

The 49th Annual

MBAA INTERNATIONAL CONFERENCE



Relevant and Innovative:
**Advancing Thoughts, Theories, and
Practice in Business Disciplines**

Publishing: Know Your Research Landscape...
**Informed and Connected to Editors, Gurus,
and Peers**

February 27–March 1, 2013

The Drake Hotel • Chicago, IL • www.mbaainternational.org

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MBAA International

America's Best Conference Value!

2014 Conference Dates

March 26 through March 28, 2014

MBAA International is what a great conference should be! Dialogue and development, fellowship and friendship—hundreds of your colleagues across every business discipline from around the world—in an amazing city—all at an incredible price. That's why MBAA International is known as America's best conference value!



Our track record as a leader in high-value professional development is almost one half-century long, and our reputation for incredible entertainment is just icing on the cake.

With twelve tracks covering every business discipline, leading education resource exhibitors, practical help on practical topics—including how to get published—(and two high quality, high impact evenings of entertainment), it's easy to see why MBAA International is America's best conference value!

The Historic Drake Hotel

It's where Chicago's Magnificent Mile begins!

Mail Advance Registration to:

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

Advance Registration

Advance registration expedites the on-site process at the conference and facilitates material preparation 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 MBAA International convention rate for the 2014 conference.

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

Exhibits

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

2014 MBAA International Program

Persons interested in participating in the 2014 program, scheduled for March 26 through March 28, 2014, at the historic Drake Hotel—where Chicago's Magnificent Mile begins—please contact

Barbara Nemecek
Interim Dean
Robert B. Willumstad School of Business
Adelphi University
One South Avenue
Garden City, NY 11530
(516) 877-4608
BNemecek@adelphi.edu

2013 MBAA International McGraw-Hill/Irwin Distinguished Paper Awards

Academy of Business Economics

Tax Evasion and the Decline of the Roman Empire

John Robert Stinespring, University of Tampa

Academy of Finance

Conservative Boards

Sheri Faircloth, University of Nevada-Reno

Arun Upadhyay, University of Nevada-Reno

Rahul Bhargava, University of Nevada-Reno

Academy of International Business, Midwest Region

Determinants, Entry Modes, and Performance Evidence from China

Jun Wu, Savannah State University

Maureen I. Muller-Kahle, Penn State University

Anshu Saxena Arora, Savannah State University

Reginald Leseane, Savannah State University

Business and Health Administration Association

Developing Effective Preceptors for Future Health and Aging

Jennifer Johs-Artisensi, University of Wisconsin-Eau Claire

LaNette Flunker, University of Wisconsin-Eau Claire

Douglas Olson, University of Wisconsin-Eau Claire

Business, Society, and Government

Corporate Political Spending and the Banking Industry

Michael Yahr, Robert Morris University

2013 MBAA International McGraw-Hill/Irwin Distinguished Paper Awards

Marketing Management Association

The Role of Self-Efficacy in Sales Education

Peter Knight, University of Wisconsin-Parkside

Claudia Mich, Purdue University Calumet

Michael T. Manion, University of Wisconsin-Parkside

Midwest Academy of Legal Studies in Business

Using Films to Teach Business Ethics Students

Teressa L. Elliott, Northern Kentucky University

Catherine S. Neal, Northern Kentucky University

North American Accounting Society

CEO Compensation and Accruals Management

Qian Hao, Wilkes University

Nan Hu, University of Wisconsin-Eau Claire

Ling Liu, University of Wisconsin-Eau Claire

Lee J. Yao, Loyola University-New Orleans

North American Management Society

*Corporate Governance and Transparency: A Research Study
Investigating CEO Duality in Fortune Ranked Companies*

Patricia B. Abels, The University of Findlay

Joseph T. Martelli, The University of Findlay

2013 MBAA International McGraw-Hill/Irwin Distinguished Paper Awards

Operations Management and Entrepreneurship Association

*A Case Study Approach to Remanufacturing Operations
in Reverse Logistics*

Shad Dowlatsahi, University of Missouri-Kansas City

Society for Case Research

*The Society for Case Research:
An Organization Built on a Culture of Success*

Reed McKnight, University of New Mexico

Roy Cook, Fort Lewis College

Kay Hodge, University of Nebraska at Kearney

Society for the Advancement of Information Systems

Cloud Computing Audit: Its Challenges and Future Development

David C. Chou, Eastern Michigan University

What Does MBAA Stand For?

We used to get this question a lot. Today, though, 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 nearly 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. 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.

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. Back then we were known as the Midwest Business Administration Association.

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

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, like us, they 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 worked for them it ought to work for us, so 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.



Jeff Clark
Executive Director
MBAA INTERNATIONAL



MBAA INTERNATIONAL: Origins and Outcomes

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

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

Nearly 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 agencies, nonprofit institutions, and businesses.

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

While some other organizations have adopted our “multidisciplinary experience” approach, MBAA INTERNATIONAL remains America’s long-term leader in low-cost, high-value, integrative professional development. Nobody has been doing it longer and many believe nobody does it better!

In 2013, eleven formal organizations make up MBAA INTERNATIONAL: Academy of Business Economics, Academy of Finance, Academy of International Business Midwest, Business and Health Administration Association, Marketing Management Association, Midwest Academy of Legal Studies in Business, North American Accounting Society,

North American Management Society, Operations Management and Entrepreneurship Association, Society for Case Research, and Society for the Advancement of Information Systems. We also have a track focusing on Business, Society, and Government.

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.

Primary registrations for the various MBAA INTERNATIONAL organizations at the 2009, 2010, 2011, and 2012 annual meetings are listed below.

	2009	2010	2011	2012
Accounting.....	57	71	73	71
Business, Society, and Government.....	14	20	22	19
Case Research.....	59	56	61	69
Economics.....	41	43	41	39
Finance.....	99	114	121	95
Health Administration.....	32	54	66	75
Information Systems.....	31	36	36	30
International Business.....	40	52	34	59
Legal Studies.....	61	59	64	44
Management.....	99	93	89	88
Marketing.....	154	155	169	136
Operations Management and Entrepreneurship.....	28	30	33	16
MBAA International.....	<u>15</u>	<u>14</u>	<u>15</u>	<u>25</u>
Total	730	797	824	766

These primary registrations tell only part of the story; some participants support more than one organization through one or more secondary registrations. In 2009, there were 118 secondary registrants; in 2010, 137; in 2011, 135; and in 2012, 119.

Useful programming, collegial networking, and magnificent 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

Cyber Cafe	Gold Coast Ballroom
Open during conference day sessions.	

Wednesday, February 27, 2013

Registration Opens at 11:00 a.m.

MARKETING

11:00 a.m.–12:00 p.m..... Lakeshore Ballroom
MMA Publications Council Meeting

CASE RESEARCH

12:00–1:15 p.m..... Erie Room, Upper West Mezzanine
Board of Directors Working Luncheon

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m..... 2nd Floor, Room 225
Business, Society, and Government Annual Meeting
Chair: Steven Palmer, Northwestern Oklahoma State University

ACCOUNTING

4:30–5:45 p.m..... 4th Floor, Room 429
North American Accounting Society Board Meeting
Presiding: George Schmelzle, Missouri State University
President, North American Accounting Society

BUSINESS AND HEALTH ADMINISTRATION

4:30–5:45 p.m..... 8th Floor, Room 825
BHAA Board Meeting
Chair: Avinandan Mukherjee, Montclair State University

Business Meetings, Special Meetings, Meals, and Receptions

CASE RESEARCH

4:30-5:45 p.m.....Ontario Room, Upper West Mezzanine
Board of Directors Meeting

LEGAL STUDIES

4:30–5:45 p.m..... 6th Floor, Room 625
Meeting of the Executive Board of the Midwest Academy of Legal
Studies in Business

MANAGEMENT

4:30–5:45 p.m.....Erie Room, Upper West Mezzanine
North American Management Society Executive Council Meeting
Chair: David M. Savino, Ohio Northern University

MARKETING

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

MBAA INTERNATIONAL

6:00 p.m.....Gold Coast Ballroom, Lower East Mezzanine
Advisory Council Dinner and Meeting (By Invitation Only)

“FUN NIGHT” – Casey Abrams

8:00 p.m..... Grand Ballroom, Lower East Mezzanine

MBAA INTERNATIONAL HOSPITALITY SUITE

9:30–11:00 p.m.Gold Coast Ballroom

Business Meetings, Special Meetings, Meals, and Receptions

Thursday, February 28, 2013

Registration Opens at 7:45 a.m.

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. 8th Floor, Room 825

BHAA Annual Business Meeting and Awards Function

Presiding: Deborah Gritzmacher, Clayton State University

All BHAA members invited to attend

FINANCE

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

Academy of Finance Executive/Board of Directors Meeting

Chair: Mark A. Wrolstad, Winona State University

FINANCE

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

Academy of Finance Business Meeting

Chair: Mark A. Wrolstad, Winona State University

MARKETING

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

MMA Awards Brunch (Ticket Required)

BUSINESS AND HEALTH ADMINISTRATION

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

BHAA Luncheon (Ticket Required)

CASE RESEARCH

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

Annual Meeting and Luncheon (Ticket Required)

Business Meetings, Special Meetings, Meals, and Receptions

FINANCE

12:15–1:30 p.m.....Georgian Room, Upper East Mezzanine
Academy of Finance Luncheon

INTERNATIONAL BUSINESS

12:15–1:30 p.m..... Drake Room, Main Level
**Academy of International Business–Midwest Region Business
Meeting
Academy of International Business–Midwest Region Luncheon
(Ticket Required)**

Theme: **Legal Issues in International Business**

Chair: Robert Moussetis, North Central College

Keynote Speaker: Scott L. D'Angelo
General Counsel for U.S. McOpCo,
The McDonald's Restaurants

MANAGEMENT

12:15–1:30 PM French Room, Lower East Mezzanine
NAMS Awards Luncheon (Ticket Required)

Theme: **Managing the Creative in Business**

Keynote Speaker: Lisa Donahue, CEO of Starcom USA-
Chicago Advertising Federation Woman of the Year
Adweek 2011 Executive of the Year

MARKETING

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

Business Meetings, Special Meetings, Meals, and Receptions

MBAA INTERNATIONAL

4:20–5:30 p.m. Drake Room, Main Level

Annual Business Meeting

Includes “McGraw-Hill/Irwin Distinguished Paper” Awards Presentations

“FUN NIGHT” – Chicago Blues Revue

8:00 p.m. Grand Ballroom

MBAA INTERNATIONAL HOSPITALITY SUITE

10:00–11:00 p.m. Gold Coast Ballroom

Friday, March 1, 2013
Registration Opens at 7:45 a.m.

ACCOUNTING

7:30–9:15 a.m. Club International, Drake Hotel Main Level

Breakfast, Speaker, and Annual Business Meeting (Ticket Required)

Presiding: George Schmelzle, Missouri State University
 President, North American Accounting Society

INFORMATION SYSTEMS

8:00–9:15 a.m. 9th Floor, Room 950

SAIS Annual Business Meeting

MANAGEMENT

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

North American Management Society Membership Meeting and Continental Breakfast sponsored by the American National Business Hall of Fame

Chair: David M. Savino, Ohio Northern University

Business Meetings, Special Meetings, Meals, and Receptions

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

8:00–9:15 a.m. Huron Room, Upper West Mezzanine
OMEA Annual Business Awards Breakfast (Ticket Required)

LEGAL STUDIES

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

Presiding: Daniel Botz, Kansas State University
President, Midwest Academy of Legal Studies in Business

Remarks by: Carol J. Miller, Missouri State University
President, Academy of Legal Studies in Business

LEGAL STUDIES

12:15–1:30 p.m. Venetian Room, Upper East Mezzanine
Plenary Lunch—Sponsored by DePaul University (Ticket Required)

MBAA INTERNATIONAL

12:15–1:30 p.m. Tudor Room, Upper East Mezzanine
2014 Program Chairs Planning Luncheon

Presiding: Barbara Nemecek, Adelphi University
Jeff Clark, Middle Tennessee State University

How to Get Published

Wednesday, February 27, 2013

MANAGEMENT

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

Theme: **101 Things to Know about Being Published**

Chair: Julia Teahen, Managing Editor, *Journal of Leadership
and Organizational Studies*

Panelists (in alphabetical order):

Jann Freed, Central College

Regina A. Greenwood, Nova Southeastern University

Robyn Hulsart, Austin Peay State University

David Hunger, College of St. Benedict and
St. John's University

Julia Teahen, Baker College

Kenneth Thompson, DePaul University

Carolyn Wiley, Roosevelt University

The participants will each bring a particular perspective to the topic of academic publishing. The group includes editors, editorial review board members, researchers, book authors, case writers, and textbook authors. They will offer advice and share their experience with attendees. Questions and discussion are welcome.

Thursday, February 28, 2013

MARKETING

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

Theme: **Issues in Marketing Education**

Chair: Beverlee Anderson, California State University-
San Marcos

**Trends in Academic Research: A 15-Year Analysis of Published
Research in Marketing Journals**

Artis Andrew, University of South Florida

David E. Fleming, Eastern Illinois University

How to Get Published

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Meet the Editors**

Co Chair: Avinandan Mukherjee, Montclair State University
Editor, *International Journal of Pharmaceutical and
Healthcare Marketing*

Co Chair: Ashish Chandra, University of Houston-Clear Lake
Editor, *Hospital Topics*

Co Chair: Ahmet Ozturk, Medical Director, CHH Pain Management
Center; Clinical Professor, Marshall University School of
Medicine; Executive Editor, *Hospital Topics*

LEGAL STUDIES

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

Panel Theme: **How to Get Published**

Chair: George W. McNary, Creighton University

Discussants: Tanya M. Marcum, Bradley University
Denise S. Smith, Eastern Illinois University
Dawn R. Swink, University of St. Thomas

CASE RESEARCH

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

Panel **Best Practices—Reviewing Case Studies and**

Discussion: **Critical Incidents: Editor, Reviewer, and
Author Responsibilities**

Panelists: John D. Veal Jr., Webster University
Kay Hodge, University of Nebraska at Kearney
Timothy Brotherton, Ferris State University
Eric Nelson, University of Central Missouri

How to Get Published

CASE RESEARCH

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

Panel Collaborating with Others to Develop Critical

Discussion: Incidents and Cases

Panelists: Cheryl L. Noll, Eastern Illinois University
John Riddick, Hanover College
Joe Thomas, Middle Tennessee State University

BUSINESS ECONOMICS

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

Theme: Markets in Academe

Chair: Timothy Schibik, The University of Southern Indiana

Editorial Demand and Author Supply: Coincidence of Wants?

Hedayeh Samavati, Indiana University-Purdue University

Nodir Adilov, Indiana University-Purdue University

David A. Dilts, Indiana University-Purdue University

Exhibitor Series

Thursday, February 28, 2013

THE EXHIBITOR SERIES: INTERPRETIVE SIMULATIONS

9:15–10:30 a.m. Lakeshore Boardroom

Theme: Three Examples of Effective Integration of Simulations in the Classroom

Presenter: Tim Sams, Manager of Content Development

In this session, we'll look at three different examples of how simulations were used effectively in the classroom. The main reason professors use simulations is that students learn better by doing. But how the simulation integrates with course material can be difficult. We'll walk through three examples of effective integration using our simulations. Specifically, what principles were addressed by the simulation and how did this help the students see how these principles are used in business? How do you integrate the simulation with your existing class materials and pedagogy? What are some best practices for a first-time user of a simulation?

This will be an interactive session where questions are welcome throughout. This session should be useful to both first-time users of simulations as well as veteran users.

Additional white papers on these examples will be available after the session from our website.

THE EXHIBITOR SERIES: RACOM

10:45 a.m.–12:00 p.m. Lakeshore Boardroom

Theme: The New Media Driver's License

Presenter: Rich Hagle, Editor and Publisher

Stories about the problems of managing and evaluating the endless stream of information available through all the new media forms are legendary. Hagle explains how The New Media Driver's License can be used to put the best of the new media to work for you, both in the classroom and in professional practice.

The blending and merging (integration) of many traditional marketing and communications has been occurring at an increasingly rapid pace in recent years. Hagle describes how the new edition of *The IMC Handbook Readings & Cases in Integrated Marketing Communications* tracks recent developments and provides the research base to explore it further.

Exhibitor Series

Hagle also explains the growth and development of *The International Journal of Integrated Marketing Communications*, now going into its fifth year, and prospects for the coming years. In addition, he describes other forthcoming Racom titles, such as *Measuring and Managing New Media* by Richard Cole and Allie Siarto, *Business-to-Business Marketing* by Victor Hunter and Susan K. Jones, and *B-to-B Database Marketing* by Ruth Stevens.

THE EXHIBITOR SERIES: CENGAGE LEARNING

1:30–2:45 p.m. Lakeshore Boardroom

Theme: Using Technology to Enhance Student Engagement and Improve Outcomes

Presenters: Courtney Sheldon and Mike Roche

Cengage Learning invites you to learn about personalized learning experience of MindTap and see how the engagement, personalization, outcomes, simplicity, and interactivity of the program can meet your teaching and your student's learning needs. Hear presenters talk about relevant and thought-provoking topics and join your colleagues to learn about and discuss important topics such as improving retention and engagement, teaching online, demonstrating outcomes and how to incorporate a personalized learning experience into your classroom.

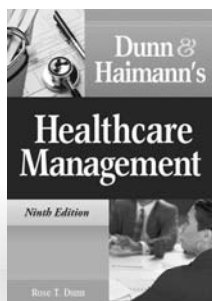
THE EXHIBITOR SERIES: CENGAGE LEARNING

3:00–4:15 p.m. Lakeshore Boardroom

Theme: Using Technology to Enhance Student Engagement and Improve Outcomes

Presenters: Courtney Sheldon and Mike Roche

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Stop by our table in the exhibit hall to browse our textbooks and request exam copies.

Health Administration Press publishes textbooks, professional books, and journals on all aspects of health services management.



HealthAdministrationPress

Foundation of the American College of Healthcare Executives

Publishing partner of the Association of University Programs in Health Administration.

Visit us at ache.org/HAP

**Wolters Kluwer Law & Business is proud to be an exhibitor
at the 2013 MidAtlantic Academy of Legal Studies in Business Conference**

TRUSTED RESOURCES FOR PROGRAMS IN BUSINESS LAW



**Business Law
Principles and Cases in the Legal
Environment**

Daniel V. Davidson, *Radford University*
Lynn M. Forsythe, *California State University,
Fresno*

Brenda E. Knowles, *Indiana University,
South Bend*

2011. 1,392 pages. ISBN: 978-0-7355-9378-7.
Instructor's Manual with Test Bank
and PowerPoint slides.

Companion Website:
aspenlegalcollege.com/books/davidson_business

Divided into nine parts, each devoted to a specific area of the law, this comprehensive business law book provides detailed and readable coverage of all the areas typically included in a business law or legal environment survey course.

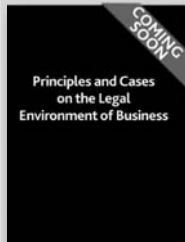
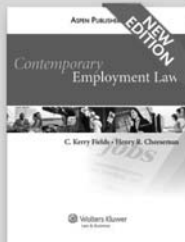
**Contemporary Employment Law
Second Edition**

C. Kerry Fields, *University of Southern California*
Henry R. Cheeseman, *University of Southern
California*

2013. 800 pages. ISBN: 978-1-4548-1804-5.
Instructor's Manual with Test bank
and PowerPoint Slides.

Companion Website:
aspenlegalcollege.com/fields_employment

Designed for a one-semester course that covers the major aspects of law, the highly teachable **Contemporary Employment Law** explores the legal essentials of managing a modern workforce.



