Risk-Return Analysis in the Windy City's Metro Real Estate Market

Steven Lifland, High Point University

Discussant: Sheri Faircloth, University of Nevada Reno



Program Sessions

Behavior of Short Sales

Sheri Faircloth, University of Nevada, Reno

Discussant: Steven Lifland, High Point University

FINANCE

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

Theme: Corporate Finance

Chair: Vivian Okere, Providence College

A Finance Driven Corporate Strategy in Action

Richard F. Belloff, Des Moines University

K. Matthew Wong, Saint John's University

Discussant: Nalinaksha Bhattacharyya, University of
Alaska-Anchorage

How Is High-Tech Bubble Affecting Company Performance?

Cheng-Huei Chiao, Missouri Western State University

Robert Kao, Park University

Michael Russell, Missouri Western State University

Discussant: Vivian Okere, Providence College

Are Shareholders More Dissatisfied with Bad Corporate Governance or Business Performance?

Aiwu Zhao, Skidmore College

Alexander Brehm, Skidmore College

Discussant: Kent Hickman, Gonzaga University

FINANCE

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

Theme: Education in Finance

Chair: Ralph Pope, California State University, Sacramento

Internationally Recognized Professional Designations in Finance

Ernest Biktimirov, Brock University

Discussant: Ralph Pope, California State University, Sacramento

Thursday, March 25, 2010

Pursuing a Career in Finance: A Survey of Upper Division Finance Students

Ralph Pope, California State University, Sacramento

Thomas Howe, Illinois State University

Edwin Duett, Mississippi State University

Discussant: Vivian Nazar, Ferris State University

Using Internet Resources in Teaching Personal Finance

Vivian Nazar, Ferris State University

Discussant: Kumoli Ramakrishnan, University of South Dakota

Executive Education in a Resource-Constrained University: Lessons from the Trenches

Kumoli Ramakrishnan, University of South Dakota

Discussant: Ernest Biktimirov, Brock University

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

3:00–4:15 p.m......9th Floor, 950

Theme: Evaluation of IS Support of Business

Chair: Jim Newtown, Baker College

Computer-Mediated Communications: The Effect of Social Networks on the Evolution of Advertising

Herman Harrison, Governors State University

Nathan Banks, Governors State University

Donald Washington, Governors State University

Dalsang Chung, Governors State University

Gravesian Typologies: Gateway to Internet Neuromarketing

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

Are They Valued By the Board—An Investigation of Relative Performance Evaluation of Chief Information Officers?

Nan Hu, University of Wisconsin-Eau Claire

Ling Liu, University of Wisconsin-Eau Claire

Jianhui Huang, Singapore Management University



Program Sessions

INTERNATIONAL BUSINESS

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

Theme: Culture and Strategy

Chair: John E. Spillan, University of North Carolina
at Pembroke

Changes in Work Values in China: An Exploratory Research

Robert Moussetis, North Central College
Peter Antoniou, California State University-San Marcos
Katherine Whitman, Mount St. Mary's College

Discussant: Brian Hanlon, North Central College

Sense Making and Employee Resistance to Strategic Renewal in Multinational Firms

Chaiporn Vithessonthi, Mahasarakham University
Markus Schwaninger, University of St. Gallen

Discussant: Maria Lai-Ling, Malone College

The Emerging Global Beer Market: Ideas and Theories Relating to Firm Strategy and Success

Martin Stack, Rockhurst University
Myles Gartland, Rockhurst University

Discussant: Hamid Hosseini, King's College

The Influence of Trust, Culture, and Web-Enabled Information Technology on Global Supply Chain Management Strategies of Born Global Firms in the Fashion Industry: A Conceptual Model

Melvin Williams, University of Toledo
Anthony C. Koh, University of Toledo
Sam C. Okoroafo, University of Toledo

Discussant: John E. Spillan, University of North Carolina
at Pembroke

INTERNATIONAL BUSINESS

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

Theme: **Finance and Trade**

Chair: **Juan Meraz, Missouri State University**

Existence and Persistence of the Week-of-the-Month-Effect in Asian Stock Markets

Thomas M. Krueger, University of Wisconsin-La Crosse

Chi-Wing Fok, University of Wisconsin-Parkside

Discussant: **Kyle Ehrhardt, University of Wisconsin-Milwaukee**

The Role of Distance in International Trade Flows

Animesh Ghoshal, DePaul University

Darnell Cloud, DePaul University

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

**Host Country Effects on the Success of International Acquisitions:
The Case of Private Equity Investments**

Sharon Watson, University of Delaware

Anthony George, University of Delaware

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

**Total Productivity Movement for Performance Improvement in a
Tertiary Institution in Singapore**

Ramin Cooper Maysami, University of North Carolina at Pembroke

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

Discussant: **Pei-Lin, Alliant International University**

LEGAL STUDIES

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

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

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

Promissory Estoppel: Broken Promises and Detrimental Reliance

Elizabeth A. Cameron, Alma College



Program Sessions

Lawrence Lessig, Cyberspace, and the Four Modes of Regulation

Daniel A. Levin, Minnesota State University-Mankato

MANAGEMENT

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

Theme: **Critical Thinking**

Critical Thinking Pedagogy at Three Levels of Learning: Undergraduate, MBA, and Professional

Organizer: Susan M. B. Schertzer, Ohio Northern University

Presenters: Clinton B. Schertzer, Xavier University
 Ronald L. Tatham, Burke, Inc.

MANAGEMENT

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

Theme: **Globalization**

Chair: Kristin Holmberg-Wright, University of
 Wisconsin-Parkside

Exploring Female and Male Value Orientation in the East and West

Edward F. Murphy, Embry-Riddle Aeronautical University

Regina A. Greenwood, Nova Southeastern University

Business Student Perceptions of the Global Economic Crisis— A New Reality

Kristin Holmberg-Wright, University of Wisconsin-Parkside

David J. Wright, University of Wisconsin-Parkside

How Globalization Has Changed the Composition and Performance of the Global 500 Companies

Joseph T. Martelli, University of Findlay

Patricia B. Abels, University of Findlay

MANAGEMENT

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

Theme: **Learning, Labor, and Performance**

Chair: David J. Boggs, Eastern Illinois University

Discussant: Julia Teahen, Baker College

Does Turnover of the Chief Executive Officer of an S&P 500 Company Make a Difference in Financial Performance?

Marc Schwartz, Lawrence Technological University

Remember Emotional Labor?

Marjorie Meier, Illinois College

The Cognitive Styles and Learning Preferences of Chartered Accountants in Three Canadian Cities: Implications for Professional Development

Elizabeth Hicks, Mount Saint Vincent University

Robert Bagg, Mount Saint Vincent University

Wendy Doyle, Mount Saint Vincent University

John Reid, Mount Saint Vincent University

Jeffrey Young, Mount Saint Vincent University

MARKETING

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

Theme: **Technology and Its Applications in Consumer Decision Making, Business Practices, and Retailing**

Chair: Suzanne A. Nasco, Southern Illinois University-Carbondale

Discussant: William Bauer, Carroll University

Investigating the Impact of Mobile Marketing on Consumer Decision Process and Shopping Experience

Jun Ma Gokhan Karaatli, Indiana University-Purdue University Fort Wayne

Jun Ma, Indiana University-Purdue University Fort Wayne

Nichaya Suntornpithug, Indiana University-Purdue University Fort Wayne



Program Sessions

Behavioral Advertising: The Technologies and Business Practices, the Legal Environment, and an Ethical Analysis

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

Evolution of e-tailing

Robert E. Boostrom Jr., Southern Illinois University-Carbondale

Suzanne A. Nasco, Southern Illinois University-Carbondale

Kesha K. Coker, Southern Illinois University-Carbondale

MARKETING

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

Theme: The Effectiveness of Global Marketing Strategies

Chair: Maxwell Hsu, University of Wisconsin-Whitewater

Discussant: Bela Florenthal, Butler University

The Relationship between Customer Satisfaction and Referrals in the Financial Services Sector: An Empirical Case Study from an Emergent Economy

