

## FUN and VALUE are MBAA International Traditions!

MBAA International offers you TWO great nights of fun—we call them FUN NIGHTS—including FREE open bar, all at NO ADDITIONAL CHARGE! TWO GREAT FUN NIGHTS = MORE GREAT VALUE—it's an MBAA International tradition!

Our **Wednesday evening** tradition features world class musicians up close and personal offering a great night of good listening. We'll add another wonderful performance to our history that has included greats such as Corky Siegel's Chamber Blues, Amadeus Consort, Irish music with the incomparable John Williams, and even an amazing Beatles Tribute band!

Energy, excitement, and dancing (or listening) are **Thursday night** traditions at MBAA International! The amazing Big Ray will bring together an exciting stage full of Chicago's best blues performers, including Blues Hall of Fame saxophone legend, Mr. Eddie Shaw. From Muddy Waters and Howlin' Wolf to Eric Clapton and Ringo Starr, Mr. Shaw's work on stages and in studios is among the most admired in the blues world.

**And remember this:** It's all at no additional charge to conference registrants—including a **free open bar**.

## Where: The Palmer House Hilton Hotel!

MBAA International continues its second half-century of high value service at the amazing Palmer House Hilton in the heart of Chicago's Loop! The Palmer House Hilton is a AAA four-diamond rated hotel that has been hosting visitors to the Chicago Loop for more than 140 years. Today, the Palmer House Hilton is the front door to the heart of the theatre and financial district, the Art Institute, Millennium Park, the Chicago Symphony, and legendary State Street shopping. Treat yourself to a great conference, a great value, and a great hotel!

**When:** Conference sessions will begin at 1:30 p.m., Wednesday, April 13, and conclude at 4:15 p.m., Friday, April 15, 2016.

**Registration:** Information about the conference and hotel registration will be mailed to interested participants and those whose papers and/or proposals have been accepted. Registration access is also available at [mbaainternational.org](http://mbaainternational.org).

### Computer Information Systems

P.O. Box 45  
Middle Tennessee State University  
1301 East Main Street  
Murfreesboro, TN 37132

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**April 13–15, 2016**

**MBAA International—  
America's Best Conference Value**

**Free Entertainment:** Enjoy two entertaining  
"Free Fun Nights in the City!"

Wednesday night's listening evening – with world  
class musicians.

Thursday night's high energy blues dance party –  
with Big Ray, the legendary Eddie Shaw, and more.

Both with free open bar – all at no additional charge!



## Creating Value through Best Practices: Educators Meeting the Challenge

**Publishing: Practical Help for  
Publishing Success**

# CALL FOR PAPERS

The 52nd Annual MBAA International Conference

**April 13–15, 2016**

Palmer House Hilton • Chicago, IL • [www.mbaainternational.org](http://www.mbaainternational.org)





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### Submission Guidelines

MBAA International makes the submission process convenient and easy and we provide timely status feedback.

- Please submit papers, panel proposals, and presentation ideas to the appropriate professional division chair. MBAA International has a place for any well-developed topic, traditional or non-traditional, related to any area of business.
- Send your paper to only one division. If you are unsure about the choice of appropriate division, contact **Harry Fisher, 2016 General Program Chair**, [hfisher@eureka.edu](mailto:hfisher@eureka.edu) (309-467-6450) or **Jeff Clark, MBAA Executive Director**, [jeff.clark@mtsu.edu](mailto:jeff.clark@mtsu.edu) (615-898-2838).
- Include the name, affiliation, email address, mailing address, and phone number of each author with your submission, preferably on a separate cover page. Please do not refer to the author(s) in the manuscript.
- Contact the appropriate professional division program chair to determine acceptable guidelines by the division for refereed papers or whether abstracts are accepted.
- Each paper will be double blind refereed. Acceptance notifications will come from the division.
- Papers must not be under consideration by other conferences or journals. They must not have been presented elsewhere before the 2016 MBAA International meeting.
- Author(s) must register for the conference and at least one author must attend the meeting in Chicago to make a presentation. Everyone who attends must register.

### Special Conference Features!

**Get Published!:** Get practical help for getting your work published from successful senior faculty members and journal editors!

**Distinguished Paper and Other Awards:** McGraw-Hill/Irwin sponsors the prestigious Distinguished Paper awards for best paper in each program track. Many MBAA International professional divisions sponsor additional best paper and meritorious service awards.

**Publisher and Vendor Booths:** Publishers and vendors will display books, supplements, and other courseware.

**Outstanding Professional Networking:** MBAA International enjoys a well-deserved reputation for professional and personal development. The tradition is rich with opportunities for professional relationship building and exciting entertainment.

**Cyber Cafe:** Email access and refreshments are available at no charge in the exhibit hall.

**Placement Service:** MBAA International informally facilitates an employment market for colleges and faculty members interested in recruiting or searching for a job.

**Free Entertainment:** Enjoy two entertaining "Free Fun Nights in the City!" You'll love Wednesday night's listening evening with world class musicians **AND** Thursday night's high energy blues dance party with Big Ray, the legendary Eddie Shaw, and a stage full of Chicago's top blues players plus a **free open bar—all at no additional charge!**

**Regular Conference Registration Rate: \$195**

**Special Student Registration Rate: \$60**

**Special Hotel Rate: \$189 per night at the Palmer House Hilton Hotel**

## Deadline for Submission: October 16, 2015

### 2015 MBAA International Professional Division Program Chairs

#### Academy of Business Economics

Lindsey Nagy  
Muhlenberg College  
(484) 664-4123  
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#### Academy of Finance

John Robinson  
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#### Academy of Intl. Bus., Midwest Region

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#### Business and Health Administration

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#### Business, Society, and Government

Diane Sykes  
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(570) 939-0487  
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#### Marketing Management Association

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#### Midwest Academy of Legal Studies in Business

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#### North American Accounting Society

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#### North American Management Society

Jay Johnson  
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#### Operations Management and Entrepreneurship Association

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#### Society for the Advancement of Information Systems

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#### Society for Case Research

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