The text identifies the differences between employees and independent contractors, then proceeds through the phases of hiring, promotion, and termination of employment. Modern employment issues covered include selecting employees; whistleblowing; immigration and nationality; current laws and regulations on pay, disability, and age discrimination; work-family conflicts; global employment; and much more. Students will learn to frame the issues that managers must identify in the workplace through abundant examples, management applications, and "Focus on Ethics" sections. The companion website offers online student support.

**Principles and Cases on the
Legal Environment of Business**

Daniel V. Davidson, *Radford University*
Lynn M. Forsythe, *California State University,
Fresno*

2013. 725 pages. ISBN: 978-1-4548-1640-9.
Instructor's Manual with Test Bank
and PowerPoint slides.

Principles and Cases on the Legal Environment of Business provides complete coverage of core one-semester legal environment subjects: Foundations of Law; Contracts, Torts, and Crimes in Business; Business Organizations, and Government Regulation. Each chapter begins with a Classic Case and ends with a Contemporary Case, and accompanied by applicable introductions and questions. "You Decide" hypotheticals at the end of each chapter as well as exhibits throughout the book help make the concepts easier to understand and retain.

For more information or to order a complimentary copy:
Call: 1.800.529.7545 • Fax: 1.800.915.3450 • Email: examcopy@wolterskluwer.com
WoltersKluwerLB.com/CollegeProf

Wednesday, February 27, 2013

MARKETING

11:00 a.m.–12:00 p.m..... Lakeshore Ballroom
MMA Publications Council Meeting

CASE RESEARCH

12:00–1:15 p.m.....Erie Room, Upper West Mezzanine
Board of Directors Working Luncheon

ACCOUNTING

1:30–2:45 p.m..... 4th Floor, Room 425
Theme: Implementing Supplemental Instruction in
 Introductory Accounting Courses
Moderator: Carol M. Jessup, University of Illinois-Springfield
Panelists: Donna Whitten, Purdue University-North Central
 Jaclyn Barnhill, Purdue University-North Central

ACCOUNTING

1:30–2:45 p.m..... 4th Floor, Room 429
Theme: Financial Accounting and Reporting
Chair: Donna Dorschner, CPA

**Summary of Significant Accounting Policies: Disclosures from
Fortune 500 Companies' 2011 Annual Reports**
Grace F. Johnson, Marietta College

**The Effect of Cost Structure on Earnings Volatility and Competitive
Advantage: Evidence from the Health Care Industry**
Essam Elshafie, Northeastern Illinois University
Emmanuel Nyadroh, Northeastern Illinois University



Program Sessions

Wednesday, February 27, 2013

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Health: Promotion and Disease Prevention

Chair: Deborah Gritzmacher, Clayton State University

Discussant: Michaeline Skiba, Monmouth University

Vaccination Trends for Public and Private Sectors

Suzette Hershman, University of Evansville

William Stroube, University of Evansville

Employers Wellness Programs in the Greater Aurora Area

Ileana Brooks, Aurora University

Social Development for Women and its Role in Environmental Health: A Cross-Country Study.

Avinandan Mukherjee, Montclair State University

Naz Onel, Montclair State University

The Effect of Health Orientation on Patient Compliance: What role Does Social Media Play in this Equation?

Avinandan Mukherjee, Montclair State University

Archana Kumar, Montclair State University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Health Promotion and Disease Prevention

Chair: Scott Stegall, Clayton State University

Discussant: Michael Dalmat, Clayton State University

Obesity in the Workplace: An International Out-Look

Bharat Mishra, Grand Valley State

Jitendra Mishra, Grand Valley State

The Impacts of Evolution's MPowerement Project in the CDC's Backyard

Barbara Lacy Wilson, Clayton State University, AID Atlanta, Inc.

Arletha Williams, AID Atlanta, Inc.

Program Sessions Wednesday, February 27, 2013



A Wellness Model That Improves Financial Performance in University Settings

Riddhima Palta, Scranton University
Allen C. Minor, Misericordia University

Nursing Education in Saudi Arabia: Challenges and Future Implementation

Adel S. Bashatah, King Saud University, Saudi, Arabia
Osama Samarkandiy, King Saud University, Saudi, Arabia

BUSINESS, SOCIETY, AND GOVERNMENT

1:30–2:45 p.m. 2nd Floor, Room 225

Theme: BSG Roundtable: 2013 Conference Theme: Relevant and Innovative: Advancing Thoughts, Theories, and Practices in Business Disciplines

Chairs: Steven Palmer, Northwestern Oklahoma State University
Lee Weyant, Kutztown University

CASE RESEARCH

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

Theme: Critical Incident Review

Chair: Ann Hackert, Idaho State University

Discussants: Andrew Borchers, Lipscomb University
Bonnie Leonhardt, University of Northwestern Ohio

Scribe: Karen Berger, Pace University

Chick-Fil-A: A Social Media Crisis

Cara Peters, Winthrop University
Jane Thomas, Winthrop University
Jamie Benjumea, Winthrop University
Nick Garner, Winthrop University
Katie Turner, Winthrop University

Retail Health Clinics: Sustain or Close?

Patrick Hermanson, Idaho State University



Program Sessions

Wednesday, February 27, 2013

CASE RESEARCH

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

Theme: Embryo Case Review

Chair: Cheryl L. Noll, Eastern Illinois University

Discussants: Cheryl Ward, Middle Tennessee State University
Edwin Portugal, State University of New York-Potsdam

Scribe: Karen Foust, Tulane University

Bethel Reserve Boy Scouts of America

Craig Davis, Ohio University

Timothy Brotherton, Ferris State University

Don't Let the Zombies Get You: How the CDC Used Novelty to Reach New Audiences

Amanda Weed, Ohio University

CASE RESEARCH

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

Theme: Critical Incident Review

Chair: Eric Nelson, University of Central Missouri

Discussants: Elizabeth Jones, Notre Dame of Maryland University
Sarah Rogers, University of Central Missouri

Scribe: Nakato Hirakubo, Brooklyn College

How Can BPI Restore Consumer Confidence in Pink Slime?

Asbjorn Osland, San Jose State University

The Failed Conversion of a Credit Union into a Mutual Savings Bank

Marco Pagani, San Jose State University

Asbjorn Osland, San Jose State University

Chunlei Wang, San Jose State University



FINANCE

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

Theme: Global Finance

Chair: David Kunz, Southeast Missouri State University

Global Financial Crisis—Paradox of Deleveraging and Austerity

Monzurul Hoque, Saint Xavier University

Discussant: Inayat U. Mangla, Western Michigan University

Islamic Banking and Finance (IBF) Revisited after Forty Years: Some Global Challenges

Inayat U. Mangla, Western Michigan University

Jamshed Y. Uppal, Catholic University of America

Discussant: Monzurul Hoque, Saint Xavier University

The Effect of Exchange Rate Volatility and Trade Deficit of Pakistan-A Comparative Analysis

Mudassar Hasan, The University of Lahore

Ramizur Rehman, The University of Lahore

Discussant: David Kunz, Southeast Missouri State University

FINANCE

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

Theme: Corporate Finance

Chair: Chu-Sheng Tai, Texas Southern University

Intra-Industry Competition: A MGARCH Approach

Chu-Sheng Tai, Texas Southern University

Discussant: Charles Rayhorn, Northern Michigan University

Information Content of Stock Repurchases

Naser Khaledi, Accounting Consultants

Musa Darayseh, American University of Sharjah

Discussant: Chu-Sheng Tai, Texas Southern University



Program Sessions

Wednesday, February 27, 2013

Pragmatic Financial Variations and Efficiency of Insurance Sector of Pakistan in the Era of 2001 to 2010

Saleha Yasir, University of Lahore-Pakistan

Kashif-ud-din, University of Lahore-Pakistan

Zahid Naveed, University of Lahore-Pakistan

Usman Ghani, University of Lahore-Pakistan

Discussant: Musa Darayseh, American University of Sharjah

INTERNATIONAL BUSINESS

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

Theme: International Business Education

Chair: Juan Meraz, Missouri State University

Faculty Perceptions Concerning the Use of Cases as a Teaching Tool: How Students of International Business Can Benefit

Raffaele DeVito, Emporia State University

Ronald Freeze, Emporia State University

Anand Pore, Emporia State University

Discussant: Martin Stack, Rockhurst University

Interdisciplinary International Business Course Case Study

Marilyn Martin Melchiorre, The College of Idaho

INTERNATIONAL BUSINESS

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

Theme: Business Strategy and Internationalization

Chair: Shiv K. Gupta, University of Findlay

The Influence of Industry Structure on the Relationship between Regional Orientation and Firm Performance

Terence Motsi, Cleveland State University

Ji Eun Park, Cleveland State University

Discussant: Wootae Chun, St. Louis University

Impact of National Culture on Post-Acquisition of Organizational Identification

Ratan Dheer, Florida Atlantic University

Program Sessions
Wednesday, February 27, 2013



Necessity Versus Ability As the Driver of Initial Multinationalization

Suresh Singh, Northeastern Illinois University

Hershey Foods: Competitor and Collaborator

Sandra Smith, University of Findlay

Maria V. Gamba, University of Findlay

Shiv K. Gupta, University of Findlay

Gregory Arburn, University of Findlay

MANAGEMENT

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

Theme: Issues in Human Resource Management

Chair: Ken Fah, Ohio Dominican University

Discussant: William R. Livingston, Baker College Center
for Graduate Studies

Facilitating Dialogue on Racism within Diversity Training Programs

Marilyn Y. Byrd, University of Mary Hardin-Baylor

Chaunda L. Scott, Oakland University

Why Is the Stained Glass Window a Glass Ceiling? Organizational Perspectives on Female Bishops in the Anglican Communion

Rev. Canon Judy Rois, Trinity College, University of Toronto

Alex Faseruk, Memorial University of Newfoundland

The DREAM Act and the Reality of Setting an Informed Agenda for Immigration

David M. Savino, Ohio Northern University

Risk Management: How Organizations Manage Violent Behavior

Carolyn Wiley, Roosevelt University



Program Sessions

Wednesday, February 27, 2013

MANAGEMENT

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

Theme: **How are the Internet and Technology Impacting Our Personal and Professional Lives?**

Chair: Bruce Bloom, DeVry University

Discussant: Jill Halverson, University of Wisconsin-Fox Falley

How are the Internet and Technology Impacting Our Personal and Professional Lives?

Technology and the Internet are playing critical roles in our professional, educational, and personal lives. Unfortunately, there are some serious social and psychological side effects that need to be addressed. The purpose of this panel is to discuss these technology and Internet issues that impact our lives and suggest some strategies to minimize or reject these social and psychological challenges that all of us are facing.

MANAGEMENT

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

Theme: **Managing Human Resources**

Chair: Regina A. Greenwood, Kettering University

Discussant: Harry Fisher, Eureka College

Using Personality to Identify High Technology Career Preference in Military Recruits

Heather H. Jia, Eastern Illinois University

David E. Fleming, Eastern Illinois University

Transition from Late-Career Displacement to Employability: How Older Knowledge Workers Confront Labor Market Adversity

John F. Fruner, Baker College

HRD Evaluation Techniques: Comparative Study of Jack Phillips ROI Methodology and Kirk Patrick's 4th Level, (Business Impact)

Nadeem Ahmed Khan, Air University Islamabad, Pakistan



MARKETING

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

Theme: Ethical Issues in Marketing

Chair: Stacey Hills, Southern Vermont College

Ethical Issues in Franchising Success: Are They Influenced by Franchising Characteristics? A Study in Turkey

Musa Pinar, Valparaíso University

Michael K. McCuddy, Valparaíso University

Zeliha Eser, Baskent University

Bahar Kutulumoglu, Baskent University

Patterns of Corporate Social Responsibility: Cluster Analysis of IVA Historic Data Ratings

Zinaida Taran, Penn State-Harrisburg

Opportunities and Obstacles on the Path to Business Sustainability

Debbie DeLong, Chatham University

Maggie McDermott, University of Wisconsin-LaCrosse

MARKETING

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

**Theme: Eleventh Annual MMA Master Teaching Competition
sponsored by Hormel Foods**

Chair: Timothy Graeff, Middle Tennessee State University

Lyle R. Wetsch, Memorial University of Newfoundland

Barbara Ross Wooldridge, University of Texas-Tyler

Damon Aiken, Eastern Washington University

Judges: Robert Erffmeyer, University of Wisconsin, Eau Claire
Brian Engelland, Catholic University of America
Theresa B. Clarke, James Madison University
Don Roy, Middle Tennessee State University
Michael Messina, Gannon University
Michael Roe, Hormel



Program Sessions

Wednesday, February 27, 2013

MARKETING

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

Theme: **Issues in Global Marketing**

Chair: **Fred Hoyt, Illinois Wesleyan University**

To Love and Win: Examining the Survivability of Non-Equity Global Alliances

Ursula Sullivan, Northern Illinois University

Sunghoon Kim, Penn State University

Chinese Consumers' Brand Perceptions and Purchasing Intentions: Does Brand of Origin Matter

Rama Yelkur, University of Wisconsin, Eau Claire

Juan Gloria Meng, Minnesota State University, Mankato

Zhan-Yi Chen, Dongguan Economy and Information Technology Bureau

Media Usage and Purchase Intention of an Automobile: Hierarchical Multilevel Model

Wong Ming Wong, Shantou University Business School

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

1:30–2:45 p.m...... **7th Floor, Room 725**

Theme: **On Line Teaching**

Chair: **Anthony Andrews, Governors State University**

Rational Expectations, Sunspots, and the Selection Criteria for Online Courses

Anthony Andrews, Governors State University

Panelists: **Bruce D. Fischer, Elmhurst College**

Qiumei Xu, Northeastern Illinois University

Sundaram Dorai, Northeastern Illinois University

John Simon, Governors State University

Program Sessions

Wednesday, February 27, 2013



ACCOUNTING

3:00–4:15 p.m...... 4th Floor, Room 425

Theme: **Teaching Roundtable**

Moderator: Diana Henke, University of Wisconsin-Fox Valley

Quinton Booker, Jackson State University

Dee Ann Ellingson, University of North Dakota

Bambi Hora, University of Central Oklahoma

Matt Raunio, University of Wisconsin-Fox Valley

ACCOUNTING

3:00–4:15 p.m...... 4th Floor, Room 429

Theme: **Does Size Matter? ... In Financial Reporting**

Chair: Donna Whitten, Purdue University-North Central

Panelists: Jerry Kreuze, Western Michigan University
Sheldon Langsam, Western Michigan University
James Penner, Western Michigan University
Ola Smith, Western Michigan University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Health Promotion and Disease Prevention**

Chair: Deborah Gritzmacher, Clayton State University

Discussant: Robert Spinelli, University of Scranton

A Global Perspective on Health and Wellness Programs in the Workplace: United States vs. Central Europe (Czech Republic)

Jessika Haynos, University of Scranton

Robert Spinelli, University of Scranton

Understanding the Determinates of Lifestyle Diseases: A Segmentation Approach

Vivek S. Natarajan, Lamar University

Kabir Chandra Sen, Lamar University

Avinandan Mukherjee, Montclair State University



Program Sessions

Wednesday, February 27, 2013

The Impacts of Evolution's MPowerment Project in the CDC's Backyard

Barbara Lacy Wilson, Clayton State University, AID Atlanta Inc.
Arletha Williams, AID Atlanta Inc.

Monetary Value of Food Deserts and Policies

Crystal Weeks, Clayton State University
Antoinette Paragon-Singh, Clayton State University
Michael Dalmat, Clayton State University

Waistlines Will Continue to Rob Bottom Lines Until Physicians Lead by Example with Their Own Employee Wellness Programs

Barbara Lacy Wilson, Clayton State University
Suvudha Khatri, Clayton State University
Michael Dalmat, Clayton State University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Pharmacoeconomics and Pharmaceutical Industry

Chair: Avinandan Mukherjee, Montclair State University

Discussant: William Stroube, University of Evansville

Safety of the United States Pharmaceutical Supply Increasingly in Question

Gene C. Wunder, Washburn University

The Role of Nutritional Supplements in Primary Care

Darrell McCall, University of Scranton
Steven Szydlowski, University of Scranton

Problems with Alternative Medicines in the Health Care Setting: From Nurses' Experience

Dennis Emmett, Marshall University

Clinical Evaluation of Generic Drug Sensitivity Testing for Patients Using Codeine-Related Drugs in Chronic Pain Management Setting

Ahmet "Ozzie" Ozturk, Marshall University



BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m. 1st Floor, Ben Marshall Boardroom

Theme: Ethical Issues in Health Care

Chair: William Stroube, University of Evansville

Discussant: Peter Fitzpatrick, Clayton State University

Ethical and Legal Issues in Exhibiting Human Bodies

Eva Grey, St. Elizabeth University of Medical and Social Sciences, Bratislava

Jane Trizuljakova, Medical Faculty of Comenius University, Bratislava

Understanding the Family Member's Lived Experience Transitioning from Active Care to End-of-Life Care—It's Not Just One Decision

Frances Gomes Marthone, Georgia State University

Ptlene Minick, Georgia State University

Organization and Management of Antimalnutrition Programmes in Kenya

Vladimir Krcmery, St. Elisabeth University

Dadline Kisundi, St. Elisabeth University

Jaroslava Sokolová, St. Elisabeth University

Victor Namulanda, St. Elisabeth University

Ann Nageudo, St. Elisabeth University

Nada Kulková, St. Elisabeth University

Daria Pecháčová, St. Elisabeth University

Mario Jančovič, St. Elisabeth University

Alexandra Mamová, St. Elisabeth University

Petra Stulero, St. Elisabeth University

Anna Porazikova, St. Elisabeth University

Sona Revicka, St. Elisabeth University

Steven Szydlowski, University of Scranton

Daniel J. West Jr., University of Scranton

Petra Mikolasova, St. Elisabeth University

Muslim Women Wearing Hijab in the Workplace: Facing Possible Religious Stigma

Terrie C. Reeves, University of North Carolina-Greensboro

Arlise P. McKinney, University of North Carolina-Greensboro

Laila Azam, Froedtert Hospital



Program Sessions

Wednesday, February 27, 2013

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m...... 2nd Floor, Room 225

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

Chair: Steven Palmer, Northwestern Oklahoma State University

CASE RESEARCH

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

Theme: **Critical Incident Review**

Chair: Deni Oas, University of Central Missouri

Discussants: Jim Tarter, University of Texas-Tyler
George Schmelzle, Missouri State University

Scribe: Craig Davis, Ohio University

Should A&A Disclose FCPA Violations

Asbjorn Osland, San Jose State University

Nanette Clinch, San Jose State University

Stakeholder Dialogue: Alley Cat Allies and U.S. Fish and Wildlife Service

Asbjorn Osland, San Jose State University

Nanette Clinch, San Jose State University

CASE RESEARCH

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

Theme: **Critical Incident Review**

Chair: Kay Hodge, University of Nebraska-Kearney

Discussants: Joanne Togle, Idaho State University
Joe Thomas, Middle Tennessee State University