S. K. Pandey, FORE School of Management

Raj Devasagayam, Siena College

Reputation as a Resource and Institution: Evaluating Different Effects within the Triad of Asia, America, and Europe

Kyle Coble, Saint Louis University

Promoting Country Investment through the Internet: A Content Analysis

Héctor R. Lozada, Seton Hall University

Gary H. Kritz, Seton Hall University



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PEARSON

MARKETING

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

Theme: Get Valuable Publishing Tips from Editors of MMA Journals and Book Author of *147 Publishing Tips for Professors*

Presenters: Susan Petroschius, Bowling Green State University,
Editor, *Journal of Advancement of Marketing Education (JAME)*
Suzanne A. Nasco, Southern Illinois University-
Carbondale, Managing Editor, *Journal of Advancement of Marketing Education (JAME)*
Danny Arnold, Missouri State University, Author of *147 Publishing Tips for Professors*

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

3:00-4:15 p.m.....7th Floor, 729

Theme: Success in Getting Your Research Published

Chair: Bill Roach, Washburn University

Panelists: C. R. Marshall, University of Wisconsin-Stevens Point
Bruce D. Fischer, Elmhurst College
Richard A. Hall, Grand Valley State University
Abraham Y. Nahm, University of Wisconsin-Eau Claire

MBAA INTERNATIONAL

4:20-5:30 p.m..... Drake Room, Main Level

Annual Business Meeting

Includes "Best Paper" Awards Presentations

"FUN NIGHT" – THE MOODS

8:00 p.m.Grand Ballroom

MBAA INTERNATIONAL HOSPITALITY SUITE

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

Call for Papers

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. Complete submission instructions online.

Send to: Ashok Gupta, Editor-in-Chief, gupta@ohiou.edu.

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Upcoming Special Issue Immigration: *Impacts on Business*

The *American Journal of Business* invites submissions of articles and case studies from academics and practitioners for a special issue on immigration, edited by Ashok K. Gupta (Ohio University) and Michael J. Pisani (Central Michigan University).

Contributions across the business disciplines on various themes related to immigration (legal and illegal) and business are welcome. Articles may center on specific business problems and a specific immigrant group, and/or take a more comparative, broader approach, contrasting experiences within the United States, between the United States and other countries, or other countries altogether.

Submissions Due: January 15, 2011
Publication: March 2012

Suggested Themes

- Immigration and the globalization of the American economy
- Immigration and workforce recruitment
- Immigration and trade flows

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Friday, March 26, 2009

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

**6:45–7:45 a.m. Michigan Room, Upper West Mezzanine
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 and Annual Meeting (Ticket Required)**

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m.Parkside Room, Upper West Mezzanine

Theme: Provider Industry

Session Chair: Nashat Zuraikat, Indiana University of Pennsylvania

Discussant: Peter Fitzpatrick, Clayton State University

Sustainable Cost Reductions for Community Hospitals

Abdul Akram, University of Scranton

Daniel West Jr., University of Scranton

Physicians Heal Thyselves: A Continuing Improvement Report on Physicians Peer Review

Donald D. Maier, University of St. Francis

Carol Ann M. Riggio, Twin Cities Community Hospital

Michael Stowe, University of St. Francis



Program Sessions

Knowledge, Skills, and Abilities Required of Continuing Care Retirement Communities Executive Directors

Michael Stowe, University of St. Francis
James Haefner, St. Francis University

Factors Critical to Building Sustainable Partnership Models

Daniel West Jr., University of Scranton

BUSINESS ECONOMICS

8:00–9:15 a.m.9th Floor, 925

Theme: **Empirical Studies**

Chair: Brenda Kahn, University of Tampa

An Examination of Uncovered Real Interest Rate Parity in the Labor-Intensive Manufacturing Industries in the United States

Masha Rahnema, Texas Tech University
Cindy Wan-Shin Mo, Texas Tech University

Saving Rate in the United States: Macroeconomic Predictors of Frugality

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

Wealth Accumulation among the Richest 100 Billionaires in United States: 2004, 2007, and 2009

John C. Johnson, Chicago State University
Lea P. Brown, Chicago State University
Desislava D. Georgieva, Chicago State University
Ben-Chieh Liu, Chicago State University
Wei-Li Chen, Chicago State University

Non-financial Key Performance Indicators and Quality of Earnings

Zabihollah Rezaee, University of Memphis
Alireza Dorestani, Northeastern Illinois University

BUSINESS/SOCIETY/GOVERNMENT

8:00–9:15 a.m.2nd Floor, 225

Theme: **It's the Economy**

Chair: James Breyley, Northwestern Oklahoma State University

Fannie Mae and Freddie Mac: ...And the Beat Goes On

James Breyley, Northwestern Oklahoma State University

Suicides and the Business Cycle

David Hemley, Eastern New Mexico University

Michael Snipes, Eastern New Mexico University

Managing the Arts in a Recession

Ronald R. Rubenfield, Robert Morris University

Michael A. Yahr, Robert Morris University

SOCIETY FOR CASE RESEARCH

8:00–9:15 a.m. 8th Floor, Room 825

Theme: **Critical Incident Review**

Chair: Karen A. Berger, Pace University

Discussants: Craig Davis, Ohio University

Irvin A. Zaenglein, Northern Michigan University

Sampark Electronics: Direct Shipment from Factory to Customers

Arvinder Loomba, San José State University

Taeho Park, San José State University

SpudKraft: Across the Cultural Divide

Robert R. Picard, Idaho State University

Priscilla R. Reis, Idaho State University

Dennis Krumwiede, Idaho State University



Program Sessions

SOCIETY FOR CASE RESEARCH

8:00–9:15 a.m. **8th Floor, Room 829**

Theme: **Critical Incident Review**

Chair: Gabriele Lingenfelter, Christopher Newport University

Discussants: Mark Fulford, University of Central Missouri
Diane J. Prince, Clayton State University

What Is the Board's Responsibility?

Kay A. Hodge, University of Nebraska

Janet Trewin, University of Nebraska

Thou Shall Not Steal, Defraud, or Misappropriate!

AnnaMarie Hawkins, Christopher Newport University

Roy Savage, Christopher Newport University

SOCIETY FOR CASE RESEARCH

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

Theme: **Critical Incident Review**

Chair: Joe Thomas, Middle Tennessee State University

Discussants: Claire McCarty Kilian, University of Wisconsin-River Falls
Michael Stellern, Rockhurst University

Mountain View Assisted Living

Ann M. Hackert, Idaho State University

Jeff Brookman, Idaho State University

Sandra Speck, Idaho State University

Be It Ever So Humble There's No Place Like Home (Keen)

Kathy S. Pollack, Indiana University-Purdue University Fort Wayne

Kent Kauffman, Indiana University-Purdue University Fort Wayne

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

FINANCE

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

Theme: Corporate Finance

Chair: Junhua (Jason) Jia, Western Governors University

Financial Crisis, Tightened Credit Standards, and Personal Bankruptcy Rates

Junhua (Jason) Jia, Western Governors University

Discussant: Herman Manakyan, Salisbury University

Is APV Better than WACC for Non-stationary Debt Ratio?

