

The 53rd Annual

MBAA INTERNATIONAL CONFERENCE

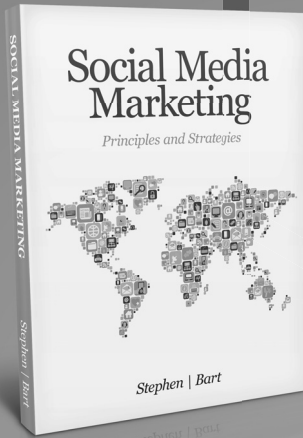
Choosing the Right Tools for the Job: Educators Providing Good Options

Publishing: Practical Help
for Publishing Success



March 22–24, 2017

Palmer House Hilton Hotel • Chicago, IL
www.mbaainternational.org



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WORLD'S FIRST **SOCIAL MEDIA** SIMULATION

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The **SOCIAL MEDIA MARKETING** textbook is co-authored by Andrew Stephen, L'Oreal Professor of Marketing at Said Business School at the University of Oxford, and Yakov Bart, Assistant Professor of Marketing at D'Amore-McKim School of Business at Northeastern University.

Why use a simulation to teach a Social Media Marketing course? When it comes to social media marketing, it's all about planning budgeting, consistent messaging, testing, analyzing results, implementing changes and more testing across multiple social media platforms. Your students benefit greatly from performing these tests in a simulated environment with real data with the Mimic Social simulation platform.

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Social Media Marketing Textbook

- Content planning & scheduling
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- Budget & promote content
- Learn paid, owned and earned media

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- Built-in quizzes & grading
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MBAA International

America's Best Conference Value!

2018 Conference Dates

April 18 through April 20, 2018

MBAA International is America's Best Conference Value because it's what a great conference ought to be—useful research, engaging relationships, and fun, lots of fun—hundreds of your colleagues and cutting edge education resource providers. All of this at an incredible price for the conference and an incredible rate at the world class Palmer House Hilton, one of North America's destination hotels! Two free nights of entertainment (with beverages included) is icing on an already great cake!



For more a half century, MBAA International has been the leader in high-value, interdisciplinary professional development. Our 12 tracks cover every business discipline, our education resource exhibitors offer timely and useful help, and our emphasis on practical topics—including how to get published—is a real career booster. Then add two high quality, high impact evenings of entertainment to the mix, and it's easy to see why MBAA International IS America's Best Conference Value!

The 4-Star Rated

Palmer House Hilton Hotel

In the heart of Chicago's Theatre and Financial District!

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 and mail list maintenance. A packet containing appropriate documents and receipts will be waiting for each registrant at the pre-registration booth.

Membership in MBAA International is included in your paid primary registration.

Hotel Arrangements

We will once again have a special conference rate at the Palmer House Hilton Hotel for the 2018 conference.

Please make all hotel reservations directly with the Palmer House Hilton Hotel. To make your reservation online, go to <http://www.mbaainternational.org> and follow the hotel reservation instructions.

Exhibits

MBAA International sponsors exhibits of educational material during the conference.

2018 MBAA International Program

Persons interested in participating in the 2018 program, scheduled for April 18 through April 20, 2018, at the amazing Palmer House Hilton Hotel ~ history in the heart of Chicago's Loop! ~ please contact:

Dee Ann Ellingson
University of North Dakota
293 Centennial Drive Stop 8097
Grand Forks, ND 58202-8097
dellingson@business.und.edu
(701)777-4682

2017 MBAA International Best Paper Awards

Academy of Business Economics

Dynamic Laffer Curves, Economic Growth and Public Capital"

John Robert Stinespring, University of Tampa

Academy of Finance

Bank Globalization and Efficiency: International Evidence

Haiyan Yin, Indiana University South Bend
Jiawen Yang, George Washington University
Xing Lu, Indiana University South Bend

Academy of International Business, Midwest Region

*Financial Openness, Financial Markets Development, and Economic
Growth: Evidence from Americas, Asia, and Europe*

Jittima Tongurai, Kobe University, Japan
Chaiporn Vithessonthi, Sunway University, Malaysia

Business and Health Administration Association

*The Trends in DTCA and Effects of DTCA by
Pharmaceutical Firm in the United States*

Sathorn Preechavuthinant, Marshall University
William "Kent" Willis, Marshall University
Alberto Coustasse, Marshall University

2017 MBAA International Best Paper Awards

Business, Society, and Government

Leveraging Mobile and Cloud Computing Technology: A Case Study

Anu Gokhale, Illinois State University

Marketing Management Association

*Brand Marketing via Facebook: An Investigation of the Marketing Mix,
Consumer-Based Brand Equity and Purchase
Intention in the Fitness Industry*

Benjamin K. Wright, Ball State University

Midwest Academy of Legal Studies in Business

*How the NLRB's Decisions in Cases Involving Social Media are Narrowing
the Definition of Concerted Activity ... Whether Employees "Like" it or Not*

Jessica A. Magaldi, Pace University
Jonathan S. Sales, Pace University
Elizabeth A. Cameron, Alma College

North American Accounting Society

*White-collar Crimes of Teachers and Accountants:
Similar Crimes, Different Perceptions*

Ellen J. Lippman, University of Portland
Grace Holmes, Audit, Deloitte Touche

2017 MBAA International Best Paper Awards

North American Management Society

Millennials and Role Innovation

Baiyun Gong, Nova Southeastern University
Arlene Ramkissoon, Nova Southeastern University
Regina A. Greenwood, Nova Southeastern University
David Hoyte, Nova Southeastern University

Operations Management and Entrepreneurship Association

*Rationality and Intuition in Operational Innovation:
The Role of an Ambidextrous Decision Culture*

Jie McCardle, Georgia Southern University

Society for Case Research

*An Examination of Cases in the Classroom:
How Faculty Use Case Studies for Teaching*

Michael H. Kennedy, East Carolina University
Leigh W. Cellucci, East Carolina University
Cara Peters, Winthrop University
Eric Woodruff, East Carolina University

Society for the Advancement of Information Systems

*Development of a Scale to Measure Attitudes Toward
Information Systems and Technology*

Anu Gokhale, Illinois State University

Do simulations make a difference?

How do you integrate a simulation into your class?

**Come to our seminar on Thursday, March 23rd @ 10:45 am.
Room: Clark 10, 7th Floor**

Best Practices for Using Simulations:

Simulations have been a popular addition to business classes for decades. However, to get the most out of them for your class takes planning and integration. Come and see some examples of how our customers have effectively used our simulations and take away some ideas for ways you can use this resource for you class!

Presenter:

Tim Sams
Director of Marketing
Interpretive Simulations

Tim has been with Interpretive for 7 years working in areas including business development, technology and product development, and is now the Director of Marketing. Tim's approach has always been customer-centric and strives to understand his customer's needs and uses of our simulations.

Interpretive is...

For over 30 years Interpretive Simulations had produced and published twelve simulations covering courses in Management, Marketing, Human Resources, and Strategy. Come by our booth for more information about our simulations or our presentation!



OBTAIN DEMO ACCESS AND SCHEDULE A LIVE WALK THROUGH
Email: demo@interpretive.com | **Web:** www.interpretive.com

What Does the M•B•A•A Signify?

We used to get this question a lot but now, for most people, MBAA International stands for *MBAA International*—kind of like IBM stands for *IBM*. (Okay, most people know that *IBM* actually stands for *International Business Machines*, but IBM is really all you need to know.)

We could say that MBAA *stands for* a high quality, high value, multi-disciplinary gathering of leaders from around the world with almost a half century of history to present and receive useful research, share effective pedagogy, and network in a fun and familiar setting.

We could say that—and it would be true. Nobody has been doing what we do for as long as we've been doing it, and some people say that MBAA International *invented* the multidisciplinary conference. I don't really know about that, but I do know that it's a great group of people and the anchor to my own academic career. *My first ever* academic publication came right here at MBAA International in 1985, and I think I've been here every year since.

Back then we were known as the *Midwest Business Administration Association*. We were formed in 1964 when a group of professors from leading universities, including Indiana University and the University of Kansas, recognized the need for an interdisciplinary business conference.

We grew and we grew—in both reach and reputation—so that we came to have regular participants from all 50 states and dozens of countries. **It didn't seem right to keep calling ourselves *Midwest*—it just wasn't true.**

We talked about our name for a while and, like good professors, we took a survey. Someone mentioned that AACSB International went through more or less the same process—expansion in their reach and reputation—and they, like us, didn't want to abandon decades of brand identity with their familiar AACSB moniker. So AACSB became AACSB International. It seemed to our membership that if it worked for them, it ought to work for us and we became *MBAA International*. So now *MBAA International* stands for *MBAA International* and it represents a lot of people from a lot of places.

And now you know.



Executive Director
MBAA INTERNATIONAL



MBAA INTERNATIONAL:

Our Roots – More than 50 Years of Value

Over a half-century ago (1964) Schuyler F. Otteson and L. L. Waters of Indiana University and Charles Saunders and Sidney P. Feldman of the University of Kansas, gathered, as they later wrote, “on the occasion of the American Economic Association meeting” and planned our inaugural meeting in 1965.

MBAA INTERNATIONAL has become successful beyond even the great dreams of our founders. They established a culture of coordination and cooperation that still thrives.

More than 50 years later, MBAA International is still going strong. We’ve built on the innovative, interdisciplinary vision of these great leaders to become AMERICA’S BEST CONFERENCE VALUE!

The MBAA INTERNATIONAL experience is the inviting feeling of the familiar and the excitement of the new.

The MBAA INTERNATIONAL experience is collegiality and fellowship, renewing friendships and making new ones.

The MBAA INTERNATIONAL experience is initiating and continuing dialogues about teaching and research.

The MBAA INTERNATIONAL experience is the rich mixture of attendees from colleges—large and small, public and private, governmental organizations, non-profit institutions, and the business community.

The MBAA INTERNATIONAL experience is Chicago—an incredible city with entertaining events, great food, and ‘round-the-clock action.

We’re flattered that other organizations have adopted our “multidisciplinary experience,” but nobody has been doing it longer and many believe that nobody does it better than MBAA International, America’s long-term leader in low-cost, high-value integrative professional development.

MBAA INTERNATIONAL: On the Record

Our 2016 conference had more than 800 registrants. Primary registrations for the various MBAA INTERNATIONAL tracks at the 2013, 2014, 2015, and 2016 annual meetings were:

	2013	2014	2015	2016
Accounting.....	60	75	89	67
Business, Society, and Government.....	17	25	18	17
Case Research.....	56	76	73	77
Economics.....	30	40	30	44
Finance.....	81	86	70	78
Health Administration.....	70	75	73	97
Information Systems.....	24	19	22	29
International Business.....	55	54	52	70
Legal Studies.....	53	53	64	65
Management.....	68	76	67	87
Marketing.....	120	131	115	112
Operations Management and Entrepreneurship.....	28	30	26	18
MBAA International.....	<u>24</u>	<u>23</u>	<u>43</u>	<u>21</u>
Total	<u>686</u>	<u>755</u>	<u>728</u>	<u>804</u>

Some participants support more than one organization through one or more secondary registrations. In 2013, there were 100 secondary registrations; in 2014, 108, in 2015, 83, and in 2016, 106.

The leaders of the formal organizations are listed near the back of this program, as are members of the MBAA INTERNATIONAL Advisory Council, Past Presidents, Past Executive Directors, and the Executive Board.

Useful programming, collegial networking, and exciting entertainment—all in a great city and all at an incredibly great price—make MBAA INTERNATIONAL **AMERICA'S BEST CONFERENCE VALUE!**



Business Meetings, Special Meetings, Meals, and Receptions

Wednesday, March 22, 2017

Registration Opens at 11:00 a.m.

MANAGEMENT

1:30–2:45 p.m......**Burnham 4, 7th Floor**

North American Management Society Executive Council Meeting

Chair: Jay Johnson, Fontebonne University

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m......**Madison Room, 3rd Floor**

Theme: Business, Society, and Government Annual Meeting

Chair: Diane Sykes, Kaplan University

Discussant: All BSG presenters invited

ACCOUNTING

4:30-5:45 p.m......**Salon 10, 3rd Floor**

North American Accounting Society Board Meeting

Presiding: Essam Elshafie, Northeastern Illinois University

BUSINESS AND HEALTH ADMINISTRATION

4:30–5:45 p.m.**Dearborn 1, 7th Floor**

BHAA Board Meeting

Chair: William “Kent” Willis, Marshall University

CASE RESEARCH

4:30–5:45 p.m......**LaSalle 3, 7th Floor**

Society for Case Research Board Meeting

FINANCE

4:30–5:45 p.m.**Clark 5, 7th Floor**

Selection of Academy of Finance Teaching Award

Chair: Peppi Kenny, Western Illinois University

Business Meetings, Special Meetings, Meals, and Receptions

MARKETING

3:00–4:15 p.m. Salon 1, 3rd Floor
MMA Board of Directors Meeting

MBAA INTERNATIONAL

6:00 p.m. Crystal Room, 3rd Floor
Advisory Council Dinner and Meeting (By invitation only)

FUN NIGHT—"An Evening of Listening"

8:00 p.m. The Empire Room, Off Lobby

MBAA INTERNATIONAL HOSPITALITY SUITE

**–11:00 p.m. Room 128, 8th Floor
**Begins at the end of the Empire Room Entertainment event and
closes at 11:00 p.m.

Thursday, March 23, 2017

Registration Opens at 7:45 a.m.

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. Dearborn 1, 7th Floor

BHAA Annual Business Meeting and Awards Function

Presiding: Vivek Natarajan, Lamar University

Co-presiding: Jean Sanchez, Washburn University

All BHAA members are invited to attend.

BUSINESS, SOCIETY, AND GOVERNMENT

8:00–9:00 a.m. Madison Room, 3rd Floor

Theme: **BSG Breakfast**

The BSG Consortium attendees and presenters are invited to meet for
breakfast.

Business Meetings, Special Meetings, Meals, and Receptions

FINANCE

8:00–9:00 a.m. Clark 3, 7th Floor

Academy of Finance Executive/Board of Directors Meeting

Chair: Don T. Johnson, Western Illinois University

FINANCE

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

Academy of Finance Business Meeting

INTERNATIONAL BUSINESS

8:00–9:00 a.m. Crystal Room, 3rd Floor

**Academy of International Business–Midwest Region Business
Meeting followed by Officers Meeting**

Chair: Man Zhang, Bowling Green State University

MARKETING

10:45 a.m.–12:00 p.m. Wabash Room, 3rd Floor

MMA Awards Brunch (Ticket Required)

Presentation by Marketing Innovator Award Winner, Linda Ferrell, Distinguished Professor of Leadership and Business Ethics, Belmont University; as of Summer 2017, Professor and Chairperson of the Marketing Department at the Harbert College of Business, Auburn University

BUSINESS AND HEALTH ADMINISTRATION

12:15–1:30 p.m. Dearborn 1, 7th Floor

BHAA Luncheon (Ticket Required)

CASE RESEARCH

12:15–1:30 p.m. Spire Parlor, 6th Floor

Annual Meeting and Luncheon (Ticket Required)

Business Meetings, Special Meetings, Meals, and Receptions

FINANCE

12:15–1:30 p.m. Clark 5, 7th Floor
Academy of Finance Luncheon (Ticket Required)

Keynote

Speaker: David Lerman, Senior Director, Asset Managers,
CME Group

Topic: Preparing Students for the Buy Segment of the
Derivatives Market

INTERNATIONAL BUSINESS

12:15–1:30 p.m. Crystal Room, 3rd Floor
**Academy of International Business–Midwest Region Luncheon
(Ticket Required)**

Keynote

Speaker: Ifedapo Adeleye, University of Tennessee,
Haslam College of Business

MANAGEMENT

12:15–1:30 p.m. Empire Room, Off Lobby
NAMS Awards Luncheon (Ticket Required)

MARKETING

12:15–1:30 p.m. Wabash Room, 3rd Floor
MMA Business Meeting

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

12:15–1:30 p.m. Ashland Room, 3rd Floor
OMEA Annual Meeting and Luncheon (Ticket Required)

MBAA INTERNATIONAL

4:20–5:30 p.m. Crystal Room, 3rd Floor
Annual Business Meeting

Includes “MBAA International Best Paper” Awards Presentations

Business Meetings, Special Meetings, Meals, and Receptions

"FUN NIGHT" – Chicago Blues Revue hosted by "Big Ray"

8:00 p.m. The Empire Room, Off Lobby

MBAA INTERNATIONAL HOSPITALITY SUITE

****–11:00 p.m. Room 128, 8th Floor**

****Begins at the end of the Empire Room Entertainment event and
closes at 11:00 p.m.**

Friday, March 24, 2017

Registration Opens at 7:45 a.m.

ACCOUNTING

7:30–9:15 a.m. Salon 12, 3rd Floor
North American Accounting Society Breakfast and Business Meeting
(Ticket Required)

Presiding: Essam Elshafie, Northeastern Illinois University

INFORMATION SYSTEMS

8:00–9:15 a.m. Kimball Room, 3rd Floor
Society for the Advancement of Information Systems Annual
Business Meeting

MANAGEMENT

8:00–9:15 a.m. Burnham 4, 7th Floor
North American Management Society Membership Meeting

Presiding: Jay Johnson, Fontebonne University
NAMS President

Business Meetings, Special Meetings, Meals, and Receptions

LEGAL STUDIES

11:00 a.m.-12:15 p.m..... Marshfield Room, 3rd Floor

Theme: MALSBS Annual Meeting

Presiding: Abbey Stemler, Indiana University, President,
Midwest Academy of Legal Studies in Business

LEGAL STUDIES

12:15–1:30 p.m..... Wabash Room, 3rd Floor

Plenary Lunch (Ticket Required)

MBAA INTERNATIONAL

12:15–1:30 p.m..... Salon 12, 3rd Floor

2018 Program Track Chairs Planning Workshop

Presiding: Dee Ann Ellingson, University of North Dakota
Jeff Clark, Middle Tennessee State University

MBAA International 2017 Program Chair, Rama Yelkur, and Executive Director, Jeff Clark, will meet with the program track chairs from each of the twelve tracks. Each track should have their 2017 program chair present. 2016 program chairs may also attend to provide continuity. In the event that a 2017 program track chair can't attend, each track is responsible for providing their substitute.

MMA HOSPITALITY GATHERING – ALL MBAA INTERNATIONAL IS WELCOME

5:00–6:30 p.m..... Potter's Lounge, Lobby Level

Marketing Management Association welcomes MBAA International to “wind down together” at a special “end-of-event” reception. Everyone still in town is welcome to join us for a good time.

How to Get Published

Wednesday, March 22, 2017

FINANCE

1:30–2:45 p.m. Clark 7, 7th Floor

Theme: Strategies to Enhance Publication Success

Chair: Stephen Gray, Western Illinois University

JCR, SJR, SNIP Ratings of Premiere Finance Journals

Thomas M. Krueger, Texas A&M University-Kingsville

History and Development of the American Journal of Business— Looking Forward to Publishing Now in the *AJB*

David Burnie, Western Michigan University

MANAGEMENT

3:00–4:15 p.m. Burnham 2, 7th Floor

Theme: Getting Your Work Published in Management and
Management Education Journals

Panelists: Alison M. Dachner, Associate Editor, *Journal of
Management Education*
Anne H. Reilly, Loyola University of Chicago
Jane Schmidt-Wilk, Co-Editor, *Journal of Management
Teaching Review*
Julia Teahen, Editor, *Journal of the North American
Management Society*
Kenneth Thompson, Senior Editor, *Journal of Leadership
and Organizational Studies*

How to Get Published

Thursday, March 23, 2017

MARKETING

8:00–9:00 a.m. Salon 1, 3rd Floor

Theme: Panel

Chair and

Discussant: Susan Geringer, California State University-Fresno

How to Get Published

Debra Zahay-Blatz, Editor, *Journal of Research in Interactive Marketing*

Eric Harris, Editor, *Journal of Managerial Issues*

Brian Rutherford, Editor, *Marketing Management Journal*

MANAGEMENT

9:15–10:30 a.m. Burnham 4, 7th Floor

Theme: 101 Things to Know about Publishing

Panelists:

Julia Teahen, Baker College

J. B. Arbaugh, University of Wisconsin-Oshkosh

Peter Gordon, Southeast Missouri State University

Regina A. Greenwood, Nova Southeastern University

Barbara Nemecek, Past President, MBAA International

Foster Roberts, Southeast Missouri State University

Kenneth Thompson, DePaul University

John D. Veal, Webster University

Carolyn Wiley, Roosevelt University

ACCOUNTING

1:30–2:45 p.m. Salon 12, 3rd Floor

Theme: Getting Published

Discussant: Mark Myring, Ball State University

How to Get Published

FINANCE

3:00–4:15 p.m. Clark 9, 7th Floor

Theme: Panel Session on Accreditation Issues

Chair: Thomas M. Krueger, Texas A&M University-Kingsville

A Comparison of ABS' Academic Journal Guide, the Australian Business Dean's Journal Quality List, and Cabell's Directory of Publishing Opportunities in Finance

Thomas M. Krueger, Texas A&M University-Kingsville

Keys to Accreditation Success at a Small Business School

Rama Yelkur, St. John Fischer College

Discussants: Panel Participants

Friday, March 24, 2017

BUSINESS, SOCIETY, AND GOVERNMENT

8:00–9:15 a.m. Madison Room, 3rd Floor

Theme: Nonprofits, Theology, and Publishing

Chair: Mary Ann Reeley, MBA

The Collapse of a Nonprofit Organization: Without Walls International Church

Raymond J. Elson, Valdosta State University

Patricia Lawrence, Valdosta State University

Applied Board Governance in Social Enterprises—An Institutional-Based View.

Dennis Garvis, Washington and Lee University

How to Get Published

David Burnie, Editor, *American Journal of Business* (AJB)

How to Get Published

BUSINESS AND HEALTH ADMINISTRATION

9:30–10:45 a.m. Dearborn 1, 7th Floor

Theme: **How to Get Published**

Chair: Ashish Chandra, University of Houston–Clear Lake

Discussant: David P. Paul III, Monmouth University

Meet the Editors:

Ashish Chandra, *Hospital Topics*

Avinandan Mukherjee, *International Journal of Pharmaceutical and
Healthcare Marketing*

Ahmet “Ozzie” Ozturk, Cabell Huntington Hospital Pain Management
Center

INFORMATION SYSTEMS

11:00 a.m.–12:15 p.m. Kimball Room, 3rd Floor

Theme: **Information Systems**

Publishing in the *American Journal of Business*

David Burnie, Western Michigan University

Exhibitor Series

Wednesday, March 22, 2017

EXHIBITOR SERIES – Marketplace® Simulations

3:00–4:15 p.m. Clark 10, 7th Floor
The Benefits of Experiential Learning and Simulations: How Marketplace® Simulations and Its Pedagogy Contribute to Assurance of Learning Goals

It is interesting to review how business simulations impact student learning in contrast with traditional teaching methods (lectures, case studies). We will describe the benefits of using a simulation in the classroom. We will also describe how Marketplace® Simulations and a number of value-added overlaid activities can help to assess the students' individual and team performance. The pedagogy of a capstone undergraduate course will be used to illustrate the pedagogy.