Scribe: Steven M. Cox, Queens University of Charlotte

Shared Leadership at BGI

George Whaley, San Jose State University



**Burning Bridges at the Restaurant: Should I Be Honest
in My Exit Interview?**

David Baker, University of Central Missouri

Matthew VanSchenkhoef, University of Central Missouri

Eric Nelson, University of Central Missouri

Sarah Rogers, University of Central Missouri

The Ryan Budget

Michael J. Stellern, Rockhurst University

FINANCE

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

Theme: Financial Markets

Chair: Alex Meisami, Indiana University-South Bend

**Testing Casual Relation among Central and Eastern European Equity
Markets: Evidence from Asymmetric Casuality Test**

Emrah İ. Çevik, Bülent Ecevit University

Turhan Korkmaz, Bülent Ecevit University

Emre Çevik, Kırklareli University

Discussant: Abdus Samad, Utah Valley University

The Debt Trap: Wealth Transfers and Capital Structure Choice

Palani-Rajan Kadapakkam, University of Texas-San Antonio

Alex Meisami, Indiana University-South Bend

John Wald, University of Texas-San Antonio

Discussant: Turhan Korkmaz, Bülent Ecevit University

**Are Islamic Banks Immune from Global Financial Crisis: Evidences
from 15–Cross-country Islamic Banks**

Abdus Samad, Utah Valley University

Discussant: Alex Meisami, Indiana University-South Bend



Program Sessions

Wednesday, February 27, 2013

FINANCE

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

Theme: Investments and Portfolio Management

Chair: Hongbok Lee, Western Illinois University

Bottom-Up Investing Ratios

Hongbok Lee, Western Illinois University

David A. DeBoeuf, Western Illinois University

Alex Stanley, Western Illinois University

Discussant: Charles Rayhorn, Northern Michigan University

Long-Run Returns for Retirement Portfolios: New Evidence from New Data

Charles Rayhorn, Northern Michigan University

Kenneth Janson, Northern Michigan University

Discussant: Timothy Peterson, Gustavus Adolphus College

A Comparison of the Returns Between Benchmark Index-Based Exchange Traded Funds and Strategy Index-Based Exchange Traded Funds

Timothy Peterson, Gustavus Adolphus College

Discussant: Hongbok Lee, Western Illinois University

FINANCE

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

Theme: Teaching Award Presentation

Mark A. Wrolstad, Winona State University

Thomas Krueger, Texas A&M University-Kingsville

Don T. Johnson, Western Illinois University



INFORMATION SYSTEMS

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

Panel Session: Use of Social Media in Student Learning

Chair: Trish Maguire, Eastern New Mexico University

Panelists: Kathie Good, Eastern New Mexico University
Janet Roehl, Eastern New Mexico University
Becky Davis, Eastern New Mexico University

INTERNATIONAL BUSINESS

3:00–4:15 p.m. Drake Room, Main Level

Theme: Cross-cultural Management

Chair: Christopher H. Ziemnowicz, University of North Carolina
at Pembroke

Localized Hiring in Chinese Multi-National Corporations

Kim Nevinger, University of San Francisco

Xiaohua Yang, University of San Francisco

Discussant: Roger J. Volkema, IAG/PUC-Rio

Truth or Consequences: The Effects of Distributive Tactics on Negotiation Process and Outcomes

Denise Fleck, Federal University of Rio de Janeiro-UFRJ

Roger J. Volkema, IAG/PUC-Rio

Barbara Levy, IAG/PUC-Rio

Sergio Pereira, IAG/PUC-Rio

Lara Vaccari, IAG/PUC-Rio

A Survey of Consumer Perceptions on Medical Tourism (2012 Study)

Lydia L. Gan, University of North Carolina at Pembroke

James R. Frederick, University of North Carolina at Pembroke



Program Sessions

Wednesday, February 27, 2013

INTERNATIONAL BUSINESS

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

Theme: International Human Resource Management Issues

Chair: Donna Wiencek, Western Illinois University

Analysis of the Reasons that Determine Turkish Nurses' Preference of Working Abroad By Probit Model

Oya Korkmaz, Bülent Ecevit University

Nüket Kırıcı Çevik, Bülent Ecevit University

Discussant: Rick Revoir, College of St. Scholastica

Cultural Intelligence: A Prerequisite for Organizational Success in the Global Marketplace

Jacqueline Awadzi-Calloway, Saint Leo University

Winston Awadzi, Delaware State University

Discussant: Shobha S. Das, Qatar University

Information and Communication Technology Enabled Benefits:

Development of Government e-Procurement in Europe

Christopher H. Ziemnowicz, University of North Carolina at Pembroke

Discussant: Richard A. Colignon, St. Louis University

MANAGEMENT

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

Theme: Managing Resources

Chair: Maria Lai-Ling Lam, Malone University

Discussant: Raida Abuizam, Purdue University Calumet

Human Capital, Time Together, and Behaviors: A Study of Unit Performance

Christopher Harris, Marrietta College

Gary C. McMahan, University of Texas-Arlington

The Effect of Slack Resources on Internal and External R&D

Sang Kyun Kim, University of Southern Indiana



**'Reductionistic' and 'Holistic' views to Resource-Based Theory (RBT):
A review on the literature and the future studies**

Mona Rashidirad, University of Kent

Hamid Salimian, University of Kent

MANAGEMENT

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

Theme: Managing Human Resources

Chair: Jeffrey Fahrenwald, Rockford College

Discussant: John Grant, Ohio Dominican University

Managing with Empathy: Can You Feel What I Feel?

Aaron A. Buchko, Bradley University

Rebecca L. Somogyi, Bradley University

Kathleen J. Buchko, Bradley University

Happiness and Productivity in the Workplace

Mansour Sharifzadeh, California Polytechnic University-Pomona

**Getting Personal: Addressing Dating Relationships and Workplace
Violence—A Human Resource Management Case Study**

William R. Livingston, Baker College

MANAGEMENT

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

Theme: 101 Things to Know about Being Published

Chair: Julia Teahen, Managing Editor, *Journal of Leadership
and Organizational Studies*

Panelists (in alphabetical order):

Jann Freed, Central College

Regina A. Greenwood, Nova Southeastern University

Robyn Hulsart, Austin Peay State University

J. David Hunger, College of St. Benedict and
St. John's University

Julia Teahen, Baker College

Kenneth Thompson, DePaul University

Carolyn Wiley, Roosevelt University



Program Sessions

Wednesday, February 27, 2013

The participants will each bring a particular perspective to the topic of academic publishing. The group includes editors, editorial review board members, researchers, book authors, case writers, and textbook authors. They will offer advice and share their experience with attendees. Questions and discussion are welcome.

MARKETING

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

Theme: Insights Into Perception and Engagement

Chair: Susan Geringer, California State University-Fresno

Engaging Passive Green Consumers: A Proposed Framework

E-Jian Loh, Monash University

Jan Brace-Govan, Monash University

Samir Gupta, Monash University

Exploring the Impact of Nature of Brand Mention and Target Audience Connectedness on Consumers' Perceptions

Ainsworth Bailey, University of Toledo

Millennial Non-Smokers' Insights into Graphic Health Warnings on Cigarette Packaging: The ZMET Method

Monica Hernandez, Texas A&M University-Corpus Christi

MARKETING

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

Theme: Issues in Entrepreneurship

Chair: Sharon Alpi, Millikin University

Beyond Marketing: Entrepreneurship and the Quest to Rebuild Audiences for the Performing Arts

Jeffrey Nytych, The University of Colorado-Boulder

Program Sessions

Wednesday, February 27, 2013



A Price-based Approach to the Dialectics in African American Female Entrepreneur Experiences

Peggy Anderson, University of Central Oklahoma

Jeanetta Sims, University of Central Oklahoma

Jalea Shuff, University of Central Oklahoma

Sarah Neese, University of Central Oklahoma

Atoya Sims, University of Central Oklahoma

Hiring a Dedicated Sales Person: A Consideration of the Antecedents of Intention to Hire

Jason Harkins, University of Maine

Aaron Arndt, Old Dominion University

MARKETING

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

Theme: Issues in Services Marketing

Chair: Rebecca Hochradel, Delta State University

Showrooming and the Small Retailer: Setting a Research Agenda

Terence Brown, Penn State, Harrisburg

Douglas Friedman, East Stroudsburg University

Zinaida Taran, Penn State, Harrisburg

What Makes Social Shoppers Click? A Conceptual Model of the Role of Social Shopping Rewards

Kesha Coker, Eastern Illinois University

Robert Boostrom, University of Wisconsin, Whitewater

Suzanne Altobello, Southern Illinois University

University Brand Equity: An Empirical Investigation of Its Dimensions

Musa Pinar, Valparaiso University

Paul Trapp, Valparaiso University

Tulay Girard, Penn State Altoona

Thomas Boyt, Valparaiso University



Program Sessions

Wednesday, February 27, 2013

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: Teaching Methodology

Chair: John Simon, Governors State University

E-commerce and the Penny Auction Industry:

An Opportunity Analysis

Ram Kesavan, University of Detroit Mercy

Wei Ning, University of Detroit Mercy

Conceptual Framework for Innovative System Approaches in Manufacturing or Retail Business

Rasoul Afifi, Northeastern Illinois University

Myung-Ho Yoon, Northeastern Illinois University

Hong Gee Chen, Northeastern Illinois University

Recent Trends in Outsourcing and In-shoring

John Simon, Governors State University

ACCOUNTING

4:30–5:45 p.m...... 4th Floor, Room 429

North American Accounting Society Board Meeting

Presiding: George Schmelzle, Missouri State University

President, North American Accounting Society

BUSINESS AND HEALTH ADMINISTRATION

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

BHAA Board Meeting

Chair: Avinandan Mukherjee, Montclair State University

CASE RESEARCH

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

Board of Directors Meeting

Program Sessions
Wednesday, February 27, 2013



LEGAL STUDIES

4:30–5:45 p.m...... 6th Floor, Room 625
**Meeting of the Executive Board of the Midwest Academy of Legal
Studies in Business**

MANAGEMENT

4:30–5:45 p.m...... Erie Room, Upper West Mezzanine
North American Management Society Executive Council Meeting
Chair: David M. Savino, Ohio Northern University

MARKETING

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

MBAA INTERNATIONAL

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

“FUN NIGHT” – Casey Abrams

8:00 p.m...... Grand Ballroom, Lower East Mezzanine

MBAA INTERNATIONAL HOSPITALITY SUITE

9:30–11:00 p.m...... Gold Coast Ballroom, Lower East Mezzanine



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Thursday, February 28, 2013

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. 8th Floor, Room 825

BHAA Annual Business Meeting and Awards Function

Presiding: Deborah Gritzmacher, Clayton State University

All BHAA members invited to attend

BUSINESS ECONOMICS

8:00–9:00 a.m. 9th Floor, Room 925

Theme: Markets and Morality

Chair: Trevor Knox, Muhlenberg College

Moral Elasticity: A Measurement of the Value of Ethics

Curtis R. Price, University of Southern Indiana

Sudesh Mujumdar, University of Southern Indiana

Legalized Market for Human Kidneys: The Wrong Solution to the Right Problem

Reza Varjavand, Saint Xavier University

BUSINESS, SOCIETY, AND GOVERNMENT

8:00–9:00 a.m. 2nd Floor, Room 225

Theme: Matters of Development

Chair: Steven Palmer, Northwestern Oklahoma State University

The Conflict Between Economic Development vs. A Clean Environment: The Case of Rare Earth Elements

Gideon Falk, Purdue University

Charles Rarick, Purdue University

The Growth of Infrastructure Investment by Institutions

Rodger Kerkenbush, Loras College



Program Sessions

Thursday, February 28, 2013

CASE RESEARCH

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

Theme: Critical Incident Review

Chair: Timothy Brotherton, Ferris State University

Discussant: Harsha Desai, Loyola University-Maryland
Charles P. Wilson, Rhode Island College Campus Police

Scribe: Robin Sronce, Drury University

How Do I Stick it Out in what Is Still a Hostile Environment

Nanette Clinch, San Jose State University

Asbjorn Osland, San Jose State University

Pamela M. Wells, San Jose State University

Is the Rent-A-Womb Business in India Legitimate?

Nanette Clinch, San Jose State University

Asbjorn Osland, San Jose State University

CASE RESEARCH

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

Theme: Critical Incident Review

Chair: J. David Hunger, St. John's University

Discussant: Jim Tarter, University of Texas-Tyler
John Vitton, University of North Dakota

Scribe: Cara Peters, Winthrop University

Is This an Appropriate Issue for the Board of Directors at a Credit Union to Consider?

Joanne Togle, Idaho State University

Robert Togle, Idaho State University

The Customer List

David Green, Middle Tennessee State University

Joe Thomas, Middle Tennessee State University

Program Sessions

Thursday, February 28, 2013



CASE RESEARCH

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

Theme: Embryo Case Review

Chair: John Riddick, Hanover College

Discussants: Matthew VanSchenk Hof, University of Central Missouri
Amanda Weed, Ohio University

Scribe: Andrew Borchers, Lipscomb University

ERP Introduction to a Family Corporation: Project Management and Change Process

Jacinto Gavino, Asian Institute of Management

Edwin Portugal, University of New York-Potsdam

Japanese Cell Phone Manufacturers Near the Edge of a Cliff

Nakato Hirakubo, Brooklyn College

Craig Davis, Ohio University

Hyeongjung Kim, Shizuoka Sangyo University

FINANCE

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

Academy of Finance Executive/Board of Directors Meeting

Chair: Mark A. Wolstad, Winona State University

INFORMATION SYSTEMS

8:00–9:00 a.m. 9th Floor, Room 950

Theme: Software Projects: Development, Implementation, and Management

Chair: Anita Singh, Viterbo University

Discussant: Judy Holmes, Middle Tennessee State University.

The Scrum Method for Software Development: Factors Influencing Team Effectiveness

Anita Singh, Viterbo University

Kem Gambrell, Viterbo University



Program Sessions

Thursday, February 28, 2013

Formulating an Effective Information Systems Implementation Project

Judy Holmes, Middle Tennessee State University

Storytelling within A Project Management Methodology in the Context of Healthcare Information Systems Projects

Nadene A. Chambers, DePaul University

Linda V. Knight, DePaul University

INTERNATIONAL BUSINESS

8:00–9:00 a.m. Drake Room, Main Level

Theme: International Entrepreneurship Issues

Chair: Uday Tate, Marshall University

Expect to Employ: Growth Oriented Entrepreneurial Activity

Richard A. Colignon, Saint Louis University

Chikako Usui, University of Missouri-St. Louis

Discussant: Angela Denise McCaskill, Liberty University

Transnational Entrepreneurs' Contribution to an Emergent Model of International Business Operations

Stoyan Petrov Stoyanov, University of Edinburgh

Richard Woodward, University of Edinburgh

Discussant: Shobha S. Das, Qatar University

A Need for Change

John P. Lilly, Pleasantville Public Schools

INTERNATIONAL BUSINESS

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

Theme: Internationalization and Business Strategies

Chair: Winston Awadzi, Delaware State University

Offshore Outsourcing of Manufacturing SMEs and Competitive Advantage: A Case Study Muhammad Mohiuddin, Laval University

Zhan Su, Laval University

Discussant: Sang T. Choe, University of Southern Indiana

Program Sessions
Thursday, February 28, 2013



**Linking Domestic Entrepreneurship to International Entrepreneurship:
Entrepreneurial Opportunity Evaluation Perspective**

Wootae Chun, Saint Louis University

Discussant: Maria Bejan, Missouri Southern State University

Competing through Collaboration: The Ferrero Strategy

Nicole Schechter, University of Findlay

Maria V. Gamba, University of Findlay

Shiv K. Gupta, University of Findlay

Gregory Arburn, University of Findlay

LEGAL STUDIES

8:00–9:00 a.m. 6th Floor, Room 625

Theme: Pedagogy (A)

Chair: Jean Didier, College of Saint Benedict/
Saint John's University

**Adventures in Pseudo Self-Assessment: The Student-Crafted
Final Exam**

Paul H. Robinson, Viterbo University

**Boarding Schools and Troubled Teens: Contract Analysis—
ABM Ministries, Inc.**

Elizabeth A. Cameron, Alma College

Experiential Learning—A Lesson in Contract Analysis

Dawn R. Swink, University of St. Thomas

LEGAL STUDIES

8:00–9:00 a.m. 6th Floor, Room 629

Theme: Tax Law

Chair: Mark S. Blodgett, Suffolk University

Kansas Eliminates Taxation on Business Income

Daniel Botz, Kansas State University



Program Sessions

Thursday, February 28, 2013

Significant Tax Changes for 2013

Wayne Saubert, Radford University

Interpreting 'Aiding and Abetting' in the Criminal Tax Law

John Robertson, Arkansas State University

"Windfall Taxes As Creditable Foreign Income Taxes"

Patricia Q. Robertson, Arkansas State University

MANAGEMENT

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

Theme: Business Leadership Research

Chair: Jay Young, Ohio Dominican University

Discussant: Brandon Kilburn, University of Tennessee-Martin

Assessing TRIO/Student Support Services Leadership, Institutional Structure, and Student Six-Year Graduation Relationships

Valerie Wallingford, Bemidji State University

The Impact of Leader Power on Employee Outcomes: The Case of Information Technology Professionals in Turkey

Tuna Cenkci, Yeditepe University-Istanbul

The Positive Power of Bad News: Lessons for Leaders

Jay Johnson, Friends University

Jim Maddox, Friends University

MANAGEMENT

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

Theme: Business and Society—Ethics and Values

Chair: John Grant, Ohio Dominican University

Discussant: Anna Parkman, Ohio Dominican University

Corporate Governance and Transparency: A Research Study Investigating CEO Duality in Fortune Ranked Companies

Patricia B. Abels, University of Findlay

Joseph T. Martelli, University of Findlay

Program Sessions
Thursday, February 28, 2013



CEO Decision-Making Challenges in a Stressful Environment: A Delphi Study

Bill Minnis, Eastern Illinois University
William Wilhelm, Indiana State University

Managing Competitive Enterprises: Lessons Learned from the Best Companies to Work For

Carolyn Wiley, Roosevelt University

Assessing Community Capacity for Economic Development: Putting Theory to Practice

Edward Heler, Heler Consultancy

MARKETING

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

Theme: Issues in Sales

Chair: James Logan, Lincoln University

The Role of Self-Efficacy in Sales Education

Peter Knight, University of Wisconsin-Parkside
Claudia Mich, Purdue University Calumet
Michael T. Manion, University of Wisconsin-Parkside

Marketing and Sales: The Executive Decision

Crystal Scott, University of Michigan-Dearborn
Heiwai Lee, University of Michigan-Dearborn

An Examination of Client Purchase Decisions Factors and the Use of Sales Support Technology of High Performing Sales People in the Office Products Industry

Shawn Green, Aurora University
Jeff Gardner, Maximum Performance Group



Program Sessions

Thursday, February 28, 2013

MARKETING

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

Theme: Branding and Hiring Insights from Hormel

Chair: Timothy Graeff, Middle Tennessee State University

Mike Coe, Hormel

MARKETING

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

Theme: Issues in Marketing Education

**Chair: Beverlee Anderson, California State University-
San Marcos**

Trends in Academic Research: A 15-Year Analysis of Published Research in Marketing Journals

Artis Andrew, University of South Florida

David E. Fleming, Eastern Illinois University

Factors Impacting Students' Selection of Marketing Major

Poonam Kumar, Saginaw Valley State University

Holt Wilson, Central Michigan University

Punctuality: Classroom Policies and Student Perceptions

Brian Vander Schee, Aurora University

Susan Geringer, California State University, Fresno

Dawn Edmiston, Saint Vincent College

Henry Green, Central Connecticut State University



THE EXHIBITOR SERIES: INTERPRETIVE SIMULATIONS

9:15–10:30 a.m. Lakeshore Boardroom

Theme: Three Examples of Effective Integration of Simulations in the Classroom

Presenter: Tim Sams, Manager of Content Development

In this session, we'll look at three different examples of how simulations were used effectively in the classroom. The main reason professors use simulations is that students learn better by doing. But how the simulation integrates with course material can be difficult. We'll walk through three examples of effective integration using our simulations. Specifically, what principles were addressed by the simulation and how did this help the students see how these principles are used in business? How do you integrate the simulation with your existing class materials and pedagogy? What are some best practices for a first-time user of a simulation?

This will be an interactive session where questions are welcome throughout. This session should be useful to both first-time users of simulations as well as veteran users.

Additional white papers on these examples will be available after the session from our website.