Howard Qi, Michigan Technological University

Discussant: Judson Russell, University of North Carolina-Charlotte

The Impact of Privacy and Confidentiality on Valuation

Alex Faseruk, Memorial University

Tom Cooper, Memorial University

Lewis Johnson, Queen's University

Discussant: Junhua (Jason) Jia, Western Governors University

FINANCE

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

Theme: Global Finance

Chair: Arthur Young, University of Central Missouri

The Volatility Transmission of Stock Prices across Asia, Europe, and North America

Ingyu Chiou, Eastern Illinois University

Discussant: Mariam Iskandarani, Lawrence Technological University

Foreign Exchange Market Dynamics: A Note

Sayed Hyat, Central Connecticut State University

Discussant: Monzurul Hoque, Saint Xavier University



Program Sessions

Post-Acquisition Performance of Cross-Border Mergers and Acquisitions and the Moderating Effects of Entrepreneurial Orientation and its Dimensions

Mariam Iskandarani, Lawrence Technological University

Discussant: Jin-Gil Jeong, Howard University

Portfolio Selection under Short Selling and Transaction Cost: An Integer Quadratic Formulation

Mohamed Lemrabott, University du Havre

Yves Rakotondratsimba, ESLSCA Group

Adnan Yassine, University du Havre

Discussant: Ingyu Chiou, Eastern Illinois University

FINANCE

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

Theme: Financial Markets

Chair: Joan Junkus, DePaul University

Killing the Credit Card Market: Public Sector and Private Sector Failure

Charles W. Johnston, Baker College

Discussant: Joan Junkus, DePaul University

The Impact of the Supreme Court Decision on Differential Taxation of Municipal Bonds

Rajneesh Sharma, Saint Joseph's University

Ginette McManus, Saint Joseph's University

Ahmet Tezel, Saint Joseph's University

Discussant: Abdus Samad, Utah Valley University

Community Bank Failures in 2009: A Look at How Quickly Things Can Go Bad

James Tripp, Southeastern University

Mark E. Harrison, Southeastern University

Don T. Johnson, Western Illinois University

Discussant: Alex Faseruk, Memorial University

FINANCE

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

Theme: Real Estate

Chair: John Stephens, Lawrence Technological University

REIT Price-to-Net Asset Value, Performance, and Managerial Entrenchment

Olgun Fuat Sahin, Minnesota State University-Moorhead

Discussant: Stephen Lee, City University London

Pre-Structuring Household Finances: A Simplified Model

Walt A. Nelson, Missouri State University

James Scott, Missouri State University

Discussant: John Stephens, Lawrence Technological University

Is Real Estate a Diversifier, a Return Enhancer, or Both?

Stephen Lee, City University London

Discussant: Kevin Bahr, University of Wisconsin-Stevens Point

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

Theme: Technology and Strategy

Chair: William Barnes, Emporia State University

Networking—A Strategy for SMEs from a Developing Country to Enter Developed Country Markets

Mohamed Zain, Qatar University

Siew Imm Ng, Putra University of Malaysia

Discussant: Christopher Heeren, Eastern Illinois University



Program Sessions

The Impact of Belief in Global Citizenship on Brand Positioning Strategies: A Cross Cultural Experimental Investigation

Bashar S. Gammoh, University of Toledo

Anthony C. Koh, University of Toledo

Sam Okaroafo, University of Toledo

Discussant: Eliane Karsaklian, OCRE-EDC, Paris

Implications of Studies of Soft Technology Transfers to Chinese Firms: A Longitudinal Study 1997-2009

Peter Antoniou, California State University-San Marcos

Kern Kwong, California State University-Los Angeles

Catherine E. Levitt, California State University-San Bernardino

Discussant: Hamid Hosseini, King's College

INTERNATIONAL BUSINESS

8:00–9:15 a.m. Marquette Room, Main Level

Theme: Investment and Banking

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

Applying Artificial Neural Networks to Portfolio Selection: Empirical Study in Taiwan Stock Market

Pei-en Lee, Alliant International University

Bijan Massrouf, California Miramar University

Discussant: Nicole Castater, Barry University

Do Exchange Rates Have Impact upon Performance of Foreign-Invested Enterprises?

Hsin-Hong Kang, National Cheng Kung University

Suechin Yang, Tamkang University

Discussant: M. Anaam Hashmi, Minnesota State University-Mankato

China's Banking Reform: Issues in the First Decade of the Twenty-first Century

Peter Geib, Minnesota State University-Moorehead

Lucie Pfaff, College of Mount Saint Vincent

Discussant: Man Zhang, Bowling Green State University

LEGAL STUDIES

8:00–9:15 a.m.6th Floor, 625

Theme: **Various Legal Topics**

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

Philip Morris USA vs. Williams: A Detailed Analysis of the Battle between the U.S. Supreme Court and the Oregon Courts

Karen A. Hosack, Illinois State University

Joseph J. Solberg, Illinois State University

Medical Tort Reform: Policy Considerations and Proposals

A. David Austill, Union University

Regulating Tobacco Products: FDA Jurisdiction

Carol J. Miller, Missouri State University

The Availability of Work-Product Protection to Tax Accrual Workpapers

Stephen Gara, Drake University

Brandy Gary, Drake University

Eulogy to Stare Decisis

Elizabeth A. Campbell, Central Michigan University

Tanya M. Marcum, Bradley University

LEGAL STUDIES

8:00–9:15 a.m.6th Floor, 629

Theme: **Various Legal Topics**

Chair: Robert D. Sprague, University of Wyoming

Mainstreaming Fair Trade in a Globalized Free Trade World: Lessons for the Western Hemisphere from the United Kingdom Fair Trade System

Paulette L. Stenzel, Michigan State University



Program Sessions

The Environment and Trade Agreements: Should the WTO Become More Actively Involved?

Mark S. Blodgett, Seton Hall University

Richard J. Hunter Jr., Seton Hall University

The Perils of Rainwater Harvesting Under the Prior Appropriation Doctrine

Stephen N. Bretsen, Wheaton College

Financial Crisis: Impetus for Restoring Corporate Democracy

Robert D. Sprague, University of Wyoming

Aaron D. Lyttle, University of Wyoming

The Contingency Relationship Between Environments, Strategy, and Distinctive Marketing Competencies of Tied Insurance Agents in Singapore: The Impact of the Financial Advisors Act

Ramin Cooper Maysami, University of North Carolina at Pembroke

Cammie Oxendine, University of North Carolina at Pembroke

MANAGEMENT

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

Theme: NAMS Membership Meeting and Continental Breakfast sponsored by the James F. Dicke College of Business Administration at Ohio Northern University and the Walter E. Heller College of Business Administration at Roosevelt University

Chair: Richard Leake, Luther College

MARKETING

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

Theme: The Role of Technology in Marketing Success

Chair: Pamela Kennett-Hensel, University of New Orleans

Discussant: Robert E. Boostrom Jr., Southern Illinois University-Carbondale

Friday, March 26, 2010

Online versus Traditional News Sources: A Student Perspective

Allison M. Wolfe, Elmira College

An Investigation of Online Review Manipulation

Nan Hu, University of Wisconsin-Eau Claire

Ling Lui, University of Wisconsin-Eau Claire

Koh Noi Sian, Singapore Management University

Toward Developing an Online Information Search Model

Moutusi Maity, AC Nielsen, New Delhi, India

Maxwell Hsu, University of Wisconsin-Whitewater

IT Security—A Challenge to the World of Business

Padmavathi Dasharatha Yata, University of Findlay

Nabarun Ghose, University of Findlay

MARKETING

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

**Theme: Cross Cultural Marketing Communication and
Global Branding**

Chair: Donald P. Roy, Middle Tennessee State University

Discussant: William Bauer, Carroll University

Marketing and Communication: A Cross Cultural Approach

Mauro Cavallone, University of Bergamo, Italy

**Using Packaging as a Tangible Influence for Acceptance of Unfamiliar
Brands: Cross-Cultural Research with American and French
Consumers**

Eliane Karsaklian, OCRE, Ecole des Dirigeants and
Créateurs d' Entreprises

**Positioning the National Basketball Association for International
Expansion: An Internal Analysis of the League's Capacity to Exist as
a Global Brand**

Benjamin D. Goss, Missouri State University

Donald P. Roy, Middle Tennessee State University



Program Sessions

MARKETING

8:00–9:15 a.m. **Walton II Room, Lower East Mezzanine**

Theme: **Case Studies in Marketing and Their Use in Teaching**

Chair: Brian Vander Schee, Aurora University

Discussant: Fred Hoyt, Illinois Wesleyan University

Self and Peer Assessment of Group Projects: A Case Study

Philip Hurdle, Elmira College

Ambush Marketing Versus Defensive Marketing Strategy: A Case Study

Allen Marber, University of Illinois at Chicago

Paul M. Wellen, Roosevelt University

Using Mini-Cases to Teach Marketing Ethics: Learning Goals, Delivery, and Assessment

Brian T. Engelland, Mississippi State University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

8:00–9:15 a.m. **7th Floor, 725**

Theme: **Green Supply Chains**

Chair: Nazim U. Ahmed, Ball State University

Case Study: Reclaimed the Greener Way: A Proposed Supply Chain Model for the Reclaimed Lumber Industry