Thursday, March 23, 2017

EXHIBITOR SERIES – StuKent

9:15–10:30 a.m. Clark 10, 7th Floor

Stukent is the leading developer of digital marketing courseware for higher education. Courseware includes digital, mobile, analytics, and social media marketing textbooks, case studies, and internet marketing and social media marketing simulations each with their accompanying professor resources.

EXHIBITOR SERIES – Interpretive Simulations

10:45 a.m.–12:00 p.m. Clark 10, 7th Floor
Greater Learning Outcomes through Simulations

In this seminar, Director of Marketing Tim Sams with Interpretive Simulations will review the best practices in the use of simulations that will ensure the best outcomes. Using real examples over his last seven years with the company, he'll provide clear examples of the way content of the course and the simulation can work best to help students understand utilize the concepts of business.

Exhibitor Series

EXHIBITOR SERIES – Marketplace® Simulations

1:30–2:45 p.m. Clark 10, 7th Floor

The Benefits of Experiential Learning and Simulations: How Marketplace® Simulations and Its Pedagogy Contribute to Assurance of Learning Goals

It is interesting to review how business simulations impact student learning in contrast with traditional teaching methods (lectures, case studies). We will describe the benefits of using a simulation in the classroom. We will also describe how Marketplace® Simulations and a number of value-added overlaid activities can help to assess the students' individual and team performance. The pedagogy of a capstone undergraduate course will be used to illustrate the pedagogy.

Friday, March 24, 2017

EXHIBITOR SERIES – StuKent

9:30–10:45 a.m. Clark 10, 7th Floor

Stukent is the leading developer of digital marketing courseware for higher education. Courseware includes digital, mobile, analytics, and social media marketing textbooks, case studies, and internet marketing and social media marketing simulations each with their accompanying professor resources.



Business Simulations

- » A fun and engaging way to learn
- » Students create and grow their own business
- » Students develop competence and confidence

Simulations available for these areas:



Core Content



Marketing



Strategy



Entrepreneurship



Management



Supply Chain/Channel Management

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Wednesday, March 22, 2017

ACCOUNTING

1:30–2:45 p.m. Salon 12, 3rd Floor

Theme: Panel Discussion on Fraud
Managing Municipal Fraud and Anti-Fraud
Measures in Local Governments

Panelists: Ellen L. Landgraf, Loyola University
Bill Bergman, Director of Research for Truth in Accounting
Carol Jessup, University of Illinois-Springfield

ACCOUNTING

1:30–2:45 p.m. Salon 10, 3rd Floor

Theme: Panel Discussion on Teaching with Videos
Using Video Cases in Business Classes

Panelists: Susie Pryor, Creighton University
Susan Montee, Missouri Western State University
Linda McKeag, University of Dubuque

ACCOUNTING

1:30–2:45 p.m. Marshfield Room, 3rd Floor

Theme: Strategies in Cost and Education

Chair: Jack Armitage, University of Nebraska-Omaha

Firm Strategy and Uncertainty of R & D Firms

Ozer Asdemir, University of St. Thomas

Tax Strategies and Cost Implications in the Automobile Industry

Anthony Narsing, Middle Georgia State University

The Link Between Persistence and Belonging

Donna Whitten, Purdue University Northwest

Adrian James, Purdue University Northwest

Cynthia Roberts, Indiana University Northwest



BUSINESS ECONOMICS

1:30–2:45 p.m...... **Logan Room, 3rd Floor**

Theme: **Topics in Taxation**

Chair: John Robert Stinespring, University of Tampa

International Tax Competition: An Empirical Examination of MNC Peer Selection

Matthew McPherson, Gonzaga University

Timothy Schibik, University of Southern Indiana

Daniel L. Friesner, North Dakota State University

Andrew Brajcich, Gonzaga University

Dynamic Laffer Curves, Economic Growth and Public Capital

John Robert Stinespring, University of Tampa

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m...... **Dearborn 1, 7th Floor**

Theme: **Ethical and Legal Issues in Healthcare**

Chair: Zo Ramamonjarivelo, Governors State University

Discussant: Shamly Austin, Gateway Health

Medicare Fraud, Waste, and Abuse

Jamie McGee, Marshall University

Leslie Sandridge, Marshall University

Cierra Treadway, Marshall University

Kimberly Vance, Marshall University

Alberto Coustasse, Marshall University

Medicare and the ACA: Fraud Control Efforts and Results

David P. Paul III, Monmouth University

Sarah Clemente, Marshall University

Ronald McGrady, Marshall University

Rob Repass, Marshall University

Alberto Coustasse, Marshall University



Program Sessions
Wednesday, March 22, 2017

**Do Women Leaders Promote Effective Sustainability Strategies?
Gender, Leadership, and Sustainability in U.S. Health Care
Organizations**

Deanna Cabada, Loyola University Chicago
Anne H. Reilly, Loyola University Chicago

Republican Position on Healthcare Reform

Allen Minor, Misericordia University

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. Dearborn 2, 7th Floor

Theme: Pharmacoeconomics and Marketing

**Chair: Ateequr Rahman, Rosalind Franklin University of
 Medicine and Sciences**

Discussant: Avinandan Mukherjee, Clayton State University

**Too Many Prescriptions? Polypharmacy and Its Effects on Various
(and Some Surprising) Populations**

Michaeline Skiba, Monmouth University

**The Trends in DTCA and Effects of DTCA by Pharmaceutical Firms in
the United States**

Sathorn Preechavuthinant, Marshall University
William “Kent” Willis, Marshall University
Alberto Coustasse, Marshall University

Pharmaceutical Price Control in the United States and Eastern Europe

Laura Stack, University of Scranton
Kendall Whitehead, University of Scranton
Robert Spinelli, University of Scranton

Enhancing Patients Safety by Improved Medication Administration

Salwa Alanazi, Indiana University of Pennsylvania



BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Health and Wellness

Chair: Michael Dalmat, Clayton State University

Discussant: Vivek Natarajan, Lamar University

**Using Campus Health and Wellness Services to Develop Smarter
Healthcare Consumers**

William Miller, University of Scranton

Kendall Whitehead, University of Scranton

**SBAR for Effective Communication to Prevent Patient
Re-Hospitalizations**

Fadhah Alshammari, Indiana University of Pennsylvania

Awatif Alenizi, Indiana University of Pennsylvania

Bundle Policy to Prevent Central Line Infection

Abrar Flimban, Indiana University of Pennsylvania

Rania Aljohani, Indiana University of Pennsylvania

**The Role of Hand Hygiene Technologies in the Fight Against Hospital
Acquired Infections**

Sneha Divakaran Samuel, Indiana University of Pennsylvania

CASE RESEARCH

1:30–2:45 p.m......LaSalle 1, 7th Floor

Theme: Critical Incident Presentations

Chair: Neil Tocher, Idaho State University

Scribe: Leigh W. Cellucci, East Carolina University

Discussants: Eric Nelson, University of Central Missouri
Craig Davis, Ohio University

**Who is Minding the Contributions? Responsibilities of Board
Members and Management.**

Ellen J. Lippman, University of Portland

Teri Grimmer, University of Portland



Program Sessions Wednesday, March 22, 2017

Lamar Outdoor Advertising: A Bright Future for Digital Billboards? A Case Study

Laura Battaglia, University of West Florida
Ben Gibson, University of West Florida
Robert Kelly, University of West Florida
Austin Shaw, University of West Florida
James Sparks, University of West Florida
K. Blaine Lawlor, University of West Florida

Laughing While Black: The Wine Train Incident

Monika Hudson, University of San Francisco
Keith O. Hunter, University of San Francisco

CASE RESEARCH

1:30–2:45 p.m.LaSalle 2, 7th Floor

Theme: Critical Incident Presentations

Chair: Michael Stellern, Rockhurst University

Scribe: Timothy Redmer, Regent University

Discussants: Sondra Simpson, Elmhurst College
Kay Hodge, University of Nebraska at Kearney

Let's Play: Fair Use or Copyright Infringement?

Jessica A. Magaldi, Pace University

Teaching Leadership from Both Sides of the Classroom Door: The Case of the Homeless Leadership Class

Minnette A. Bumpus, Bowie State University

The Case of the Traveling Priest: Faithful Father or Family Man?

Kathy S. Pollock, Indiana University-Purdue University Fort Wayne
Janet C. Papiernik, Indiana University-Purdue University Fort Wayne



FINANCE

1:30–2:45 p.m. **Clark 3, 7th Floor**

Theme: **Emerging Economics**

Chair: Ian Glew, Memorial University of Newfoundland

Market Efficiency, Thin Trading and Non-Linearity in Emerging Markets: Evidence from South Africa

Daniel Konku, Northern Michigan University

Charles Rayhorn, Northern Michigan University

Haibo Yao, Northern Michigan University

Discussant: Hamid Mohammadi, Saint Xavier University

Financialization of the Emerging Economies—Challenges and Policy Issues

Jamshed Y. Uppal, Catholic University of America

Discussant: Taek-Yul Kim, West Chester University

Optimum Currency Area and the Experiences of Currency Unification in Vietnam and Germany and their Implications

Jin-Gil Jeong, Howard University

Discussant: Jill Lynn Vihtelic, Saint Mary's College

FINANCE

1:30–2:45 p.m. **Clark 5, 7th Floor**

Theme: **International Banking Focused on Islamic Nations**

Chair: Jamie Hopkins, The American College

The Sustainable Growth in Islamic Financial Institutions in Light of the Recent Financial Crisis

Musa Darayseh, American University of Sharjah, U.A.E.

Discussant: Dongnyoung Kim, Texas A&M University-Kingsville



Program Sessions
Wednesday, March 22, 2017

Comparative Efficiencies Among Public Sector, Private Sector and Islamic Banking Sector: Evidence from Bangladesh Banking During 2008–2012

Abdus Samad, Utah Valley University

Monwar Ahmed, Ministry of Finance, Government of Bangladesh

Shahin Ahmed Chowdhury, Woman and Children Affairs Ministry,
Government of Bangladesh

Discussant: Thomas Cooper, Memorial University of Newfoundland

Bank Globalization and Efficiency: International Evidence

Haiyan Yin, Indiana University South Bend

Jiawen Yang, George Washington University

Xing Lu, Indiana University South Bend

Discussant Musa Darayseh, American University of Sharjah, U.A.E.

FINANCE

1:30–2:45 p.m...... **Clark 7, 7th Floor**

Theme: Strategies to Enhance Publication Success

Chair: Stephen Gray, Western Illinois University

JCR, SJR, SNIP Ratings of Premiere Finance Journals

Thomas M. Krueger, Texas A&M University-Kingsville

Discussant: Stephen Lee, University of London

**The 2016 U.S. Presidential Campaign Promises of Hillary Clinton:
Evaluated by Using Some Principles of Finance and Economics**

Charles W. Johnston, Baker College

Discussant: Susan Ji Xiuqing, Governors State University

**History and Development of the American Journal of Business—
Looking Forward to Publishing Now in the *AJB***

David Burnie, Western Michigan University

Discussant: Thomas M. Krueger, Texas A&M University-Kingsville



FINANCE

1:30–2:45 p.m...... **Clark 9, 7th Floor**

Theme: Risk Management

Chair: Yaseen Alhaj-Yaseen, University of Findlay

An Option Theoretic Approach to Gun Rights

Monzurul Hoque, Saint Xavier University

Bruce Lipman, Saint Xavier University

David Parker, Saint Xavier University

Discussant: Suin Lee, University of South Florida

On the Risk Exposure and the Cost of Capital of International Banking

Chu-Sheng Tai, Texas Southern University

Discussant: Don T. Johnson, Western Illinois University

Strategic Corporate Risk Management: The Role of Hedging in the Electrical Industry

Alex Faseruk, Memorial University of Newfoundland

Ashrafee T. Hossain, Memorial University of Newfoundland

Mary-Ann Snelgrove, Memorial University of Newfoundland

Discussant: Won Yong Kim, Augsburg College

INFORMATION SYSTEMS

1:30–2:45 p.m...... **Kimball Room, 3rd Floor**

Theme: Information Systems

Chair and

Discussant: Jim Cappel, Central Michigan University

Making a MOOC Work: A Review of the Various Obstacles and Key Factors Faced in the Restructuring and Successful Delivery of a Massive Open Online Course

Thomas L. Buck, College of St. Scholastica

Ricard L. Revoir, College of Scholastica

A Study of the Effectiveness and Level of Use of Online Discussion Tools to Support Student Collaboration in MOOC Environments

Abbas Foroughi, University of Southern Indiana



Program Sessions Wednesday, March 22, 2017

How Do You Flip a Fully Online Class? (And Why?) One Instructor's Experience and Proven Methods

Jim Janossy, DePaul University

INTERNATIONAL BUSINESS

1:30–2:45 p.m. Crystal Room, 3rd Floor

Theme: FDI and International Trade

Chair: Deepraj Mukherjee, Kent State University

The U.S. Immigrant Investor Program: Challenges and Opportunities

Brosh M. Teucher, Saint Michael's College

Discussant: Elias Carayannis, George Washington University

Schumpeter in the Context of International Trade Dynamics, Challenges, Opportunities, and the Quadruple/Quintuple Innovation Helixes

Christopher Ziemnowicz, University of North Carolina at Pembroke

Elias Carayannis, George Washington University

Gaye Acikdilli, Baskent University

Discussant: Jongmin Bae, Nihon University, Japan

A Model of the Relationship Between Tourism Information Retrieval and Tourists' Satisfaction: A Case of the Japanese and Korean Tourists

Jongmin Bae, Nihon University, Japan

Discussant: Christopher Ziemnowicz, University of North Carolina at Pembroke

North American Integration on Trial: Current Challenges and Outlook

Igor Paramonov, Southern Alberta Institute of Technology

Jenny Paramonova, Blake, Cassels & Graydon LLP, Canada

Discussant: Brosh M. Teucher, Saint Michael's College



INTERNATIONAL BUSINESS

1:30–2:45 p.m...... **Harvard Room, 3rd Floor**

Theme: Culture and Firm Value

Chair: Man Zhang, Bowling Green State University

An Analysis of the Major Global Demographic Trends and Their Implications for Cultural Values

Hamid Yeganeh, Winona State University

Discussant: Donna M. Wiencek, Western Illinois University

Firm Value and its Relation to International Diversification, Product Diversification, and Organizational Learning Capability

Jangho Lee, Sogang University

Kang Rae Cho, University of Colorado Denver

Discussant: Lydia Gan, University of North Carolina

MANAGEMENT

1:30–2:45 p.m......**Burnham 4, 7th Floor**

North American Management Society Executive Council Meeting

Chair: Jay Johnson, Fontebonne University

MARKETING

1:30–2:45 p.m...... **Salon 1, 3rd Floor**

Theme: Marketing Education

Chair and

Discussant: Alexander Milovic, Marquette University

Using Goal Setting Theory to Drive Task Completion and Student Success in Online Marketing Courses

Gina Miller, Mercer University



Program Sessions Wednesday, March 22, 2017

The Effect of University Marketing Efforts on Students' Academic Decision-Making: An Empirical Study

Connor Chase, California State University, Fresno
Susan Geringer, California State University, Fresno
Andreas Stratemeyer, California State University-Fresno

Who Are You? Using a Three Question Framework to Develop Interview Skills

Alexander Milovic, Marquette University
Rebecca Dingus, Central Michigan University

MARKETING

1:30–2:45 p.m...... Salon 2, 3rd Floor

Theme: **Consumer and B2B Behavior**

Chair and

Discussant: Seung-Hee Lee, Southern Illinois University

Attitudes Toward Fashion Counterfeit Purchasing Among Chinese and U.S. College Students

Seung-Hee Lee, Southern Illinois University
Jane Workman, Southern Illinois University
Kwangho Jung, Seoul National University

Are Subscriptions Better than One-Time Purchases? Relationship Marketing and the Subscription Model

Sandy Domagalski, Northern Illinois University

The Relationship Between Types of Patriotism and Consumer Ethnocentrism

Vivek Madupu, University of Wisconsin-Green Bay



MARKETING

1:30–2:45 p.m...... **Salon 3, 3rd Floor**

Theme: **Branding, Strategy and Research**

Chair and

Discussant: Jennifer Barhorst, Lander University

Potential Branding Strategies for the Asian Electronics Industry

Glen Brodowsky, California State University, San Marcos

Camille Schuster, California State University, San Marcos

Beverlee Anderson, California State University, San Marcos

Retweeting Brand Experiences: Factors Motivating Receivers to Proliferate Brand Image Disruptions

Jennifer Barhorst, Lander University

Alan Wilson, University of Strathclyde

Customer Segmentation for Crowdsourcing Ventures

Ivan Fedorenko, Bentley University

Pierre Berthhon, Bentley University

MARKETING

1:30–2:45 p.m...... **Wilson Room, 3rd Floor**

Theme: **MMA Master Scholar: Promising Practices in Marketing Scholarship**

Co-Chairs and Timothy Aurand, Northern Illinois University

Discussants: Maxwell Hsu, University of Wisconsin-Whitewater

Based on the written submissions, the top three will become finalists and each of these three finalists will make a 15-20 minute presentation of their submission material to attendees and the judges. One of these three finalists will be selected as the MMA Master Scholar recognized at the MMA Spring Conference Awards Brunch on Thursday, March 23, 2017.

Judges: Rama Yelkur, St. John Fisher College
 Sung-Hee Lee, Southern Illinois University
 Maxwell Hsu, University of Wisconsin-Whitewater
 Timothy Aurand, Northern Illinois University



Program Sessions
Wednesday, March 22, 2017

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

1:30-2:45 p.m. **Indiana Room, 3rd Floor**

Theme: **Entrepreneurship Development and Family Business**

Chair: Les Dlabay, Lake Forest College

Soft Skills for the Social Generation: Making Millennials Successful in the Workplace

Kristin Holmberg-Wright, University of Wisconsin-Parkside

Tracy Hribar, University of Wisconsin-Parkside, student

Christine Steiner, student

Jennifer D. Wright, student

The Pyramid Model: A Review and a Revision

Gideon Falk, Falk & Associates

Casimir C. Barczyk, Purdue University Northwest

Phyllis Pennington, Purdue University Calume

ACCOUNTING

3:00-4:15 p.m. **Salon 12, 3rd Floor**

Theme: **Panel Discussion on Teaching**

Chair: Bambi Hora, University of Central Oklahoma

Back to the Future: Transforming the Second Course in Accounting

Panelists: Jill Ellen R. Christopher, Ohio Northern University

Christy L. Beachler, Ohio Northern University

Michele Govekar, Ohio Northern University

Experiential Learning in Accounting and Finance

Panelists: Sarah F. Fitzgibbons, Illinois Wesleyan University

Liesel D. Mitchell, Illinois State University

Maureen O'Brien, Illinois Wesleyan University

Jamie Peters, Illinois Wesleyan University



ACCOUNTING

3:00–4:15 p.m...... **Salon 10, 3rd Floor**

Theme: **Auditing, Information Systems, and Controls**

Chair: Wilhelmina (Mimi) Ford, Middle Georgia State University

**The Information Content of Disclosure Controls and Procedures
Deficiencies**

Essam Elshafie, Northeastern Illinois University

**Discretionary Accrual Models, Performance Control and Business
Environment Control in International Setting of Earnings Management
Studies.**

Soon Suk Yoon, Western Illinois University

Hyo Jin Kim, Jeonju University

Gregg S. Woodruff, Western Illinois University

ACCOUNTING

3:00–4:15 p.m...... **Marshfield Room, 3rd Floor**

Theme: **Accounting Education Topics**

Chair: Nancy L. Johnson, Augsburg College

**Understanding Financial and Non-Financial Control of Academic
Program Performance in a Centralized University**

Kevin Devine, Xavier University

M. Christian Mastilak, Xavier University

Michele Matherly, Xavier University

Cynthia J. Rooney, University of New Mexico-Los Alamo

**The Merger of the Accounting Profession in Canada and the Impact
on Accounting Education**

Judith Cumby, Memorial University of Newfoundland

Pauline Downer, Memorial University of Newfoundland

**Lender Pricing of Earnings Components in Response to Differing
Levels of Earnings Quality**

Stephen Gray, University of Wisconsin-Whitewater

Charles R. Pryor, Western Illinois University



Program Sessions
Wednesday, March 22, 2017

BUSINESS ECONOMICS

3:00–4:15 p.m...... **Logan Room, 3rd Floor**

Theme: Topics in Applied Microeconomics

Chair: Heather Tierney, Indiana University-Purdue University
Fort Wayne

Air and Gas Compressor Manufacturing: A National Overview of Clustering

Derek Bjonback, Purdue University Northwest

The Effects of Temporal Aggregation on Search Engine Data

June Kim, Indiana University-Purdue University Fort Wayne

Heather Tierney, Indiana University-Purdue University Fort Wayne

Does Experience Lead to More Informative Survey Responses? Evidence from a Large, Amateur Sporting Event

Carl S. Bozman, Gonzaga University

Daniel L. Friesner, North Dakota State University

Matthew McPherson, Gonzaga University

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m...... **Dearborn 1, 7th Floor**

Theme: Public Health

Chair: Rodeen Lechleitner, University of Scranton

Discussant: Deborah Gritzmacher, Clayton State University

The Financial, Social, and Economic Effects of the Zika Virus on Western Economies

Conrad Francis, Bethune-Cookman University

Charles Chekwa, Troy University

Akins Ogungbure, Troy University

Assessing Health Services Utilizations of Individuals Diagnosed with Coronary Heart Disease and Diabetes

Zo Ramamonjivarivelo, Governors State University

Shamly Austin, Gateway Health Plan

DeLawnia Comer-HaGans, Governors State University



Community-Based Learning: Strive to Take CARE '16

Rodeen Lechleitner, University of Scranton

Brianne Kehoe, University of Scranton

Drivers of Childhood Obesity: An Empirical Study

Yujia Wei, Lamar University

Jian Fang, Lamar University

Praphul Joshi, Lamar University

Vivek Natarajan, Lamar University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Healthcare Education

Chair: Robert Spinelli, University of Scranton

Discussant: Katherine Ure, Washburn University

Does a Study Abroad Experience Enhance Pharmacy Students' Cultural Competence

David Scott, North Dakota State University

Cynthia Naughton, North Dakota State University

Kelly Haugen, North Dakota State University

Daniel L. Friesner, North Dakota State University

Reconsidering Predictors of Academic Success in Health Professions Programs

Dana Davis, North Dakota State University

Amanda Groom, North Dakota State University

Daniel L. Friesner, North Dakota State University

A Comparison of Undergraduate Education Degrees for Preparation to Medical School

Ashlee Haist, Washburn University

Jean Sanchez, Washburn University

The Health Equity Index—Online Survey

Rita DiLeo, The University of Scranton

Anthony DiLeo, The Commonwealth Medical College



Program Sessions
Wednesday, March 22, 2017

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m...... **Dearborn 3, 7th Floor**

Theme: **Hospitals**
Chair: Zach Frank, Washburn University
Discussant: Marcia Butler, Clayton State University

Value-Based Purchasing and Hospital Utilization Pattern of Inpatient and Outpatient Care: A Comparative Study

Hanadi Hamadi, University of North Florida
Aaron Spaulding, Mayo Clinic
D. Rob Haley, University of North Florida
Mei Zhao, University of North Florida
Nicole Homier, University of North Florida
Aurora Tafili, University of North Florida

Operating Physician Practices in a Value-Based Purchasing Environment: A Case Study

Ron Kloewer, Bellevue University
Mike Freel, Bellevue University
James Dockins, Rockhurst University

The Effect of Melatonin in Prevention of Delirium in Post Cardiac Surgery Patients

Mawiah Alsubhi, Indiana University of Pennsylvania

Implementation of Shared Governance Organizational Structure

Samah Hawsawi, Indiana University of Pennsylvania
Nada Alsulami, Indiana University of Pennsylvania

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m...... **Madison Room, 3rd Floor**

Theme: **Business, Society, and Government Annual Meeting**
Chair: Diane Sykes, Kaplan University
Discussant: All BSG presenters invited



EXHIBITOR SERIES – Marketplace® Simulations

3:00–4:15 p.m. Clark 10, 7th Floor

The Benefits of Experiential Learning and Simulations: How Marketplace® Simulations and Its Pedagogy Contribute to Assurance of Learning Goals

It is interesting to review how business simulations impact student learning in contrast with traditional teaching methods (lectures, case studies). We will describe the benefits of using a simulation in the classroom. We will also describe how Marketplace® Simulations and a number of value-added overlaid activities can help to assess the students' individual and team performance. The pedagogy of a capstone undergraduate course will be used to illustrate the pedagogy.