ACCOUNTING

9:15–10:30 a.m. 4th Floor, Room 425

Theme: Nonprofit Entities and Taxation

Chair: Ronald Twedt, Concordia College

A Linguistic Analysis of Nonprofit Organizations' Form 990s

Richard S. Sathe, University of St. Thomas

Employee Misclassification for Employment Tax Purposes

Mary F. Sheets, University of Central Oklahoma

Bambi Hora, University of Central Oklahoma

Not-for-Profit Organizations and Unrelated Business Taxable Income

Casey Kennedy, Valdosta State University

Leonard Weld, Valdosta State University

Raymond J. Elson, Valdosta State University



Program Sessions

Thursday, February 28, 2013

ACCOUNTING

9:15–10:30 a.m. 4th Floor, Room 429

Theme: Empirical Investigation of Accounting Accruals

Chair: Grace F. Johnson, Marietta College

A Study on the Estimation of Discretionary Accruals

Soon Suk Yoon, Chonnam National University and Western Illinois University

Hyo Jin Kim, Jeonju University

Gregg S. Woodruff, Western Illinois University

CEO Compensation and Accruals Management

Qian Hao, Wilkes University

Nan Hu, University of Wisconsin-Eau Claire

Ling Liu, University of Wisconsin-Eau Claire

Lee J. Yao, Loyola University-New Orleans

Which Free Cash Flow Is Value Relevant? The Case of the Energy Industry

Mostafa M. Maksy, Kutztown University

Gary Thomas Chen, Northwestern University

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. 8th Floor, Room 825

Theme: Changes in Providers of Health Care:

A Panel Presentation

Chair: Scott Stegall, Clayton State University

Discussant: Ashish Chandra, University of Houston-Clear Lake

Supply of Physicians and Nurses in the United States and Worldwide: Issues, Trends, and Effects on Healthcare Management

Maysoun Dimachkie Masri, University of Central Florida

Lynn Unruh, University of Central Florida

Bernardo Ramirez, University of Central Florida

Cristina Popescu, University of Central Florida

Ibrahim Zeini, University of Central Florida



BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. 8th Floor, Room 829

Theme: Finance Issues in Healthcare

Chair: Dennis Emmett, Marshall University

Discussant: Allen C. Minor, Misericordia University

Massachusetts Health Care Reform: A Look at Its Cost-Effectiveness and Sustainability

Joshua McAdoo, Marshall University

Julian Irving, Marshall University

Charles Braun, Marshall University

Alberto Coustasse, Marshall University

Changing the Reimbursement Environment: Impact on Group Practices

Cristinel Miinea, University of Scranton

Robert Spinelli, University of Scranton

Using Communication Theory to Analyze Corporate Reporting Strategies: A Study of The Health Care Industry

Zachery Lukes, Bobcat and Doosan Co.

Sheri L. Erickson, Minnesota State University-Moorhead

Marsha Weber, Minnesota State University-Moorhead

A Wellness Model That Improves Financial Performance in University Settings

Riddhima Palta, Scranton University

Allen C. Minor, Misericordia University

ICD-10 in the United States: Better Late Than Never

Holly Johns, Marshall University

Cara Havens, Marshall University

Danielle Robinson, Marshall University

Bala S. Pothakamuri, Monmouth University

David P. Paul III, Monmouth University

Alberto Coustasse, Marshall University



Program Sessions

Thursday, February 28, 2013

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. 1st Floor, Ben Marshall Boardroom

Theme: Changes in the Healthcare Settings

Chair: Dennis Emmett, Marshall University

Discussant: Ptlene Minick, Georgia State University

Hospital at Home: What Are They and How Well Do they Work?

David P. Paul III, Monmouth University

Understanding Emergency Nurses' Experiences in Caring for People During Mental Health Crisis

Ginger Taylor Truitt, Georgia State University

Ptlene Minick, Georgia State University

The Paradox of Parity: Limitations in the Breakthrough Law for Mental Health Equality

Jessica Dowches, University of Scranton

Daniel J. West Jr., University of Scranton

BUSINESS ECONOMICS

9:15–10:30 a.m. 9th Floor, Room 925

Theme: Taxes, Trade, and Development

Chair: Jason Davis, University of Wisconsin-Stevens Point

An Analysis on the Economic Effect of Korea-China Carferry Routes in Pyeongtaek Port

Won Gil Cho, Namseoul University

Myeong Hwan Kim, Indiana University-Purdue University

Eunhyun Kwak, Namseoul University

Trends in the Shifting of Income by U.S.-based Multinational Corporations

Andrew M. Brajcich, Gonzaga University

Matthew McPherson, Gonzaga University

Dan Friesner, North Dakota State University

Program Sessions
Thursday, February 28, 2013



Technology's Imperative and the Curse of Natural Resources

Harsha Desai, Loyola University-Maryland

Esteemed Co-author, Northwest University, China

BUSINESS, SOCIETY, AND GOVERNMENT

9:15–10:30 a.m. 2nd Floor, Room 225

Theme: U.S. Airline Industry Matters

Chair: Ralph Bourret, Northwestern Oklahoma State University

Evaluation of the U.S. Airline Industry: The Airline Quality Rating 2012

Brent Bowen, Purdue, University

Dean Headley, Wichita State University

Frequent Flier Perceptions and Air Travel Satisfaction: The Airline Passenger Survey 2012

Erin Bowen, Purdue University

Brent Bowen, Purdue University

Dean Headley, Wichita State University

Modeling Management Performance: US Airline Passenger Perception in Economic Recession

Anthony Erstad, Purdue University

Michael Jednachowski, Purdue University

Brent Bowen, Purdue University

Reilly Meehan, Purdue University

Erin Bowen, Purdue University

CASE RESEARCH

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

Theme: Paper Presentations

The Society for Case Research: An Organization Built on a Culture of Success

Reed McKnight, University of New Mexico

Roy Cook, Fort Lewis College

Kay Hodge, University of Nebraska-Kearney



Program Sessions

Thursday, February 28, 2013

Copyright Issues: When Professors Become Scofflaws

Michael H. Hogg, Tulane University

Karen Foust, Tulane University

CASE RESEARCH

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

Theme: Critical Incident Review

Chair: Cara Peters, Winthrop University

Discussants: Karen Koza, Western Connecticut University

Timothy Redmer, Regent University

Scribe: Janet Papiernik, Indiana University-Purdue University
Fort Wayne

Club Advising 101

Gabriele Lingenfelter, Christopher Newport University

Jessica Sterling, Christopher Newport University

Asking for Trouble or Legally Deductible?

Reed McKnight, University of New Mexico

Leigh Cellucci, Eastern Carolina University

Lou Fowler, Missouri Western State University

CASE RESEARCH

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

Theme: Embryo Case Review

Chair: Lizabeth Barclay, Oakland University

Discussants: Ann Hackert, Idaho State University

Asbjorn Osland, San Jose State University

Scribe: Melinda Harper, Queens University of Charlotte

Age Discrimination at Texas Roadhouse, Inc.

Bonnie Leonhardt, University of Northwestern Ohio

Program Sessions
Thursday, February 28, 2013



Right at Home: Examining the Franchise Model for Elder Care in China

Robin Sronce, Drury University
Rhonda Alexander, Drury University
Leah Hein, Drury University
Sonya Mellinger, Drury University
Donna Petiford, Drury University

FINANCE

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

Theme: Corporate Finance

Chair: Alex Meisami, Indiana University-South Bend

Conservative Boards

Sheri Faircloth, University of Nevada-Reno
Arun Upadhyay, University of Nevada-Reno
Rahul Bhargava, University of Nevada-Reno

Discussant: James R. Scott, Missouri State University

Board Independence: An Effective Measure for Overall Corporate Governance Performance?

William Bosworth, Western New England University
Sharon Lee, Western New England University

Discussant: Sheri Faircloth, University of Nevada-Reno

Dividend Policy, Firm Size, and Market Valuation

James R. Scott, Missouri State University
Mark Allen, Missouri State University

Discussant: William Bosworth, Western New England University



Program Sessions

Thursday, February 28, 2013

FINANCE

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

Theme: Investments and Portfolio Management

Chair: Mark A. Wrolstad, Winona State University

A Portfolio Model of Financial and Non-Financial Assets

Using Panel Data

Pamela D. Morris, Kaplan University

Albert E. DePrince Jr., Middle Tennessee State University

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

Strategic Allocation Funds and Effects of Long-Tails Distributions on Total Returns

Albert E. DePrince Jr., Middle Tennessee State University

Eugene DePrince III, Georgia Institute of Technology

Discussant: Mark A. Wrolstad, Winona State University

Is it a Good Investment Strategy to Invest in Malcolm Baldrige Award Winners?: An Update

Mark A. Wrolstad, Winona State University

Thomas Krueger, Texas A&M University-Kingsville

Discussant: Pamela D. Morris, Kaplan University

FINANCE

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

Theme: Real Estate

Chair: Don T. Johnson, Western Illinois University

Communication Quality in Real Estate Higher Education

Don T. Johnson, Western Illinois University

Discussant: Hsiao-Fen Yang, University of Wisconsin-La Crosse

Asset Pricing for Residential Real Estate

Hsiao-Fen Yang, University of Wisconsin-La Crosse

Robert C. Wolf, University of Wisconsin-La Crosse

Discussant: Thomas Cooper, Memorial University of Newfoundland

Program Sessions

Thursday, February 28, 2013



Financial Derivatives and the U.S. Residential Real Estate Market

Irakly Skhirtladze, Memorial University of Newfoundland

Thomas Cooper, Memorial University of Newfoundland

Alex Faseruk, Memorial University of Newfoundland

Discussant: Don T. Johnson, Western Illinois University

INFORMATION SYSTEMS

9:15–10:30 a.m. **9th Floor, Room 950**

Theme: **Social Media Technologies: Use and Effectiveness**

Chair: Margaret O'Connor, Bloomsburg University of
Pennsylvania

Discussant: Karen Lindell, Bloomsburg University of Pennsylvania

Facebook Uses: Recruitment, Hiring and Firing

Karen Lindell, Bloomsburg University of Pennsylvania

Return on Investment: An Exploratory Study on What Organizations Know about Social Media's Conversion to Product or Service Purchase

Margaret O'Connor, Bloomsburg University of Pennsylvania

Web 3.0 and Social Media: Context-Driven Content Sharing for a Hyperconnected World

Abbas Foroughi, University of Southern Indiana

An Analysis of Privacy Issues on Social Networking Websites

Brandy Dorris, Middle Tennessee State University

Charles Apigian, Middle Tennessee State University

Jeremy Stansell, Middle Tennessee State University



Program Sessions

Thursday, February 28, 2013

INTERNATIONAL BUSINESS

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

Theme: **Marketing and Consumption Behavior**

Chair: Etienne Musonera, Mercer University

Can Soccer Curb Consumer Animosity? An Empirical Study of English Premiership and Jordanian consumers

Saeb Farhan Al Ganideh, Al Zaytoonah University of Jordan

Discussant: Winston Awadzi, Delaware State University

Host Country Shopping Experience: Brands' Representations in Expatriates' Adjustment

Eliane Karsaklian, Université Sorbonne

Discussant: Terence Motsi, Cleveland State University

Determinants, Entry Modes, and Performance: Evidence from China

Jun Wu, Savannah State University

Maureen I. Muller-Kahle, Penn State University

Anshu Saxena Arora, Savannah State University

Reginald Leseane, Savannah State University

Discussant: Terence Motsi, Cleveland State University

INTERNATIONAL BUSINESS

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

Theme: **Business Strategy and Internationalization**

Chair: Robert Kennedy, University of Michigan

Determinants of International Alliances Stability

Warawut Waranantakul, Mahasarakham University, Thailand

Amonrat Thoumrungroje, Mahasarakham University, Thailand

Discussant: E. Mine Cinar, Loyola University-Chicago

Two Decades of Born Global Research: An Analytical Framework

Kaveh Moghaddam, Old Dominion University

Discussant: Rick Revoir, College of St. Scholastica

Program Sessions
Thursday, February 28, 2013



The Effects of Managerial Concerns on Mode of Off-shoring: A Study of Large US Corporations

Anand Pore, Emporia State University

Discussant: Raffaele DeVito, Emporia State University

LEGAL STUDIES

9:15–10:30 a.m. 6th Floor, Room 625

Theme: Employment Law (A)

Chair: Denise S. Smith, Eastern Illinois University

Private Law, Public Justice: A Strategic Plan for Eliminating Customer-Initiated Discrimination

Andrea Giampetro-Meyer, Loyola University-Maryland

Use of Background Checks for Purposes Other than Employment Decisions

Catherine E. Jorgens, Carroll University

Vigilance Still Needed Against Age Discrimination in Employment

Horace E. Johns, Middle Tennessee State University

LEGAL STUDIES

9:15–10:30 a.m. 6th Floor, Room 629

Theme: Health Law

Chair: Michael B. Runnels, Loyola University-Maryland

Observable Stakeholder Engagement: The Case of HMOs

Paul H. Robinson, Viterbo University

John F. Robinson, Viterbo University

Constitutional Law and the Supreme Court's 2012 Health Care Law Decision

Steven Smith, Truman State University



Program Sessions

Thursday, February 28, 2013

“Unmistakably Clear” Coercion: Finding a Balance between Judicial Review of the Spending Power and Optimal Federalism

Dale B. Thompson, University of St. Thomas

MANAGEMENT

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

Theme: Global Management Issues

Chair: Sharon Kendrick, Methodist University

Discussant: Ken Fah, Ohio Dominican University

Being Chinese: A Reflective Study of Foreign Multinational Corporations’ Sustainable Development and Global Talent Programs in China

Maria Lai-Ling Lam, Malone University

Global Skills and Competency Training for Developing Global Talent: Implications for International Human Resource Management

Gyongyi Konyu-Fogel, Walsh College

Bringing Together U.S. and Chinese Business Students in a Case Study Analysis Workshop

Anita Wood, Viterbo University

Sara Schwarz Cook, Viterbo University

An Emerging Economy in the Great Recession: Croatia's Quest for Workplace Health and Safety

Melody L. Wollan, Eastern Illinois University

Foster C. Rinefort, Eastern Illinois University

Joseph A. Petrick, Wright State University

Program Sessions

Thursday, February 28, 2013



MANAGEMENT

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

Theme: International Programs for Management
Education: Trends among Business Schools

Moderator: Carolyn Wiley, Roosevelt University

Discussants: Antonio Emanuel, Ohio Dominican University

Topics to be covered in the session include:

- Types of International Programs and/or learning arrangements in accredited business schools
 - Trends in faculty led, study abroad, and other types of learning programs in management education
 - Costs of these programs
 - What do students really gain from them?
-

MANAGEMENT

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

Theme: Business Strategy

Chair: Robyn Hulsart, Austin Peay University

Discussant: Jeffrey Fahrenwald, Rockford College

The Applicability of Grant's Framework in the Dynamic Digital Age: Assumptions, Critiques, and Suggestions

Mona Rashidirad, University of Kent

Hamid Salimian, University of Kent

Organizational Collective Motivation: Motivating for Organizational Change and Transformation

Jacqueline M. Stavros, Lawrence Technological University

Jennifer Hitchcock, Lawrence Technological University

Social Commerce for Supporting Business Models

In Lee, Western Illinois University



Program Sessions

Thursday, February 28, 2013

MARKETING

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

Theme: Branding Insights from Tropicana

Chair: Jeanetta Sims, University of Central Oklahoma

MARKETING

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

Theme: Defining Teaching Excellence

Chair: Timothy Graeff, Middle Tennessee State University

Lyle R. Wetsch, Memorial University of Newfoundland

Barbara Ross Wooldridge, University of Texas-Tyler

Damon Aiken, Eastern Washington University

MARKETING

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

Theme: Speed Networking for Scholarship

Chair: Suzanne Altobello, Southern Illinois University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

9:15–10:30 a.m. 7th Floor, Room 725

Theme: Quality Issues

Chair: Gideon Falk, Purdue University Calumet

Statistical Process Control in the Call Center

Bill Roach, Washburn University

David Price, Washburn University

Does Having a Corporate Conscience Pay Off? A Study of the Qualitative and Financial Impacts of Conscious Capitalism

Bruce D. Fischer, Elmhurst College

Sondra Simpson, Elmhurst College

Program Sessions Thursday, February 28, 2013



Rare Earth Mining, Extraction, and Processing

Gideon Falk, Purdue University Calumet

Harvey Abramowitz, Purdue University Calumet

THE EXHIBITOR SERIES: RACOM

10:45 a.m.–12:00 p.m. Lakeshore Boardroom

Theme: The New Media Driver's License

Presenter: Rich Hagle, Editor and Publisher

Stories about the problems of managing and evaluating the endless stream of information available through all the new media forms are legendary. Hagle explains how The New Media Driver's License can be used to put the best of the new media to work for you, both in the classroom and in professional practice.

The blending and merging (integration) of many traditional marketing and communications has been occurring at an increasingly rapid pace in recent years. Hagle describes how the new edition of *The IMC Handbook Readings & Cases in Integrated Marketing Communications* tracks recent developments and provides the research base to explore it further.

Hagle also explains the growth and development of *The International Journal of Integrated Marketing Communications*, now going into its fifth year, and prospects for the coming years. In addition, he describes other forthcoming Racom titles, such as *Measuring and Managing New Media* by Richard Cole and Allie Siarto, *Business-to-Business Marketing* by Victor Hunter and Susan K. Jones, and *B-to-B Database Marketing* by Ruth Stevens.

ACCOUNTING

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

Theme: Pedagogy

Chair: Mostafa M. Maksy, Kutztown University of Pennsylvania

Performance Differences between Online and Traditional Students in Principles of Accounting

Mary F. Stone, Minnesota State University-Moorhead



Program Sessions

Thursday, February 28, 2013

Accounting Education for MBAs: Beyond the Debits and Credits

Thomas Cooper, Memorial University of Newfoundland

Pauline Downer, Memorial University of Newfoundland

Alex Faseruk, Memorial University of Newfoundland

ACCOUNTING

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

Theme: Case Studies

Chair: Bambi Hora, University of Central Oklahoma

Instructional Case—Hypo Corporation, The Financial Accounting Educative Process, A Void!

Charles E. Stahl III, Madonna University

MF Global—A Sudden Fall Without a Prelude?