John Kaliski, Minnesota State University, Mankato

Queen Booker, Minnesota State University, Mankato

Green Supply Chain and Service Industry: Issues and Strategy

Nazim U. Ahmed, Ball State University

**OPERATIONS MANAGEMENT AND
ENTREPRENEURSHIP ASSOCIATION**

8:00 a.m.–9:15 a.m.7th Floor, 729

Theme: Supply Chain Management Curriculum

Chair: Jaideep Motwani, Grand Valley State University

**An Integrated Supply Chain Management Major at the Seidman
College of Business: A Case Study**

Suzanne Benet, Grand Valley State University

H. James Williams, Grand Valley State University

Jaideep Motwani, Grand Valley State University

ACCOUNTING

9:30–10:45 a.m.4th Floor, 425

Theme: Teaching Principles of Accounting

Moderator: Nausser Jamali, Illinois College

Panelists: Kevin Klein, Illinois College
Marjorie Meier, Illinois College
James D. Proffitt, Illinois College
John Rush, Illinois College

ACCOUNTING

9:30–10:45 a.m.4th Floor, 429

Theme: Technology in Accounting Education

Chair: Donna Whitten, Purdue University-North Central

**Student Perceptions of WIKIs for Cooperative Learning in an
Accounting Course**

Dee Ann Ellingson, University of North Dakota

Kate Campbell, University of North Dakota

**Manual vs. Automated Accounting Techniques: Teaching the Linkage
to Accounting Principles Students**

Mary Sheets, University of Central Oklahoma

Edward Walker, University of Central Oklahoma

So You Want to Be an Accounting Expert Witness

Timothy J. Fogarty, Case Western Reserve University



BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Current Issues I**

Session Chair: Kysuk Chung, Governors State University

Discussant: Ateequr Rahman, School of Pharmacy, Shenandoah University

New Approaches for Working with Preceptors to Enhance Student Success

Dean Eide, University of Wisconsin-Eau Claire

Douglas Olson, University of Wisconsin-Eau Claire

Jennifer Johs-Artisensi, University of Wisconsin-Eau Claire

Deal or No Deal: Do Pharmaceutical Sales Representatives' Nonverbal Communication and Empathy Influence Physician Responses?

Yam Limbu, Montclair State University

Avinandan Mukherjee, Montclair State University

The Rise of Indifference: Illegal Pharmaceutical Marketing Practice

Michaeline Skiba, Monmouth University

Death Panels and the Impact of Media Coverage on Public Opinion

Michael Peters, Baker College

Making a Difference to the Very End: Development of a Volunteer Program to Serve Actively Dying Clients as a Strategy for Adding Value and Client Satisfaction to the Hospice Experience

Gail Henson, Bellarmine University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Current Issues II**

Session Chair: David Tipton, Duquesne University

Discussant: Kimball P. Marshall, Alcorn State University

A Successful Partnership between Organizations

George A. Zangaro, University of Maryland

The Ways to Contain the Rising Health Care Costs and Their Ethical Implications

Hengameh Hosseini, Seton Hall University

Medications: The Process of Prescribing and the Misuse in Taking

Dennis Emmett, Marshall University

Ashish Chandra, University of Houston-Clear Lake

Globalization and Health/Medical Tourism: Implications for Pharmacy Practice

J. Warren Salmon, University of Illinois-Chicago

BUSINESS ECONOMICS

9:30–10:45 a.m.9th Floor, 925

Theme: China’s Growing Economic Clout and Its Implications for the Rest of the World

Chair: Ismail Shariff, University of Wisconsin-Green Bay

Panelists: Ismail Shariff, University of Wisconsin-Green Bay
Ben-Chieh Liu, Chicago State University
Gyongyi (Georgine) Konyu-Fogel, University of Maryland University College

BUSINESS/SOCIETY/GOVERNMENT

9:30–10:45 a.m.2nd Floor, 225

Theme: Grab Bag

Chair: Ralph Bourret, Northwestern Oklahoma State University

A Theoretical and Conceptual Content Analysis of the U.S. National Health Care Debate Involving Business, Society, and Government from the Perspective of Sherif and Sherif’s Social Judgment Theory

T. Rick Whiteley, Northern Michigan University

Greenhouse Gas Emissions Reduction Goals and Policies in Minnesota

M. Anaam Hashmi, Minnesota State University



Program Sessions

SOCIETY FOR CASE RESEARCH

9:30–10:45 a.m. **8th Floor, Room 825**

Theme: **Critical Incident Review**

Chair: Joe Thomas, Middle Tennessee State University

Discussants: Sandra Speck, Idaho State University
 Kathy S. Pollack, Indiana University-Purdue
 University Fort Wayne

How Should Nutriset Deal with Intellectual Property?

Asbjorn Osland, San José State University

Xiaohong (Iris) Quan, San José State University

Aparajitha Vadlamannati, San José State University

William Jiang, San José State University

New York City Subway Line and the Metropolitan Transit Authority

Karen A. Berger, Pace University

Colleen Kirk, Pace University

SOCIETY FOR CASE RESEARCH

9:30–10:45 a.m. **8th Floor, Room 829**

Theme: **Critical Incident Review**

Chair: Bonalyn J. Nelsen, Rochester Institute of Technology

Discussants: Janet Trewin, University of Nebraska
 Richard Fulton, Troy University-Augusta

In the Interest of Women?

Claire McCarty Kilian, University of Wisconsin-River Falls

Brian J. Huffman, University of Wisconsin-River Falls

The Implosion of Learning Team 17

Anthony J. Mento, Loyola University-Maryland

John T. Everett, Loyola University-Maryland

FINANCE

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

Theme: Real Estate

Chair: Walt A. Nelson, Missouri State University

Maximizing IRA Returns Using FLP/LLC Discounting Techniques

William Maas, University of Wisconsin-La Crosse

Kevin Bahr, University of Wisconsin-Stevens Point

Sean Carey, University of Wisconsin-Stevens Point

Discussant: Walt A. Nelson, Missouri State University

An Empirical Test of a Franchise Location Model Using Multi-Objective Modeling to Maximize System Revenue and Minimize Franchisee Cannibalization

John Stephens, Lawrence Technological University

Discussant: Olgun Fuat Sahin, Minnesota State University-Moorhead

FINANCE

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

Theme: Global Finance

Chair: Sayed Hyat, Central Connecticut State University

Covered Interest Arbitrage—Does IT Matter?

Monzurul Hoque, Saint Xavier University

Hamid Mohammadi, Saint Xavier University

Discussant: Sayed Hyat, Central Connecticut State University

Exchange Rate Dynamics: The Case of U.S. Dollar Exchange Rates against Three Major Currencies in Asia

Jin-Gil Jeong, Howard University

Discussant: Mariam Iskandarani, Lawrence Technological University



Program Sessions

FINANCE

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

Theme: **Corporate Finance**

Chair: Howard Qi, Michigan Technological University

Liquidity Changes Subsequent to Reverse Stock Splits

Herman Manakyan, Salisbury University

Gow-Cheng Huang, Alabama State University

Kartono Liano, Mississippi State University

Ming-Shiun Pan, Shippensburg University

Discussant: Junhua (Jason) Jia, Western Governors University

Is There a Seasoning Effect for ADRs?