FINANCE

3:00–4:15 p.m. Clark 3, 7th Floor

Theme: Academy of Finance Excellence in Teaching Award Candidate Presentations

Chair: Peppi Kenny, 2016 Award Winner,
 Western Illinois University

FINANCE

3:00–4:15 p.m. Clark 5, 7th Floor

Theme: Insurance

Chair: Scott Moore, John Carroll University

A Property and Liability Insurance Marketing System and Advertising Intensity

B. Paul Choi, Howard University

Discussant: Daniel Konku, Northern Michigan University

Predicative Ability of Systematic Risk Measures in the Insurance Industry

Raja Bouzouita, University of Central Missouri

Mihaela Craioveanu, University of Central Missouri

Discussant: Chu-Sheng Tai, Texas Southern University



FINANCE

3:00–4:15 p.m...... **Clark 7, 7th Floor**

Theme: Trading Rules

Chair: Jamie Hopkins, The American College

Fuzzyfication: Stock Selection Decisions Made Easy

Amit Sinha, Bradley University

Andrew J. Jacob, Caterpillar

Discussant: Walt A. Nelson, Missouri State University

Lunar Cycles and Market Reaction: Behavioral Myth?

James R. Scott, Missouri State University

Discussant: Jamie Hopkins, The American College

Macroeconomic Risk and Seasonality in Momentum Profits

Susan Ji Xiuqing, Governors State University

Spencer Martin, University of Melbourne, Australia

Chelsea Yao, Lancaster University, United Kingdom

Discussant: Raja Bouzouita, University of Central Missouri

FINANCE

3:00–4:15 p.m...... **Clark 9, 7th Floor**

Theme: Mutual Funds

Chair: Musa Darayseh, American University of Sharjah, U.A.E.

Effective Number of Risk Factors in the US REIT Market

Stephen Lee, University of London

Discussant: Abdus Samad, Utah Valley University

Sector Diversification with ETFs

James R. Scott, Missouri State University

Discussant: Haibo Yao, Northern Michigan University



Program Sessions Wednesday, March 22, 2017

The Impact of Costs on Target Date Fund Performance Success

C. Edward Chang, Missouri State University

Thomas M. Krueger, Texas A&M University-Kingsville

Mark A. Wrolstad, Winona State University

Discussant: Charles Rayhorn, Northern Michigan University

INFORMATION SYSTEMS

3:00–4:15 p.m. **Kimball Room, 3rd Floor**

Theme: Information Systems

Chair and

Discussant: Thomas L. Buck, College of St. Scholastica

An Examination of Business Analysis Techniques in SAD Sources

Jim Cappel, Central Michigan University

Zhenyu Huang, Central Michigan University

Development of an Expert System for Transformer Gas Analysis

Jiin Wang, Alabama State University

Disability Accessibility of the Websites of the 50 Busiest U.S.

Airports: Are there Barriers for the Disabled?

Charletta Gutierrez, Northeastern Illinois University

INTERNATIONAL BUSINESS

3:00–4:15 p.m. **Crystal Room, 3rd Floor**

Theme: Globalization and Value Chain

Chair: Alexander Polacco, St. Cloud State University

How Passengers Select an Airport in a Multiple Airport System—A Preliminary Study in Beijing

Jane Pan, Embry-Riddle Aeronautical University

Dothang Truong, Embry-Riddle Aeronautical University

Discussant: Olu Ijose, Governors State University



Achieving Economic Growth through Social Development: The Case of Rwanda

Etienne Musonera, Mercer University
Bideri Nyamulinda, University of Rwanda
Gerry Mills, Mercer University
Anand Pore, University of Houston-Downtown

Discussant: Peter Geib, Minnesota State University Moorhead

INTERNATIONAL BUSINESS

3:00–4:15 p.m...... Harvard Room, 3rd Floor

Theme: Pedagogy, Study Abroad and Teaching International

Chair: Kingshuk Mukherjee, Saint John's University

The Challenges and Benefits of Providing International Students with Experiential Learning Opportunities in the United States (Panel)

George F. Dierberger, Augsburg College
Nancy L. Johnson, Augsburg College

Discussant: Kathy Bohley Martin, University of Indianapolis

Blending International Business: A Case Study of Implementing TES Teach to an Undergraduate International Business Course

Kathy Bohley Martin, University of Indianapolis

Discussant: George F. Dierberger, Augsburg College

How to Engage Students: Active Learning Techniques for International Business

Sila Tuju, Lindenwood University

Discussant: Gerry Mills, Mercer University



Program Sessions Wednesday, March 22, 2017

MANAGEMENT

3:00–4:15 p.m......**Burnham 1, 7th Floor**

Theme: **Business Strategy**

Chair: Casimir C. Barczyk, Purdue University Northwest

Discussant: William Crandall, University of North Carolina
 at Pembroke

Strategic Capabilities, Business Strategy and Performance: The Case of Russian Enterprise

John Parnell, University of North Carolina at Pembroke

John Spillan, University of North Carolina at Pembroke

Audrey Yukhanaeu, Northumbria University

Long-Term Financing in Non-Capital Market Countries: Cameron Africa

Steve Roussas, Kaplan University

Eugene Bayiha, Investment Officer, International Finance Corporation

Adoption Factors for Customer Relationship Management and Sales Force Automation Using the Technology Acceptance Model

Perry Haan, Tiffin University

Jason Briscoe, FirstEnergy Corporation

MANAGEMENT

3:00–4:15 p.m......**Burnham 2, 7th Floor**

Theme: **Getting Your Work Published in Management and Management Education Journals**

Panelists: Alison M. Dachner, Associate Editor, *Journal of Management Education*

Anne H. Reilly, Loyola University of Chicago

Jane Schmidt-Wilk, Co-Editor, *Journal of Management Teaching Review*

Julia Teahen, Editor, *Journal of the North American Management Society*

Kenneth Thompson, Senior Editor, *Journal of Leadership and Organizational Studies*



MANAGEMENT

3:00–4:15 p.m......**Burnham 4, 7th Floor**

Theme: The Importance of Teaching Training for M.B.A. and Ph.D. Candidates to Teach Business Courses

Panelists: Bruce Bloom, Robert Morris University
Harry E. Fisher, Eureka College

MARKETING

3:00–4:15 p.m...... **Salon 1, 3rd Floor**

MMA Board of Directors Meeting

MARKETING

3:00–4:15 p.m...... **Salon 2, 3rd Floor**

Theme: Marketing Education/Cross-Cultural, Ethics, and Social Responsibilities

Chair and Discussant: Derek Ezell, University of Mississippi

Mass Customization: It's Practice in the Academic Environment

Barton Jennings, Western Illinois University
Honey Zimmerman, Western Illinois University

Neutralization Effects on Ethical Intentions and Ethical Behavior among For-Profit College Recruiters

Kenyatta Barber, University of Wisconsin-Whitewater
Dennis Kopf, University of Wisconsin-Whitewater

Anthropomorphism and Social Cause: The Role of Social Proof

Monika Rawal, Southern Illinois University
José Luis Saavedra, Southern Illinois University
Ramin Bagherzaden, Southern Illinois University



Program Sessions
Wednesday, March 22, 2017

MARKETING

3:00–4:15 p.m...... **Salon 3, 3rd Floor**

Theme: **Cross-Cultural, Ethics and Social Responsibilities**

Chair and

Discussant: Hector Lozada, Seton Hall University

**Uncovering Consumers’ Psychological Processes Underlying
Corporate Social Responsibility Evaluations**

Xiaoye Chen, North Central College

Game Theory, Ethical Decision Making and Sustainable Development

Wei Men, Xiamen University

Maxwell Hsu, University of Wisconsin-Whitewater

Dennis Kopf, University of Wisconsin-Whitewater

**Let’s (Not?) Talk About Climate Change: American Consumers and
Global Warning**

Hector Lozada, Seton Hall University

Gary Kritz, Seton Hall University

Alma Mintu-Wimsatt, Texas A&M-Commerce

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

3:00–4:15 p.m...... **Indiana Room, 3rd Floor**

Theme: **Workshop: Alternative Financing for Inclusive Value
Chain Facilitation in Base of the Pyramid (BoP)
Market Settings**

Les Dlabay, Lake Forest College

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

Panelist: Gideon Falk, Falk & Associates;

ACCOUNTING

4:30-5:45 p.m...... **Salon 10, 3rd Floor**

North American Accounting Society Board Meeting

Presiding: Essam Elshafie, Northeastern Illinois University



BUSINESS AND HEALTH ADMINISTRATION

4:30–5:45 p.m. Dearborn 1, 7th Floor
BHAA Board Meeting

Chair: William “Kent” Willis, Marshall University

CASE RESEARCH

4:30–5:45 p.m. LaSalle 3, 7th Floor
Society for Case Research Board Meeting

FINANCE

4:30–5:45 p.m. Clark 5, 7th Floor
Selection of Academy of Finance Teaching Award

Chair: Peppi Kenny, Western Illinois University

MBAA INTERNATIONAL

6:00 p.m. Crystal Room, 3rd Floor
Advisory Council Dinner and Meeting (By invitation only)

FUN NIGHT—"An Evening of Listening"

8:00 p.m. The Empire Room, Off Lobby

MBAA INTERNATIONAL HOSPITALITY SUITE

**–11:00 p.m. Room 128, 8th Floor

**Begins at the end of the Empire Room Entertainment event and
closes at 11:00 p.m.

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Thursday, March 23, 2017

ACCOUNTING

8:00–9:00 a.m. Salon 12, 3rd Floor

Theme: Panel Discussion on Online Homework: Online or Paper? That is the Question for Homework in Introductory Accounting Classes

Panelists: Ada Duffey, University of Wisconsin Colleges-Waukesha
Carl Gahala, University of Wisconsin Colleges-Washington County
Jill Halverson, University of Wisconsin Colleges-Fox Valley
Matthew Raunio, University of Wisconsin Colleges-Sheboygan
Karl Schindl, University of Wisconsin Colleges-Manitowoc
Elizabeth Schmidt, University of Wisconsin Colleges-Barron County

ACCOUNTING

8:00–9:00 a.m. Salon 10, 3rd Floor

Theme: Technology and Data and Teaching Business Valuations

Chair: Mary Sheets, University of Central Oklahoma

Accounting and Time Series Data

Sara Aliabadi, Northeastern Illinois University
Alireza Dorestani, Northeastern Illinois University

Big Data: Challenges and Opportunities

George Schmelzle, Missouri State University
Daniel Bruner, BKD CPAs and Advisors

The God that Failed: Accounting Information Systems Within the Accounting Academy

Timothy J. Fogarty, Case Western Reserve University
Kevin C. Carduff, Baltimore Maryland



Program Sessions Thursday, March 23, 2017

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. Dearborn 1, 7th Floor

BHAA Annual Business Meeting and Awards Function

Presiding: Vivek Natarajan, Lamar University

Co-presiding: Jean Sanchez, Washburn University

All BHAA members are invited to attend.

BUSINESS, SOCIETY, AND GOVERNMENT

8:00–9:00 a.m. Potter's Lounge, Lobby Level

Theme: BSG Breakfast

The BSG Consortium attendees and presenters are invited to meet for breakfast.

CASE RESEARCH

8:00–9:00 a.m. LaSalle 1, 7th Floor

Theme: Critical Incident Presentations

Chair: Minnette A. Bumpus, Bowie State University

Scribe: Keith O. Hunter, University of San Francisco

Discussants: Tyler Burch, Idaho State University

Asbjorn Osland, San Jose State University

What's That Smell Coming from the Bathroom? Making Sense of Employee Behavior at a Restaurant

Eric Nelson, University of Central Missouri

Chad Brown, University of Central Missouri

DELTA Airlines: Not Exactly "Flying High"

Cheryl B. Ward, Middle Tennessee State University

Diane R. Edmondson, Middle Tennessee State University

Lucy Matthews, Middle Tennessee State University



CASE RESEARCH

8:00–9:00 a.m. **LaSalle 2, 7th Floor**

- Theme:** **Critical Incident Presentations**
Chair: Elizabeth Jones, Notre Dame of Maryland University
Scribe: Donald P. Roy, Middle Tennessee State University
Discussants: Neil Tocher, Idaho State University
 Craig Davis, Ohio University

Trolling Twitter

Jessica A. Magaldi, Pace University

BYD of China Revisited

Charles A. Rarick, Purdue University Northwest
Arifin Angriawan, Purdue University Northwest
Kasia Firlej, Purdue University Northwest

CASE RESEARCH

8:00–9:00 a.m. **LaSalle 3, 7th Floor**

- Theme:** **Embryo Case Presentations**
Chair: Carrie S. Trimble, Millikin University
Scribe: Claudia C. Mich, Purdue University Northwest
Discussants: Joseph Trendowski, Valparaiso University
 Steven M. Cox, Queens University of Charlotte

\$4 Million Dollar Donation to College: What Not to Do

Edwin J. Portugal, State University of New York at Potsdam

The Bad Apple that Spoiled the Bunch

Brosh M. Teucher, Saint Michael's College

FINANCE

8:00–9:00 a.m. **Clark 3, 7th Floor**

- Academy of Finance Executive/Board of Directors Meeting**
Chair: Don T. Johnson, Western Illinois University
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Program Sessions Thursday, March 23, 2017

FINANCE

8:00–9:00 a.m. Clark 5, 7th Floor

Theme: Panel—From Financial Ill-literacy to Literacy:
Creating a Toolkit for Financial Freedom

Chair: Dan Yates, University of Findlay

Panelists Susan Brooks, University of Findlay
Eric Stoller, University of Findlay

INTERNATIONAL BUSINESS

8:00–9:00 a.m.Crystal Room, 3rd Floor

Academy of International Business—Midwest Region Business Meeting followed by Officers Meeting

Chair: Man Zhang, Bowling Green State University

MANAGEMENT

8:00–9:00 a.m.Burnham 1, 7th Floor

Theme: General Management

Chair: John Grant, Ohio Dominican University

Discussant: Michele Govekar, Ohio Northern University

The Challenges of Selling a Small, Privately Held Electronics Manufacturing Company

George F. Dierberger, Augsburg College

Lori Lohman, Augsburg College

Marc McIntosh, Augsburg College

Nancy L. Johnson, Augsburg College

Exploring the Impact of Results-Oriented Culture on OCB: The Mediation Role of Perceived Organizational Politics and Commitment

Tae Seok Yang, Western Illinois University

Yin-Chi Liao, Western Illinois University

Urbanization and its Effects on Security Threats: A Case Study of Twin Cities

Hira Noor, National Defense University, Islamabad, Pakistan:



MANAGEMENT

8:00–9:00 a.m.**Burnham 4, 7th Floor**

Theme: **Strategies and Tools for Advancing Undergraduate
Research in Management Education**

Panelists: Jeanetta D. Sims, University of Central Oklahoma
David Anderson, Taylor University
Rubina Malik, Morehouse College
Atoya Sims, Ford Audio-Video Systems, LLC
Ashley Neese, University of Central Oklahoma
Treyce Glidden, University of Central Oklahoma
Anna Henson, University of Central Oklahoma

MANAGEMENT

8:00–9:00 a.m.**Burnham 2, 7th Floor**

Theme: **Teaching Management Utilizing Learning
Management Systems and Web-based Support**

Panelists: Harry E. Fisher, Eureka College
Bruce Bloom, Robert Morris University
C. R. Marshall, University of Wisconsin-Stevens Point
Richard Leake, Luther College (Retired)
Carolyn Wiley, Roosevelt University

MARKETING

8:00–9:00 a.m. **Salon 1, 3rd Floor**

Theme: **Panel**

Chair and

Discussant: Susan Geringer, California State University-Fresno

How to Get Published

Debra Zahay-Blatz, Editor, *Journal of Research in Interactive Marketing*

Eric Harris, Editor, *Journal of Managerial Issues*

Brian Rutherford, Editor, *Marketing Management Journal*



Program Sessions Thursday, March 23, 2017

MARKETING

8:00–9:00 a.m. Salon 2, 3rd Floor

Theme: Panel

Chair and

Discussant: Eric Stoller, University of Findlay

Choosing the Right Tools for the Job: Educators Providing Good Options

Dan Yates, University of Findlay

Eric Stoller, University of Findlay

MARKETING

8:00–9:00 a.m. Salon 3, 3rd Floor

Theme: Consumer and B2B Behavior/Marketing Education

Chair and

Discussant: Pamela Kennett-Hensel, University of New Orleans

Variety Seeking at the Brand Level: Unidentified Strategy by Luxury Brand Shoppers

Omar Itani, University of Texas at Arlington

Han Ma, University of Texas at Arlington

Siji Sun, University of Texas at Arlington

Hayam Alnakhi, University of Texas at Arlington

Married or Single: Impact of Marital Status of the CEO on Marketing Outcomes

Prachi Gala, University of Mississippi

Franklin Tillman, University of Mississippi

Derek Ezell, University of Mississippi

It Never Hurts to Ask: Grade Grubbing as a Form of Student Cheating

Courtney Cox, Morehead State University

Kasia Williams, Morehead State University

Johnathan Nelson, Morehead State University

Kenneth Henderson, Morehead State University



OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

8:00–9:00 a.m. Indiana Room, 3rd Floor

Theme: **Supply Chain Partnerships**

Chair: John T. Simon, Governors State University

Trust in Supply Chain Partnerships

Panelists: Sabita Sawhney, Maharishi University of Management
Rajeev Sawhney, Western Illinois University

Greening the Supply Chain

Panelists: Rajeev Sawhney, Western Illinois University
Sabita Sawhney, Maharishi University of Management

ACCOUNTING

9:15–10:30 a.m. Salon 12, 3rd Floor

Theme: **Accounting Education and Professional Issues**

Chair: Carol Jessup, University of Illinois-Springfield

Is Business School Performance Impacted by Market Orientation Toward Students, Employers of Students, and Parents of Students? Views from Accounting Department Chairpersons, Business School Deans, and Academic Vice-Presidents of AACSB Business Schools

Robert L. Webster, Ouachita Baptist University

Kevin L. Hammond, The University of Tennessee-Martin

Employer Support in Public Accounting: An Investigation of the Effect on Organizational Attraction

Benjamin Huegel, St. Norbert College

Exploring Accounting Learning Deficiencies in Final Year MBA Students

Pauline Downer, Memorial University of Newfoundland

Thomas Cooper, Memorial University of Newfoundland

Alex Faseruk, Memorial University of Newfoundland



Program Sessions
Thursday, March 23, 2017

ACCOUNTING

9:15–10:30 a.m. **Salon 10, 3rd Floor**

Theme: **An International Emphasis on Accounting and Learning**

Chair: Ada Duffey, University of Wisconsin Colleges-Waukesha

Carbon Emissions Trading: Lessons Learned from Other Countries and the U.S. Experience

Kel-Ann S. Eyler, Wesleyan College

Tabitha Floyd, Middle Georgia State University

Wilhelmina (Mimi) Ford, Middle Georgia State University

Kailing Zhou, Wesleyan College, Accounting Major

IFRS vs. GAAP: Big Town Hydro’s Accounting Choices

Yan Jin, Dominican University of California

Flora Niu, Wilfrid Laurier University

The New World Order of Accounting Doctoral Education in the USA

Timothy J. Fogarty, Case Western Reserve University

BUSINESS ECONOMICS

9:15–10:30 a.m. **Logan Room, 3rd Floor**

Theme: **Topics in Banking**

Chair: Abdus Samad, Utah Valley University

IFRS Implementation in Nigeria: Book Value, Profitability, and Value Relevance of Pre-and Post-Financial Information of Banks

Sam Eniola Agbi, Federal University, Dutsin-Ma

Determinants of Financial Developments During the Antebellum Period: 1834–1863

Abdus Samad, Utah Valley University

Monowar Ahmed, Government of Bangladesh

Shahin Ahmed Chowdhury, Government of Bangladesh

Financial vs. Institutional Development: Impact on Economic Growth

Ranajoy Ray-Chaudhuri, Muhlenberg College



BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. Dearborn 1, 7th Floor

Theme: Practitioners

Chair: Ahmet “Ozzie” Ozturk, Cabell Huntington Hospital Pain Management Center

Discussant: Ashish Chandra, University of Houston-Clear Lake

Integrating Behavioral and Substance Abuse Treatment in a Primary Care Setting: Challenges and Opportunities

Steven J. Szydlowski, University of Scranton

The “July Effect” in Teaching Hospitals: Existence and Implications

David P. Paul III, Monmouth University

Ashish Chandra, University of Houston-Clear Lake

Affordable Care Act and Strategic Adjustment by Physician's Groups

Faisal M. Rahman, Saint Xavier University

Best Strategies for Resolving Conflict

Jawaher Hasbu, Indiana University of Pennsylvania

Rania Aljohani, Indiana University of Pennsylvania

Mawiah Alsubhi, Indiana University of Pennsylvania

Rasha Sulaih, Indiana University of Pennsylvania

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. Dearborn 2, 7th Floor

Theme: Physical Therapy

Chair: Kisha Reed, Florida A&M University

Discussant: Katherine Ure, Washburn University

Biomechanical Impact of Prolonged Sitting Posture on Lower Extremity Muscular Flexibility in a Cohort of Physical Therapy Students

Kisha Reed, Florida A&M University

Angela Akah, Florida A&M University

Karica Eldridge, Florida A&M University

Denise Moss, Florida A&M University

Destinee Robinson, Florida A&M University

Dominique Tull, Florida A&M University

Kelsey Varney, Florida A&M University



Program Sessions Thursday, March 23, 2017

Effect of Eight-Week Specific Home Exercise Program on Y-Balance Test and FMS Scores: A Pilot Study

Emma Gilmore, Washburn University
Valarie Kraft, Washburn University
Todd Welborn, Washburn University
Zach Frank, Washburn University

Paying Facilities for PT/PTA Clinical Internships: A Passing Fad or the New Normal?