Songtao Mo, Purdue University Calumet

Rui Liu, Purdue University Calumet

She's Enterprising—Quit Horsing Around in the City of Dixon, Illinois

Carol M. Jessup, University of Illinois-Springfield

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Healthcare Marketing

Chair: William Willis, Marshall University

Discussant: Peter Fitzpatrick, Clayton State University

Relative Importance of Extrinsic and Intrinsic Product Attributes: A Conjoint Analysis of Consumer Preferences for OTC Analgesics

Abhishek Sahu, St. John's University

Rajesh Nayak, St. John's University

Effective Mechanism of Disruptive Innovation's Diffusion in Medical Markets

Mohammad Hajhashem, Manchester Business School Manchester, UK

Program Sessions

Thursday, February 28, 2013



The New Era of Healthcare: Consumer-Driven Marketing

Robert Spinelli, University of Scranton

Pharmacy-Based Cost Groups and Its Current Utilization Within Insurance Systems in Europe

Robert Babela, St. Elizabeth University, Slovakia

Vladimir Krcmery, St. Elizabeth University, Slovakia

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Meet the Editors

Co Chair: Avinandan Mukherjee, Montclair State University
Editor, *International Journal of Pharmaceutical and Healthcare Marketing*

Co Chair: Ashish Chandra, University of Houston-Clear Lake
Editor, *Hospital Topics*

Co Chair: Ahmet Ozturk, Medical Director, CHH Pain Management Center; Clinical Professor, Marshall University School of Medicine; Executive Editor, *Hospital Topics*

BUSINESS AND HEALTH ADMINISTRATION

10:45 a.m.–12:00 p.m. 1st Floor, Ben Marshall Boardroom

Theme: Healthcare Education

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

Discussant: Nashat Zuraikat, Indiana University of Pennsylvania

Developing Effective Preceptors for Future Health and Aging Service Administrators

Jennifer Johs-Artisensi, University of Wisconsin-Eau Claire

LaNette Flunker, University of Wisconsin-Eau Claire

Douglas Olson, University of Wisconsin-Eau Claire

Social Service Management Career Primer: What Graduate School Won't Teach You

Kevin C. Flynn, University of Scranton

Daniel J. West Jr., University of Scranton



Program Sessions

Thursday, February 28, 2013

Reformation of Higher Education System in Countries from Central and Eastern Europe: Structural Impacts of the Bologna Process

Cristinel Miinea, University of Scranton

Daniel J. West Jr., University of Scranton

Developing a Successful MHA Student Mentor-Mentee Program

Aliya Shaikh, University of Scranton

Daniel J. West Jr., University of Scranton

Nursing Education in Saudi Arabia: Challenges and Future Implementation

Adel S. Bashatah, King Saud University, Saudi Arabia

Osama Samarkandiy, King Saud University, Saudi Arabia

BUSINESS ECONOMICS

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

Theme: **Keynote Address**

Chair: Trevor Knox, Muhlenberg College

Tax Evasion and the Decline of the Roman Empire

John Robert Stinespring, The University of Tampa

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: **Matters of Assessment**

Chair: Michael Yahr, Robert Morris University

Bridging the Gap: An Analysis of the International Students Program on Oklahoma

Wei Zhou, Northwestern Oklahoma State University

U. Joseph Nnanna, Northwestern Oklahoma State University

The Course Embedded Assessment in Management Education

Lee Weyant, Kutztown University



Mapping the Study of Motorcycle Tourism: Creating and Applying a Theoretical Framework

Diane Sykes, Kaplan University
Kathryn G. Kelly, Kaplan University

Efficacy of Social Media in Participant Perception of Brand in Small to Medium Size Enterprises

Michael K. Behan, Viterbo University

CASE RESEARCH

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

Theme: Critical Incident Review

Chair: Roy Cook, Fort Lewis College

Discussants: Michael H. Hogg, Tulane University
Myles Bassell, City University of New York

Scribe: Shirley Wilson, Bryant University

Susan G. Komen Tries to Reconstruct Damaged Brand

Asbjorn Osland, San Jose State University
Nanette Clinch, San Jose State University

Can You Have Your Steak and Eat It Too?

Asbjorn Osland, San Jose State University
Nanette Clinch, San Jose State University

CASE RESEARCH

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

Theme: Critical Incident Review

Chair: Gabriele Lingenfelter, Christopher Newport University

Discussants: Patrick Hermanson, Idaho State University
Phillip Jolly, University of Houston

Scribe: Amber Kauffman, Christopher Newport University

Would You Evict a Not-for-Profit Organization

Timothy Redmer, Regent University
Michael Gray, Board of Directors, Christian Surfers U.S.



Program Sessions

Thursday, February 28, 2013

Evolution of Mike Gibson

Anthony Mento, Loyola University

Elizabeth Jones, Notre Dame of Maryland University

CASE RESEARCH

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

Theme: Embryo Case Review

Chair: Reed McKnight, University of New Mexico

Discussants: Neil Tocher, Idaho State University
Barbara Ross Wooldridge, University of Texas-Tyler

Scribe: Deni Oas, University of Central Missouri

Samsung: Localization Versus Globalization

Nakato Hirakubo, Brooklyn College

Craig Davis, Ohio University

Hyeonjung Kim, Shizuoka Sangyo University

“We’re Trekkers, Too”: How Customer Service Failure Became an Internet Meme

Amanda Weed, Ohio University

The Industrial Plastics Company (India) Pvt. Ltd. Turnaround Strategy

Harsha Desai, Loyola University-Maryland

Kiran Desai, McNeese State University

FINANCE

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

Academy of Finance Business Meeting

Chair: Mark A. Wrolstad, Winona State University

Program Sessions
Thursday, February 28, 2013



INFORMATION SYSTEMS

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

Theme: IS Education: Technologies and Trends

Chair: Jim Newtown, Baker College

Discussant: Anu Gokhale, Illinois State University

Teaching Online Students with Tablets and Smartphones

Jim Newtown, Baker College

Oral Communications in an Online Course

Na Li, Baker College

Dave Wolshon, Baker College

Jim Newtown, Baker College

Strategies for Improving IS Enrollment in Institutions of High Education

Carolyn LaMacchia, Bloomsburg University of Pennsylvania

Carl J. Chimi, Bloomsburg University of Pennsylvania

Margaret O'Connor, Bloomsburg University of Pennsylvania

Gender Differences in Attitudes toward IT among IT Majors

Anu Gokhale, Illinois State University

Kenton Machina, Illinois State University

INTERNATIONAL BUSINESS

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

Theme: Case Method/Case Writing Seminar Workshop

Chair: Robert Kennedy, University of Michigan

Case Method/Case Writing Seminar Workshop

Robert Kennedy, University of Michigan

Sandra Draheim, University of Michigan



Program Sessions

Thursday, February 28, 2013

INTERNATIONAL BUSINESS

10:45 a.m.–12:00 p.m. Marquette Room, Main Level

Theme: International Operations and Logistics

Chair: Donna Wiencek, Western Illinois University

The Role of Slack Reduction on Performance Turnaround during the Great Recession: The Case of Japanese Machinery Companies

Nobuaki Namiki, Rikkyo University, Tokyo

Discussant: Victor Bahhouth, University of North Carolina at Pembroke

The Effect of Globalization on Logistics within Lebanese Firms

Victor Bahhouth, University of North Carolina at Pembroke

Yussef Zgheib, Notre Dame University-Lebanon

Christopher H. Ziemnowicz, University of North Carolina at Pembroke

Discussant: Nobuaki Namiki, Rikkyo University-Tokyo

LEGAL STUDIES

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

Panel Theme: How to Get Published

Chair: George W. McNary, Creighton University

Discussants: Tanya M. Marcum, Bradley University

Denise S. Smith, Eastern Illinois University

Dawn R. Swink, University of St. Thomas

MANAGEMENT

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

Theme: Graduate Management Education

Chair: Antonio Emanuel, Ohio Dominican University

Discussant: Melody L. Wollan, Eastern Illinois University

Analysis of Curricular Focus and Differentiators for MBA Programs at Midwestern Universities

Sara Schwarz Cook, Viterbo University

Tiffany Morey, Viterbo University

Program Sessions

Thursday, February 28, 2013



MBA: Its Role in Nonprofit Training

Kathryn Carlson Heler, Springfield College

Assessing Impact of Executive MBA Curriculum on Leadership Practices: Part of Assurance of Learning

Uday Tate, Marshall University

Kamal Fatehi, Kennesaw State University

Avinash Waikar, Southeastern Louisiana University

Richard Vaughan, University of St. Francis

Bryan Little, Eastern Kentucky University

MANAGEMENT

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

**Theme: Assurance of Learning and Assessing
Student Learning Outcomes: Lessons Learned**

Moderator: Carolyn Wiley, Roosevelt University

Panelist: Jill Vihtelic, St. Mary's College
Shamsul Chowdhury, Roosevelt University

MANAGEMENT

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

**Theme: Integrating a MBA Assessment Center
and Laboratory**

Chair: Anna Parkman, Ohio Dominican University

Discussant: Jay Young, Ohio Dominican University

MARKETING

10:45 a.m.–12:00 p.m. Grand Ballroom, Lower East Mezzanine
MMA Awards Brunch (Ticket Required)



Program Sessions

Thursday, February 28, 2013

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: Innovation

Chair: Bruce D. Fischer, Elmhurst College

Innovation Diffusion Economic Models

Mohammad Hajhashem, Manchester Business School

Mansour Sharifzadeh, California Polytechnic University

The Importance of Feedback and Follow-through to Innovation

Bruce D. Fischer, Elmhurst College

Matthew Rohde, Elmhurst College

Using Palisade RISK Optimizer to Increase the Effectiveness of Yield Management

Raida Abuizam, Purdue University Calumet

Dolores Rinke, Purdue University Calumet

CASE RESEARCH

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

BUSINESS AND HEALTH ADMINISTRATION

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

Program Sessions
Thursday, February 28, 2013



INTERNATIONAL BUSINESS

12:15–1:30 p.m...... Drake Room, Main Level

Academy of International Business–Midwest Region Business Meeting

Academy of International Business–Midwest Region Luncheon (Ticket Required)

Theme: Legal Issues in International Business

Chair: Robert Moussetis, North Central College

Keynote Speaker: Scott L. D'Angelo
General Counsel for U.S. McOpCo,
The McDonald's Restaurants

FINANCE

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

Academy of Finance Luncheon

MANAGEMENT

12:15–1:30 PM French Room, Lower East Mezzanine

NAMS Awards Luncheon (Ticket Required)

Theme: Managing the Creative in Business

Keynote Speaker: Lisa Donahue, CEO of Starcom USA-
Chicago Advertising Federation Woman of the Year
Adweek 2011 Executive of the Year

MARKETING

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

MMA Business Meeting



Program Sessions

Thursday, February 28, 2013

THE EXHIBITOR SERIES: CENGAGE LEARNING

1:30–2:45 p.m...... Lakeshore Boardroom

Theme: **Using Technology to Enhance Student Engagement and Improve Outcomes**

Presenters: Courtney Sheldon and Mike Roche

Cengage Learning invites you to learn about personalized learning experience of MindTap and see how the engagement, personalization, outcomes, simplicity, and interactivity of the program can meet your teaching and your student's learning needs. Hear presenters talk about relevant and thought-provoking topics and join your colleagues to learn about and discuss important topics such as improving retention and engagement, teaching online, demonstrating outcomes and how to incorporate a personalized learning experience into your classroom.

ACCOUNTING

1:30–2:45 p.m......4th Floor, Room 425 (Combined Session)

Theme: **Ethics, An Interactive Experiment**

Chair: Mary F. Sheets, University of Central Oklahoma

Ethics: What Would You Do?

Sandra Byrd, Missouri State University

David Byrd, Missouri State University

Michael Hammond, Missouri State University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Changes in Healthcare Providers and Access**

Chair: Kent Willis, Marshall University

Discussant: Ahmet "Ozzie" Ozturk, Marshall University

Expanding The Career Pathways of Dental Hygienists: Adding the Healthcare Management

Susan I. Duley, West Coast University

Peter Fitzpatrick, Clayton State University

Program Sessions

Thursday, February 28, 2013



Primary Care in the U.S.: A Preliminary Report of the Differential Impact of State Specific Scope of Practice Regulations to Access Nurse Practitioners

Scott Stegall, Clayton State University

Thomas McIlwain, Clayton State University

Qiu Fang, Clayton State University

Deborah Gritzmacher, Clayton State University

Peter Fitzpatrick, Clayton State University

Qualities of Workplace Environments Associated with Nurses' Decisions to Remain Employed in Their Current Work Settings

Larecia Gil, Georgia State University

Ptlene Minick, Georgia State University

Some Options to Stem the Negative Effects of the Health Care "Brain Drain"

Charles Braun, Marshall University

Ivan Muslin, Marshall University

Margie McInerney, Marshall University

Access to Care Improvement Plan

Robert D. Fenstermacher, University of Scranton

Robert Spinelli, University of Scranton

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. 8th Floor, Room 829

Theme: Healthcare Informatics and Technology

Chair: Allen C. Minor, Misericordia University

Discussant: Kevin C. Flynn, University of Scranton

Technology: Driving Dentistry for the 21st Century

David P. Paul III, Monmouth University

Importance of New Technologies for Diabetes Monitoring

David P. Paul III, Monmouth University

Joey Preast, Marshall University

Zach Garrett, Marshall University

Alberto Coustasse, Marshall University



Program Sessions

Thursday, February 28, 2013

Potential Benefits of Using Facebook in the Healthcare Industry:

A Literature Review

Chelsea Slack, Marshall University

William Willis, Marshall University

Alberto Coustasse, Marshall University

Virtual Information Systems Teams in the Healthcare Industry

Nadene A. Chambers, DePaul University

Linda V. Knight, DePaul University

BUSINESS AND HEALTH ADMINISTRATION

1:30–2:45 p.m. 1st Floor, Ben Marshall Boardroom

Theme: Health: Promotion and Disease Prevention

Chair: Steven Szydlowski, University of Scranton

Discussant: David P. Paul III, Monmouth University

HIV Infected African Americans: Barriers to Quality Care and Strategies to Improve Health Outcomes

Caryn Ewbank, University of Scranton

Steven Szydlowski, University of Scranton

Falls Among the Elderly: Causes, Economic Costs, and Proper Management

Hengameh Hosseini, Penn State Harrisburg

An Examination of Risk Factors for Obese Adults: Prevention as Policy

Robin Hyson, Monmouth University

David P. Paul III, Monmouth University

The Diabetes Pandemic: The Promise of Combining Multiple Treatments and Prevention Modalities

Scott Yaeger, Monmouth University

David P. Paul III, Monmouth University

Michaeline Skiba, Monmouth University

Program Sessions
Thursday, February 28, 2013



BUSINESS ECONOMICS

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

Theme: **Student Performance**

Chair: H. Scott Wallace, University of Wisconsin-Stevens Point

An Analytical Problem-Solving Approach to Teaching Business

Statistics: Moving from Imitation to Thinking

Mary Ann Shifflett, University of Southern Indiana

Timothy Schibik, University of Southern Indiana

A Continuing Exploration of the Relationship Between Part-time

Faculty Utilization and Student Retention

Timothy Schibik, University of Southern Indiana

Students' Grade Distributions: Inflated and Deflated Schools

Myeong Hwan Kim, Indiana University-Purdue University

Nodir Adilov, Indiana University-Purdue University

Jeffrey Stewart, Indiana University-Purdue University

BUSINESS, SOCIETY, AND GOVERNMENT

1:30–2:45 p.m...... 2nd Floor, Room 225

Theme: **Matters of Politics**

Chair: Charles Moore, Northwestern Oklahoma State University

Every Vote Counts, But Should It?

Steven Palmer, Northwestern Oklahoma State University

Corporate Political Spending and the Banking Industry

Michael Yahr, Robert Morris University



Program Sessions

Thursday, February 28, 2013

CASE RESEARCH

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

Panel **Best Practices—Reviewing Case Studies and**

Discussion: **Critical Incidents: Editor, Reviewer, and
Author Responsibilities**

Panelists: John D. Veal Jr., Webster University
Kay Hodge, University of Nebraska at Kearney
Timothy Brotherton, Ferris State University
Eric Nelson, University of Central Missouri

CASE RESEARCH

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

Panel **Collaborating with Others to Develop Critical**

Discussion: **Incidents and Cases**

Panelists: Cheryl L. Noll, Eastern Illinois University
John Riddick, Hanover College
Joe Thomas, Middle Tennessee State University

FINANCE

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

Theme: **Special Topics**

Chair: Thomas Krueger, Texas A&M-Kingsville

National Differences in Finance Journal Acceptance Rates

Thomas Krueger, Texas A&M-Kingsville

Discussant: Janikan Supanvanij, St. Cloud State University

The Perfect Storm that Destroyed the Defined Benefit Pension Plans and the Prospects for Comfortable Retirements in the Future

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

Jerry Thorne, North Carolina A&T State University

Discussant: Thomas Krueger, Texas A&M-Kingsville

Program Sessions

Thursday, February 28, 2013



Interest Rates, Inflation and Advertising Budgeting

Janikan Supanvanij, St. Cloud State University

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

FINANCE

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

Theme: Corporate Finance

Chair: Jill Vihtelic, St. Mary's College

Tax Legislation, a Blunt Instrument: The Case of Income Trusts in Canada

Ian A. Glew, Memorial University of Newfoundland

Discussant: Hui Di, Indiana University-Purdue University Fort Wayne

The Impact of Double Taxation on Small Firms' Cash Holdings

Hui Di, Indiana University-Purdue University Fort Wayne

Steven A. Hanke, Indiana University-Purdue University Fort Wayne

Discussant: Jill Vihtelic, St. Mary's College

Two Ways to Calculate the Quick Ratio

Robert J. Balik, Western Michigan University

Jamshid Mehran, Indiana University South Bend

Discussant: Ian A. Glew, Memorial University of Newfoundland

FINANCE

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

Theme: Student Scholarship—Education in Finance

Chair: Hongbok Lee, Western Illinois University

Improved Textbook Coverage of Financial Forecasting

Hongbok Lee, Western Illinois University

David A. DeBoeuf, Western Illinois University

Peppi M. Kenny, Western Illinois University

Discussant: Alex Faseruk, Memorial University of Newfoundland



Program Sessions

Thursday, February 28, 2013

Teaching Ethical and Faith Based Investing: A Comparison of Investing Criteria and Mutual Funds

Brian Porter, Hope College

Discussant: Hongbok Lee, Western Illinois University

The Financial Implications of Using Decision Trees in Publicly Funded Health Care Screening in Canada

Jennifer Donnan, Memorial University of Newfoundland

Alex Faseruk, Memorial University of Newfoundland

Discussant: Brian Porter, Hope College

INFORMATION SYSTEMS

1:30–2:45 p.m. 9th Floor, Room 950

**Theme: Software and IT-enabled Service:
Challenges and Concerns**

Chair: David C. Chou, Eastern Michigan University

Discussant: Mahmaod Al-Rawad, Al-Hussein Bin Talal University

The Effect of Trust and Risk Perception in E-services Adoption in Jordan

Mahmaod Al-Rawad, Al-Hussein Bin Talal University

Adel Al Khattab, Al-Hussein Bin Talal University

Software Piracy: Some Concerns of a Conceptual Model

Mehdi Sagheb-Tehrani, Bemidji State University

Cloud Computing Audit: Its Challenges and Future Development

David C. Chou, Eastern Michigan University

Virtual Teams: Trust and Composition

Jennifer Williams, University of Southern Indiana

Traci Hampton, Middle Tennessee State University

Jeff Clark, Middle Tennessee State University

Carol Clark, Middle Tennessee State University



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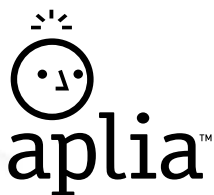


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Program Sessions

Thursday, February 28, 2013

Market Deployment Roadmap Planning: A Methodological Framework

Salman Kimiagari, Laval University

Benoit Montreuil, Laval University

Discussant: Rick Revoir, College of St. Scholastica

LEGAL STUDIES

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

Theme: **Pedagogy (B)**

Chair: Steven Smith, Truman State University

How to Win Friends and Influence Students: Applying Networking Principles to the Teacher-Student Relationship

Kay Biga, University of Wisconsin-Superior

Emily Spott, Spott Law Office

Patrick Spott, Spott Law Office

English Law: Window on Britain

Jean Didier, College of Saint Benedict/Saint John's University

What's Your QM IQ? Evaluating Online and Blended Legal Studies Courses Using the Quality Matters Rubric

Dexter Woods, Ohio Northern University

LEGAL STUDIES

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

Theme: **Ethics**

Chair: Andrea Giampetro-Meyer, Loyola University-Maryland

Ethics of Non-Profits

Mark S. Blodgett, Suffolk University

Using Films to Teach Business Ethics to Students

Teressa L. Elliott, Northern Kentucky University

Catherine S. Neal, Northern Kentucky University

Program Sessions
Thursday, February 28, 2013



**The Foreign Corrupt Practices Act: A Response to the Justice
Department's New Guidelines**

Michael B. Runnels, Loyola University-Maryland

MANAGEMENT

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

Theme: Business Education Pedagogy

Chair: Jim Maddox, Friends University

Discussant: Erin Fluegge Woolf, Southeast Missouri State University

Internal Analysis in Practice: Templates for Firm and Case Analysis

Michael E. Dobbs, Eastern Illinois University

**Teaching Business Economics Using the Global
Competitiveness Report**

Ken Fah, Ohio Dominican University

**Major Field Test for Assurance of Business Learning:
A Case Study of the Process of Implementation, Analysis,
and Subsequent Program Changes**

Sara Schwarz Cook, Viterbo University

Anita Wood, Viterbo University

MANAGEMENT

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

**Theme: Cases Three Ways: Re-framing the Use of
Cases in Business Education**

Chair: Constance Savage, Ashland University

Panelists: Constance Savage, Ashland University
Mary Ann Hazen, University of Detroit Mercy
Kenneth Bartos, University of Detroit Mercy



Program Sessions

Thursday, February 28, 2013

MANAGEMENT

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

**Theme: Syllabi Exchange and Library for
Management Education**

Moderator: Carolyn Wiley, Roosevelt University

NAMS represents a large group of disciplines. Participants at this session are encouraged to bring their syllabi or to forward their syllabus for the purpose of continuing to build this exchange after the conference.