Judson Russell, University of North Carolina-Charlotte

Cinder Xinde Zhang, University of North Carolina-Charlotte

Discussant: Jose Ramon Sánchez Galán, Universidad Antonio Nebrija

The Wealth Effects of CFO Turnover: Evidence from Pre- and Post-Sarbanes-Oxley Act

Rajneesh Sharma, Saint Joseph's University

Waqar Ghani, Saint Joseph's University

Discussant: Howard Qi, Michigan Technological University

An Analysis of Efficiency in the Spanish Financial Sector: The Case of Mergers and Acquisitions (M&As) in Spanish Savings Banks

Jose Ramon Sánchez Galán, Universidad Antonio Nebrija

Discussant: Alex Faseruk, Memorial University

FINANCE

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

Theme: **Investments and Portfolio Management**

Chair: Joan Junkus, DePaul University

Friday, March 26, 2010

Integrating the Top-Down Approach in a Simulated Trading Program

Stephen Huffman, University of Wisconsin-Oshkosh

Scott B. Beyer, University of Wisconsin-Oshkosh

Michael Schellenger, University of Wisconsin-Oshkosh

Discussant: C. Edward Chang, Missouri State University

Controlling Error Types I and II for Investors

David Schalow, University of Wisconsin-Stevens Point

Discussant: Ali M. Kutan, Southern Illinois University-Edwardsville

The Long-Run Performance of Zero-Leverage Firms

Hongbok Lee, Western Illinois University

Gisung Moon, Columbus State University

Discussant: Stephen Huffman, University of Wisconsin-Oshkosh

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

9:30–10:45 a.m.9th Floor, 950

Theme: Analysis of Data

Chair: Shamsul Chowdhury, Roosevelt University

The Influence of Media on Statistical Thinking—The Good, the Bad, and the Ugly

John L. Stedl, Chicago State University

Analyzing Student Satisfaction Using Mind Maps in Higher Education

Dave Dulany, Aurora University

Tools and Technologies in Predictive Modeling and Analysis

Shamsul Chowdhury, Roosevelt University



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Program Sessions

INTERNATIONAL BUSINESS

9:15–10:45 a.m. **Drake Room, Main Level**

Theme: **Trade, Conflict, and Law**

Chair: Robert Moussetis, North Central College

Use of Mediation and Arbitration under International Trade

Conventions: The NAFTA Experience

Thomas D. Cavenagh, North Central College

Discussant: Robert Moussetis, North Central College

The Impact of Culture, Law, and Taxation on the Quality of Accounting Information Produced Using International Financial Reporting

Aida Shekib, Governors State University

Discussant: Varner Carson, Illinois State University

Sustainable Agriculture: The United States vs. The European Union, Issues and Attitudes

Varner Carson, Illinois State University

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

The Precarious Foundation of China's Bankruptcy Laws

Jacques G. Boettcher, University of Detroit-Mercy

Discussant: Thomas D. Cavenagh, North Central College

INTERNATIONAL BUSINESS

9:15–10:45 a.m. **Marquette Room, Main Level**

Theme: **The Global Business Person—Issues**

Chair: Anthony Paul Andrews, Governors State University

Resilient Global Travelers: A Phenomenological Study of Short-term International Business Travel

Michelle L. Reina, Wisconsin Lutheran College

Discussant: Murad Moqbel, Texas A&M International University

Friday, March 26, 2010

Why Should American Expatriates Know About Roosters and Stars before Going to France?

Eliane Karsaklian, OCRE-EDC, Paris

Discussant: Tung-Chun Huang, Ching Yun University, Taiwan

The Effectiveness of HR Departments in Taiwanese Firms: A Test of Cross-Level Model

Yung-Shui Wang, China University of Technology, Taiwan

Discussant: Suechin Yang, Tamkang University

LEGAL STUDIES

9:30–10:45 a.m.6th Floor, 625

Panel: How to Get Published for Lawyers

Discussant: Dawn R. Swink, University of St. Thomas,
Editor, *Midwest Law Journal*

LEGAL STUDIES

9:30–10:45 a.m.6th Floor, 629

Panel: Bringing Sustainability into the Business Law Classroom

Discussants: Paulette L. Stenzel, Michigan State University
Robert D. Sprague, University of Wyoming
Donald Mayer, University of Denver
Adam J. Sulkowski, University of Massachusetts



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Program Sessions

MANAGEMENT

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

Theme: **Technology**

Chair and

Discussant: Julia Teahen, Baker College

Impact of Trust in Technology and Trust in Suppliers on Supply Chain Modernization and Integration

Rangarajan Parthasarathy, University of Toledo

Chenglei Huang, University of Toledo

Monideepa Tarafdar, University of Toledo

Smart Mobile Devices and Competitive Strategy: A Resource-Based Perspective

David J. Boggs, Eastern Illinois University

Eric P. Arseneau, Eastern Illinois University

The Alignment of Technology, Infrastructure, and Organizational Culture to Change Management: A Look at Achieving Inventory Reduction

Richard E. Crandall, Appalachian State University

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

MARKETING

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

Theme: **Marketing Education: Approaches to Teaching in the Face-to-Face and Virtual Environments**

Chair: Paul Hensel, University of New Orleans

Discussant: Douglas C. Friedman, Penn State University-Harrisburg

Lessons in Converting to a Hybrid Course

Paul M. Lane, Grand Valley State University

Understanding the Concept of Variation: Foundations for Statistical Thinking

Kyongwon (Kei) Lee Bishop, University of Minnesota

John H. Summey, Southern Illinois University-Carbondale

Friday, March 26, 2010

The Marketing Research Portfolio: A Marriage of Content and Project-Based Approaches to Teaching Marketing Research

Pamela Kennett-Hensel, University of New Orleans

Paul Hensel, University of New Orleans

MARKETING

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

Theme: Decisions in Marketing: Product Pricing, Vendor Selection, and Salesperson Recruitment

Chair: Robert Erffmeyer, University of Wisconsin-Eau Claire

Discussant: Ron Taylor, Mississippi State University

General Motors' Multi-Product Pricing Strategy

Thomas L. Powers, University of Alabama, Birmingham

David Au, University of Alabama, Birmingham

Do Vendors' Pricing Decisions Fully Reflect Information in Online Reviews?

Nan Hu, University of Wisconsin-Eau Claire

Ling Liu, University of Wisconsin-Eau Claire

Chenkai Ni, Singapore Management University

Improving Salesperson Recruitment: Examining Practices of Screening Candidates for Potential Success versus Potential Failure

Zandi Brehmer, GfK Strategic Innovation

Bryan Lilly, University of Wisconsin-Oshkosh



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Program Sessions

MARKETING

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

Theme: **A Framework for Analyzing and Improving Ecologde Performance**

Presenters: Gregory Osland, Butler University
 Robert Mackoy, Butler University
 Bela Florenthal, Butler University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

9:30–10:45 a.m.7th Floor, 725

Theme: **Performance Improvement**

Chair: Abraham Y. Nahm, University of Wisconsin-Eau Claire

Managing Lead-Time Demand: Implications for Customer Service

Alfred L. Guiffrida, Kent State University

Vicky Tao, Kent State University

From Optimal to Lean: An Analysis of the Role of the Distributor in a Lean Supply Chain

Timothy R. Stumph, Indiana University-Purdue University Fort Wayne

Maximilian Maile, Indiana University-Purdue University Fort Wayne

Carolyn F. Stumph, Indiana University-Purdue University Fort Wayne

The Effect of Job Security and Employee Buy-In on Lean Implementation Success

Abraham Y. Nahm, University of Wisconsin-Eau Claire

Kristy J. Lauver, University of Wisconsin-Eau Claire

Jim Keyes, University of Wisconsin-Stout

ACCOUNTING

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

Theme: Publishing in Accounting

Moderator: Susan Behling, Western Illinois University

Panelists: Kate Campbell, University of North Dakota
Timothy J. Fogarty, Case Western Reserve University
Alan Reinstein, Wayne State University
Judy Lane, Managing Editor, *American Journal of Business*

ACCOUNTING

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

Theme: Issues in Not-for-Profit Accounting

Chair: Jack Armitage, University of Nebraska-Omaha

Telling their Stories: Not-for-Profit Organizations and IRS Form 990

Richard S. Sathe, University of St. Thomas

Fraud in a Municipality: Phony Vendors, Complacency, and Too Much Authority

George Schmelzle, Missouri State University

Carl Keller, Missouri State University

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

Learning Environment Comparisons within an Accounting Principles Class

Michael Miller, Sullivan University

BUSINESS ECONOMICS

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

Theme: Regional Studies: China

Chair: Joe Horton, University of Central Arkansas

Business Environment in China: Analysis of Economic, Political, and Cultural Factors

Gyongyi (Georgine) Konyu-Fogel, University of Maryland University College



Program Sessions

Comparing Consumers' Attitudes toward China and Its Products Before and After the 2008 Beijing Olympic Games

Nichaya Suntornpithug, Indiana University-Purdue University Fort Wayne
Pasu Suntornpithug, Indiana University-Purdue University Fort Wayne

The Cost of Pegging the Chinese Exchange Rate

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

Wealth Accumulation among the Richest 100 Billionaires in China and U.S.: 2004, 2007, and 2009

Ben-Chieh Liu, Chicago State University
Jan-Jo Chen, Chicago State University
Wei-Li Chen, Chicago State University

BUSINESS/SOCIETY/GOVERNMENT

11:00 a.m.–12:15 p.m.2nd Floor, 225

Theme: In the Workplace

Chair: T. Rick Whiteley, Northern Michigan University

Is the Failure to Find Earnings Management by CEOs of Successful Firms Who Are Taking an Unanticipated Departure the Result of their Having Exhausted their Accounting Choices? The Empty Quiver Theory

Ralph Bourret, Northwestern Oklahoma State University

Is There a Crack in the Glass Ceiling?