Jean Sanchez, Washburn University
Zach Frank, Washburn University

Using Statistical Analysis to Predict Patient Outcomes

Andrew Sanchez, Washburn University
Zach Frank, Washburn University

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. Dearborn 3, 7th Floor

Theme: Health Informatics and Technology

Chair: Bernardo Ramirez, University of Central Florida

Discussant: David Batts, East Carolina University

Big Data: Harnessing the Beast

Rebecca Hovemeyer, Marshall University
Debra Stinson, Marshall University
Beteseb Gebremariam, Marshall University
Alberto Coustasse, Marshall University

Why Physicians Switch Electronic Health Record Vendors

Pete Andresen, Marshall University
Michelle Schussler, Marshall University
Kyle Sowards, Marshall University
Alberto Coustasse, Marshall University

Key Trends in Data Mining of Electronic Health Records

Anuradha Rangarajan, Indiana State University
David Batts, East Carolina University



BUSINESS, SOCIETY, AND GOVERNMENT

9:15–10:30 a.m. **Madison Room, 3rd Floor**

Theme: **Contemporary Business Issues**

Chair: Wei Zhou, Northwestern Oklahoma State University

HRM Opportunities in the 21st Century; Reconnecting Workers in a Disconnected Workplace

Mary Ann Reeley

Critical Business and Government Partnerships and the Recovery and Reinvention of Scranton Pennsylvania

Henry J. Amoroso, Seton Hall University

Evan Spencer Weiss, HJA Strategies, LLC

The Rise of the Nonreligious in the Western World: Implications for Business and Society

Masud Chand, Wichita State University

Online Teaching May Be Perilous To Your Health. A Research and Reflection Essay on the Not-So-Well-Being of College Professors in 21st Century Classrooms

Stan Reeley

CASE RESEARCH

9:15–10:30 a.m. **LaSalle 1, 7th Floor**

Theme: **Embryo Case Presentations**

Chair: Brosh M. Teucher, Saint Michael's College

Scribe: Tyler Burch, Idaho State University

Discussants: Olga Kandinskaia, Cyprus International Institute of Management

Joyce A. Young, Indiana State University

When a Political Campaign Drags Your Brand on Social Media: Embryo Critical Incident

Carrie S. Trimble, Millikin University

Talkin' Trash

Charles Murray, The College of Saint Rose



Program Sessions
Thursday, March 23, 2017

Sustainable Alternative Lighting: A Marketing Analysis

Ching-Chou Hsiao, Purdue University Northwest

Claudia C. Mich, Purdue University Northwest

CASE RESEARCH

9:15–10:30 a.m.LaSalle 2, 7th Floor

Theme: Panel Discussion: Writing, Researching, and Teaching Cases

An Examination of Cases in the Classroom: How Faculty Use Case Studies for Teaching

Michael H. Kennedy, East Carolina University

Leigh W. Cellucci, East Carolina University

Cara Peters, Winthrop University

Eric Woodruff, East Carolina University

CASE RESEARCH

9:15–10:30 a.m.LaSalle 3, 7th Floor

Theme: Critical Incident Presentations

Chair: Ann Hackert, Idaho State University

Scribe: Minnette A. Bumpus, Bowie State University

Discussants: Karen A. Berger, Pace University

Asbjorn Osland, San José State University

Illegal Procedure? Blackman High School Football Boosters Walk Fine Line to Support Team

Donald P. Roy, Middle Tennessee State University

Diane R. Edmondson, Middle Tennessee State University

Cheryl B. Ward, Middle Tennessee State University

I Think You Need Another Account

Steven M. Cox, Queens University of Charlotte

Bradley W. Brooks, Queens University of Charlotte

Dawn E. Chandler, Queens University of Charlotte



South Shore Clean Cities—Increasing Environmental Benefits through Reduction

Joseph Trendowski, Valparaiso University
Stephanie Trendowski, Valparaiso University

EXHIBITOR SERIES – StuKent

9:15–10:30 a.m. Clark 10, 7th Floor

Stukent is the leading developer of digital marketing courseware for higher education. Courseware includes digital, mobile, analytics, and social media marketing textbooks, case studies, and internet marketing and social media marketing simulations each with their accompanying professor resources.

FINANCE

9:15–10:30 a.m. Clark 3, 7th Floor

Theme: Signaling

Chair: Jamshed Y. Uppal, Catholic University of America

Market Reaction to Dividend Announcements: Signaling / Free Cash Flow vs. Screening

Cameron Morrill, University of Manitoba, Canada
Larry Bauer, Memorial University of Newfoundland
Nalinaksha Bhattacharyya, University of Alaska-Anchorage
Discussant: Amit Sinha, Bradley University

Information Technology and S&OP—An Event Study

Monzurul Hoque, Saint Xavier University
Hamid Mohammadi, Saint Xavier University
Discussant: Olgun Fuat Sahin, Saint Louis University

Corporate Tax Reform and the Post-Election Rally: An Industry Perspective

Paul Bursik, St. Norbert College
Marc Schaffer, St. Norbert College
Discussant: Raj Aroskar, University of Wisconsin-Eau Claire



Shark Tank: Company Valuations from the First 100 Episodes

Christopher Kubik, Colby-Sawyer College

Dikshant Rajbhandari, Colby-Sawyer College

Discussant: Mark A. Wrolstad, Winona State University

The Failure of Small Business—Why Do they Fail? Is Taxation Really a Factor?

Pauline Downer, Memorial University of Newfoundland

Thomas Cooper, Memorial University of Newfoundland

Discussant: Gul Rukh Niazi, University of Lahore, Pakistan

FINANCE

9:15–10:30 a.m...... **Clark 9, 7th Floor**

Theme: Teaching Personal Finance

Chair: Jim P. Estes, California State University-San Bernardino

Examining Personal Finance Education in College

Stephen Gray, Western Illinois University

Peppi Kenny, Western Illinois University

Discussant: Di Huang, Alma College

Online Stock Market Simulations: Teaching the Efficient Market Hypothesis and Other Concepts to Students

Brian E. Porter, Hope College

Discussant: Pat Obi, Purdue University Northwest

Using In-class Surveys to Reduce Prospective Student Loan Debt

Walt A. Nelson, Missouri State University

Discussant: Han B. Kang, Illinois State University



Program Sessions Thursday, March 23, 2017

INFORMATION SYSTEMS

9:15–10:30 a.m......**Kimball Room, 3rd Floor**

Theme: **Information Systems**

Chair and

Discussant **Kenny Jih, Middle Tennessee State University**

Panel Discussion: Principles of MIS—Keeping It Current and Relevant in the College of Business Curriculum

Carol Clark, Middle Tennessee State University

Jennifer Williams, University of Southern Indiana

The Value of a CIS ERP Class in the College of Business Curriculum: Observations and Ideas

Jennifer Williams, University of Southern Indiana

INTERNATIONAL BUSINESS

9:15–10:30 a.m......**Crystal Room, 3rd Floor**

Theme: **Teaching Abroad and International Business**

Chair:

Kingshuk Mukherjee, Saint John's University

All You Need to Know about Developing, Teaching, and Assessing an International Travel Course: A Case of an MBA International Travel Seminar Course to Prospective K-12 Education Leaders

Kathy Bohley Martin, University of Indianapolis

Gaoming Zhang, University of Indianapolis

Discussant: **Michael Ricco, Grand Valley State University**

Teaching Format, the Length of Course, and the Learning Outcomes in International Business Classes

Jiun-Shiu Chen, McNeese State University

Jeffery Stevens, McNeese State University

Discussant: **Cara Cadena, Grand Valley state University**

International Business and Information Literacy: Faculty/Librarian Collaboration to Prepare Students for the International Business Workforce

Michael Ricco, Grand Valley State University

Cara Cadena, Grand Valley state University

Discussant **Gaoming Zhang, University of Indianapolis**



Do Business in South America Have the Key Ingredients to Compete Globally? Case of Columbia, Peru and Chile

John Spillan, University of North Carolina at Pembroke

Victor Bahhouth, University of North Carolina at Pembroke

Discussant: Dothang Truong, Embry-Riddle Aeronautical University

INTERNATIONAL BUSINESS

9:15–10:30 a.m...... **Harvard Room, 3rd Floor**

Theme: MNEs and Knowledge Acquisition

Chair: Anand Pore, University of Houston-Downtown

Tata Motor's Acquisition of Jaguar Land Rover: Entry Motives of the Emerging Country Multinationals

Deepraj Mukherjee, Kent State University

Discussant: Ho Wook Shin, Bowling Green State University

Premature Exercise of Real Options

Ho Wook Shin, Bowling Green State University

Seung-Hyun Lee, University of Texas at Dallas

Discussant: Deepraj Mukherjee, Kent State University

LEGAL STUDIES

9:15–10:30 a.m...... **Wilson Room, 3rd Floor**

Theme: Ethics

Moderator: Christine A. Ladwig, Southeast Missouri State University

The Ethics of Intracorporate Behavioral Ethics

Todd Haugh, Indiana University, Kelley School of Business

Accounting Fraud

Lydie Pierre Louis, Hult International Business School

Thomas Porter, Hult International Business School

The Highs and Lows of Medical Marijuana: Ethical Dilemmas and Professional Responsibilities

Michael J. Molesky, Michigan State University



Program Sessions
Thursday, March 23, 2017

LEGAL STUDIES

9:15–10:30 a.m. Marshfield Room, 3rd Floor

Theme: Employment Law

Moderator: Tanya M. Marcum, Bradley University

How the NLRB's Decisions in Cases Involving Social Media Are Narrowing the Definition of Concerted Activity...Whether Employees "Like" It or Not!

Jessica A. Magaldi, Pace University

Elizabeth A. Cameron, Alma College

Ultimate Fighting Contractors?: How the UFC Misclassifies Its Athletes and Why It Matters

Matthew Hlinak, Dominican University

State Sponsored Retirement Savings Plans

Lynn K. Saubert, Radford University

Exempt or Non-Exempt, that Is the Question: An Experiential Exercise Involving EAP and HCE Exemptions under the FLSA

Jennifer Cordon Thor, Oakland University

MANAGEMENT

9:15–10:30 a.m. Burnham 1, 7th Floor

Theme: Leadership and Leading

Chair: Chaunda L. Scott, Oakland University

Discussant: Jeffrey Fahrenwald, Rockford College

Situational Followership: Extending Fiedler's Contingency Theory and the Situational Leadership Model

John Fazio, Marietta College

Women Executives as Leaders for Sustainability

Anna Chudzinski, Loyola University

Anne H. Reilly, Loyola University



The Effects of Differences in Ethnicity Between Instructor and Students on Leader Member Exchange (LMX) Status

Almad Hassan, Morehead State University
Fatma Mohamed, Morehead State University

Quick-Service Leadership Behavior and Crew Member Turnover

Carlotta Walker, Lansing Community College

MANAGEMENT

9:15–10:30 a.m.Burnham 2, 7th Floor

Theme: Business Strategy and General Management

Chair: Paul L. Govekar, Ohio Northern University

Discussant: Erin Rae Fluegge, Southeast Missouri State University

An Assessment of Strategic Political Emphasis (SPE), Environmental Uncertainty, and Performance in Ghana

John Parnell, University of North Carolina at Pembroke
Edwin Mensah, University of North Carolina at Pembroke
Derek Oppong, Data Link Institute

Technology and Business Development in Sub-Saharan Africa

Sharon Ayioka, University of North Carolina at Pembroke
John Parnell, University of North Carolina at Pembroke

Why Do Employee Stay in Abusive Organizations?

Aaron Buchko, Bradley University
Caleb Buscher, Bradley University
Kathleen Buchko, Bradley University



Program Sessions Thursday, March 23, 2017

MANAGEMENT

9:15–10:30 a.m. **Burnham 4, 7th Floor**

Theme: **101 Things to Know about Publishing**

Panelists: Julia Teahen, Baker College
 J. B. Arbaugh, University of Wisconsin-Oshkosh
 Peter Gordon, Southeast Missouri State University
 Regina A. Greenwood, Nova Southeastern University
 Barbara Nemecek, Past President, MBAA International
 Foster Roberts, Southeast Missouri State University
 Kenneth Thompson, DePaul University
 John D. Veal, Webster University
 Carolyn Wiley, Roosevelt University

MARKETING

9:15–10:30 a.m. **Salon 1, 3rd Floor**

Theme: **Marketing Case Studies**

Chair and
Discussant: Kesha Coker, Eastern Illinois University

The VW Diesel Scandal: Deceit Founded in Corporate Culture

Timothy Aurand, Northern Illinois University
Wayne Finley, Northern Illinois University
Vijaykumar Krishnan, Northern Illinois University
Ursula Sullivan, Northern Illinois University

The Cement Number Game: A Teaching Case

Israel Kpekpena, Morgan State University
Haiyan Hu, Morgan State University

Epitomax Nutrition: Ready-to-Drink Protein Water

Jonathan Ochoa, Purdue University, Northwest
Matthew Shell, Purdue University, Northwest
Claudia C. Mich, Purdue University, Northwest



MARKETING

9:15–10:30 a.m. **Salon 2, 3rd Floor**

Theme: **Social Media and Digital Marketing**

Chair and

Discussant: Andreas Stratemeyer, California State University-Fresno

Video Marketing: Meeting Program Needs Through Interdisciplinary Outreach: A Case Example

Barton Jennings, Western Illinois University

Shanna Bruer, Western Illinois University

Brand Marketing via Facebook: An Investigation of the Marketing Mix, Consumer-Based Brand Equity, and Purchase Intention in the Fitness Industry

Benjamin Wright, Ball State University

Mediated Voyeurism and Narcissistic Indulgence on Facebook

Rajendran Sriramachandra, Rochester Institute of Technology

Monica Hodis, St. John Fisher College

Hemant Sashittal, St. John Fisher College

MARKETING

9:15–10:30 a.m. **Salon 3, 3rd Floor**

Theme: **Services, Sales and Retailing**

Chair and

Discussant: Pamela Kennett-Hensel, University of New Orleans

Using In-Depth Interviews and a Single-Subject Design to Identify “The One:” A Feasibility Study for Services and Retail Marketing Research

Oscar McKnight, Ashland University

Ronald Paugh, Ashland University

Elena Kirkbride, Ashland University

Emily Sycks, Ashland University

Showrooming in Marketplaces

Ioannis Krasnikolakis, University of Southampton



Program Sessions
Thursday, March 23, 2017

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

9:15–10:30 a.m...... **Indiana Room, 3rd Floor**

Theme: **Workshop: Teaching Integer Programming Through Games and Puzzles**

John T. Simon, Governors State University

Chair: Jie McCardle, Georgia Southern University

Panelists: Sabita Sawhney, Maharishi University of Management
Rajeev Sawhney, Western Illinois University

Intrinsic Incentives and Job Performance: The Dilemma of Young Doctors

Muhammad Fiaz, Xi'an Jiaotong University, China

Qin Su, Xi'an Jiaotong University, China

Amir Ikram, Xi'an Jiaotong University, China

Umer Anis, University of Engineering & Technology, Lahore

ACCOUNTING

10:45 a.m.–12:00 p.m...... **Salon 12, 3rd Floor**

Theme: **Panel Discussions on Learning**

Chair: Anthony Narsing, Middle Georgia State University

The Cure for the Common Accounting Course: Experiential Audit Courses

Panelists: Linda McKeag, University of Dubuque

Erica Scheidecker, University of Dubuque

Transforming the First Course in Accounting

Panelists: Matthew A. Phillips, Ohio Northern University

Jacob T. Crowley, Ohio Northern University



ACCOUNTING

10:45 a.m.–12:00 p.m...... **Salon 10, 3rd Floor**

Theme: **Fraud Case Studies and Analysis**

Chair: Robert L. Webster, Ouachita Baptist University

The Case of the Dog Who Barked in the Night: Sherlock vs. Scooby-Doo

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

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

Susan Minke, Indiana University-Purdue University Fort Wayne

Blowing the Whistle on Fraud: The Fall of a Collegiate Director

Casey Kennedy-Colson, Valdosta State University

Raymond J. Elson, Valdosta State University

Who’s Watching the Funds? The Embezzlement at the Sharon Baptist Church

Raymond J. Elson, Valdosta State University

Beverly J. Alleyne, Belmont University

Aggressive Corporate Incentives and Financial Statement Fraud: The Role of Internal Controls

Ermira Mazziotta, Muhlenberg College

BUSINESS ECONOMICS

10:45 a.m.–12:00 p.m. **Logan Room, 3rd Floor**

Theme: **Topics in Regional Economics**

Chair: Evelina Mengova, Governors State University

Is There a Natural Resources “Curse” in Eastern Europe?

Evelina Mengova, Governors State University

Social and Political Reforms that have Influenced the Growth of Emerging Markets in China, South Korea, and Vietnam

Derek Braun, Park University

Robert Kao, Park University



Program Sessions
Thursday, March 23, 2017

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Health Economics, Marketing, and
Corporate Healthcare**

Chair: David P. Paul III, Monmouth University

Discussant: Alberto Coustasse, Marshall University

ICD-10 Implementation: Is the Workforce Ready?

David P. Paul III, Monmouth University

Patricia A. Sacconi, Marshall University

Pamela Ann Glover, Marshall University

Robert Marriot, Marshall University

Alberto Coustasse, Marshall University

**Affordable Care Act, Healthcare Costs Dilemma: A Proposed Shift in
Marketing to Seniors**

Hengameh Hosseini, Penn State University-Harrisburg and College
of Medicine

**Docs on Twitter: A Comprehensive Study Tracking Twitter Adoption
and Usage by Medical Professionals 2006–2015**

Jaciel Keltgen, Augustana University

**The Issue of Increasing Cost of Prescription Drugs: Selected Causes
and Possible Solutions**

Gene C. Wunder, Washburn University

Judy Kay Wunder, Wunder Consulting Group

Cyber Cafe in 3rd Floor Salons
Open during conference day sessions.



BUSINESS AND HEALTH ADMINISTRATION

10:45 a.m.–12:00 p.m...... Dearborn 2, 7th Floor

Theme: Healthcare Management

Chair: Deborah Gritzmacher, Clayton State University

Discussant: Nashat Zuraikat, Indiana University of Pennsylvania

Evaluation of the Effectiveness of an Educational Intervention Strategy to Reduce Workplace Violence in Health Care Organizations Employing the Assessment Tools STAMP and SPIRAL

Nashat Zuraikat, Indiana University of Pennsylvania

Rachael Lisica, Indiana University of Pennsylvania

Lauren Dillen, Indiana University of Pennsylvania

Inter-Professional Communication’s Impact on Patient-Centered Care

Anna Christy Knapp, Washburn University

Brady Riekeman, Washburn University

Katherine Ure, Washburn University

Inter-professional Collaboration

Abdullah Alosaimi, Indiana University of Pennsylvania

Anonymous Reporting System for Near-Miss Events

Abdulhamid Alrwili, Indiana University of Pennsylvania

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Health and Wellness

Chair: Michael Dalmat, Clayton State University

Discussant: William “Kent” Willis, Marshall University

Introduction: Staging Change--Using Surveys, Theories, and Field Research to Aid Employees of a Metro-Atlanta Health Department to Strengthen and Sustain their Wellness Program

Michael Dalmat, Clayton State University



Program Sessions Thursday, March 23, 2017

Phase 1: Employee Risk Behaviors and Input Into the Further Development of Their Wellness Program

Afua Harris, Clayton State University
Siddhant Patel, Clayton State University

Phase 2: Translating Employees' Input Into Theory-based Sustainable Action

De'Anthony Bishop, Clayton State University
Dydra Eason, Clayton State University
Winter Hasan, Clayton State University

Telehealth Intervention Program for Seniors—Increased Quality with Increased Barriers

William Miller, University of Scranton
Maria Begliomini, University of Scranton
Victor Dec, University of Scranton

Modern Methods for Minimizing the Occurrence of Medication Error

Fatimah Alhassan, Indiana University of Pennsylvania

BUSINESS, SOCIETY, AND GOVERNMENT

10:45 a.m.–12:00 p.m. Madison Room, 3rd Floor

Theme: Economics and Finances

Chair: Stan Reeley, Herzing University

Updated Financial Reporting Oversight in the U.S.: Some Recent Cases for Concern

Kel-Ann S. Eyler, Wesleyan College
Wilhelmina (Mimi) Ford, Middle Georgia State College

Vulnerable Economies: Banking Regulations in South Africa and Ireland which Spur Economic Development

Lydie Pierre Louis, Hult International Business School
Frederic Chartier, Hult International Business School

The Impact of Transportation Infrastructure on Nigeria's Economic Development

William Agbigbe Sr., Walden University
Bharat Thakkar, Walden University



Revisiting: Comparing the Economic Results of the Different Philosophies Between Minnesota and Wisconsin

Wei Zhou, Northwestern Oklahoma State University
Ralph Bourret, Northwestern Oklahoma State University

CASE RESEARCH

10:45 a.m.–12:00 p.m.LaSalle 1, 7th Floor

Theme: Critical Incident Presentations

Chair: Craig Davis, Ohio University

Scribe: Carrie S. Trimble, Millikin University

Discussants: Claudia C. Mich, Purdue University Northwest
Charles Murray, The College of Saint Rose

Racism in China for All the World to See: A Video Ad Receives Global Media Attention

Karen A. Berger, Pace University

How to Manage a Robin Hood in the Cafeteria

McKenzie Thomas, Idaho State University
Tyler Burch, Idaho State University

Purple Collar Tees

James Litton, Abilene Christian University

CASE RESEARCH

10:45 a.m.–12:00 p.m.LaSalle 2, 7th Floor

Theme: Critical incident Presentations

Chair: Neil Tocher, Idaho State University

Scribe: Brosh M. Teucher, Saint Michael's College

Discussants: Keith O. Hunter, University of San Francisco
Cheryl B. Ward, Middle Tennessee State University

Norilsk Nickel: Corporate War in a Leading Russian Company

Alla Dementieva, Moscow State Institute of International Relations University
Olga Kandinskaia, Cyprus International Institute of Management
Olga Khotyashева, Moscow State Institute of International Relations University



Program Sessions Thursday, March 23, 2017

The Elephant in the Room: What to Do About Williams

Larry Carstenson, University of Nebraska-Kearney
Srivatsa Seshadri, University of Nebraska-Kearney

Failure Does Not Define Me

Cameron Piercy, University of Central Missouri
Matthew VanSchenk Hof, University of Central Missouri
Gladney Keyonna, University of Central Missouri

CASE RESEARCH

10:45 a.m.–12:00 p.m.LaSalle 3, 7th Floor

Theme: Embryo Case Presentations

Chair: Donald P. Roy, Middle Tennessee State University

Scribe: James E. Weber, St. Cloud State University

Discussant: Nikolaus T. Butz, University of Wisconsin-Stevens Point
Michael Stellern, Rockhurst University

Who Owns the Recipes?