MARKETING

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

**Theme: Technology Challenges and Opportunities for
Marketing Practice and Marketing Education Part I**

Chair: Kirby Shannahan, Memorial University of Newfoundland

Aliosha Alexandrov, University of Wisconsin-OshKosh

Robert Evans, Texas A&M International

Richard Rocco, DePaul University

Sandipan Sen, Southeast Missouri State University

Rachelle Shannahan, Memorial University of Newfoundland

MARKETING

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

**Theme: Online vs. Face to Face Classes: The Good, the Bad,
and the Ugly**

Chair: Michelle Kunz, Morehead State University

Susan Geringer, California State University-Fresno

Timothy Graeff, Middle Tennessee State University

Michelle Kunz, Morehead State University

Michael Messina, Gannon University

Scott Seipel, Middle Tennessee State University

Program Sessions

Thursday, February 28, 2013



MARKETING

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

**Theme: Scholarship vs. Service: What Counts and
What Doesn't**

Chair: Lori Lohman, Augsburg College

Nora Ganim Barnes, University of Massachusetts-Dartmouth

Fred Hoyt, Illinois Wesleyan University

Kim Folkers, Wartburg College

Lori Lohman, Augsburg College

Rick Saucier, Thomas College

THE EXHIBITOR SERIES: CENGAGE LEARNING

3:00–4:15 p.m. Lakeshore Boardroom

**Theme: Using Technology to Enhance Student Engagement
and Improve Outcomes**

Presenters: Courtney Sheldon and Mike Roche

Cengage Learning invites you to learn about personalized learning experience of MindTap and see how the engagement, personalization, outcomes, simplicity, and interactivity of the program can meet your teaching and your student's learning needs. Hear presenters talk about relevant and thought-provoking topics and join your colleagues to learn about and discuss important topics such as improving retention and engagement, teaching online, demonstrating outcomes and how to incorporate a personalized learning experience into your classroom.



Program Sessions

Thursday, February 28, 2013

ACCOUNTING

3:00–4:15 p.m...... 4th Floor, Room 425

Theme: International Financial Reporting Standards

Chair: Gregg S. Woodruff, Western Illinois University

Long-Lived Asset Impairments in the Shipping Industry and the Impact on Financial Statement Ratios: Comparing U.S. GAAP and IFRS Standards

James Penner, Western Michigan University

Jerry Kreuze, Western Michigan University

Sheldon Langsam, Western Michigan University

IFRS Exercises in the Auditing Classroom: Student Perceptions of Audit Risks in U.S. GAAP versus IFRS Financial Reporting Regimes

Andrea B. Weickgenannt, Xavier University

International Financial Reporting Standards: Are They Right for the United States?

Jason Lin, Truman State University

Patrick Fink, Truman State University

ACCOUNTING

3:00–4:15 p.m...... 4th Floor, Room 429

Theme: Auditing Issues

Chair: Leonard Weld, Valdosta State University

The Effects of Rotation and Client Importance on CPAs' Perceptions of Independence and Financial Statement Reliability

Quinton Booker, Jackson State University

Kayla D. Booker, Jackson State University

Auditor Appointment: Who Should Appoint and Pay the Auditor?

Jack Armitage, University of Nebraska-Omaha

Brian Jeter, University of Nebraska-Omaha



BUSINESS AND HEALTH ADMINISTRATION

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

Theme: International Healthcare

Chair: William Willis, Marshall University

Discussant: Deborah Gritzmacher, Clayton State University

Global Healthcare Management Education: Research Findings and Future Implications

Daniel J. West Jr., University of Scranton

European Economic Crisis: Effects in Romania, Czech Republic, and Hungary

Stephanie Hill, University of Scranton

Analysis of the Integrated Medical Information System Implementation: The Case of Healthcare Organizations in the Republic of Kazakhstan

Aisulu Zholdybayeva, Kazakh National Medical University

S. D. Asfendiyarov, Kazakh National Medical University

Zhansulu Baikenova, KIMEP University, Kazakhstan

Dilbar Gimranova, KIMEP University, Kazakhstan

Alma Alpeissova, KIMEP University, Kazakhstan

Understanding the Drivers of Medical Tourism: An Exploratory Empirical Study

Vivek S. Natarajan, Lamar University

Avinandan Mukherjee, Montclair State University

Medical Tourism and International Healthcare Options

David Conley, Marshall University

Andrew Sikula, Marshall University

William Willis, Marshall University

Alberto Coustasse, Marshall University



Program Sessions

Thursday, February 28, 2013

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Cultural Differences Affecting Healthcare Outcomes

Chair: Scott Stegall, Clayton State University

Discussant: Qiu Fang, Clayton State University

Breast Feeding Experiences among African-American and Caribbean-American Women

Joanne Carrega, Georgia State University

Ptlene Minick, Georgia State University

HIV-Infected African Americans: Barriers to Quality Care and Strategies to Improve Health Outcomes

Caryn Ewbank, University of Scranton

Steven Szydlowski, University of Scranton

A Comparative Study of Long Term Care in U.S. and China: The Government's Role

Qiu Fang, Clayton State University

Deborah Gritzmacher, Clayton State University

Scott Stegall, Clayton State University

European Economic Crisis: Effects in Romania, Czech Republic, and Hungary

Stephanie Hill, University of Scranton

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m...... 1st Floor, Ben Marshall Boardroom

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

Arabic translation and adaptation of the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) Patient Satisfaction Survey Instrument

James Dockins, Rockhurst University

Ramizi Abuzahrieh, King Faisal Specialist Hospital and Research Center

Martin Stack, Rockhurst University

Program Sessions
Thursday, February 28, 2013



Reformation of Higher Education System in Countries from Central and Eastern Europe: Structural Impacts of the Bologna Process

Cristinel Miinea, University of Scranton

Daniel J. West Jr., University of Scranton

Mirror Mirror: A Comparative Study of Malfeasance Among the Health Care Professions

Vivek V. Pande, University of Wisconsin-La Crosse

Steven W. Thornburg, University of Wisconsin-La Crosse

Global Healthcare Management Education: Research Findings and Future Implications

Daniel J. West Jr., University of Scranton

BUSINESS ECONOMICS

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

Theme: **Markets in Academe**

Chair: Timothy Schibik, The University of Southern Indiana

Editorial Demand and Author Supply: Coincidence of Wants?

Hedayeh Samavati, Indiana University-Purdue University

Nodir Adilov, Indiana University-Purdue University

David A. Dilts, Indiana University-Purdue University

Compensation Mix and Monopsony in the Academic Labor Market

H. Scott Wallace, University of Wisconsin-Stevens Point

Kevin Neuman, University of Wisconsin-Stevens Point

BUSINESS, SOCIETY, AND GOVERNMENT

3:00–4:15 p.m...... 2nd Floor, Room 225

Theme: **Matters of Performance**

Chair: Wei Zhou, Northwestern Oklahoma State University

A Second Look at Retiring CEOs to Determine That They Are More Closely Monitored in Their Last Year?

Ralph Bourret, Northwestern Oklahoma State University

Dana Roark, Northwestern Oklahoma State University



Program Sessions

Thursday, February 28, 2013

Employee Share Ownership and Firm Performance: Evidence from a Sample of Cameroon Firms

Marcel Ngambi, University of Yaounde 2, Cameroon
Frederic Oloume, University of Yaounde 2, Cameroon

Productivity and Stress: Complementary Approaches to More Effectively Manage the Workplace

Carole McKenzie, University of Texas-Tyler
Steven Palmer, Northwestern Oklahoma State University

CASE RESEARCH

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

Theme: Critical Incident Review

Chair: Timothy Redmer, Regent University

Discussants: Phillip Vardiman, Abilene Christian University
Michael J. Stellern, Rockhurst University

Scribe: Bonnie Leonhardt, University of Northwestern Ohio

Southeast Exhibitions: Filling Big Shoes

Timothy E. Burson, Queens University of Charlotte
Zachary M. White, Queens University of Charlotte
Bradley W. Brooks, Queens University of Charlotte
Steven M. Cox, Queens University of Charlotte

Target the Problem With Data Mining

Steven M. Cox, Queens University of Charlotte
Melinda Harper, Queens University of Charlotte

Are Operating Leases Really Dead?

Craig Rabe, Luther College

Program Sessions

Thursday, February 28, 2013



CASE RESEARCH

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

Theme: **Critical Incident Review**

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

Discussants: Sambhavi Lakshminarayanan, City University of New York
Shirley Wilson, Bryant University

Scribe: Elizabeth Jones, Notre Dame of Maryland University

Frontier Communications: A Case Study in Missed Customer Service Opportunities

Robert Edmonds, State University of New York-Maritime College

Flat World Knowledge: Paying Authors to Write Free Textbooks

Brent D. Beal, The University of Texas-Tyler

Jim Tarter, The University of Texas-Tyler

CASE RESEARCH

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

Chair: Gabriele Lingenfelter, Christopher Newport University

Discussants: Reed McKnight, University of New Mexico
Sonya Mellinger, Drury University

Scribe: John Vitton, University of North Dakota

Datsun

Nakato Hirakubo, Brooklyn College

Craig Davis, Ohio University

Where's the Dislike Button? Detroit Symphony Orchestra Dispute Plays Out in Social Media

Cornelia A. Pokrzywa, Oakland University

Lizabeth Barclay, Oakland University



Program Sessions

Thursday, February 28, 2013

FINANCE

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

Theme: Financial Markets

Chair: Jamshid Mehran, Indiana University-South Bend

Looking for Market Inefficiencies with Ben Graham

James R. Scott, Missouri State University

Discussant: Xing Lu, Indiana University South Bend

Performance of Dow Jones Sustainability Indexes

Jamshid Mehran, Indiana University-South Bend

Robert J. Balik, Western Michigan University

Discussant: James R. Scott, Missouri State University

Performance of Firms with Good Financial Statements

Tarek Zaher, Indiana State University

Neil Clark, Indiana State University

Abdulelah Almofeez, Indiana State University

Discussant: Robert J. Balik, Western Michigan University

Effects of Expected Market Volatility on Long-Term Holding Strategies for Leveraged and Inverse ETFs

Hunter M. Holzhauer, Penn State Erie, The Behrend College

Xing Lu, Indiana University South Bend

Robert W. McLeod, University of Alabama

Jamshid Mehran, Indiana University South Bend

Discussant: James R. Scott, Missouri State University

FINANCE

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

Theme: Corporate Finance

Chair: Monzurul Hoque, Saint Xavier University

Do Managers Have Incentive to Provide Cash Flow Forecasts Voluntarily?

Monzurul Hoque, Saint Xavier University

Kenneth C. Rakow, Saint Xavier University

Discussant: Jim Haskins, University of North Dakota

Program Sessions

Thursday, February 28, 2013



Recap vs. Non-Recap Takeovers: The Effect of Cash Levels, Corporate Charter Provisions, and Bank Debt

John F. Robinson, Viterbo University

Discussant: Monzurul Hoque, Saint Xavier University

Market Power and the Cash Cycle

Walt Nelson, Missouri State University

Jim Haskins, University of North Dakota

Yilei Zhang, University of North Dakota

Discussant: John F. Robinson, Viterbo University

Market Behavior in "Lucky" Days

Alex Meisami, Indiana University South Bend

Jian Zhang, Indiana University South Bend

Discussant: Monzurul Hoque, Saint Xavier University

INFORMATION SYSTEMS

3:00–4:15 p.m. 9th Floor, Room 950

**Theme: Application of Technology in Business
Decision Making**

Chair: Kaushik Ghosh, Lamar University

Discussant: Kuriakose Athappilly, Western Michigan University

A Visual Reasoning and Accounting Model for Strategic Management

Hong Gee Chen, Northeastern Illinois University

The Daily Change in the Dow Is Random -Should the Media Stop Reporting This Index

John L. Stedl, Chicago State University

Symbiotic Data Mining and Business Intelligence, 'A sine qua non' for the Survival of Type-b B-Schools

Kuriakose Athappilly, Western Michigan University

Managing and Analyzing Training Outcomes in a Global Environment

Elizabeth Peters, Roosevelt University

Shamsul Chowdhury, Roosevelt University



Program Sessions

Thursday, February 28, 2013

INTERNATIONAL BUSINESS

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

Theme: Cross Cultural Management

Chair: Robert Moussetis, North Central College

A Cross-National Investigation into the Effects of Religiousness and Economic Development on Work-related Values

Hamid Yeganeh, Winona State University

Discussant: Raffaele DeVito, Emporia State University

Is Guanxi the International Negotiation Currency for Chinese-related Business in Non-Confucian Markets?

Minhua Wu, University of Toledo

Anthony C. Koh, University of Toledo

Bashar S. Gammoh, University of Toledo

Discussant: Marilyn Martin Melchiorre, The College of Idaho

Balanced Scorecard and the Role of National Culture

Angela Denise McCaskill, Liberty University

Steve Roussas, University of Phoenix

Discussant: Marilyn Martin Melchiorre, The College of Idaho

INTERNATIONAL BUSINESS

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

Theme: International Strategies and Entry Modes

Chair: Juan Meraz, Missouri State University

Orchestrating Alliance Networks

Chia-Ling (Eunice) Liu, National Cheng Kung University, Taiwan

Pervez N. Ghauri, University of London

Discussant: Wootae Chun, Saint Louis University

An Institutional Model of International First-Mover Advantages

Shobha S. Das, Qatar University

Krishna Udayasankar, Nanyang Technological University

Discussant: Muhammad Mohiuddin, Laval University

Program Sessions

Thursday, February 28, 2013



Inter-temporary Effects of Financial Crisis on the Richest 100 Billionaires: China vs. U.S.A., 2005–2011

Ben-Chieh Liu, Chicago State University
Jan-Jo Chen, Chicago State University
Jian-Chern Chen, Polytechnic University
John Johnson, Chicago State University
Lee-Hsuan Lin, Yuan-Ze University
Brittany Adejola, Chicago State University

LEGAL STUDIES

3:00–4:15 p.m. 6th Floor, Room 625

Theme: Master Teacher Competition

Chair: Dale B. Thompson, University of St. Thomas

The Socratic Method 2.0: Teaching Legal Studies Online

Matt Hlinak, Dominican University

Killing Four Birds With One Stone—Using the Historical Evolution of Products Liability As an Introduction to Legal Reasoning

Romain M. Lorentz, University of St. Thomas

Using Scaffolding to Improve Student Learning in a Legal Environment of Business Course

Diane R. May, Winona State University

MANAGEMENT

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

Theme: Using “Too Big To Fail” in Teaching Business and Society

Chair: Anna Parkman, Ohio Dominican University

This presentation offers techniques that have resulted in a significant increase in active participation, reading, and exam scores when utilizing “Too Big To Fail” by Andrew Sorkin as the primary text in four consecutive semesters teaching Business and Society.



Program Sessions

Thursday, February 28, 2013

MANAGEMENT

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

Theme: Designing Business Education

Chair: Jay Young, Ohio Dominican University

Discussant: David M. Savino, Ohio Northern University

Redesigning an Organizational Behavior Class Using the Understanding by Design framework

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

Lyna Matesi, University of Wisconsin-Stevens Point

The Rigorous Triangle for Management Teaching and Learning

Michele A. Govekar, Ohio Northern University

Paul L. Govekar, Ohio Northern University

Learning Motivation and Facebook in Higher Education: An Analysis of Attitudes and Sense of Classroom Community

Casimir C. Barczyk, Purdue University Calumet

MANAGEMENT

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

Theme: Grade Inflation: A Management Course Issue?

Chair: Harry Fisher, Eureka College

Discussants: John Grant, Ohio Dominican University

Jeffrey Fahrenwald, Rockford College

Harry Fisher, Eureka College

Program Sessions
Thursday, February 28, 2013



MARKETING

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

**Theme: Technology Challenges and Opportunities for
Marketing Practice and Marketing Education Part II**

Chair: Kirby Shannahan, Memorial University of Newfoundland

Aliosha Alexandrov, University of Wisconsin-OshKosh

Robert Evans, Texas A&M International

Richard Rocco, DePaul University

Sandipan Sen, Southeast Missouri State University

Rachelle Shannahan, Memorial University of Newfoundland

MARKETING

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

**Theme: Helping Students Craft, Manage, and Defend
Their Brand Image**

Chair: Chris Ward, University of Findlay

Dawn Edmiston, Saint Vincent College

John McGrath, University of Pittsburgh-Johnstown

Ron Tulley, University of Findlay

Chris Ward, University of Findlay

MARKETING

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

Theme: Issues in Marketing Strategy and Research

Chair: Michael Levas, Carroll University

**The Effect of Seal-of-Approval on Health and Unhealthy Food
Products: A Theoretical Approach**

Eunji Cho, University of Wisconsin-Madison

**Proactive or Reactive? Moving Toward an Understanding of Total
Marketing Orientation's Effect on Firm Performance**

Cory Cromer, University of Massachusetts-Lowell



Program Sessions Thursday, February 28, 2013

Secondary Data: Challenges, Pitfalls, and Surprises in Marketing Research

Beverlee Anderson, California State University-San Marcos

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: **Issues in Entrepreneurship**

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

Morality, Moral Dilemma, and Entrepreneurship:

An Afrocentric Perspective

Clifford O. Ofurum, University of Port Harcourt

Eniola Y. Taiwo, University of Port Harcourt

Innovation and Innovativeness for Entrepreneurial Survival of Profitability

Jamaluddin Husain, Purdue University Calumet

Fatma Guizani, Purdue University Calumet

Salman Husain, Purdue University Calumet

From Scientific Management through Decision Science and Operations Research to Franchising

Richard J. Judd, University of Illinois-Springfield

Ronald McNeal, University of Illinois-Springfield

The Role of New Media in Operations Management

George Esoimeme, Nigeria

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Friday, March 1, 2013

ACCOUNTING

**7:30–9:15 a.m. Club International, Drake Hotel Main Level
Breakfast, Speaker, and Annual Business Meeting (Ticket Required)**

Presiding: George Schmelzle, Missouri State University
President, North American Accounting Society

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. 8th Floor, Room 825

Chair: Deborah Gritzmacher, Clayton State University

Discussant: Allen C. Minor, Misericordia University

Pain Assessment in the Critically Ill, Intubated Patient

Colleen Meade, Oakland University

Matthew Ripper, Siena Heights University

Management of Social Services in the Post Communist Country-Slovakia

Libusa Radkova, University of Health and Social Care of St. Elizabeth

Anna Pavlovicova, University of Health and Social Care of St. Elizabeth

The Transitions from Adolescence to Adulthood of young People with Disabilities in Slovakia

Jozef Matulnik, St. Elizabeth University of Health and Social Sciences

Maria Orgonasova, St. Elizabeth University of Health and Social Sciences

Jana Adamcova, St. Elizabeth University of Health and Social Sciences

Leisure Time and Health of Young People in Slovakia

Roman Kollar, St. Elizabeth University of Health and Social Work

Margita Minichova, St. Elizabeth University of Health and Social Work



BUSINESS AND HEALTH ADMINISTRATION

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

Chair: Ptlene Minick, Georgia State University

Discussant: Robert Spinelli, University of Scranton

Management of Social Services in the Post-Communist Country, Slovakia

Libusa Radkova, University of Health and Social Care of St. Elizabeth, Slovakia

Anna Pavlovicova, University of Health and Social Care of St. Elizabeth, Slovakia

A Global Perspective on Health and Wellness Programs in the Workplace: United States vs. Central Europe (Czech Republic)

Jessika Haynos, University of Scranton

Robert Spinelli, University of Scranton

Why Eastern Europe Lags Behind Western Europe?