Gideon Falk, Purdue University-Calumet

A New Framework for Creative Idea Generation: Toward an Ideal System for Organizational Innovation

John Stockmyer, Eastern New Mexico University

SOCIETY FOR CASE RESEARCH

11:00 a.m.–12:15 p.m. 8th Floor, Room 825

Theme: Panel Discussions

Discussants: Karen S. Markel, Oakland University
Eric Nelson, University of Central Missouri
Carol Rewers, Ferris State University
Kay A. Hodge, Editor, *Business Case Journal*
Joy Benson, Editor, *Journal of Critical Incidents*
Roy A. Cook, Fort Lewis College

Using Cases as Online Teaching Tools: Do's and Don'ts from the Trenches

Karen S. Markel, Oakland University
Eric Nelson, University of Central Missouri
Carol Rewers, Ferris State University

Incorporating Visual Aides in Cases: Are the Benefits Worth the Costs?

Kay A. Hodge, Editor, *Business Case Journal*
Joy Benson, Editor, *Journal of Critical Incidents*
Roy A. Cook, Fort Lewis College

SOCIETY FOR CASE RESEARCH

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

Theme: Embryo Case Review

Chair: Claire McCarty Kilian, University of Wisconsin-River Falls
Discussants: Priscilla R. Reis, Idaho State University
Mary Anne Watson, The University of Tampa

Mirage in the Kalahari: Ramatex in Namibia

Farid Sadrieh, Quinnipiac University

Faster than a Speeding Bullet: How Technology (and Other Factors) Left Motorola Behind

Jose J. Poza, Barry University
Anne Fiedler, Barry University



FINANCE

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

Theme: Special Topics

Chair: Olgun Fuat Sahin, Minnesota State University-Moorhead

The Credit Card Act of 2009: Its Financial Impact on the Stockholders of the Retail Industry

Gregory Kuhlemeyer, Carroll College

Robert A. Kunkel, University of Wisconsin-Oshkosh

Discussant: Stephen Huffman, University of Wisconsin-Oshkosh

Credit Risk Determinants of Commercial Banks: A Look from Texas Banking

Abdus Samad, Utah Valley University

Discussant: Inayat U. Mangla, Western Michigan University

FINANCE

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

Theme: Student Scholarship

Chair: Junhua (Jason) Jia, Western Governors University

Microfinance: A Revolution

Marek Gagatek, Roosevelt University

Tanweer Hasan, Roosevelt University

Discussant: Charles R. Rayhorn, Northern Michigan University

New Economic Realities and Personal Financial Planning: Stochastic Modeling Using Monte Carlo Analysis

Abhijit Jain, Northern Michigan University

Charles R. Rayhorn, Northern Michigan University

Discussant: Jason Lin, Truman State University

Government Regulations on Businesses and Industries: A Study on the Events that Led to SOX and Future Banking Regulation

Jason Lin, Truman State University

Laura Carel, Truman State University

Discussant: Tanweer Hasan, Roosevelt University

FINANCE

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

Theme: Financial Markets

Chair: Kevin Bahr, University of Wisconsin-Stevens Point

The Day of the Week Effect in Chinese Stock Exchanges

Alex Faseruk, Memorial University

Lu (Suzy) Chen, Memorial University

Discussant: Arthur Young, University of Central Missouri

Recent Evidence on Insurance Stock Interest Rate Sensitivity

Arthur Young, University of Central Missouri

Raja Bouzouita, University of Central Missouri

Discussant: Mark E. Harrison, Southeastern University

Improvements in Trading and Information Technology and Their Effect on the New York Stock Exchange 1878–1984

Joan Junkus, DePaul University

Discussant: Rajneesh Sharma, Saint Joseph's University

Islamic Banking and Finance Practices, Challenges, and Risks: Some Financial Implications

Gregory M. George, Western Michigan University

Inayat U. Mangla, Western Michigan University

Discussant: Charles W. Johnston, Baker College

FINANCE

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

Theme: Investments and Portfolio Management

Chair: C. Edward Chang, Missouri State University

Does Index Investing Work in Bonds?

C. Edward Chang, Missouri State University

Thomas M. Krueger, University of Wisconsin-La Crosse

Discussant: Stephen Huffman, University of Wisconsin-Oshkosh



Program Sessions

Does Index Investing Work in International Stock Funds?

C. Edward Chang, Missouri State University

H. Doug Witte, Missouri State University

Tsu-Hong Yen, San Jose State University

Discussant: David Schalow, University of Wisconsin-Stevens Point

The Effect of Ethanol Listing on the Volatility of Gasoline and Corn Prices

Fanglin Shen, Kent State University

Riza Demirer, Southern Illinois University-Edwardsville

Ali M. Kutan, Southern Illinois University-Edwardsville

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

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

11:00 a.m.–12:15 p.m.

9th Floor, 950

Theme: Online (Distance) Education

Chair: Marvin Albin, University of Southern Indiana

Panelists: Carol Clark, Middle Tennessee State University
Jennifer Williams, University of Southern Indiana
Michael D. Mattei, Bellarmine University

INTERNATIONAL BUSINESS

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

Joint Session with Legal Studies

Theme: Globalization and Law

Chair: Robert Moussetis, North Central College

Panel

Discussion: Thomas D. Cavenagh, North Central College
Varner Carson, Illinois State University
Richard J. Hunter Jr., Seton Hall University

INTERNATIONAL BUSINESS

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

Theme: Culture and Effectiveness

Chair: Etienne Musonera, Mercer University

Extending the Relationship between Culture and Organizational Commitment in Hong Kong: The Mediating Role of Justice

Kyle Ehrhardt, University of Wisconsin-Milwaukee

Margaret Shaffer, University of Wisconsin-Milwaukee

Dora Luk, City University of Hong Kong

Warren Chiu, Hong Kong Polytechnic University

Discussant: Sabin Wu, University of Texas-Pan American

SMEs' Selection of Supply-Chain Partners: Trust and Cultural Impact

Raffaele DeVito, Emporia State University

William Barnes, Emporia State University

Myrna M. Cornett-DeVito, Emporia State University

Discussant: Eduardo Jarque, Kyushu University

Evaluating Leadership Effectiveness in Virtual Teams through Creativity and Performance: A Qualitative Analysis of an Experimental Study

Chang-tseh Hsieh, University of Southern Mississippi

Michael L. Menefee, University of North Carolina at Pembroke

Daanish D. Pestonjee, University of North Carolina at Pembroke

Discussant: Mohamed Zain, Qatar University

LEGAL STUDIES

11:00 a.m.–12:15 p.m.6th Floor, 625

MALSB Annual Business Meeting

Presiding: Robert D. Sprague, University of Wyoming

President, Midwest Academy of Legal Studies in Business



Program Sessions

LEGAL STUDIES

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

Joint Session with International Business

Theme: Globalization and Law

Chair: Robert Moussetis, North Central College

Panel

Discussion: Thomas D. Cavenagh, North Central College

Varner Carson, Illinois State University

Richard J. Hunter Jr., Seton Hall University

MANAGEMENT

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

Theme: Financial Sector Leadership Panel

Lack of Leadership or Management in the Financial Sector

Organizer: Bruce Bloom, De Vry University

Presenters: Karen Moustafa, Indiana University-Purdue University

Mark Kendrick, Methodist University

Matthew Raunio, University of Wisconsin-Sheboygan

MARKETING

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

Theme: Strategies and Perspectives in Marketing:

A Customer Focus

Chair: Raj Devasagayam, Siena College

Discussant: John E. Spillan, University of North Carolina

at Pembroke

Are Analyzers Unique?