Brad Reid, Lipscomb University
Andrew Borchers, Lipscomb University
Chuck Capps, Lipscomb University

Potential Pitfalls of “Pokémon Go”

Michael Hogg, Tulane University
Karen Foust, Tulane University
Christine P. Smith, Tulane University

GOMC – An Experiential Approach to Teaching Digital Marketing

Kasia Firlej, Purdue University Northwest

**Cyber Cafe in 3rd Floor Salons
Open during conference day sessions.**



EXHIBITOR SERIES – Interpretive Simulations

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

Greater Learning Outcomes through Simulations

In this seminar, Director of Marketing Tim Sams with Interpretive Simulations will review the best practices in the use of simulations that will ensure the best outcomes. Using real examples over his last seven years with the company, he'll provide clear examples of the way content of the course and the simulation can work best to help students understand utilize the concepts of business.

FINANCE

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

Academy of Finance Business Meeting

INFORMATION SYSTEMS

10:45 a.m.-12:00 p.m. Kimball Room, 3rd Floor

Theme: Information Systems

Chair and

Discussant: Jennifer Williams, University of Southern Indiana

**Exploring the Chain of Effects from Enjoyment to Website Loyalty—
The Case of Facebook**

Kenny Jih, Middle Tennessee State University

**Development of a Scale to Measure Attitudes Toward Information
Systems and Technology**

Anu Gokhale, Illinois State University

**Engaging Middle and High School Students Through Robotics
Competitions: Patching Possible Leaks in the Computer Science
Pipeline**

Thomas L. Buck, College of St. Scholastica

Thomas Gibbons, College of St. Scholastica



Program Sessions
Thursday, March 23, 2017

INTERNATIONAL BUSINESS

10:45 a.m.–12:00 p.m.....Crystal Room, 3rd Floor

Theme: International Marketing Strategy

Chair: Bashar S. Gammoh, University of Toledo

Targeting Consumers at the Base of the Pyramid

Hannah D. Walters, Northern State University

**Discussant: Roman Olegovich, College of St. Benedict/
St. John's University**

The Strategic Posture Development of Multinationals

Robert Moussetis, North Central College

Thomas Cavenagh, North Central College

Discussant: Zafar A. Bokhari, Chicago State University

**An Analysis and Examination into Vietnam's Economic Growth
Post-1986: Taking Advantage of the Opportunities**

Roman Olegovich, College of St. Benedict/St. John's University

Discussant: Thomas Cavenagh, North Central College

INTERNATIONAL BUSINESS

10:45 a.m.–12:00 p.m..... Harvard Room, 3rd Floor

Theme: Government and Cyber Security

Chair: David Boggs, Eastern Illinois University

China's Debt Crisis

Peter Geib, Minnesota State University Moorhead

Lucie Pfaff, College of Mount Saint Vincent

Discussant: Man Zhang, Bowling Green State University

**Securing Cyberspace: Current Response Strategies and the Way
Forward**

Jestine Philip, University of North Texas

Discussant: Lucie Pfaff, College of Mount Saint Vincent



International Entrepreneurial Capability in Emerging Markets: Cross Cultural Scale Validation

Man Zhang, Bowling Green State University
Ping Liu, 713th Research Institute of China Shipbuilding Industry Corporation

Discussant: Jestine Philip, University of North Texas

Financial Openness, Financial Markets Development, and Economic Growth: Evidence from Americas, Asia, and Europe

Jittima Tongurai, Kobe University, Japan
Chaiporn Vithessonthi, Sunway University, Malaysia

Discussant: Man Zhang, Bowling Green State University

LEGAL STUDIES

10:45 a.m.–12:00 p.m.,..... Wilson Room, 3rd Floor

Theme: Constitutional Law

Moderator: Lizzie Ngwenya-Scoburgh, University of Cincinnati-UC Blue Ash College

Beyond Redemption: The Impossibility of Just Compensation in the Eminent Domain Taking of St. Johannes Cemetery

Christine A. Ladwig, Southeast Missouri State University

LEGAL STUDIES

10:45 a.m.–12:00 p.m.,..... Marshfield Room, 3rd Floor

Theme: Panel Discussion

Chair: Matthew Hlinak, Dominican University

Using Current Events to Teach Business Ethics

Denise Smith, Eastern Illinois University
George W. McNary, Creighton University
Steven C. Palmer, Northwestern Oklahoma State University



Program Sessions
Thursday, March 23, 2017

MANAGEMENT

10:45 a.m.–12:00 p.m.....Burnham 1, 7th Floor

Theme: Management Education

Chair: John Parnell, University of North Carolina at Pembroke

Discussant: Julia Teahen, Baker College

**University Stages Exercise Behavior Reflects Stages of Change
According to the Transtheoretical Model**

Steve Roussas, Walden University

Paula Miller, University of Phoenix

**An Alternative Delivery Method to Traditional Case Studies: A
Progress Report**

Mary Kovach, Miami Ohio University

**The Effect of Age Employment on Students' Perceptions of Online
Course**

Casimir C. Barczyk, Purdue University Northwest

Emily Hixon, Purdue University Northwest

Janet Buckenmeyer, Armstrong University

Penny Ralston-Berg, Penn State World Campus

MANAGEMENT

10:45 a.m.–12:00 p.m.....Burnham 4, 7th Floor

**Theme: Using Classroom Visitations to Improve Teaching
Effectiveness**

Panelists: Karl Schindl, University of Wisconsin-Manitowoc
Matthew Raunio, University of Wisconsin-Sheboygan
Jill Halverson, University of Wisconsin-Fox Valley
Carl Gahala, University of Wisconsin-Washington County
Ada Duffey, University of Wisconsin-Waukesha
Elizabeth Schmidt, University of Wisconsin-Barron County



MANAGEMENT

10:45 a.m.–12:00 p.m.....Burnham 2, 7th Floor

Theme: Workforce Diversity

Chair: Carolyn Wiley, Roosevelt University

Discussant: Regina A. Greenwood, Nova Southeastern University

Diversity Initiative Schemas Students' Cognitive Representations of Managing Diversity on College Campuses

Jeanetta D. Sims, University of Central Oklahoma

Ashley Neese, University of Central Oklahoma

Anna Henson, University of Central Oklahoma

Atoya Sims, Ford Audio-Video Systems, LLC

Treyce Glidden, University of Central Oklahoma

Avoiding Empty Rhetoric in Diversity Management: A Model for Differentiating Embodied Workforce Diversity Initiatives from Corporate Spin

Jeanetta D. Sims, University of Central Oklahoma

Chaunda L. Scott, Oakland University

Diversity and Inclusiveness in the Workplace Post Obama: What and How do we Teach our Students?

Kathleen Rust, Elmhurst College

MARKETING

10:45 a.m.–12:00 p.m..... Wabash Room, 3rd Floor

MMA Awards Brunch (Ticket Required)

Presentation: Higher Education Challenges and Opportunities

by Marketing Innovator Award Winner, Linda Ferrell, Distinguished Professor of Leadership and Business Ethics, Belmont University; as of Summer 2017, Professor and Chairperson of the Marketing Department at the Harbert College of Business, Auburn University



Program Sessions
Thursday, March 23, 2017

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

10:45 a.m.–12:00 p.m...... Indiana Room, 3rd Floor

Theme: **Managerial Issues and Firm Performance**

Chair: Raida Abuizam, Purdue University Northwest

Rationality and Intuition in Operational Innovation: The Role of an Ambidextrous Decision Culture

Jie McCardle, Georgia Southern University

The Legal Aspect of OSHA and Workplace Violence

James Maxwell, Sullivan University-Lexington

The Effect of Firm Size on Intra-Family Business Succession

Archie Lockamy III, Samford University

BUSINESS AND HEALTH ADMINISTRATION

12:15–1:30 p.m...... Dearborn 1, 7th Floor

BHAA Luncheon (Ticket Required)

CASE RESEARCH

12:15–1:30 p.m...... Spire Parlor, 6th Floor

Annual Meeting and Luncheon (Ticket Required)

FINANCE

12:15–1:30 p.m...... Clark 5, 7th Floor

Academy of Finance Luncheon (Ticket Required)

Theme: **Preparing students for the Buy Segment of the Derivatives Market**

Keynote

Speaker: David Lerman, Senior Director, Asset Managers, CME Group



INTERNATIONAL BUSINESS

12:15–1:30 p.m.....Crystal Room, 3rd Floor
**Academy of International Business–Midwest Region Luncheon
(Ticket Required)**

Keynote

Speaker: Ifedapo Adeleye, University of Tennessee,
Haslam College of Business

MANAGEMENT

12:15–1:30 p.m. Empire Room, Off Lobby
NAMS Awards Luncheon (Ticket Required)

MARKETING

12:15–1:30 p.m..... Wabash Room, 3rd Floor
MMA Business Meeting

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

12:15–1:30 p.m.....Ashland Room, 3rd Floor
OMEA Annual Meeting and Luncheon (Ticket Required)

ACCOUNTING

1:30–2:45 p.m..... Salon 12, 3rd Floor

Theme: **Getting Published**

Discussant: Mark Myring, Ball State University



Program Sessions
Thursday, March 23, 2017

ACCOUNTING

1:30–2:45 p.m...... **Salon 10, 3rd Floor**

Theme: **Legal and Ethical Considerations and Case Analysis
of the Balanced Scorecard Approach**

Chair: Jill Halverson, University of Wisconsin-Fox Valley

**Engagement Partner Identification and Jurors’ Evaluation of
Engagement Partner Liability**

Kayla D. Booker, Rhodes College

Adrian L. Mayse, Howard University

**Fostering Corporate Social Responsibility (CSR) Through Socially
Responsible Investment (SRI)**

Ahmed I. El-Zayaty, The University of Findlay

Low Energy Coffee Company

Joseph Giordano, Metropolitan State University

BUSINESS ECONOMICS

1:30– 2:45 p.m...... **Logan Room, 3rd Floor**

Theme: **Health and Public Economics**

Chair: June Kim, Indiana University-Purdue University
Fort Wayne

**Does Working Mom Make Her Child Slim?— Evidence from the Age of
the Youngest Child**

June Kim, Indiana University-Purdue University Fort Wayne

Heather Tierney, Indiana University-Purdue University Fort Wayne

**Do Restrictions Beget Responsibility? The Case of U.S. Abortion
Legislation**

Amanda J. Felkey, Lake Forest College

Kristina M. Lybecker, The Colorado College

Economics and Undocumented Immigration

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

Myeong Hwan Kim, Indiana University-Purdue University Fort Wayne



**An Empirical Analysis of the Influence of Police Department
Characteristics on Crime Rates**

Rachel Strow, Muhlenberg College

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Healthcare Education – Panel Discussion

Chair: Daniel J. West, University of Scranton

Discussant: Daniel L. Friesner, North Dakota State University

**Study Abroad for Clinical Health Professions Programs: Logistics,
Challenges and Opportunities**

Kelly Haugen, North Dakota State University

David Scott, North Dakota State University

Cynthia Naughton, North Dakota State University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Hospitals

Chair: Zach Frank, Washburn University

Discussant: James Dockins, Rockhurst University

Hospital Acquired Conditions and Hospital Performance

Kelli Ockinga, Bellevue University

Mike Freel, Bellevue University

James Dockins, Rockhurst University

Decrease Hospital Noise to Improve Patient Health Care

Hanan Alshammari, Indiana University of Pennsylvania

**An Analysis of Accreditation and its Impact on Receiving Funding in
Mental Health Hospitals**

Dennis Emmett, Marshall University



Program Sessions Thursday, March 23, 2017

An Empirical Assessment of the Impact of Health Care Access on Metabolic Syndrome: Evidence from 2015 BRFSS Study

Praphul Joshi, Lamar University
Vivek Natarajan, Lamar University
Kaushik Ghosh, Lamar University
Purnendu Mandal, Lamar University

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m...... **Dearborn 3, 7th Floor**

Theme: **Nursing**

Chair: Nashat Zuraikat, Indiana University of Pennsylvania

Discussant: Kischa Reed, Florida A&M University

(Overcoming) Nurse Stereotypes: Warm vs. Competence Perceptions

Randolph Gross, City University of New York Graduate Center
Michael Chattalas, Monmouth University
Donna Nickitas, City University of New York Graduate Center

Using Simulation in Nursing Leadership

Haya Alshammari, Indiana University of Pennsylvania

Reduce Insulin Administration Errors

Hussain Al Sharyah, Indiana University of Pennsylvania

Methods of Shift Reporting

Alya Sumait, Indiana University of Pennsylvania

BUSINESS, SOCIETY, AND GOVERNMENT

1:30–2:45 p.m...... **Madison Room, 3rd Floor**

Theme: **Technology**

Chair: Ralph Bourret, Northwestern Oklahoma State University



Public and Private Sector Technology Adoption: Knowledge Management

Douglass Smith, Emporia State University

Privacy and Surveillance: Is there Any Such Thing as Privacy?

Joni R. Jackson, Chicago State University

Sustainable Business Practices in the United States: A Survey on Implementation

Otto H. Chang, Indiana University-Purdue University Fort Wayne

Michael D. Slaubaugh, Indiana University-Purdue University Fort Wayne

CASE RESEARCH

1:30–2:45 p.m. LaSalle 1, 7th Floor

Theme: Critical Incident Presentations

Chair: Jessica A. Magaldi, Pace University

Scribe: Larry Carstenson, University of Nebraska-Kearney

Discussants: Minnette A. Bumpus, Bowie State University

Craig Davis, Ohio University

Laiki Bank Capital Securities: Investor's Risks and Returns on the (Not so) Perpetual Fixed Income Instruments

Olga Kandinskaia, Cyprus International Institute of Management

How Much Debt?

Asbjorn Osland, San José State University

Super Bowl Tickets for Five, Please...or Else

Joyce A. Young, Indiana State University

Paul W. Clark, Coastal Carolina University



Program Sessions Thursday, March 23, 2017

CASE RESEARCH

1:30–2:45 p.m.LaSalle 2, 7th Floor

Theme: Embryo Case Presentations
Chair: Kasia Firlej, Purdue University Northwest
Scribe: Alli Purcell Hayes, North Central College
Discussants: Clifton D. Petty, Drury University
Alla Dementieva, Moscow State Institute of International Relations

C. W. Pencil Enterprise: Selling Pencils in the Twenty-First Century

Patrick L. Schultz, University of North Dakota
Nikolaus T. Butz, University of Wisconsin-Stevens Point
Kevin Cooper, University of North Dakota
Kristin Powell, University of North Dakota

An Unwelcomed Marriage Proposal

Brosh M. Teucher, Saint Michael's College

CASE RESEARCH

1:30–2:45 p.m.LaSalle 3, 7th Floor

Theme: Panel Presentation: Journal of Critical Incidents Update and Changes
Panelists: Elizabeth Jones, Notre Dame of Maryland University
Timothy Redmer, Regent University

EXHIBITOR SERIES – Marketplace® Simulations

1:30–2:45 p.m. Clark 10, 7th Floor

The Benefits of Experiential Learning and Simulations: How Marketplace® Simulations and Its Pedagogy Contribute to Assurance of Learning Goals

It is interesting to review how business simulations impact student learning in contrast with traditional teaching methods (lectures, case studies). We will describe the benefits of using a simulation in the classroom. We will also describe how Marketplace® Simulations and a number of value-added overlaid activities can help to assess the students' individual and team performance. The pedagogy of a capstone undergraduate course will be used to illustrate the pedagogy.



FINANCE

1:30–2:45 p.m..... Clark 3, 7th Floor

Theme: Corporate Governance

Chair: Thomas Cooper, Memorial University of Newfoundland

When Does Diversity on Boards Improve Board Governance?

William Bosworth, Western New England University

Yuqi Gu, Western New England University

Discussant: Steven Lifland, High Point University

Do Peer Firms Follow Corporate Governance Practices?

Gul Rukh Niazi, University of Lahore, Pakistan

Rizwan Ali, Xidian University, China

Ijaz Qureshi, University of Lahore, Pakistan

Discussant: Larry Bauer, Memorial University of Newfoundland

Does Management's Communication Change Depending on the Organization's Ownership Structure?

Don T. Johnson, Western Illinois University

Hongbok Lee, Western Illinois University

Discussant: Philip Baird, Duquesne University

FINANCE

1:30–2:45 p.m..... Clark 5, 7th Floor

Theme: Social Issues and Finance

Chair: Dan Yates, University of Findlay

Can Finance Explain Gentrification and Its Sustainability?

Monzurul Hoque, Saint Xavier University

Discussant: Inayat U. Mangla, Western Michigan University

**Cyber Cafe in 3rd Floor Salons
Open during conference day sessions.**



Program Sessions
Thursday, March 23, 2017

Exploring the Financing of Municipal Infrastructure—Issues and Trends Emerging for Small Communities

Thomas Cooper, Memorial University of Newfoundland

Discussant: Monzurul Hoque, Saint Xavier University

CEO Political Ideology and Employee Relations

Dongyoung Kim, Texas A&M University-Kingsville

Incheol Kim, University of Texas-Rio Grande Valley

Thomas M. Krueger, Texas A&M University-Kingsville

Omer Unsal, University of New Orleans

Discussant: Haiyan Yin, Indiana University South Bend

FINANCE

1:30–2:45 p.m...... **Clark 7, 7th Floor**

Theme: Finance Potpourri

Chair: Raj Kohli, Indiana University South Bend

A Study on the Effects of US Currency and Implied Volatility on Oil Prices

Pat Obi, Purdue University Northwest

Von Bitchy Legagneur, University of Nouvelle Grand'Anse, Haiti

Shomir Sil, Purdue University Northwest

Discussant: Charles W. Johnston, Baker College

Testing for the Random Walk Theory and Exploring Investment Strategies Under Price Independence

Reza Rahgozar, University of Wisconsin-River Falls

Discussant: B. Paul Choi, Howard University

Understanding Profits in Property and Casualty Insurance: Equilibrium vs. Actual

Han B. Kang, Illinois State University

Discussant: Christopher Kubik, Colby-Sawyer College



Program Sessions
Thursday, March 23, 2017

Mortgage Fraud and the Ripple that Caused a Tsunami

Mary Noe, St. John's University

Endogenizing Social Responsibility into the Neoclassical Theory of the Firm

Daniel T. Ostas, University of Oklahoma

Capital or Ordinary, the Tax Court Considers Whether the Form of the Disposition Matters

John Robertson, Arkansas State University

LEGAL STUDIES

1:30–2:45 p.m. Marshfield Room, 3rd Floor

Theme: Potpourri

Moderator: Jennifer Cordon Thor, Oakland University

A Comparative Analysis of Concussion Litigation in the NFL and NCAA—A Health Crisis that Hurts

Kylie Hamilton, Alma College

Over and Under Funding: Crowdfunding Concerns for the Parties Involved

Tanya M. Marcum, Bradley University

Innovation vs. Accusation: Fitbit's Battle with Alleged Consumer Fraud

Monroe J. Molesky, Alma College

Ivory and the Endangered Species Act: What are the Implications for Today's Musicians?

Carson Varner, Illinois State University

Katrin Varner, Illinois State University



MANAGEMENT

1:30–2:45 p.m......**Burnham 1, 7th Floor**

Theme: **General Management and Business Strategy**

Chair: Jay Young, College Bound Advantage

Discussant: John Grant, Ohio Dominican University

**Generations in India and Sri Lanka: Gender Differences in Attitudes
Toward Women and Stress Behavior**

Ranjan George, Simpson University

Edward Murphy, Embry Riddle Aeronautical University

Regina A. Greenwood, Nova Southeastern University

Julia Teahen, Baker College

**Animal Spirits and the Groundhog Effect: Assessing the Impact upon
Stock Prices**

John Fazio, Marietta College

Ashley Klopfenstein, Marietta College

Motivational Theories Exemplified in School of Rock

Mary Kovach, Miami Ohio University

MANAGEMENT

1:30–2:45 p.m......**Burnham 2, 7th Floor**

Theme: **General Management**

Chair: Jeffrey Fahrenwald, Rockford College

Discussant: Jay Johnson, Fontbonne University

The Life of a Retired Professor

Casimir C. Barczyk, Purdue University Northwest

Gideon Falk, Purdue University Northwest

**Modern Slavery in the Shrimp Supply Chain: An Analysis with
Implications for the Future**

William Crandall, University of North Carolina at Pembroke

Richard Crandall, Appalachian State University

John Parnell, University of North Carolina at Pembroke

The Perfect Nap

Jitendra Mishra, Grand Valley State



Program Sessions Thursday, March 23, 2017

The Relationship Between HRD Practice, Workplace Communication, and Job Performance of Service Industries Employees in Vehari, Pakistan

Shoab Raza, Comsats Vehari
Muhammad Asim Rafique, GC University Faisalabad:

MANAGEMENT

1:30–2:45 p.m......**Burnham 4, 7th Floor**

Theme: Human Resources and General Management

Chair: Rubina Malik, Morehouse College

Discussant: John Fazio, Marietta College

Assistive and Smart Manufacturing Systems: Implications for Augmented Workplaces

David Savino, Ohio Northern University

The Art of the Deal: An Analysis of Donald Trump’s Negotiations of the U.S. Presidency

Roger Volkema, American University

Realizing the Full Human Resources Potential of Women Clergy in the Anglican Communion on the Fortieth Anniversary of Women’s Ordination to the Priesthood in the Anglican Church of Canada

Judy Rois, Trinity College
Daphne Rixon, Saint Mary’s University
Alex Faseruk, Memorial University

MARKETING

1:30–2:45 p.m...... **Salon 1, 3rd Floor**

Theme: Presentation: Higher Education Challenges and Opportunities II

Marketing Innovator, Linda Ferrell, Distinguished Professor of Leadership and Business Ethics, Belmont University; as of Summer 2017, Professor and Chair of the Marketing Department at the Harbert College of Business, Auburn University.