Julius Horvath, Central University, Budapest

Is the Euro Really Irreversible? The Puzzles of the European Monetary Integration

Julius Horvath, Central University, Budapest

BUSINESS ECONOMICS

8:00–9:15 a.m...... **9th Floor, Room 925**

Theme: Public Finance

Chair: Kevin Neuman, University of Wisconsin-Stevens Point

Forecasting Gaming Tax Revenues for Indiana: 2002–2011

Juan Mendoza Munoz, Purdue University Calumet

Amlan Mitra, Purdue University Calumet

Paul McGrath, Purdue University Calumet

Medicaid Participation and Federal Matching Rates

Jason Davis, University of Wisconsin-Stevens Point



Program Sessions Friday, March 1, 2013

BUSINESS, SOCIETY, AND GOVERNMENT

8:00–9:15 a.m...... 2nd Floor, Room 225

Theme: **BSG Roundtable: Accreditation**

Chairs: Steven Palmer, Northwestern Oklahoma State University
Lee Weyant, Kutztown University

CASE RESEARCH

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

Theme: **Critical Incident Review**

Chair: Barbara Nemecek, Adelphi University

Discussants: Harsha Desai, Loyola University-Maryland
Amber Kauffman, Christopher Newport University

Scribe: Kay Hodge, University of Nebraska-Kearney

Retail Store Analysis for the Jolly Cobbler

Andrew Borchers, Lipscomb University

Bill Fredenberger, Lipscomb University

Gerber and Food Safety: Arsenic and (Old) Rice

Karen Berger, Pace University

Laura J. Blake, Mitchell College

CASE RESEARCH

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

Theme: **Critical Incident Review**

Chair: Craig Davis, Ohio University

Discussants: Nakato Hirakubo, Brooklyn College
Cheryl L. Noll, Eastern Illinois University

Scribe: John Riddick, Hanover College

A Fiasco on Friday

Sambhavi Lakshminarayanan, City University of New York

Savita Hanspal, Huether School of Business

Program Sessions

Friday, March 1, 2013



Susan G. Komen – For the Cure

Joe Thomas, Middle Tennessee State University

Cheryl Ward, Middle Tennessee State University

FINANCE

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

Panel: **Now that the 2012 National Election Is Over, Where Should I Invest My Retirement Savings?**

Chair: Mark A. Wrolstad, Winona State University

Panelists: Mark A. Wrolstad, Winona State University
Thomas Krueger, Texas A&M-Kingsville
Albert E. DePrince Jr., Middle Tennessee State University
Timothy Peterson, Gustavus Adolphus College
Tarek Zaher, Indiana State University

FINANCE

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

Theme: **Financial Markets**

Chair: Omid Sabbaghi, University of Detroit Mercy

Equity Returns and the Sustainable Growth Rate

Omid Sabbaghi, University of Detroit Mercy

Yuntaek Pae, Lewis University

Navid Sabbaghi, Illinois Institute of Technology

Discussant: Anthony Loviscek, Seton Hall University

“The Lost Decade”: An MPT Perspective

Anthony Loviscek, Seton Hall University

Discussant: Sung Bae, Bowling Green State University



Program Sessions Friday, March 1, 2013

Firm-Specific Determinants of Nominal Stock Return Risk: New Evidence with Industry Data

Sung Bae, Bowling Green State University

Kenneth J. Kopecky, Temple University

Tai Yi, SUNY Fredonia

Discussant: Omid Sabbaghi, University of Detroit Mercy

FINANCE

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

Theme: Risk Management and Insurance

Chair: Alex Meisami, Indiana University-South Bend

Does Asymmetric Risk Matter?

Stephen P. Huffman, University of Wisconsin-Oshkosh

Cliff R. Moll, University of Wisconsin-Oshkosh

Discussant: Arthur J. Young, University of Central Missouri

The Effect of Enterprise Resource Planning on Insurers' Efficiency: Evidence from the Korean Insurance Industry

Jin Park, Indiana State University

Jong Hyun Park, Indiana State University

Discussant: Stephen P. Huffman, University of Wisconsin-Oshkosh

The Impact of the Financial Crisis on Insurer Stock Volatility and Covariance with the Market

Raja Bouzouita, University of Central Missouri

Mihaela Craioveanu, University of Central Missouri

Arthur J. Young, University of Central Missouri

Discussant: Jin Park, Indiana State University



FINANCE

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

Theme: Special Topics

Chair: Abrar M Fitwi, St. Mary's College

Using Debt Financing to Increase One's Wealth

Charles W. Johnston, Baker College

Discussant: Abrar M Fitwi, St. Mary's College

Parallels between Consolidation of the Commercial Banking and Hospital Industries

Stephen G. Morrisette, University of St. Francis

Jamie Burgdorfer, Juniper Advisory

Jordan Shields, Juniper Advisory

Discussant: Charles W. Johnston, Baker College

Naïve Diversification Really Is a Free Lunch

Stephen L. Lee, City University

Discussant: Stephen G. Morrisette, University of St. Francis

INFORMATION SYSTEMS

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

INTERNATIONAL BUSINESS

8:00–9:15 a.m. Drake Room, Main Level

Theme: International Human Resource Management

Chair: Winston Awadzi, Delaware State University

Inspired by Long-Distance Relationship: Exploring How and when Geographical Distance Increases Employees' Turnover Intention

Xin Qin, Peking University

Minya Xu, Peking University

Dong Ju, Peking University

Discussant: Saeb Farhan Al Ganideh, Al Zaytoonah
University of Jordan



Program Sessions Friday, March 1, 2013

Successfully Managing the Under-Tows of Diverse Cultures in Modern Malaysia

Anthony C. Koh, University of Toledo

Minhua Wu, University of Toledo

Non-Governmental Organization (NGO) and the State: Complementary Partners or Competitive Rivals—An Analysis

Shammi Ahmed, RMIT University-Melbourne

INTERNATIONAL BUSINESS

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

Theme: Business Trends in Emerging Markets

Chair: Uday Tate, Marshall University

MBA Students' Attitude toward Conducting Business Globally: A Cross-Cultural Comparison between USA and India

Uday Tate, Marshall University

Kamal Fatehi, Kennesaw State University

Donna Wiencek, Western Illinois University

Basanna Patagundi, M. P. Birla Institute of Management Studies

Global Changes and Social Welfare in Slovakia

Miloslav Hettes, St. Elisabeth University of Health and

Social Sciences (Slovakia)

Culture's Impact on Strategic Flexibility

Abhay Shah, Colorado State University-Pueblo

LEGAL STUDIES

8:00–9:15 a.m. 6th Floor, Room 625

Theme: Employment Law (B)

Chair: Elizabeth A. Campbell, Central Michigan University

New Trends in the Law of Covenants Not to Compete

Norman D. Bishara, University of Michigan

Program Sessions

Friday, March 1, 2013



Whistleblower Protection after the Wall Street Reform Act

JoEll Bjorke, Winona State University
Diane R. May, Winona State University

Wither Affirmative Action: A Look at Recent Court Decisions

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

LEGAL STUDIES

8:00–9:15 a.m. 6th Floor, Room 629

Theme: Intellectual Property and the Drug Industry

Chair: Anjanette H. Raymond, Indiana University

Workable Solutions to the Challenges of Patenting an Innovative Process

Jamie Patrick Hopkins, American College
John A. Pearce II, Villanova University

Generic Drugs: Antitrust v. Patent Law

Bryce Jones, Truman State University

Contingencies: An Examination of the Drug Industry

Lynn Saubert, Radford University

MANAGEMENT

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

**North American Management Society Membership Meeting and
Continental Breakfast sponsored by the American National Business
Hall of Fame.**

Presiding: David M. Savino, Ohio Northern University



Program Sessions

Friday, March 1, 2013

MARKETING

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

Theme: The Consumer Behavior of Student Decisions

Chair: Mandeep Singh, Western Illinois University

**Insights Into How Students' Consumption Values Affect Their
Intention to Pursue Further Studies at a Private Education
Institution in Singapore**

Allan Chia, SIM University

Loyalty Determinants in Graduate Online Programs

Ali Dehghan, Wesleyan College

**The Brand Image of the University States: A Global
Student Perspective**

Alison Wolfe, Elmira College

MARKETING

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

Theme: Marketing Pedagogy Roundtable

Chair: Michael Pepe, Siena College

MARKETING

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

Theme: Issues in Sports Marketing

Chair: K. Sedonna Reed, Florida A&M University

**Increasing College Football Attendance: An Exploratory Study of
Fan Typology**

Oscar McKnight, Ashland University

Ronald Paugh, Ashland University

Jordan McKnight, University of Akron

Wenjui Jim, Ashland University



Jersey Sponsorships: The Final Frontier in American Sport Marketing?

Don Roy, Middle Tennessee State University

Ben Goss, Missouri State University

The Use of Promotion in Sports Marketing: A Comparative Study of Two Franchises

Paul Wellen, Roosevelt University

Allen Marber, Governors State University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

OMEA Annual Business Awards Breakfast (Ticket Required)

ACCOUNTING

9:30–10:45 a.m. 4th Floor, Room 425

Theme: Accountants and Academia

Chair: Andrew M. Brajcich, Gonzaga University

Do Academic Accountants Make It to the Top? Career Mobility at the Business School

Timothy J. Fogarty, Case Western Reserve University

Brian Hogan, Northeastern University

Accounting Department Chairpersons of Private Universities Rate Business School Performance Using a Market Orientation Model

Robert L. Webster, Ouachita Baptist University

Kevin L. Hammond, University of Tennessee-Martin

Jeanie A. Curry, Ouachita Baptist University



Program Sessions

Friday, March 1, 2013

ACCOUNTING

9:30–10:45 a.m. 4th Floor, Room 429

Theme: Ethics and Social Responsibility

Chair: Donna Altepeter, University of North Dakota

Exploring Accountants' Deceptive Behavior in the Corporate Ranks:

The Motives and Influences Before and After Sarbanes-Oxley

Cynthia B. Lloyd, Indiana University-Purdue University Fort Wayne

The SEC's Final Rule on the Dodd-Frank Conflict Minerals Provision:

What CPAs Should Know

Katherine Campbell, University of North Dakota

Dee Ann Ellingson, University of North Dakota

Greg Gaynor, University of Baltimore

Matthew Notbohm, University of North Dakota

BUSINESS AND HEALTH ADMINISTRATION

9:30–10:45 a.m. 8th Floor, Room 825

Theme: Student Led Papers

Chair: Ahmet "Ozzie" Ozturk, Marshall University

Discussant: Kem Gambrell, Viterbo University

Single Parenthood: Exploring Positive Child Upbringing Strategies

Brittany LeClerc, Viterbo University

Kem Gambrell, Viterbo University

The Interconnection of Registered Nurse's Motivation and Hospital

Acquired Infection

Chester H. Doering III, Viterbo University

Kem Gambrell, Viterbo University

The Impact of Emotional Intelligence on Employee Engagement

Tracy B. Hart, Viterbo University

Kem Gambrell, Viterbo University



Barriers to Telemedicine for Rural Healthcare Clinics

Cynthia M. Delphey, Viterbo University
Kem Gambrell, Viterbo University

Self-Efficacy and Body Image in Post Breast Cancer Patients

Lauriann S. Grosskopf, Viterbo University
Kem Gambrell, Viterbo University

BUSINESS AND HEALTH ADMINISTRATION

9:30–10:45 a.m. 8th Floor, Room 829

Chair: Ptlene Minick, Georgia State University

Discussant: Deborah Gritzmacher, Clayton State University

Chronic Diseases as Key Challenge of Public Health Administration in Eurpoe and in U.S.A.

Robert Babela, St. Elizabeth University, Slovakia
Steven Szydlowski, University of Scranton
Vladimir Krcmery, St. Elizabeth University, Slovakia
Daniel J. West Jr., University of Scranton

Innovations as Key Strategy for Sustainable Healthcare in CEE Region

Robert Babela, St. Elizabeth University, Slovakia
Vladimir Krcmery, St. Elizabeth University, Slovakia
Mariana Mrazova, St. Elizabeth University, Slovakia
Jana Hruskova, St. Elizabeth University, Slovakia
Marian Fasko, St. Elizabeth University, Slovakia

Health Economics: A New Tool for Reimbursement Process in Slovakia

Robert Babela, St. Elizabeth University, Slovakia
Tomas Tesar, UNION Health Insurance, Slovakia



Program Sessions Friday, March 1, 2013

BUSINESS ECONOMICS

9:30–10:45 a.m. 9th Floor, Room 925

Theme: Strategic Behavior

Chair: Thomas R. Sadler, Western Illinois University

Unprincipled Social Choice, Competitive Balance, and Welfare in Team Tennis

Shane Sanders, Western Illinois University

Consumer Signaling Techniques in Response to Price Discrimination

Trevor Knox, Muhlenberg College

BUSINESS, SOCIETY, AND GOVERNMENT

9:30–10:45 a.m. 2nd Floor, Room 225

Theme: Matters of Investment in Education

Chair: Lee Weyant, Kutztown University

Why Do We Need to Invest In Art and Music? A Case Study in Northwestern Oklahoma Region

Sarah Chan, Northwestern Oklahoma State University

Wei Zhou, Northwestern Oklahoma State University

Strategies for Enhancing Career and Education Opportunities for Military Personnel and Their Family Members through Higher Education Initiatives

Sue Evans, Austin Peay State University

CASE RESEARCH

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

Theme: Critical Incident Review

Chair: Matthew VanSchenk Hof, University of Central Missouri

Discussants: Edwin Portugal, State University of New York-Potsdam
George Schmelzle, Missouri State University

Scribe: Karen Foust, Tulane University

Program Sessions

Friday, March 1, 2013



A Big Change at Get-You-There Air

Phillip Jolly, University of Houston

Joseph Reid, University of Alaska Anchorage

Bogdan Hoanca, University of Alaska Anchorage

Inky Situation: A Safe Is Not as Safe as One Might Think

Amber Kauffman, Christopher Newport University

Gabriele Lingenfelter, Christopher Newport University

CASE RESEARCH

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

Theme: Critical Incident Review

Chair: George Whaley, San Jose State University

Discussants: Amanda Weed, Ohio University

Roy Cook, Fort Lewis College

Scribe: Joe Thomas, Middle Tennessee State University

Interviewing Ethics: What Would You Do?

Charles Frasier, Lipscomb University

Andrew Borchers, Lipscomb University

Inventory Accounting on an Egg Farm

Tomas Lopez-Pumarejo, Brooklyn College

Myles Bassell, Brooklyn College

CASE RESEARCH

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

Theme: Embryo Case Review

Chair: Joanne Togle, Idaho State University

Discussants: Cheryl Ward, Middle Tennessee State University

Eric Nelson, University of Central Missouri

Scribe: Timothy Brotherton, Ferris State University

Here's the Brief: The Decision Points for Wendy's New Ad Campaign

Craig Davis, Ohio University

Nakato Hirakubo, Brooklyn College



Program Sessions Friday, March 1, 2013

Whistleblowing—The Unfortunate Case of Drummond vs. Land Learning Foundation

Deni Oas, University of Central Missouri

Ruffled Feathers at Chick-Fil-A: The Cows Are Not Commenting

Barbara Ross Wooldridge, University of Texas-Tyler

Krist R. Swimberghe, University of Texas-Tyler

FINANCE

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

Theme: Global Finance

Chair: Haiyan Yin, Indiana University-South Bend

Post-IPO performance of Chinese banks

Haiyan Yin, Indiana University-South Bend

Discussant: Chien-Chih Peng, Morehead State University

A Comparison of Corporate Loan Pricing at Domestic and Foreign Banks

Chien-Chih Peng, Morehead State University

Discussant: Pat Obi, Purdue University Calumet

Interest Rate Spread and Carry Trade since the U.S. Credit Rating Downgrade

Pat Obi, Purdue University Calumet

Shomir Sil, Purdue University Calumet

Discussant: Haiyan Yin, Indiana University-South Bend



FINANCE

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

Theme: Corporate Finance

Chair: James R. Scott, Missouri State University

Corporate Spin-Off: Variable Effects and Methods from Early Studies Tested on New Data Prior to the 2008 Recession

James R. Scott, Missouri State University

Discussant: Elisabeta Pana, Illinois Wesleyan University

Evidence From Bank Internal Capital Markets

Tarun Mukhejee, University of New Orleans

Elisabeta Pana, Illinois Wesleyan University

Discussant: Matthew Wong, St. John's University

Changes in Governance and Hostile Takeovers in Continental Europe: The Case of Arcelor's Takeover by Mittal Steel

Matthew Wong, St. John's University

Discussant: James R. Scott, Missouri State University

FINANCE

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

Theme: Real Estate

Chair: Alex Meisami, Indiana University South Bend

Tenant Retention and the Securitization of Residential Leases

Walt A. Nelson, Missouri State University

Discussant: Robert C. Wolf, University of Wisconsin-La Crosse

Is Renting Better?

Robert C. Wolf, University of Wisconsin-La Crosse

Dale L. Domian, York University

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



Program Sessions Friday, March 1, 2013

The Use of Restricted Funds as a Form of Governance for Non-Profit Organizations

Shane Van Dalsem, University of Wisconsin-La Crosse

Discussant: Walt Nelson, Missouri State University

FINANCE

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

Theme: Corporate Finance

Chair: Reza Rahgozar, University of Wisconsin-River Falls

Performances of Dividend and Non-Dividend Paying Stocks and Their Relationships with Financial Distress Measure

Reza Rahgozar, University of Wisconsin-River Falls

Discussant: William Lepley, University of Wisconsin-Green Bay

Impact of the 2008–2009 Recession on Minority-Owned U.S. Banks

William Lepley, University of Wisconsin-Green Bay

Robert A. Nagy, University of Wisconsin-Green Bay

Mussie Teclezion, University of Wisconsin-Green Bay

Discussant: Yewmun Yip, University of South Dakota

Value Relevance of Foreign Currency Fluctuation: Accounting or Economic Effect

Yuli Su, Francisco State University

Yewmun Yip, University of South Dakota

Discussant: Reza Rahgozar, University of Wisconsin-River Falls

Program Sessions

Friday, March 1, 2013



INFORMATION SYSTEMS

9:30–10:45 a.m. 9th Floor, Room 950

Theme: Information Systems and Global Issues

Chair: Shamsul Chowdhury, Roosevelt University

Discussant: Ibrahim Al-Shqairat Zaid, Al-Hussein Bin Talal University

Financial Crisis and Wealth Accumulation by Industry: China vs. U.S.A.