Joseph Cherian, University of Illinois-Chicago

Karen Crooker, University of Wisconsin-Parkside

Peter Knight, University of Wisconsin-Parkside

Michael T. Manion, University of Wisconsin-Parkside

James B. McPhaul, University of Wisconsin-Parkside

Friday, March 26, 2010

The Changing Role of the Customer in the Co-Design Process

Mauro Cavallone, University of Bergamo, Italy

Fabio Cassio, University of Bergamo, Italy

The Impact of Consumer Characteristics on Intraperson Agents of Variety-Seeking Behavior

Matthew Stark, Siena College

Raj Devasagayam, Siena College

Evaluating the Market Segmentation Strategies of the S2 Blueprint for Action Social Marketing Campaign: Price, Promotion, Product, and Place

Janell Irving, VOICE Incorporated

MARKETING

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

Theme: Marketing Services: Strategies to Enhance Satisfaction with Brands

Chair: Scott Swanson, University of Wisconsin-Eau Claire

Discussant: Maxwell Hsu, University of Wisconsin-Whitewater

Branding Online: An Integrated Model of Rational and Emotional Views

Chung-Chi Shen, National Chiayi University

Utilizing the Brand Ecosystem Framework in Designing Branding Strategies for Higher Education

Musa Pinar, Valparaiso University

Paul Trapp, Valparaiso University

Tulay Girard, Penn State-Altoona

Thomas E. Boyt, Valparaiso University

Determinants of Marketer Satisfaction with Marketing Programs

Peter Knight, University of Wisconsin-Parkside

Louise Heslop, Carleton College

Michael T. Manion, University of Wisconsin-Parkside



Program Sessions

MARKETING

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

**Theme: What Should a Quality Online Course Look Like?
Perspectives from Instructional Design Experts**

Presenters: Michelle B. Kunz, Morehead State University
Robert Erffmeyer, University of Wisconsin-Eau Claire

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP ASSOCIATION

11:00 a.m.–12:15 p.m.7th Floor, 725

Theme: Social Issues in Entrepreneurship

Chair: Ram Kesavan, University of Detroit Mercy

Cooperatives as Entrepreneurship at the Base of the Economic Pyramid

Paul M. Lane, Grand Valley State University

John P. Farris, Grand Valley State University

Social Entrepreneurship as Social Innovation

Oswald Mascarenhas, University of Detroit Mercy

Ram Kesavan, University of Detroit Mercy

Anand Kesavan, Harvard University

Michael Bernacchi, University of Detroit Mercy

LEGAL STUDIES

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

Plenary Lunch-Sponsored by DePaul University

(Ticket Required)

Guest Speaker: Patricia H. Werhane, DePaul University
Wicklander Chair of Business Ethics and Executive
Director, Institute for Business and Professional Ethics

MBAA International

**12:30–1:30 p.m. The Gold Coast Ballroom (registration area)
2011 Program Chairs Planning Meeting**

Presiding: Judy Wiles, Southeast Missouri State University
Jeff Clark, Middle Tennessee State University

BUSINESS ECONOMICS

1:45–3:00 p.m.9th Floor, 925

Theme: World Poverty

Chair: Nasrin Shahinpoor, Hanover College

Panelists: Daria Sevastianova, University of Southern Indiana
John Kessler, Indiana University-Purdue University
Fort Wayne
Nasrin Shahinpoor, Hanover College

BUSINESS/SOCIETY/GOVERNMENT

1:45–3:00 p.m.2nd Floor, 225

Theme: Follow the Money

Chair: Evangeline Brodie, Saint Augustine's College

**Charity to the Rich—Should Some Charitable Deductions Be
Disallowed?**

Raymond J Elson, Valdosta State University
Leonard Weld, Valdosta State University

**Customer Due Diligence: Managing Risks Associated with Money
Laundering**

Joseetta S. McLaughlin, Roosevelt University
Deborah Pavelka, Roosevelt University



SOCIETY FOR CASE RESEARCH

1:45–3:00 p.m. 8th Floor, Room 825

Theme: Embryo Case Review Panel
Chair: Ann M. Hackert, Idaho State University
Discussants: Roy A. Cook, Fort Lewis College, et al
Taeho Park, San José State University
John C. Riddick Jr., Hanover College

How to Use the SCR Web Site

Roy A. Cook, Fort Lewis College
Eric Nelson, University of Central Missouri

Endeavoring to Build a Sustainable Enterprise: Endeavor Careers Private Limited

Ranjeet Nambudiri, Indian Institute of Management (IIM)
K. R. Jayasimha, Institute of Management Technology (IMT)
Sandeep Krishnan, Practicing Manager, India

SOCIETY FOR CASE RESEARCH

1:45–3:00 p.m. 8th Floor, Room 829

Theme: Embryo Case Review
Chair: Nona J. Jones, Benedictine University
Discussants: Jose J. Poza, Barry University
Robert R. Picard, Idaho State University

Blade Goes to Jail for Tax Fraud

John D. Veal Jr., Webster University
Gabriele Lingenfelter, Christopher Newport University

Suburban U: Motivating Constituents During a Crisis

Lizabeth A. Barclay, Oakland University
Karen S. Markel, Oakland University

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

1:45–3:00 p.m......9th Floor, 950

Theme: Educational Issues

Chair: Dave Dulany, Aurora University

**A Research-Based Model for Conversion of Face-to-Face Course
Content to a Distance Learning Modality**

Jim Janossy, DePaul University-Chicago

Information Systems Education and the Evolving Model Curriculum

Thomas Hilton, University of Wisconsin-Eau Claire

**Curriculum Changes Required to Add a Webcam Assignment to an
Online Course**

Jim Newtown, Baker College

INTERNATIONAL BUSINESS

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

Theme: Global-Local Issues

Chair: Juan Meraz, Missouri State University

Measuring Hospital Social Commitment: An Empirical Analysis

Anthony Paul Andrews, Governors State University

Discussant: Juan Meraz, Missouri State University

An Evaluation of GCI: A Relativity Approach

Rufang Wang, Beijing Wuzi University

Sibin Wu, University of Texas-Pan American

Xin Liang, University of Minnesota-Duluth

Discussant: Chang-tseh Hsieh, University of Southern Mississippi

**Industry-firm Strategic Resources, Industry Attractiveness, and the
Formation of Business Groups in Emerging Markets: Analyzing Latin
America's Biggest Business Group**

Eduardo Jarque, Kyushu University

Kiyooki Shiotsugu, Kyushu University

Discussant: Gyongyi (Georgine) Konyu-Fogel, University of Maryland
University College



Program Sessions

INTERNATIONAL BUSINESS

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

Theme: Governments, Labor, and Tourism

Chair: John E. Spillan, University of North Carolina
at Pembroke

Testing the Government, Market, and Social Fitness Models: The Case of Eastern African Community (EAC)

Etienne Musonera, Mercer University

Bideri Nyamulinda, School of Finance and Banking-Rwanda

Discussant: Anthony C. Koh, University of Toledo

Labor Practices and Working Conditions in China: Implications to Human Resource Management in a Global Environment

Gyongyi (Georgine) Konyu-Fogel, University of Maryland University College

Discussant: Lowell C. Matthews, Argosy University

Promoting Economic Growth through Tourism: A Systematic Customer-Focused Approach