Chair and Discussant: Susan Geringer, California State University, Fresno



MARKETING

1:30–2:45 p.m...... **Salon 2, 3rd Floor**

Theme: **Panel**

Chair and

Discussant: Brian Vander Schee, Aurora University

Collaborative Co-Curricular Programming: Challenges and Successes

Brian Vander Schee, Aurora University

David Perkins, Aurora University

Shawn Green, Aurora University

Ileana Brooks, Aurora University

MARKETING

1:30–2:45 p.m...... **Salon 3, 3rd Floor**

Theme: **Cross-Cultural Ethics and Social Responsibilities/
Consumer and B2B Behavior**

Chair and

Discussant: Ursula Sullivan, Northern Illinois University

Antecedents of Intention to Use Green Banking in Germany

Glyn Atwal, Burgundy School of Business

Douglas Bryson, ESC Rennes School of Business

Do Pilots Like Marketing?

Prachi Gala, University of Mississippi

Healthy Living and the Consumer's Use of Technology

Rebecca Hochradel, Delta State University

Vicki Webster, Delta State University

Donghyun Kim, Delta State University



Program Sessions Thursday, March 23, 2017

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

1:30–2:45 p.m...... Indiana Room, 3rd Floor

Theme: **Operational Effectiveness Tools and Value Chain**

Chair: Raida Abuizam, Purdue University Northwest

Developing Pricing Strategies Using Spreadsheet Modeling: A Case Analysis

Claudia C. Mich, Purdue University Northwest

Raida Abuizam, Purdue University Northwest

A Study of the Benefits of ISO9000 Certification

C. P. Kartha, University of Michigan-Flint

Apply Industry 4.0 in Traditional Manufacture Facility—A Case Study

David Ding, University of Wisconsin-Stout

Jingzi Cong, Lee Kum Kee (Xinhui) Food Co., LTD.

Gang Wang, Lee Kum Kee (Xinhui) Food Co., LTD.

Yanhui Huang, University of Wisconsin-Stout

ACCOUNTING

3:00–4:15 p.m...... Salon 12, 3rd Floor

Theme: **Accounting Education Mixed with Some Regulation**

Chair: Linda McKeag, University of Dubuque

Blended Learning: Vision and Strategy for Higher Education

Vicki Jobst, Benedictine University

Who's Taking the Accounting Class: A Case Study in Teaching Accounting Online

Nancy L. Johnson, Augsburg College

Faye Larson, St. Mary's University

Anne DeMersseman, Chadron State College

Credit Unions vs. Pawnshops: A Readability of Regulations Analysis

Geralyn Miller, Indiana University-Purdue University Fort Wayne

Steven Hanke, Indiana University-Purdue University Fort Wayne

Hui Di, Indiana University-Purdue University Fort Wayne



ACCOUNTING

3:00–4:15 p.m...... Salon 10, 3rd Floor

Theme: Tax and Regulatory Topics

Chair: John Rush, Illinois College

Revisiting Foreign Account and Foreign Asset Reporting under Section 6038D

Susanne Holloway, Salisbury University

Michael A. Schuldt, Salisbury University

Projected Tax Changes in a Changing Political Climate

Kel-Ann S. Eyler, Wesleyan College

Tabitha Floyd, Middle Georgia State University

Wilhelmina (Mimi) Ford, Middle Georgia State University

Accelerating Depreciation: Section 179 Expensing and the Bonus Depreciation Allowance

Alice E. Keane, Governors State University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Healthcare Education

Chair: William “Kent” Willis, Marshall University

Discussant: Marcia Butler, Clayton State University

Scheduling the Pharmacy College Admissions Test (PCAT) to Maximize Success

Amanda Groom, North Dakota State University

Kelly Haugen, North Dakota State University

Daniel L. Friesner, North Dakota State University

Should Pre-Professional Pharmacy Students Select Online Science Courses?

Kelly Haugen, North Dakota State University

Daniel L. Friesner, North Dakota State University

Handling High-Levels of Clinical Stress and Increasing Resilience in Nursing Students

Samah Hawsawi, Indiana University of Pennsylvania



Program Sessions Thursday, March 23, 2017

Four “Rights:” Demonstrating the Safety Net Capabilities of a Decision Making Framework Based Upon Temperament Theory

M. Scott Stegall, Clayton State University

MeriBeth H. Stegall, Clayton State University

Kenneth R. Allen, Former Chief Financial Officer at Texas Industries, Inc.

Ron Fuqua, Clayton State University

Thomas F. McIlwain, Clayton State University

Peter G. Fitzpatrick, Clayton State University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: International Healthcare

Chair: Robert Babela, St. Elisabeth University

Discussant: Steven J. Szydlowski, University of Scranton

Long-Term Care Policy: What the United States Can Learn from Denmark, Sweden, and the Netherlands

David P. Paul III, Monmouth University

K. Chad Schaeffer, Marshall University

Alberto Coustasse, Marshall University

An Critical Assessment of the Significant Contributing Factors Impacting Health Care Delivery in Nepal

Claudia Neumann, University of Houston-Clear Lake

Ashish Chandra, University of Houston-Clear Lake

Wilma Lobo, University of Houston-Clear Lake

Global Health Management Education: Using Innovation to Improve Access to Study Abroad Courses

Daniel J. West, University of Scranton

Bernardo Ramirez, University of Central Florida

Cherie Ramirez, Simmons College

Wendy Howard, University of Central Florida

A Critical Assessment of the Healthcare Delivery System, Structure, and Challenges of Saudi Arabia

Atheer Alshahrani, University of Houston-Clear Lake

Ashish Chandra, University of Houston-Clear Lake



BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Public Health

Chair: Shamly Austin, Gateway Health

Discussant: Rodeen Lechleitner, University of Scranton

Reducing Maternal Mortality

Awinma Linda Tonka, Indiana University of Pennsylvania

The Deadly Impact of Race on Breast Cancer Outcomes for Women in Mississippi

Melody L. Fortune, Delta State University

Dierdre Rogers, Mississippi Cancer Registry

An Estimation of Total Health Care Expenditures Associated with Osteoarthritis and Coronary Heart Disease Co-Morbidity Among U.S. Adults

Shamly Austin, Gateway Health

Zo Ramamonjariavelo, Governors State University

DeLawnia Comer-HaGans, Governors State University

Strive to Take CARE '16

Rodeen Lechleitner, University of Scranton

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m...... Madison Room, 3rd Floor

Theme: Education

Chair: Joni R. Jackson, Chicago State University

A Review of Best Practices in Internships and Externships in an Online Hospitality Program

Jan Roy, Kaplan University

Diane Sykes, Kaplan University

Higher Education as a Luxury Good: A Brand Model Operationalized in an American State

Alan P. Duesterhaus, Millikan University



Program Sessions
Thursday, March 23, 2017

**Outreach (Marketing) and Support of Veterans on Campus,
Discharged or Active Duty and Transitioning**

Jerry J. Field, Burling Group

Student Assignments Regarding Affirmative Action Myths

Steven C. Palmer, Northwestern Oklahoma State University

CASE RESEARCH

3:00–4:15 p.m. LaSalle 1, 7th Floor

Theme: Critical Incident Presentations

Chair: Joseph Trendowski, Valparaiso University

Scribe: Matthew VanSchenkof, University of Central Missouri

Discussants: Elizabeth Jones, Notre Dame of Maryland University
Kasia Firlej, Purdue University Northwest

**Hidden Costs in City Planning: Street Renaming in Providence,
Rhode Island**

Nikolaus T. Butz, University of Wisconsin-Stevens Point

Patrick L. Schultz, University of North Dakota

Marissa M. Warzynski, University of Wisconsin-Stevens Point

Pokémon Go: Move About and Meet People!

Asbjorn Osland, San José State University

Nanette Clinch, San José State University

**NDH Investment Group, LLC: A Tax Compliance and Research Case
Study**

Alli Purcell Hayes, North Central College



CASE RESEARCH

3:00–4:15 p.m......**LaSalle 2, 7th Floor**

Theme: Embryo Case Presentations

Chair: Timothy Redmer, Regent University

Scribe: Maria A. Moore, Illinois State University

Discussants: Andrew Borchers, Lipscomb University
Janet C. Papiernik, Indiana University-Purdue University
Fort Wayne

The Challenge of Doing Business in North Carolina

Brosh M. Teucher, Saint Michael's College

K9 University and the Personal Protection Dog

Clifton D. Petty, Drury University

Software in the Saudi Souk

James E. Weber, St. Cloud State University

Paula S. Weber, St. Cloud State University

Martin Breaker, St. Cloud State University

CASE RESEARCH

3:00–4:15 p.m......**LaSalle 3, 7th Floor**

Theme: Critical Incident Presentations

Chair: Sondra Simpson, Elmhurst College

Scribe: Deborah Pembleton, College of St. Benedict/
St. John's University

Discussants: Ellen J. Lippman, University of Portland
Paul E. Olsen, Saint Michael's College

Disgruntled Employee

Neil Tocher, Idaho State University

Dennis Krumwiede, Idaho State University

The Crossing Café: Midnight Madness

James Litton, Abilene Christian University



Program Sessions
Thursday, March 23, 2017

FINANCE

3:00–4:15 p.m...... **Clark 3, 7th Floor**

Theme: **Derivative Securities**

Chair: Von Bitchy Legagneur, University of Nouvelle
 Grand'Anse, Haiti

**Black or Yellow, Now or Later: Comparison of the Investment
Potential of Oil vs. Gold, Spot vs. Future**

James R. Scott, Missouri State University

Discussant: Hongbok Lee, Western Illinois University

VIX Changes and Stock Market Returns

Jayen B. Patel, Adelphi University

Discussant: Sahar Piltan, University of Nevada-Reno

Roll Methodology Use by Commodity Futures Indexes

Raj Aroskar, University of Wisconsin-Eau Claire

William A. Ogden, University of Wisconsin-Eau Claire

Discussant: Marc Schaffer, St. Norbert College

FINANCE

3:00–4:15 p.m...... **Clark 5, 7th Floor**

Theme: **Long-term Financial Planning**

Chair: Karl Schindl, University of Wisconsin-Manitowoc

Middle-Class Retirement Savings in Canada

Ashrafee T. Hossain, Memorial University of Newfoundland

Shuo Feng, Memorial University of Newfoundland

Discussant: Reza Rahgozar, University of Wisconsin-River Falls

Retirement in the US: Golden Years or Shifting Sands?

Kumoli Ramakrishnan, University of South Dakota

Discussant: Stephen Gray, Western Illinois University



Role of Financial Growth Over the Decades

Gul Rukh Niazi, University of Lahore, Pakistan

Naheed Sultana, University of Lahore, Pakistan

Discussant: Nalinaksha Bhattacharyya, University of Alaska-
Anchorage

FINANCE

3:00–4:15 p.m...... **Clark 7, 7th Floor**

Theme: Real Estate

Chair: Janikan Supanvanij, St. Cloud State University

Microstructure of Mortgage Bonds vis-à-vis Macro Announcements

Sahar Piltan, University of Nevada-Reno

Sheri Faircloth, University of Nevada-Reno

Ali Nejadmalayeri, Oklahoma State University

Discussant: Jim P. Estes, California State University-San Bernardino

The Lack of HECM Literacy Needs to Be Reversed For America's Retirement Security

Jamie Hopkins, The American College

Discussant: Peppi Kenny, Western Illinois University

REIT Leverage Puzzle

Olgun Fuat Sahin, Saint Louis University

Discussant: Pauline Downer, Memorial University of Newfoundland

FINANCE

3:00–4:15 p.m...... **Clark 9, 7th Floor**

Theme: Panel Session on Accreditation Issues

Chair: Thomas M. Krueger, Texas A&M University-Kingsville

A Comparison of ABS' Academic Journal Guide, the Australian Business Dean's Journal Quality List, and Cabell's Directory of Publishing Opportunities in Finance

Thomas M. Krueger, Texas A&M University-Kingsville



Program Sessions Thursday, March 23, 2017

Keys to Accreditation Success at a Small Business School

Rama Yelkur, St. John Fischer College

Discussants: Panel Participants

INFORMATION SYSTEMS

3:00–4:15 p.m...... **Kimball Room, 3rd Floor**

Theme: Information Systems

Chair and

Discussant: Safwan Omari, Lewis University

Comparisons of International and American Students' Microethics

Ali Salehnia, South Dakota State University

Mohammad Taheri, South Dakota State University

Collaboration and Social Communication Technologies in a Digital Firm

Myung-Ho Yoon, Northeastern Illinois University

Applying Design Thinking into Information Systems Design

David Chou, Eastern Michigan University

LEGAL STUDIES

3:00–4:15 p.m...... **Marshfield Room, 3rd Floor**

Theme: Master Teacher Competition

Chair: Denise Smith, Eastern Illinois University

Engaging Techniques for Teaching Millennials Business Law—The Impact of Using Diverse Learning Strategies

Elizabeth A. Cameron, Alma College

Responding to the Abrupt Departure of Key Employees to a Competitor: A Group Teaching Module

Wade S. Davis, Minnesota State University Mankato



MANAGEMENT

3:00–4:15 p.m......**Burnham 1, 7th Floor**

Theme: **Management Perspectives**

Chair: Carolyn Wiley, Roosevelt University

Discussant: Bruce Bloom, Robert Morris University

Millennials and Role Innovation

Baiyun Gong, Nova Southeastern University

Arlene Ramkissoon, Ohio Dominican University

Regina A. Greenwood, Nova Southeastern University

David Hoyte, Nova Southeastern University

Tumultuous Times in Illinois Higher Education: Analysis Assessment and Implications form Business Analysis Tools

Michael Dobbs, Eastern Illinois University

Richard Flight, Eastern Illinois University

Mark Bayer, Eastern Illinois University

Teaching Leadership to Graduate Students: Drawing Meaningful Connections Between their Professional Experience and Leadership Theory

Paul Kotz, Saint Mary's University

Mary Henderson, Saint Catherine University

MANAGEMENT

3:00–4:15 p.m......**Burnham 4, 7th Floor**

Theme: **Various Approches to Internationalizing the Student Body**

Panelists: Peter Gordon, Southeast Missouri State University

Frederick Hoyt, Illinois Wesleyan University

Ken Heischmidt, Southeast Missouri State University

Matt Heckman, Zuyd Universty (the Netherlands)

Eliane Karsaklian, Sorbonne University (France)



Program Sessions
Thursday, March 23, 2017

MANAGEMENT

3:00–4:15 p.m......**Burnham 2, 7th Floor**

Theme: Management Education

Chair: John Parnell, University of North Carolina at Pembroke

Discussant: Jill Halverson, University of Wisconsin Fox Valley

Scholarship and Impact: Perspectives for Research in Business and Management Education

Regina Bento, University of Baltimore

Charles Fonaciari, LaSalle University

Carlos Asarta, University of Delaware

J. B. Arbaugh, University of Wisconsin-Oshkosh

Alvin Hwang, Pace University

Incorporating Artificial Intelligence into Interview Development Skills for Business Students

Alla Wilson, Arcadia University

Meg Nolan, Arcadia University

Differences in Learning Outcomes Attributable to Face-to-Face vs. Online Delivery in an Organizational Behavior Course: Controlling for Instructors, Course Content, and Learning Objectives

Kevin Love, Central Michigan University

Can a Balanced Scorecard be used to Measure Student Learning in College Courses?

Angela McCaskill, Saint Martin’s University

Lisa Power, Saint Martin’s University

MARKETING

3:00–4:15 p.m...... **Salon 1, 3rd Floor**

Theme: Social Media and Digital Marketing

Chair and

Discussant: Rebecca Dingus, Central Michigan University

Versions of the Truth: Exploring the Motivating Factors for Consumers to Create Inaccurate Ratings and Reviews

Ravon Bonds, University of Wisconsin-Whitewater

Robert Boostrom Jr., University of Wisconsin-Whitewater



Trust Me, Trust Me Not: The Relationship Between Deception and Disclosure within Online Dating Sites

Donnavieve Smith, North Central College

On Being Social: How Social Identity Impacts Social Commerce for the Millennial Shopper

Stephanie Jacobsen, Bridgewater State University

Nora Ganim Barnes, University of Massachusetts, Dartmouth

MARKETING

3:00–4:15 p.m. Salon 2, 3rd Floor

Theme: Sports, Events and Recreation Marketing

Chair and

Discussant: John McGrath, University of Pittsburgh-Johnstown

Conceptualizing and Measuring Perceived Transformational Value in Travel Experiences

Chad Milewicz, University of Southern Indiana

Aaron Schibick, University of Southern Indiana

Perry Burnett, University of Southern Indiana

Household Life Cycle as a Segmenting Approach for Major Professional Sport Teams

Jacob Watkins, Otterbein University

Michael Levin, Otterbein University

Fan-Based Brand Equity for the National Football League: Antecedents and the Measurement Scale

Gokhan Karaatli, Valparaiso University

Serdar Turedi, Purdue University, Northwest

Musa Pinar, Valparaiso University



Program Sessions
Thursday, March 23, 2017

MARKETING

3:00–4:15 p.m...... **Salon 3, 3rd Floor**

Theme: Advertising and Promotions

Chair and

Discussant: Gillian Naylor, University of Nevada-Las Vegas

Love or Hate: The Missing Link Between the CEO Pay Gap and Marketing Outcomes of the Firm

Prachi Gala, University of Mississippi

Promotional Fast-Food Advertising and its Effects on College Students during the Economic Recession

Eunji Cho, University of Wisconsin, Madison

Instant Discount or Sweepstakes Luck: A Credit Card Case

Chico Hindarto, Indonesia Banking School

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

3:00–4:15 p.m...... **Indiana Room, 3rd Floor**

Theme: Supply Chain Practices and Supplier Competitiveness

Chair: David M. Plum, University of Wisconsin-Stout

Role of Self-development Modalities on Developing Trust in SCM

Sabita Sawhney, Maharishi University of Management

Rajeev Sawhney, Maharishi University of Management

Why a Single Supplier May Be a Downfall to your Business!

David M. Plum, University of Wisconsin-Stout

Michael Gatzke, University of Wisconsin-Stout, student

Penny Drumm, University of Wisconsin-Stout, student

Negotiating for Excellence in SCM: A Target Cost Approach

Rajeev Sawhney, Western Illinois University

Sabita Sawhney, Maharishi University of Management



MBAA INTERNATIONAL

4:20–5:30 p.m.....Crystal Room, 3rd Floor
Annual Business Meeting

Includes “MBAA International Best Paper” Awards Presentations

"FUN NIGHT" – Chicago Blues Revue

8:00 p.m..... The Empire Room, Off Lobby

MBAA INTERNATIONAL HOSPITALITY SUITE

**–11:00 p.m. Room 128, 8th Floor

**Begins at the end of the Empire Room Entertainment event and
closes at 11:00 p.m.



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Friday, March 24, 2017

ACCOUNTING

7:30–9:15 a.m. **Salon 12, 3rd Floor**
North American Accounting Society Breakfast and Business Meeting
(Ticket Required)

Presiding: Essam Elshafie, Northeastern Illinois University

BUSINESS ECONOMICS

8:00–9:15 a.m. **Logan Room, 3rd Floor**

Theme: Topics in Applied Microeconomics II

Chair: Lindsey Nagy, Muhlenberg College

Female Athletes, Shrinking the Gender Wage Gap

Lindsey Nagy, Muhlenberg College

Pricing of Ancillary Items

John Wilson, Ivey School of Business

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. **Dearborn 1, 7th Floor**

Theme: Global Healthcare Reform

Chair: Rodeen Lechleitner, University of Scranton

Discussant: Alexander Redlein, Vienna University of Technology

The Fascinating History of Healthcare Delivery System in Nepal and the International Assistance it Receives to Improve Healthcare

Neha Singh, University of Houston-Clear Lake

Ashish Chandra, University of Houston-Clear Lake

Challenges of Implementing the Social Health Insurance System in Kazakhstan

Galym Makhmejanov, KAZGUU University

Dilbar Gimranova, KAZGUU University

Askhat Nametsha, KAZGUU University

Aizhan Kashkenova, KAZGUU University

Digitalization, Automation, and their Impact on the Health Care Sector

Alexander Redlein, Vienna University of Technology



Program Sessions Friday, March 24, 2017

Positive Influence of Volunteers and Organized Leisure Activities on Roma Children Living in Generation Poverty in Slovakia

Libusa Radkova, St. Elisabeth University of Health and Social Work
Lucia Cintulova, St. Elisabeth University of Health and Social Work

Influential Factors of Cultural Beliefs and Values on Healthcare Delivery in Malaysia

Renu Mandal, University of Houston-Clear Lake
Ashish Chandra, University of Houston-Clear Lake

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m...... Dearborn 2, 7th Floor

Theme: Healthcare Management

Chair: Deborah Gritzmacher, Clayton State University

Discussant: Robert Spinelli, University of Scranton

Provider Reimbursement Following the Affordable Care Act

Brandon Bowling, Marshall University
David Newman, Marshall University
Craig White, Marshall University
Ashley Wood, Marshall University
Alberto Coustasse, Marshall University

Obtaining an Appointment with a Psychiatrist or Psychologist in New Jersey: Not Impossible, but Difficult

Russell Holstein, Clinical Practice of Psychology
David P. Paul III, Monmouth University

Team Building

Hussien Alabssi, Indiana University of Pennsylvania

Health Care Crowdfunding: Myths and Realities

Avinandan Mukherjee, Clayton State University

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. Dearborn 3, 7th Floor

Theme: **Nursing**

Chair: Adel Bashatah, Saudi Cultural Mission

Discussant: Nashat Zuraikat, Indiana University of Pennsylvania

Nurses' Use of Electronic Medical Records: Issues, Perceptions, Findings, and Recommendations

Rangarajan Parthasarathy, DePaul University

Theresa Steinbach, DePaul University

James Knight, The Ohio State University

Voluntary Nursing Turnover in Healthcare Organizations

Jawaher Hasbu, Indiana University of Pennsylvania

Reducing Musculoskeletal Disorder Among ICU Nurses

Samah Hawsawi, Indiana University of Pennsylvania

The Effectiveness of Implementing Shared Governance on Turnover Rates

Salma Alshammari, Indiana University of Pennsylvania

BUSINESS, SOCIETY, AND GOVERNMENT

8:00–9:15 a.m. Madison Room, 3rd Floor

Theme: **Nonprofits, Theology, and Publishing**

Chair: Mary Ann Reeley, MBA

The Collapse of a Nonprofit Organization: Without Walls International Church

Raymond J. Elson, Valdosta State University

Patricia Lawrence, Valdosta State University

Applied Board Governance in Social Enterprises—An Institutional-Based View

Dennis Garvis, Washington and Lee University

How to Get Published

David Burnie, Editor, *American Journal of Business* (AJB)



Program Sessions Friday, March 24, 2017

CASE RESEARCH

8:00–9:15 a.m. **LaSalle 1, 7th Floor**

- Theme:** **Critical Incident Presentations**
- Chair:** Britt M. Shirley, The University of Tampa
- Scribe:** Deborah Pembleton, College of St. Benedict/
 St. John's University
- Discussants:** Tyler Burch, Idaho State University
 Asbjorn Osland, San José State University

A Crappy Day at Work

- Matthew VanSchenk Hof, University of Central Missouri
- Brittney Estes, University of Central Missouri

Cultural Appropriation or Appreciation? A Coldplay/Beyoncé Case Study

- Maria A. Moore, Illinois State University
- Veronica Arora, Illinois State University

To Consign or Not to Consign?