Jafar Alavi, East Tennessee State University

Mahmoud M. Yasin, East Tennessee State University

Michael H. Small, East Tennessee State University

Sallem Koubida, Al-Akawayn University

Discussant: Christopher Ziemnowicz, University of North Carolina
at Pembroke

Innovations and Continuous Improvements and Their Impact on Firm's Performance

Norizan Kassim, Qatar University

Mohamed Zain, Qatar University

Discussant: Aida Shekib, Governors State University

LEGAL STUDIES

1:45–3:00 p.m......**6th Floor, 625**

Theme: Constitutional Law

Chair: Tanya M. Marcum, Bradley University

What to Expect from Your Expectation of Privacy

George W. McNary, Creighton University

Tanya M. Marcum, Bradley University

Private Colleges and the Constitution: Revisiting the Entanglement Theory

Daniel Botz, Kansas Wesleyan University

Safford Unified School District #1 vs. Redding: Informing the Propriety of Searches in the Public School Context

Joseph M. Pellicciotti, Indiana University Northwest

Indian Gaming and Recent Challenges to Tribal Sovereignty

Mary T. Washington, Governors State University

LEGAL STUDIES

1:45–3:00 p.m......**6th Floor, 629**

Theme: Ethics/Antitrust

Chair: Donna J. Cunningham, Valdosta State University

Lessons in Addressing Corporate Corruption

Cindy Schipani, University of Michigan

Norman D. Bishara, University of Michigan

Treating Customers Differently—The Redbox Video Antitrust Litigation

Thomas E. Knothe, Viterbo University

Judeo-Christian Attitudes toward Commerce: A Christian Bible as Guide

Carson Varner, Illinois State University

Katrin Varner, Illinois State University



Program Sessions

Are Condos Securities?

Patricia S. Wall, Middle Tennessee State University
Frederick Lee Sarver, Middle Tennessee State University

Law and Ethics: Matter of Assumptions

Alex Devience, DePaul University

MANAGEMENT

1:45–3:00 p.m......Erie Room, Upper West Mezzanine

Theme: Potpourri (WIP)

Chair: Carolyn Wiley, Roosevelt University

The Relevance of Healthcare in the Minds of College Undergraduates

Debra Y. Hunter, Troy University-Atlanta Campus

An Investigation of the Use of Case Studies in China and U.S.

Business Education

Anita Wood, Viterbo University
Sara Schwarz Cook, Viterbo University

The Impact of Operations Tempo on Turnover Intentions in the United States Military

Regina A. Greenwood, Nova Southeastern University
Edward F. Murphy, Embry-Riddle Aeronautical University
Paul L. Govekar, Ohio Northern University

Perceived Value of Traditional Face-to-Face vs. Online Degrees as Viewed by Corporate HR Departments—A Three-Year Comparison

Michael R. Martin, Park University



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PEARSON

MARKETING

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

Theme: The Transformation of Retailing: Globalization and Technology

Chair: Musa Pinar, Valparaiso University

Discussant: Allison M. Wolfe, Elmira College

A Regulatory Focus—Reactance Framework of Consumer Choices toward Loyalty Program Rewards

Meltem Tugut, Saint Louis University

Mark J. Arnold, Saint Louis University

Assessing Mall Performance from Customers' Perspective: A Measurement Approach

Ugur Yavas, East Tennessee State University

Emin Babakus, University of Memphis

Specialty Store Expertise Scale Development

Douglas C. Friedman, Penn State University-Harrisburg

Terence A. Brown, Penn State University-Harrisburg

How Ethnic Retailers Can Capitalize on Multiethnic Retail Landscape of the U.S. to Grow Its Businesses: A Case of Korean Supermarket Chain

Kasia Firlej, Purdue University-Calumet

Junyong Kim, Purdue University-Calumet

MARKETING

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

Theme: Consumer Behavior: Theories, Models, and Hypotheses

Chair: Susan D. Geringer, California State University-Fresno

Discussant: Fred Hoyt, Illinois Wesleyan University

Allocation and Budgeting Decisions of Older Consumers: An Exploratory Study

Beverlee B. Anderson, California State University-San Marcos

Friday, March 26, 2010

Mapping 2008–09 Tuition and Fees in Higher Education

Brian T. Kench, University of Tampa
Scott Wallace, University of Wisconsin-Stevens Point
Kevin Neuman, University of Wisconsin-Stevens Point

Non-financial Key Performance Indicators and Analysts' Earnings Forecast

Zabihollah Rezaee, University of Memphis
Alireza Dorestani, Northeastern Illinois University

BUSINESS/SOCIETY/GOVERNMENT

3:00–4:15 p.m.2nd Floor, 225

Theme: The Financial Crisis

Chair: Joesetta S. McLaughlin, Roosevelt University

Have the Funds from the Troubled Asset Relief Program Helped American Society?

Evangeline Brodie, Saint Augustine's College

On Developing Sustainable Strategic Policy for Financial Market Turnaround

Anand Kesavan, Harvard University
Oswald Mascarenhas, University of Detroit Mercy
Ram Kesavan, University of Detroit Mercy

Federal Reserve Accommodation and the Financial Collapse of 2008

Michael Daley, University of New England

SOCIETY FOR CASE RESEARCH

3:00–4:15 p.m. 8th Floor, Room 825

Theme: Embryo Case Review

Chair: John D. Veal Jr., Webster University

**Discussants: AnnaMarie Hawkins, Christopher Newport University
John T. Everett, Loyola University-Maryland**

Franchising in the Dairy Service Industry

Deni Oas, University of Central Missouri



Program Sessions

The CEO's Dilemma

Robert R. Picard, Idaho State University

Cathy Peppers, Idaho State University

SOCIETY FOR CASE RESEARCH

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

Theme: **Critical Incident Review**

Chair: Roy A. Cook, Fort Lewis College

Discussants: Mark Fulford, University of Central Missouri
 Timothy Brotherton, Ferris State University

Sampark Electronics: The Production Outsourcing Decision

Arvinder Loomba, San José State University

Taeho Park, San José State University

Able State Painting Company

Thomas W. Garsombke, Claflin University

Diane J. Prince, Clayton State University

Richard Fulton, Troy University-Augusta

INFORMATION SYSTEMS AND QUANTITATIVE METHODS

3:00–4:15 p.m......**9th Floor, 950**

Theme: **New Technology**

Chair: Jim Newtown, Baker College

New Technology—Exposing Students and Using It in the Classroom

Maggie O'Connor, Bloomsburg University

Darrell D. Bowman, University of Indianapolis

Jim Janossy, DePaul University, Chicago

Friday, March 26, 2010

MARKETING

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

Theme: Global Marketing Communication

Chair: Kenneth Heischmidt, Southeast Missouri State University

Discussant: Kim Folkers, Wartburg College

A Framework for Integrated Marketing Communication in Higher Education

Dawn Edmiston, Saint Vincent College

Entrepreneurial Sports Branding Promises: Major and Mid-Major Sports Conferences' Communication Opportunities

Kimberly M. Judson, Illinois State University

Lynn Neeley, Northern Illinois University

Timothy W. Aurand, Northern Illinois University

Global Web Site or Glocal Web Site: New Paradigm of Consumer Information Search Positioning Internet for the Challenges in the Indian Context

Rajasekhar Koduru, Kakinada University

MARKETING

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

Theme: Mentoring Undergraduate Students in the Research Process and a Framework for Student/Faculty Research Collaborations across Business Schools

Panelists: Kenneth R. Bartkus, Utah State University
Stacey Hills, Utah State University



Program Sessions

MARKETING

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

Theme: Marketing to Diverse Groups: Issues and Perspectives

Chair: Madhav N. Segal, Southern Illinois University-Edwardsville

Discussant: Susan D. Geringer, California State University-Fresno

Marketing Research in an Emerging Economy: Preliminary Observations on Vietnam

Madhav N. Segal, Southern Illinois University-Edwardsville

Junhong Min, Michigan Technological University

The IMF on Center Stage: Marketing the Latest Repositioning of an International Institution

Alfred Holden, Fordham University

Ethics in Minority Marketing: Advertising Practices and Marketing Campaigns

Gyongyi (Georgine) Konyu-Fogel, Northcentral University

Lorinda F. Lewis, Northcentral University

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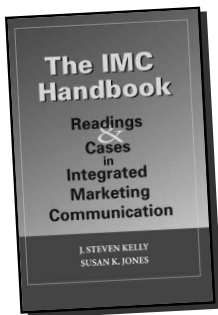
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