- Jessica Johnson, Notre Dame of Maryland University
- Lawrence Beyer, Notre Dame of Maryland University
- Elizabeth Jones, Notre Dame of Maryland University

FINANCE

8:00–9:15 a.m. **Clark 3, 7th Floor**

- Theme:** **Developing Countries**
- Chair:** B. Paul Choi, Howard University

Puerto Rico's Coming Defaults and Fall: Is there a Viable Solution?

- Jim P. Estes, California State University-San Bernardino
- Brandy N. Hadley, California State University-San Bernardino
- Discussant:** Sung C. Bae, Bowling Green State University

An Examination of Herding Behavior in China

- Siu-Kong Yau, University of Findlay
- Yaseen Alhaj-Yaseen, University of Findlay
- Discussant:** Karl Schindl, University of Wisconsin-Manitowoc



An Examination of Herding Tendency Among ADRS

Yaseen Alhaj-Yaseen, University of Findlay

Dana Ladd, University of Findlay

Discussant: Raj Kohli, Indiana University South Bend

FINANCE

8:00–9:15 a.m. **Clark 5, 7th Floor**

Theme: Financial Data Vendors and Advice

Chair: Pauline Downer, Memorial University of Newfoundland

Should Investors Prefer Mutual Funds with Morningstar Stewardship Grades?

Scott Moore, John Carroll University

Gary Porter, Northeastern University

Discussant: Paul Bursik, St. Norbert College

Value Line Quarterly EPS Forecast Error

Philip Baird, Duquesne University

Discussant: Cameron Morrill, University of Manitoba

Retirement in the US: Beware of Social Security Strategies Advice

Kumoli Ramakrishnan, University of South Dakota

Discussant: Ian Glew, Memorial University of Newfoundland

FINANCE

8:00–9:15 a.m. **Clark 7, 7th Floor**

Theme: Fundamental and Technical Analysis

Chair: Walt A. Nelson, Missouri State University

**Cyber Cafe in 3rd Floor Salons
Open during conference day sessions.**



Program Sessions Friday, March 24, 2017

Do Companies Investing in High-quality, Employee Wellness Programs Outperform the Stock Market?: Evidence from the Koop Award Winners

Mark A. Wrolstad, Winona State University

Yuqian Wang, Winona State University

Che-Wei Chiu, Winona State University

Discussant: Jamshed Y. Uppal, Catholic University of America

Has the Affordable Care Act (Obamacare) been an Effective Prescription for Biotechnology Firm Financial Health?

Tanguy Fabrice Mathieu Kignima, Texas A&M University-Kingsville

Thomas M. Krueger, Texas A&M University-Kingsville

Discussant: Rizwan Ali, Xidian University, China

Prospective on "Sell in May and Go Away": Recent Evidence and Implications

Anthony L. Loviscek, Seton Hall

Adam Broder, Seton Hall

Discussant: Yewmun Yip, University of South Dakota

INFORMATION SYSTEMS

8:00–9:15 a.m. Kimball Room, 3rd Floor
Society for the Advancement of Information Systems Annual Business Meeting

INTERNATIONAL BUSINESS

8:00–9:15 a.m. Crystal Room, 3rd Floor

Theme: International Branding, Financial Crises

Chair: Alexander Polacco, St. Cloud State University

Antecedents and Outcomes of Global and Local Brands Identification: A Two-Country Empirical Investigation

Bashar S. Gammoh, University of Toledo

Michael Mallin, University of Toledo

Discussant: Adam Charles Holstine, North Central College



**Conceptualizing the Effects of Divestment on Brand Image: A
Communication Perspective**

Tashauna Brown, Saint Petersburg State University
Andrei Panibratove, Saint Petersburg State University
Deniz Dalman, Saint Petersburg State University

Discussants: Xun Zhang, Hohai University (China)
Biao Xu, Nanjing University (China)

**Broke and Broken: A Comparative Analysis of the Financial Crises in
Illinois and Greece**

Adam Charles Holstine, North Central College

Discussant: Bashar S. Gammoh, University of Toledo

INTERNATIONAL BUSINESS

8:00–9:15 a.m. Harvard Room, 3rd Floor

Theme: Innovation, Entrepreneurship, and Sustainability

Chair: Man Zhang, Bowling Green State University

**Strategic Knowledge, Serendipity, and Arbitrage in Action: Examples
of New Venture Formation and Growth by Region and Sector**

Christopher Ziemnowicz, University of North Carolina at Pembroke
Gaye Acikdilli, Baskent University

Discussants: Nayele Macini, University of Sao Paulo
Ana Claudia Bansi, University of Sao Paulo

**Beginning Again: Using Design Thinking to Introduce Design
Thinking**

Paul Lane, Grand Valley State University

Discussant: Marlon Fernandes Rodrigues, University of Sao Paulo



Program Sessions Friday, March 24, 2017

LEGAL STUDIES

8:00–9:15 a.m. **Marshfield Room, 3rd Floor**

Theme: **Employment Law**

Moderator: Wade Davis, Minnesota State University-Mankato

Employer Accommodation of Psycho-Social Impairments

Stacy A. Hickox, Michigan State University

Me-Too Evidence in Age Discrimination in Employment Cases: The Progeny of Sprint v. Mendelsohn

Alexander Klouvas, Ohio Northern University

Dexter Woods, Ohio Northern University

Building a Collaborative Safety Culture

Jason Kight, Winona State University

MANAGEMENT

8:00–9:15 a.m. **Burnham 4, 7th Floor**

North American Management Society Membership Meeting

Presiding: Jay Johnson, Fontebonne University

NAMS President

MARKETING

8:00–9:15 a.m. **Salon 1, 3rd Floor**

Theme: **Social Media and Digital Marketing**

Chair and

Discussant: John McGrath, University of Pittsburgh-Johnstown

Investigating Virtual Community Participation and Promotion from a Social Influence Perspective

Li-Chun Hsu, National Taitung University

Kai-Yu Want, Brock University

Wen-Hai Chih, National Dong Hwa University

Attitudes Toward Technology, Digital Activities, and Use of Internet Shopping Features Among Chinese and U.S. Consumers

Seung-Hee Lee, Southern Illinois University
Jane Workman, Southern Illinois University
Kwangho Jung, Southern Illinois University

Habit and Social Presence in Web and Mobile Platforms

Ioannis Krasonikolakis, University of Southampton

MARKETING

8:00–9:15 a.m. Salon 2, 3rd Floor

Theme: Services, Sales, and Retailing

Chair and

Discussant: Jeanetta D. Sims, University of Eastern Oklahoma

The Influence of Store Window Displays on Emotional Responses and Anticipated Shopping Experience

Danielle Lecointre-Erickson, Université d' Angers
Bruno Daucé, Université d' Angers
Patrick Legohérel, Université d' Angers

The Impact of Sales Compensation Approaches and Goal Setting on Sales Performance

Shawn Green, Aurora University

MARKETING

8:00–9:15 a.m. Salon 3, 3rd Floor

Theme: Panel

Chair and

Discussant: Suzanne Altobello, University of North Carolina
at Pembroke

Technical Skills-Based Assignments in Social Media Digital Analytics Courses: A Primer for Professors

Suzanne Altobello, University of North Carolina at Pembroke
Kesha Coker, Eastern Illinois University
Carrie S. Trimble, Millikin University



Program Sessions Friday, March 24, 2017

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

8:00–9:15 a.m. Indiana Room, 3rd Floor

Theme: Technology and Public Policy

Chair: Nathan S. Hartman, Illinois State University

Predicting Classroom Technology Support Service's Demand Using Seasonality

Askar Choudhury, Illinois State University

Nathan S. Hartman, Illinois State University

Ted Coussens, Illinois State University

Organizational Development, Entrepreneurial Orientation, Social Justice, and Public Policy: Some Research Hypotheses Regarding CMOs

Ram Kesavan, University of Detroit Mercy

Michael Bernacchi, University of Detroit Mercy

Dynamic Reliability Modeling of Software Errors

John Wilson, Ivey School of Business, London, Ontario, Canada

ACCOUNTING

9:30–10:45 a.m. Salon 12, 3rd Floor

Theme: Ethics and Corporate Governance Topics

Chair: Kel-Ann S. Eyler, Wesleyan College

Accountants' Ethical Judgment In Real World Cases: Casuistry and the AICPA Code of Professional Conduct

Albert D. Spalding Jr., Wayne State University

The Impact of Political Connections and Corporate Governance Reform on Accounting Conservatism: Evidence from Malaysia

Yuyun A. Sejati, University of Wisconsin Oshkosh

Christopher R. Jones, University of Wisconsin Oshkosh

The Trust Factor: How to Instill a Trusting Environment

Jolene A. Lampton, Park University



ACCOUNTING

9:30–10:45 a.m. Salon 10, 3rd Floor

Theme: Issues in Accounting Education and Culture

Chair: Nancy L. Johnson, Augsburg College

Do Employers Care About How a Student Fulfills the 150-Hour Requirement

Phyllis Kapetanakis, Augsburg College

Boring Not Burnt Out: Accounting Students Lack Realistic Ideas of Life as a CPA

Christopher Jacobsen, University of Massachusetts Dartmouth

Stephanie Jacobsen, Bridgewater State University

Analyzing Pedagogical Approaches Used in Second Auditing Courses

Alan Reinstein, Wayne State University

Natalie Churyk, Northern Illinois University

BUSINESS ECONOMICS

9:30–10:45 a.m. Logan Room, 3rd Floor

Theme: Topics in Finance

Chair: Daniel L. Friesner, North Dakota State University

An Estimation of Foreign Currency Options Pricing Using Fractional Black-Scholes Models

Sangwoo Heo, University of Southern Indiana

Jong C. Rhim, University of Southern Indiana

Peter Cashel-Cordo, University of Southern Indiana

Do Federal Bankruptcy Exemptions Fundamentally Alter Chapter 7 Bankruptcy Outcomes?

Donald D. Hackney, Gonzaga University

Daniel L. Friesner, North Dakota State University

Matthew McPherson, Gonzaga University

Blockchain Technology: Incremental or Disruptive Innovation?

Mohammed Khayum, University of Southern Indiana

Kevin Celuch, University of Southern Indiana



Program Sessions Friday, March 24, 2017

BUSINESS AND HEALTH ADMINISTRATION

9:30–10:45 a.m. Dearborn 1, 7th Floor

Theme: **How to Get Published**

Chair: Ashish Chandra, University of Houston–Clear Lake

Discussant: Marcia Butler, Clayton State University

Meet the Editors:

Ashish Chandra, *Hospital Topics*

Avinandan Mukherjee, *International Journal of Pharmaceutical and
Healthcare Marketing*

Ahmet “Ozzie” Ozturk, Cabell Huntington Hospital Pain Management
Center

BUSINESS AND HEALTH ADMINISTRATION

9:30–10:45 a.m. Dearborn 2, 7th Floor

Theme: **Healthcare Management**

Chair: Katherine Ure, Washburn University

Discussant: Vivek Natarajan, Lamar University

Healthcare Transformation: Deming’s Organizational “Back to Basics” Imperative

M. Scott Stegall, Clayton State University

MeriBeth H. Stegall, Clayton State University

Four “Rights:” Enhancing Effective and Efficient Decision Making by Utilizing a Temperament Theory Framework

M. Scott Stegall, Clayton State University

MeriBeth H. Stegall, Clayton State University

Kenneth R. Allen, Former Chief Financial Officer at Texas Industries, Inc.

Ron Fuqua, Clayton State University

Thomas F. McIlwain, Clayton State University

Peter G. Fitzpatrick, Clayton State University

Comparing Inpatient Clinical Outcomes and Quality Metrics for Employed Hospitalists vs. Contracted Hospitalists

Ragarupa Kotala, The University of Scranton

Daniel J. West, The University of Scranton



The Opioid Issue: Use, Abuse, and Alternatives

Peter G. Fitzpatrick, Clayton State University

Kendolyn Smith, Clayton State University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Healthcare Management and Public Health

Chair: Zach Frank, Washburn University

Discussant: David P. Paul III, Monmouth University

The Routine Use of Dental Floss to Prevent Periodontal Disease and Dental Caries: Only a Modicum of Empirical Evidence to Support what for Centuries was Perhaps the Greatest Truism in Dental Public Health

David P. Paul III, Monmouth University

Uncovering Company Values Through Text Analysis

Drew Wolfer, University of St. Francis

Shannon Brown, University of St. Francis

Healthcare Business Model: Tradition, Change, and Innovation

Lily Williams-Seals, Baker College

BUSINESS, SOCIETY, AND GOVERNMENT

9:30–10:45 a.m...... Madison Room, 3rd Floor

Theme: Corporate Social Responsibility, Leadership, and Ethics

Chair: Diane Sykes, Kaplan University

On the Subject of Business Ethics: Notes Toward a Normative Foundation

Matthew Lampert, Wheeling Jesuit University

Choosing the Right Leadership Model for Countries in the Global South

Adebayo A. Adanri, Planning and Valuation Consultants, Inc.

Bharat Thakkar, Walden University



Program Sessions Friday, March 24, 2017

Business Ethics through the Eyes of The Intern

Steven C. Palmer, Northwestern Oklahoma State University

Leveraging Mobile and Cloud Computing Technology: A Case Study

Anu Gokhale, Illinois State University

CASE RESEARCH

9:30–10:45 a.m.LaSalle 1, 7th Floor

Theme: Critical Incident Presentations

Chair: Neil Tocher, Idaho State University

Scribe: Ann Hackert, Idaho State University

Discussants: Karen Foust, Tulane University
Edwin J. Portugal, State University of New York-Potsdam

Sexual Harassment in the Workplace: A Reversal of Misfortune

Robert G. Edmonds, SUNY Maritime College

Fitbit: Fit for Endless Innovation?

Haley Crawford, Elmhurst College

Alley Carpenter, Elmhurst College

Tyler York, Elmhurst College

Vitano Labadessa, Elmhurst College

Sondra Simpson, Elmhurst College

Forum Credit Union: Implementing a First-Time Home Buyer Program

Daniel H. McQuiston, Butler University



CASE RESEARCH

9:30–10:45 a.m. **LaSalle 2, 7th Floor**

Theme: **Critical Incident Presentations**

Chair: Christine L. Kuglin, Metropolitan State University of Denver

Scribe: Paul E. Olsen, Saint Michael's College

Discussants: Britt M. Shirley, The University of Tampa
Eric Nelson, University of Central Missouri

Competing Values in Rural Maryland School District

Martha Lopez, Notre Dame of Maryland University

Margaret Koenig, Notre Dame of Maryland University

Elizabeth Jones, Notre Dame of Maryland University

Ownership of a Legal Marijuana Business: Obligations of a Certified Management Accountant

Rick L. Crosser, Metropolitan State University of Denver

“Cancellation” or Censorship?

Asbjorn Osland, San José State University

Nanette Clinch, San José State University

CASE RESEARCH

9:30–10:45 a.m. **LaSalle Room 3, 7th Floor**

Theme: **Case Writers Workshop**

Panelists: Andrew Borchers, Lipscomb University

Leigh W. Cellucci, East Carolina University,

Kay Hodge, University of Nebraska-Kearney

EXHIBITOR SERIES – StuKent

9:30–10:45 a.m. **Clark 10, 7th Floor**

StuKent is the leading developer of digital marketing courseware for higher education. Courseware includes digital, mobile, analytics, and social media marketing textbooks, case studies, and internet marketing and social media marketing simulations each with their accompanying professor resources.



Program Sessions Friday, March 24, 2017

FINANCE

9:30–10:45 a.m. **Clark 3, 7th Floor**

Theme: **CEOs**

Chair: Philip Baird, Duquesne University

CEO Incentive Structure and Environmental Performance

Won Yong Kim, Augsburg College

Taek-Yul Kim, West Chester University

Suin Lee, University of South Florida

Discussant: Sheri Faircloth, University of Nevada-Reno

CEO Pay Gap and Left Tail Risk

Di Huang, Alma College

Discussant: Ellen Lippman, University of Portland

Financial Misstatements: An Analysis of Punishment for White Collar Criminals

Evan Gilhula, University of Portland

Ellen Lippman, University of Portland

Discussant: Adam Broder, Seton Hall University

Utilizing Real Options in Strategic Decision Making: Risk, Return, American Put Options and the Monte Carlo Simulation

Steven Lifland, High Point University

Discussant: Yaseen Alhaj-Yaseen, University of Findlay

FINANCE

9:30–10:45 a.m. **Clark 5, 7th Floor**

Theme: **Comparison of Universities**

Chair: Raja Bouzouita, University of Central Missouri

The Undergraduate College Education in Selected Midwest States: Schools with Best and Worst ROI

Raj Kohli, Indiana University South Bend

Discussant: Tanguy Fabrice Mathieu Kignima, Texas A&M University-Kingsville

Efforts to Increase Financial Literacy in Higher Ed: A Look at Colleges and Universities in Wisconsin

Karl Schindl, University of Wisconsin-Manitowoc

Kyle Schindl, University of Wisconsin-Oshkosh

Discussant: Alex Faseruk, Memorial University of Newfoundland

A Comparison of Student Success in Hybrid and Traditional Introductory Finance Classes

Dongyoung Kim, Texas A&M University-Kingsville

Thomas M. Krueger, Texas A&M University-Kingsville

Discussant: Siu-Kong Yau, University of Findlay

FINANCE

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

Theme: Financial Crisis

Chair: Charles W. Johnston, Baker College

Currency System and Contagion Effect of Financial Crisis

Yewmun Yip, University of South Dakota

Yuli Su, San Francisco State University

Yim-Yu Wong, San Francisco State University

Discussant: Anthony L. Loviscek, Seton Hall

Implied Cost of Capital Proceeding the 2008 Financial Crisis: Evidence from Canada

Ian Glew, Memorial University of Newfoundland

Discussant: William Bosworth, Western New England University

The Firm-Level Determinants of Foreign Currency Debt Financing: Evidence from Korea Surrounding Global Financial Crisis

Sung C. Bae, Bowling Green State University

Hyeon Sook Kim, Chungnam National University

Taek Ho Kwon, Chungman National University

Discussant: Brian E. Porter, Hope College



Program Sessions
Friday, March 24, 2017

INFORMATION SYSTEMS

9:30–10:45 a.m. **Kimball Room, 3rd Floor**

Theme: Information Systems

Chair and

Discussant: Trish Maguire, Eastern New Mexico University

Requisite Skills and Knowledge Required of New Information Systems Graduates

Tim Greer, Middle Tennessee State University

Big Data: Dimensions, Impacts, and Challenges

In Lee, Western Illinois University

Comparison of Excel Applications of Data Screening for Accounting Information in Financial Valuation: Fact Set vs. Compustat

James R. Scott, Missouri State University

INTERNATIONAL BUSINESS

9:30–10:45 a.m. **Crystal Room, 3rd Floor**

Theme: Culture and Human Resource Management

Chair: David Boggs, Eastern Illinois University

Leadership and Human Resource Management in a Global Society

Gyongyi Konyu-Fogel, Walsh College

Discussant: Sung David Chun, Mercy College of Ohio

Onions, Oceans, and Rainbows: Using Metaphors to Understand Cultural Differences in Management?

Eliane Karsaklian, LARGEPA - Sorbonne

Discussant: Rui Oliveira, Saint John's University

How Can a Cat Help to Better Manage Cultural Paradoxes?

Eliane Karsaklian, LARGEPA-Sorbonne

Discussant: Kingshuk Mukherjee, Saint John's University



The Detour of U.S. Firms Toward Vietnam at the Expense of China—A Business System Analysis

Kingshuk Mukherjee, Saint John's University

Rui Oliveira, Saint John's University

Discussant: Gyongyi Konyu-Fogel, Walsh College

INTERNATIONAL BUSINESS

9:30–10:45 a.m...... **Harvard Room, 3rd Floor**

Theme: Panel Discussion: Globalization-Speed dating

Chair: Ho Wook Shin, Bowling Green State University

International Speed Dating: Add Global Spice to your Course!

Jill Lynn Vihtelic, Saint Mary's College

Arian Farshbaf, Saint Mary's College

Abrar Fitwi, Saint Mary's College

James Rogers, Saint Mary's College

Samuel L. Rohr, Saint Mary's College

Discussant: Joe P. Story, Eastern Illinois University

LEGAL STUDIES

9:30–10:45 a.m...... **Wilson Room, 3rd Floor**

Theme: Business Organizations

Moderator: Charlie Penrod, University of West Florida

Dad Just Rolled Over in His Grave: A Case Study of Oppression in the Succession of a Family-Owned Business

Wade S. Davis, Minnesota State University Mankato

Black Swans in Bankruptcy: Serial Chapter 11 Proceedings of Business Organizations

Dennis Garvis, Washington and Lee University

Evolution of Benefit Corporations

Carol J. Miller, Missouri State University



Program Sessions Friday, March 24, 2017

The Next Crusade: Combating Workplace Microaggressions to Avert Employment Litigation

Lizzie Ngwenya-Scoburgh, University of Cincinnati-UC Blue Ash College
Maria Ortiz, University of Cincinnati-UC Blue Ash College
Annette Redmon, University of Cincinnati-UC Blue Ash College

LEGAL STUDIES

9:30–10:45 a.m. Marshfield Room, 3rd Floor

Theme: Panel Discussion

Chair: John Robertson, Arkansas State University

Preparing CPA Students to Meet the New REG Exam Challenges: The Necessity of Blended Teaching

Elizabeth A. Cameron, Alma College
Norman Hawker, Western Michigan University
Jessica A. Magaldi, Pace University
Tanya M. Marcum, Bradley University
Michael J. Molesky, Michigan State University

MANAGEMENT

9:30–10:45 a.m. Burnham 1, 7th Floor

Theme: Management Education

Chair: William Crandall, University of North Carolina
at Pembroke

Discussant: David Anderson, Taylor University

Film Analysis as a Pedagogic Method on Organizational Behavior Courses

Sheena Choi, Indiana University-Purdue University Fort Wayne
James Hess, Indiana University-Purdue University Fort Wayne
Carolyn Stumph, Indiana University-Purdue University Fort Wayne

Job Satisfaction and Integration of International Faculty in U.S. Higher Education

Sheena Choi, Indiana University-Purdue University Fort Wayne
Joseph Khamalah, Indiana University-Purdue University Fort Wayne



Experiential Learning and the Use of Current Events in Management Education

William Minnis, Eastern Illinois University

David Boggs, Eastern Illinois University

Preparing Students for Social Complexity

Randolph Schwering, Rockhurst University

MANAGEMENT

9:30–10:45 a.m......Burnham 2, 7th Floor

Theme: Management Strategies

Chair: Atoya Sims, Ford Audio-Video Systems, LLC

Discussant: Jay Young, College Bound Advantage

Lunch, Learn, and Lean-In: A Multidisciplinary Approach to Developing Strategies for Managing Workplace Health, Conflict, and Stress for Professional Women

Elizabeth Christo-Baker, Purdue University Northwest

Wei He, Purdue University Northwest

Rachel Steffens, Purdue University Northwest

Effective Working Teams

Kari Reynolds, Missouri State University

Managing Human Resources in a 21st Century Knowledge-Based Global Economy

Gyongyi Konyu-Fogel, Walsh College

MANAGEMENT

9:30–10:45 a.m......Burnham 4, 7th Floor

Theme: Teaching Leadership to Graduate Students: Sharing Best Practices about Teaching and the Classroom Experience

Panelists: Paul Kotz, St. Mary's University of Minnesota

Mary Henderson, St. Catherine University



Program Sessions Friday, March 24, 2017

MARKETING

9:30–10:45 a.m. **Salon 1, 3rd Floor**

Theme: **Advertising and Promotions/Branding, Strategy, and Research**

Chair and

Discussant: Michael Messina, Gannon University

The Man Brand Backlash: Negative Impact of Male Images in Public Service Advertising

Jean Jaymes West, California State University, Bakersfield

Love at First Sight: The Influence of Perceived Entativity of Mere Virtual Presence on Brand Engagement

José Luis Saavedra, Southern Illinois University-Carbondale

Ramin Bagherzaden, Southern Illinois University-Carbondale

Monika Rawal, Southern Illinois University-Carbondale

MARKETING

9:30–10:45 a.m. **Salon 2, 3rd Floor**

Theme: **Panel**

Chair and

Discussant: Robert Boostrom Jr., University of Wisconsin-Whitewater

Marketing Research Opportunities for Ecotourism

Robert Boostrom Jr., University of Wisconsin-Whitewater

Maxwell Hsu, University of Wisconsin-Whitewater

Dennis Kopf, University of Wisconsin-Whitewater

MARKETING

9:30–10:45 a.m. **Salon 3, 3rd Floor**

Theme: **Brand, Strategy and Research**

Chair and

Discussant: Chad Milewicz, University of Southern Indiana

The Interactive Effects of Brand Logo Adaptation (vs. Standardization) and Brand Equity on Brand Evaluation in Social Media Settings

Sangwon Lee, Ball State University



**Connecting with Brands: Brand Personality and Brand Outcome
Valuing Persons with Special Needs (PSN)**

Dawn DiStefano, Molloy College
Pradeep Gopalakrishna, Pace University, Manhattan

**Market Morph: How the Sharing Economy Is Revolutionizing the Way
we Shop, Stay, and Pay**

Timothy Aurand, Northern Illinois University
Ursula Sullivan, Northern Illinois University
Alex Eddy, Northern Illinois University
Vijaykumar Krishnan, Northern Illinois University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

9:30–10:45 a.m. Indiana Room, 3rd Floor

Theme: Operational Technology and TQM

Chair: Donald A. Carpenter, Colorado Mesa University

**Effectiveness of Automation Tools on Commercial Greenhouse
Operations: A Computer-based Simulation Study**

Donald A. Carpenter, Colorado Mesa University
Michael Cunningham, Colorado Mesa University

Spreadsheet Methodology for Solving the Line Balancing Problem

John F. Wellington, Indiana University-Purdue University Fort Wayne
Stephen A. Lewis, Mongrel Works, LLC.

ISO Certification and Impact on Finance: A Literature Review

Ahmad Karim, University of Wisconsin-Whitewater
Yunus Kathawala, Gulf University for Science and Technology



Program Sessions Friday, March 24, 2017

ACCOUNTING

11:00 a.m.–12:15 p.m..... Salon 12, 3rd Floor

Theme: Fraud

Chair: Kayla D. Booker, Rhodes College

White-Collar Crimes of Teachers and Accountants: Similar Crimes, Different Perceptions

Ellen J. Lippman, University of Portland

Grace Holmes, Audit, Deloitte Touche

A Comparison of the Regional FATF Organizations

Deborah Pavelka, Roosevelt University

Fraud in Nonprofit Education Organization

Husam Abu Khadra, Roosevelt University

Undine Stinnette, Roosevelt University

Terri Friel, Doctus Consulting

ACCOUNTING

11:00 a.m.–12:15 p.m..... Salon 10, 3rd Floor

Theme: Accounting Education

Chair: Essam Elshafie, Northeastern Illinois University

The Dynamics of Cost Behavior: A Comparison Between High-Tech and Low-Tech Industries

Ingyu Chiou, Eastern Illinois University

Menghistu Sallehu, Eastern Illinois University

Are Gift Cards Really Liabilities? A Class Exercise Using Starbucks Card Data

David L. Gray, North Central College

Will Providing a Chart of Accounts for Tests and Quizzes Help Students Memorize Accounts by the End of the Semester?

Ada Duffey, University of Wisconsin Colleges-Waukesha

Integrating Accounting and Finance: Applying Accounting Techniques to the World of Finance in the Principles of Accounting Course

Nausser Jamali, Illinois College



Program Sessions
Friday, March 24, 2017

INFORMATION SYSTEMS

11:00 a.m.–12:15 p.m...... **Kimball Room, 3rd Floor**

Theme: **Information Systems**
 Publishing in the *American Journal of Business*
 David Burnie, Western Michigan University

INTERNATIONAL BUSINESS

11:00 a.m.–12:15 p.m...... **Crystal Room, 3rd Floor**

Theme: **Government, Marketing**
Chair : David Boggs, Eastern Illinois University

**An Examination of CSR Strategies and Experiential Learning:
Preparing Global Leaders**

Deborah Pembleton, Saint John’s University
Discussant: David Boggs, Eastern Illinois University

Corruption in China: A Review

Rosey Bao, Elon University
Discussant: Mourad Dakhli, Georgia State University

**An Examination of CSR Strategies and Experiential Learning:
Preparing global Leaders**

Deborah Pembleton, Saint John’s University
Discussant: David Boggs, Eastern Illinois University

Corruption in China—A Review

Rosey Bao, Elon University
Discussant: Mourad Dakhli, Georgia State University

**Human Capital and Work Achievement: The Case of the Maghreb
Region**

Mourad Dakhli, Georgia State University
Discussant: Rosey Bao, Elon University



The Effects of 4 Cs (Capabilities, Characteristics, Causes and Concerns) on Mode of Offshoring of Services

Anand Pore, University of Houston-Downtown
Kingshuk Mukherje, Saint John's University
Rui Oliveira, Saint John's University
Etienne Musonera, Mercer University

An International Business Perspective of Buildings, Facilities and Designed Work Environments

David J. Boggs, Eastern Illinois University
Joe P. Story, Eastern Illinois University
Discussant: Arian Farshbaf, Saint Mary's College

INTERNATIONAL BUSINESS

11:00 a.m.–12:15 p.m. Harvard Room, 3rd Floor

Theme: Issues in International Business/Marketing

Chair: John Spillan, University of North Carolina at Pembroke

Constructive Controversy for Team Support and Productivity in China

Henry Yu Xie, College of Charleston (USA)
Yifeng Nancy Chen, Lingnan University (Hong Kong, SAR-PRC)
Discussant: Uday Tate, Marshall University

Strategies for City Marketing and Brand Promotion on IMC Theory, Case of Fuling, Chongqing

Xueyang Chen, Yangtze Normal University
Discussant: Raffaele DeVito, Emporia State University

Leadership Style Required for Successful Servitization in Japanese Manufacturers

Soyeon Kim, Meiji University
Keiko Toya, Meiji University



Program Sessions Friday, March 24, 2017

LEGAL STUDIES

11:00 a.m.-12:15 p.m..... Marshfield Room, 3rd Floor

Theme: MALSBS Annual Meeting

Presiding: Abbey Stemler, Indiana University, President,
Midwest Academy of Legal Studies in Business

MANAGEMENT

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

Theme: Business Strategy/Leadership and Leading

Chair: Chaunda L. Scott, Oakland University

Discussant: Jeffrey Fahrenwald, Rockford College

Communication Skills: Software, New Technological and Social Media Needed by Mississippi Delta Students and Businesses

Tomeka Harbin, Delta State University

Rebecca Hochradel, Delta State University

Evaluation of the Effectiveness and Methodology of Strategic Alliances and Collaborative Partnership within Energy and Energy-Related Companies

Aaron Dillon, Marietta College

Improving Retention with Peer Leadership

Kristie McHugh, Ohio Northern University

Matt Lambdin, Ohio Northern University

Tammy Schakett, Ohio Northern University

MANAGEMENT

11:00 a.m.-12:15 p.m..... Burnham 2, 7th Floor

Theme: Leadership, Culture, and Career Development

Chair: Jeanetta Sims, University of Central Oklahoma

Discussant: Erin Rae Fluegge, Southeast Missouri State University

Career Development: Executive Coaching as a Development Tool

Rubina Malik, Morehouse College



Assessing the Meaningfulness of a Leadership Development Program Within an Organization

Amy Wood, Tiffin University
Perry Hann, Tiffin University

How Culture Clash Nearly Derailed a High Performing Railcar Company

Joan Shapiro Beigh, Northeastern Illinois University:

MANAGEMENT

11:00 a.m.–12:15 p.m. Burnham 4, 7th Floor

Theme: Retirement Planning: Challenges Facing Retirees and Individuals About to Retire

Panelists: Bruce Bloom, Robert Morris University
Matthew Raunio, University of Wisconsin-Sheboygan

MARKETING

11:00 a.m.–12:15 p.m. Salon 1, 3rd Floor

Theme: Branding, Strategy, and Research/Social Media and Digital Marketing

Chair and
Discussant: Gail Zank, Texas State University

Experimental Pricing Studies

Joyce Shotick, Judson University

Examining Brand Orientation and Three Promise Theory in Services from the Perspectives of Customers, Managers, and Contact Personnel

Ceren Ekebas-Turedi, Purdue University Northwest
Musa Pinar, Valparaiso University

The Effect of the Perceived Social Acceptance on Brand Content Marketing

Hyeong-Gyu Choi, Augustana College
Eric Brey, University of Wisconsin-Stout



Program Sessions
Friday, March 24, 2017

MARKETING

11:00 a.m.–12:15 p.m...... **Salon 2, 3rd Floor**

Theme: Consumer and B2B Behavior

Chair and

Discussant: Derek Ezell, University of Mississippi

Transaction Costs, Learning, and a Dynamic Approach to Governance in an Exchange Relationship

James Doyle, University of North Carolina at Pembroke

What Were You Thinking? Analyzing Thought Processes in the Presence of Brand Love

Derek Ezell, University of Mississippi

Exploring the Limits of Arbitrary Coherence

Michael Mattei, Bellarmine University

Stephen Hellebusch, Hellebusch Research and Consulting

MARKETING

11:00 a.m.–12:15 p.m...... **Salon 3, 3rd Floor**

Theme: Social Media and Digital Marketing

Chair and

Discussant: Brian Vander Schee, Aurora University

Skip it or View it: The Role of Video Storytelling in Social Media Marketing

Dominic Baima, Eastern Illinois University

Kesha Coker, Eastern Illinois University

Richard Flight, Eastern Illinois University

Exploring Nonprofits' Usage and Engagement in Social Media for Relationship Management

Melissa Graham, University of Central Oklahoma

Lauren Del Rosario, University of Central Oklahoma



OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

11:00 a.m.–12:15 p.m..... Indiana Room, 3rd Floor

Theme: Marketing and Operations

Chair: Parag Dhumal, University of Wisconsin-Parkside

Studying Consumer Attitudes Toward Alternate Food Products

Parag Dhumal, University of Wisconsin-Parkside

Sudhir Chawla, Gulf University for Science and Technology

Why do Service Firms Manage Online Reviews? An Institutional Perspective

Ying Fan, University of Colorado, Colorado Springs

Run Niu, Webster University

Using the Principles of Service Operations in Designing Public Services

Rajeev Sawhney, Western Illinois University

Sabita Sawhney, Maharishi University of Management

LEGAL STUDIES

12:15–1:30 p.m..... Wabash Room, 3rd Floor

Plenary Lunch–(Ticket Required)

MBAA INTERNATIONAL

12:15–1:30 p.m..... Salon 12, 3rd Floor

2018 Program Track Chairs Planning Workshop

Presiding: Dee Ann Ellingson, University of North Dakota

Jeff Clark, Middle Tennessee State University

MBAA International 2017 Program Chair, Rama Yelkur, and Executive Director, Jeff Clark, will meet with the program track chairs from each of the twelve tracks. Each track should have their 2017 program chair present. 2016 program chairs may also attend to provide continuity. In the event that a 2017 program track chair can't attend, each track is responsible for providing their substitute.



Program Sessions Friday, March 24, 2017

LEGAL STUDIES

1:45–3:00 p.m...... **Wilson Room, 3rd Floor**

Theme: Pedagogy

Moderator: Todd Haugh, Indiana University,
Kelley School of Business

Teaching Global Business Ethics: A Multimedia Approach

Mark Blodgett, Suffolk University

Man Overboard Technology: Should Cruise Lines Take the Plunge? (Critical Incident Case)

Christine A. Ladwig, Southeast Missouri State University

Can We Get Sued for This? Institutional Liability for Experiential Entrepreneurship Education

John F. McArdle, Salem State University

Accountability for Corporate Crime: Prosecutorial Trends

Cindy Schipani, University of Michigan

MARKETING

1:45–3:00 p.m...... **Salon 1, 3rd Floor**

Theme: Panel

Chair and

Discussant: Frederick Hoyt, Illinois Wesleyan University

Keeping Current: Learning New Truths—Sabbatical

Frederick Hoyt, Illinois Wesleyan University

Karen Bussone, Illinois Wesleyan University

Stephanie Jacobsen, Bridgewater State University

Dena Lieberman, Alverno College

Lori Lohman, Augsburg College

Kim Folkes, Wartburg College



MARKETING

1:45–3:00 p.m...... **Salon 2, 3rd Floor**

Theme: Panel

Chair and

Discussant: Ursula Sullivan, Northern Illinois University

Marketing Morph: How the Sharing Economy is Revolutionizing the Way we Shop, Stay and Pay

Chair and Discussant: Ursula Sullivan, Northern Illinois University

Timothy Aurand, Northern Illinois University

Alex Eddy, Northern Illinois University

Vijaykumar Krishnan, Northern Illinois University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

1:45–3:00 p.m...... **Indiana Room, 3rd Floor**

Theme: Public Policy and Lean Education

Chair: Richard Herling, University of Wisconsin-Stout

Establishment of an Operations and Management Study Abroad Program in China

Richard Herling, University of Wisconsin-Stout

Jim Keyes, University of Wisconsin-Stout

From Research and Development to Commercialization: The Jackson State University Innovation Corps Site

Ramin Cooper Maysami, Jackson State University

Almesha Campbell, Jackson State University

Loretta A. Moore, Jackson State University

LEANing In: Refining the Process in a Small Midwestern University's Financial Aid Program

Lata Lakshmanan, Maharishi University of Management, student

Eric Salisbury, Maharishi University of Management, student

Sabita Sawhney, Maharishi University of Management



Program Sessions Friday, March 24, 2017

Lean: From Waste to Best

Ge Guo, Maharishi University of Management
German Servente, Maharishi University of Management
Kenny Jenuar, Maharishi University of Management
Sabita Sawhney, Maharishi University of Management

LEGAL STUDIES

3:00–4:15 p.m...... **Wilson Room, 3rd Floor**

Theme: **Intellectual Property and Technology**

Moderator: Denise Oas, University of Central Missouri

The Saga of (Patent) Trolls, Patent Assertion Entities and Patent Pools in Relation to U.S., E.U., and Chinese Competition Law

Matt Heckman, Zuyd University of Applied Science

Madonna and the Love Break: The De Minimis Exception and Copyrighted Sound Recordings

Patricia Quinn Robertson, Arkansas State University

The Myth of the Sharing Economy and Its Implications for Regulating Innovation

Abbey Stemler, Indiana University

Patent Subject Matter Convergence in the Digital Age

Robert E. Thomas, University of Florida

LEGAL STUDIES

3:00–4:15 p.m...... **Marshfield Room, 3rd Floor**

Theme: **Potpourri**

Moderator: Christine A. Ladwig, Southeast Missouri State University

Rainwater Harvesting Under the Prior Appropriation Doctrine: Responding to Property Rights

Stephen Bretsen, Wheaton College

The Confluence of the ADA with Administrative Law

Richard J. Hunter Jr., Seton Hall University



Home-Field Advantage: Wal-Mart's Litigation Success vs. Its Competitors

Charlie Penrod, University of West Florida

How Regulation is Good for Business: Big Data in Healthcare

Dale B. Thompson, University of St. Thomas

Disgorgement in FCPA Enforcement

Karen Woody, Indiana University

MMA HOSPITALITY GATHERING – ALL MBAA INTERNATIONAL IS WELCOME

5:00–6:30 p.m...... **Potter's Lounge, Lobby Level**
Marketing Management Association welcomes MBAA International to “wind down together” at a special “end-of-event” reception. Everyone still in town is welcome to join us for a good time.

Presidents of MBAA International

- 1965–1966 L. L. Waters, Indiana University
1966–1967 Sidney P. Feldman, Indiana University-Northwest
* 1967–1968 Fremont A. Shull Jr., Southern Illinois University
1968–1969 Elwyn K. DeVore, Northwest Missouri State University
1969–1970 N.W. Edwards, University of Missouri
* 1970–1971 Richard W. Metcalf, University of Nebraska
* 1971–1972 Donald E. Mulvihill, Ball State University
1972–1973 Dale E. Clement, University of South Dakota
* 1973–1974 Miles Tommeraasen, Morningside College-Sioux City
1974–1975 Frank K. Reilly, University of Notre Dame
* 1975–1976 William Bonwich, Saint Louis University
* 1976–1977 Harry C. Lyle, Miami University
* 1977–1978 LaVerne A. Cox, St. Cloud State University
* 1978–1979 Donald M. Albanito, Bradley University
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1980–1981 Eugene F. Drzycimski, University of Wisconsin-Oshkosh
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2001– Jeff Clark, Middle Tennessee State University

* Deceased



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Ranajoy Ray-Chaudhuri
Muhlenberg College
2400 Chew Street; Ettinger 306C
(484) 664-3580
rray-chaudhuri@muhlenberg.edu

Academy of Finance

Thomas M. Krueger
Texas A&M-Kingsville
700 University Boulevard
Kingsville, TX 78363-8202
(361) 593-3787
thomas.krueger@tamuk.edu

Academy of International Business, Midwest Region

Etienne Musonera (co-chair)
Mercer University-Atlanta
Atlanta, GA 30341
(678) 908-7039
musonera_e@mercer.edu

Anand Pore (co-chair)
(201) 889-6459
anypore@gmail.com

Business and Health Administration

Jean Sanchez
Washburn University
1700 SW College Avenue
Benton Hall, Room 103
Topeka, KS 66621
(785) 670-1408
jean.sanchez@washburn.edu

Business, Society, and Government

Diane Sykes
Kaplan University
451 Queen Street
Northumberland, PA 17857
(570) 939-0487
dianemtsykes@gmail.com

Marketing Management Association

Susan Geringer
California State University-Fresno
5245 N. Backer Avenue, PB07
Fresno, CA 93740
(559) 278-7830
mmaspring2017@gmail.com

Midwest Academy of Legal Studies in Business

Denise (Deni) Oas
University of Central Missouri
Warrensburg, MO 64093
(660) 543-4906
doas@ucmo.edu

North American Accounting Society

Wilhelmina (Mimi) Ford
Middle Georgia State University
100 University Parkway
Macon, GA 31206
(478) 361-8649
naas2017@mga.edu

2017 Professional Division Chairs

North American Management Society

Jeanetta D. Sims (co-chair)
University of Central Oklahoma
(405) 974-2805
2017nams@gmail.com

Chaunda L. Scott (co-chair)
Oakland University
(248) 370-4171
2017nams@gmail.com

Operations Management and Entrepreneurship Association

Jie McCardle
Georgia Southern University
1332 Southern Drive
Statesboro, GA 30458
(912) 478-0348
jmccardle@georgiasouthern.edu

Society for the Advancement of Information Systems

Stoney Brooks
Middle Tennessee State University
1302 E. Main Street, BAS N327
MTSU Box 45
Murfreesboro, TN 37132
(615) 898-5765
stoney.brooks@mtsu.edu

Society for Case Research

Neil Tocher
Idaho State University
921 S. 8th Ave
Pocatello, ID 83209
(208) 282-3588
tochneil@isu.edu

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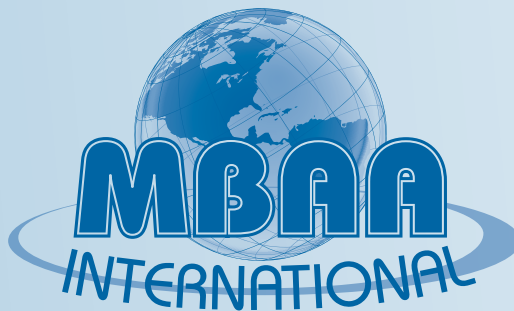
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Executive Director
Jeff Clark
Middle Tennessee State University
Jeff.Clark@mtsu.edu

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