Ben-Chieh Liu, Chicago State University

Jan-Jo Chen, Chicago State University

Jian-Chern Chen, Northwestern Polytechnic University

John Johnson, Chicago State University

Lee-Hsuan Lin, Yuan-Ze University

Assessing the Extent of the Success Public Private Partnership (PPP) in E-government Implementation Experiment in Jordan

Ibrahim Al-Shqairat Zaid, Al-Hussein Bin Talal University

M-Commerce As a New Marketing Context

Ruidong Zhang, University of Wisconsin

Methodical Team Formation: Grouping Students According to Assessed Personality and Preferences

James Janossy, DePaul University

INTERNATIONAL BUSINESS

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

Theme: Student Track

Chair: Etienne Musonera, Mercer University

Comprehensive Analysis of Human Rights, Business Model, and the Impact of Globalization

Megan Sowinski, North Central College

Dan Bergagna, North Central College

Zach Howell, North Central College



Program Sessions Friday, March 1, 2013

Human Rights: The Effects of Globalization: An In-Depth Study into Working Conditions and the 'Living' Wage, North Central College

Kevin Adams, North Central College

Thomas Hecimovich, North Central College

Tracy Polgar, North Central College

An Analysis of the Business Environment in the Republic of Azerbaijan

Azer Rustamli, Winona State University

INTERNATIONAL BUSINESS

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

Theme: Emerging Markets

Chair: Winston Awadzi, Delaware State University

International Assignments and Expatriate Preparation

Gyongyi Konyu-Fogel, Walsh College

Aquafarming, Small Scale Fishing, and Reversing Tragedy of the Commons in the Black Sea Region

E. Mine Cinar, Loyola University-Chicago

Joseph Johnson, Loyola University-Chicago

Andrew Palmer, Loyola University-Chicago

Consumer Ethnocentrism and Values in EAC Countries

Etienne Musonera, Mercer University

Egide Karuraranga, Laval University

Bideri Nyamulinda, Independent Institute of Lay Adventists of Kigali

A Comparative Analysis of Cultural Influences in Green Environmental Behavior in India and the United States

Bashar S. Gammoh, University of Toledo

Anthony C. Koh, University of Toledo

Sam C. Okoroafo, University of Toledo

Program Sessions
Friday, March 1, 2013



LEGAL STUDIES

9:30–10:45 a.m. 6th Floor, Room 625

Theme: **The Law of Speech and Constitutional Law**

Chair: Norman D. Bishara, University of Michigan

Unprotected Public Employee Speech Under the First Amendment

Sandra J. Perry, Bradley University

Tanya M. Marcum, Bradley University

Limitations on Speech: Waivers and Conditions

Sarah Gibson, George Fox University

Brad Reid, Lipscomb University

Warrantless Searches and the Fourth Amendment

Patricia S. Wall, Middle Tennessee State University

LEGAL STUDIES

9:30–10:45 a.m. 6th Floor, Room 629

Theme: **Legal Perspectives and Alternatives**

Chair: Stephen N. Bretsen, Wheaton College

Unframing Legal Reasoning

Larry A. DiMatteo, University of Florida

**Perspectives on Contract Law: Reconciling Stability with the
Inevitability of Change**

Lester G. Lindley, Nova Southeastern University

**Arbitration Agreements in the Clouds: The Pitfalls of Over-Reliance
on Technology when Creating Arbitration Agreements**

Anjanette H. Raymond, Indiana University

Elizabeth Simos



Program Sessions

Friday, March 1, 2013

MANAGEMENT

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

Theme: The Senior Comprehensive Exam for Candidates
in Bachelor of Business Administration Degree
Programs at Saint Mary's College, Notre Dame,
Indiana

Discussant: Jill Vihtelic, Saint Mary's College

MANAGEMENT

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

Theme: Economic Meltdown 2013? Is it Fact or Fiction?

Chair: Bruce Bloom, DeVry University

Discussant: Matthew Raunio, University of Wisconsin-Sheyboygan

MANAGEMENT

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

Theme: Teaching and Learning Styles

Chair: Mary Ann Hazen, University of Detroit Mercy

Discussant: Regina A. Greenwood, Kettering University

The Role of the Kinesthetic Learning Style and Prompted Responses in Teaching Management Courses

David M. Savino, Ohio Northern University

Meshayla Moyer, Ohio Northern University

Critical Thinking Advances the Theory and Practice of Business Management

Phyllis R. Anderson, Governors State University

Joanne R. Reid, Corporate Development Associates, Inc.

Active Listening and Vulnerable Collaboration as Foundational Elements in the Education for Sustainability

Martha Cook, Malone University

Maria Lai-Ling Lam, Malone University

Adam Klemann, Malone University

Program Sessions
Friday, March 1, 2013



MARKETING

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

**Theme: The Challenges of Communicating the Benefits of
the Affordable Care Act to Patients**

Chair: Judy Wiles, Southeast Missouri State University

Sarah J. Holt, American College of Medical Practice Executives and
Southeast Missouri University

MARKETING

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

**Theme: Keeping Pace: Best Practices for Maintaining
Relevance with Students and Practitioners**

Chair: Stacey Hills, Southern Vermont College

Stacey Hills, Southern Vermont College
Fred Hoyt, Illinois Wesleyan University
Mandeep Singh, Western Illinois University
Lyle R. Wetsch, Memorial University of Newfoundland

MARKETING

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

**Theme: Innovative Strategies Employers Are Using to Recruit
Top Talent at Colleges and Universities**

Chair: Michael Messina, Gannon University

Jeffrey Beavers, RecSolu



Program Sessions Friday, March 1, 2013

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: **Quantitative Modeling**

Chair: Rasoul Afifi, Northeastern Illinois University

Commercial Banks and Fair Value Disclosure

Sara Aliabadi, Northeastern Illinois University

Alireza Doresanti, Northeastern Illinois University

Rasoul Afifi, Northeastern Illinois University

Advancing Theory and Practice: Statistical Literacy for Managers

Milo Schield, Augsburg College

Make vs. Buy: A constrained Optimization Approach

Matt Banks, Indiana University-Purdue University Fort Wayne

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

ACCOUNTING

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

Theme: **More Pedagogy and Tax**

Chair: Robert L. Webster, Ouachita Baptist University

Danforth Dye Corporation: Teaching the Master Budget with an Interactive Spreadsheet

Bambi Hora, University of Central Oklahoma

Edward R. Walker, University of Central Oklahoma

Learning from Others How to Teach Intermediate Accounting More Effectively: A Survey of Instructors on Course Coverage, Teaching Methods, and Other Issues

James Loeb, University of Wisconsin-Green Bay

Which Countries Besides the U.S. Benefitted from the 2004 Repatriation Holiday?

Andrew M. Brajcich, Gonzaga University

Matthew McPherson, Gonzaga University

Dan Friesner, North Dakota State University

Program Sessions

Friday, March 1, 2013



ACCOUNTING

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

Theme: Service Learning and Student Associations

Chair: Dee Ann Ellingson, University of North Dakota

Panelists: Donna Altepeter, University of North Dakota
D'Arcy Becker, University of Wisconsin-Eau Claire
Sandra Byrd, Missouri State University

BUSINESS ECONOMICS

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

Theme: Financial Market Valuations

Chair: Mary Ann Shifflett, University of Southern Indiana

Arbitrage Spreads and Risk Premiums in the M&A market, 2001-2012

Brenda Kahn, University of Tampa

An Accuracy Test of Analytic Approximation of American Put Option Models Based on Fractional Brownian Motion with Different Hurst Parameters

San Woo Heo, University of Southern Indiana

Jong C. Rhim, University of Southern Indiana

BUSINESS, SOCIETY, AND GOVERNMENT

11:00 a.m.–12:15 p.m...... 2nd Floor, Room 225

Theme: Native American Matters

Chair: Sue Evans, Austin Peay State University

The Travails of American Indian Gambling Casinos

Jim Breyley, Northwestern Oklahoma State University

On or Off Reserve? Exploring North American Indigenous Peoples Taxation Issues

Thomas Cooper, Memorial University of Newfoundland

Pauline Downer, Memorial University of Newfoundland

Alex Faseruk, Memorial University of Newfoundland



Program Sessions **Friday, March 1, 2013**

CASE RESEARCH

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

Theme: Panel Discussion: Fundamentals of Case Teaching

Panelists: J. David Hunger, Saint John's University (Panel Chair)
Roy Cook, Fort Lewis College
Barbara Nemecek, Adelphi University

CASE RESEARCH

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

Theme: Critical Incident Review

Chair: Gabriele Lingenfelter, Christopher Newport University

Discussants: Leslie Korb, Lindsey Wilson College
Robin Sronce, Drury University

Scribe: Sonya Mellinger, Drury University

The Umed Group: Expansion Crossroads

Kingshuk Mukherjee, St. John's University

My Life in Numbers: An Insurance Decision

Jeff Brookman, Idaho State University

Ann Hackert, Idaho State University

FINANCE

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

Theme: Risk Management and Insurance

Chair: Tarek Zaher, Indiana State University

Day-of-the-Week Effect and January Effect Examined in Sweet Crude Oil

Raj K. Kohli, Indiana University-South Bend

Discussant: Jeong Lee, University of North Dakota

The Use of Financial Futures As Hedging Vehicles

Jeong Lee, University of North Dakota

Discussant: Seyed Amir E. Khorasgani, Middlesex University



The Value of Stock's Screening and Stock's Ratings to Investment Management

Tarek Zaher, Indiana State University

Neil Clark, Indiana State University

Discussant: Jeong Lee, University of North Dakota

SMEs Default Prediction Model: An Analysis of the Existing Literature

Seyed Amir E. Khorasgani, Middlesex University

Discussant: Tarek Zaher, Indiana State University

FINANCE

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

Theme: Corporate Finance

Chair: Mark A. Wrolstad, Winona State University

Logistic Regression, Cash Flow Measures, and Prediction of Business Failure

Shyam Bhandari, Bradley University-Peoria

Discussant: Robert Kao, Park University

The Simplifications of the U.S. Corporate and Personal Taxations

John Lee, Rigel Technology Corporation

Robert Kao, Park University

Discussant: Jeungbo Shim, Illinois Wesleyan University

What Caused Bank Failures During the Recent Economic Recession?

Qingyu Li, Illinois Wesleyan University

Jeungbo Shim, Illinois Wesleyan University

Discussant: Shyam Bhandari, Bradley University-Peoria



Program Sessions

Friday, March 1, 2013

FINANCE

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

Theme: Corporate Finance

Chair: Monzurul Hoque, Saint Xavier University

Retirement in the US: Golden Years or Shifting Sands?

Kumoli Ramakrishnan, University of South Dakota

Discussant: Alex Faseruk, Memorial University

The Role of Financial Ethics in an Economic Crisis

Kyle Hickey, Memorial University of Newfoundland

Thomas Cooper, Memorial University of Newfoundland

Alex Faseruk, Memorial University of Newfoundland

Discussant: Dean Johnson, Michigan Technological University

Are There Riches in Reputation?

Dean Johnson, Michigan technological University

Kathryn Merritt, Miller College

Srinivasan Sundaram, Ball State University

Discussant: Kumoli Ramakrishnan, University of South Dakota

FINANCE

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

Theme: Global Finance

Chair: Zi Nancy Ning, Delaware State University

A Survey of Global Quantitative Easing (QE) Measures: The Effect on Global Financial Markets

Inayat U. Mangla, Western Michigan University

Jamshed Y. Uppal, Catholic University of America

Discussant: Zi Nancy Ning, Delaware State University

Using an Ex-post Approach to Teach the International Investment

Zi Nancy Ning, Delaware State University

Discussant: Sean T. Carey, University of Wisconsin-Stevens Point

Program Sessions
Friday, March 1, 2013



An Examination of Internal Revenue Code (IRC) Tax Provisions that Provide Financial Incentives for US Job Exportation

Sean T. Carey, University of Wisconsin-Stevens Point

Discussant: Inayat U. Mangla, Western Michigan University

The Amazing P/E Ratio Which Can Be Transformed Into the Market-to-Book Ratio, and Hick's and Macaulay's Duration Formulae!

Charles Rayhorn, Northern Michigan University

Kenneth Janson, Northern Michigan University

Discussant: Sean T. Carey, University of Wisconsin-Stevens Point

INFORMATION SYSTEMS

11:00 a.m.–12:15 p.m. 9th Floor, Room 950

Theme: Information Technology Performance

Chair: Amy Harris, Middle Tennessee State University

Discussant: Kaushik Ghosh, Lamar University

A Survey of Audio Transmission in Data Networks

Dale Brown, Middle Tennessee State University

Michael Fleming, Middle Tennessee State University

Open Source Impact on Productivity

Kaushik Ghosh, Lamar University

Cindy Barnes, Lamar University

Systems Requirements Determination: An Overview

Angela Marie Mariano, Middle Tennessee State University

Jeff Clark, Middle Tennessee State University

Amy Harris, Middle Tennessee State University

Excel Simple Applications to Finance Formula Teaching Methods

James R. Scott, Missouri State University



Program Sessions Friday, March 1, 2013

INTERNATIONAL BUSINESS

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

Theme: International Finance

Chair: Terence Motsi, Cleveland State University

**Foreign Subsidiary Divestment Decision Process: A Descriptive
Model Based on the Multiple Case Studies of Puerto Rico
Pharmaceutical Industry**

Luis Manuel Baquero-Rosas, Pontifical Catholic University of Puerto Rico

Discussant: Etienne Musonera, Mercer University

China's Informal Financing

Peter Geib, Minnesota State University-Moorhead

Lucie Pfaff, College of Mount Saint Vincent

Discussant: Gyongyi Konyu-Fogel, Walsh College

Competitiveness and the Eurozone Crisis

Animesh Ghoshal, DePaul University

Discussant: Maria Bejan, Missouri Southern State University

INTERNATIONAL BUSINESS

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

Theme: Panel: Base-of-Pyramid Issues

Chair: Donna Wiencek, Western Illinois University

**Informal and Alternative Financial Services in Base-of-Pyramid
Settings: Implications for Teaching and Research**

Les Dlabay, Lake Forest College

**Service Learning as a Pedagogical Tool in Business Curricula:
Academic Issues, Global Challenges, and Research Directions**

Donna Wiencek, Western Illinois University

Uday Tate, Marshall University

Raffaele DeVito, Emporia State University

Anand Pore, Emporia State University

Peter Geib, Minnesota State University-Moorhead

Program Sessions
Friday, March 1, 2013



LEGAL STUDIES

11:00 a.m.–12:15 p.m...... 6th Floor, Room 625

MALSB Annual Business Meeting

Presiding: Daniel Botz, Kansas State University
President, Midwest Academy of Legal Studies in Business
Remarks by: Carol J. Miller, Missouri State University
President, Academy of Legal Studies in Business

MANAGEMENT

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

Theme: Spotlight on Student Research

Chair: David M. Savino, Ohio Northern University

Discussant: Anna Parkman, Ohio Dominican University

**Crossing Fingers and Lucky Clovers: An Examination of Magical
Thinking Behaviors and Luck**

Anke Ruwette, Southeast Missouri State University

Steffie Allerslev, Southeast Missouri State University

Erin Fluegge Woolf, Southeast Missouri State University

A Business Pedagogy Practicum for Teaching Auditing

Andrew Bashore, Ohio Northern University

Matthew A. Phillips, Arend, Laukhuf and Stoller, Inc.

Really? The Surprising Response to Customer Complaints

Alexandria Beehler-Evans, Ohio Northern University

Kirsten Fultz, Ohio Northern University

Susan M. B. Schertzer, Ohio Northern University



Program Sessions **Friday, March 1, 2013**

MANAGEMENT

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

Theme: CSR ; How New Social Reporting Metrics Are Affecting Business Curriculum

Chair: Robert D. Hatfield, Western Kentucky University

Discussants: Dana M. Cosby, Western Kentucky University
Brian Sullivan, Western Kentucky University
Mariah Yates, University of Cincinnati

MARKETING

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

Theme: Issues in Social Media and Marketing Technology

Chair: Ali Dehghan, Wesleyan College

Our Data For Sale: Student Attitudes Toward Privacy

Alison Wolfe, Elmira College

Unconscious Shoppers in Virtual Retail Space: The Impact of Automatic Priming and Assimilation/Contrast Effect on Consumers' Perceptions and Behaviors

Seung-Chul Yoo, Loyola University-Chicago

Jorge Pena, University of Texas

Minette Drumwright, University of Texas

Can Augmented Reality Serve as a Marketing Tool for Jobs and Tourism in Northeast North Carolina?

Paulette Edmunds, Elizabeth City State University

Kingsley Nwala, Elizabeth City State University

Rebecca Hochradel, Delta State University

Missed eWOM Opportunities: An Analysis of Online Monitoring Behavior Among U.S. Colleges and Universities and Top MBA Programs

Nora Ganim Barnes, University of Massachusetts, Dartmouth

Stephanie Barnes, University of Massachusetts, Dartmouth

Program Sessions Friday, March 1, 2013



MARKETING

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

Theme: What Are We Doing to Market Our Marketing Program?

Chair: Michelle Kunz, Morehead State University

Susan Geringer, California State University-Fresno

Michelle Kunz, Morehead State University

Michael Messina, Gannon University

Brian Vander Schee, Aurora University

MARKETING

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

Theme: Issues in Supply Chain Management

Chair: Cheryl Buff, Siena College

**A Case Study for Teaching Integrated Operations Planning
the Supply Chain**

Michael Pepe, Siena College

Small Manufacturing Firms in India: Achieving Competitive Advantage

Katrina Savitskie, Savannah state University

Sampath Ranganathan, University of Wisconsin-Green Bay

Sandipan Sen, Southeast Missouri State University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

11:00 a.m.–12:15 p.m. 7th Floor, Room 725

Theme: Supply Chain Management

Chair: Bijayananda Naik, University of South Dakota

**A Case Study Approach to Remanufacturing Operations in Reverse
Logistics**

Shad Dowlatshahi, University of Missouri-Kansas City



Program Sessions Friday, March 1, 2013

The Relationship between the Supplier Quality Management and the Internal Quality Performance: How the Contingency Effects of Organizations Size May Alter this Relationship

Hamid Salimian, Kent Business School

Mona Rashidirad, Kent Business School

Ebrahim Soltani, Kent Business School

Retail Reverse Logistics Management: A Review of Research Issues

Bijayananda Naik, University of South Dakota

LEGAL STUDIES

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

Plenary Lunch—Sponsored by DePaul University (Ticket Required)

MBAA INTERNATIONAL

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

2014 Program Chairs Planning Luncheon

Presiding: Barbara Nemecek, Adelphi University

Jeff Clark, Middle Tennessee State University

BUSINESS ECONOMICS

1:45–3:00 p.m...... 9th Floor, Room 925

Theme: Culture and Consumer Finance

Chair: Shane Sanders, Western Illinois University

Incorporating Culture and Competition for Status into Quantitative Financial Epidemiology Models

Dan Friesner, North Dakota State University

Matthew McPherson, Gonzaga University

Donald Hackney, Gonzaga University

The Home Mortgage Loan Crisis: A Lesson in Ignoring Sunk Costs

Bhavneet Walia, Western Illinois University

Program Sessions

Friday, March 1, 2013



Bankruptcy and Intra-District Legal Culture

Donald Hackney, Gonzaga University

Andrew M. Brajcich, Gonzaga University

Dan Friesner, Gonzaga University

Matthew McPherson, Gonzaga University

BUSINESS, SOCIETY, AND GOVERNMENT

1:45–3:00 p.m...... **2nd Floor, Room 225**

Theme: **Matters of Social Responsibility**

Chair: Lee Weyant, Kutztown University

Social Responsibility: Looking Back

Jim Breyley, Northwestern Oklahoma State University

The Third Reich and Corporate Social Responsibility: Testing the Limits of CSR Definitions

Charles Moore, Northwestern Oklahoma State University

Strategic Management and Implementation of Corporate Social Responsibility

Michele Gee, University of Wisconsin-Parkside

CASE RESEARCH

1:45–3:00 p.m......**Parkside Room, Upper West Mezzanine**

Theme: **Critical Incident Review**

Chair: Robin Sronce, Drury University

Discussants: Phillip Jolly, University of Houston
Robert Edmonds, State University of New York-
Maritime College

Scribe: Craig Rabe, Luther College

Now That He Knew, What Should He Do?

Reed McKnight, University of New Mexico

Leigh Cellucci, Eastern Carolina University

Roy Cook, Fort Lewis College

Phillip Vardiman, Abilene Christian University



Program Sessions Friday, March 1, 2013

Police Discipline at Eastern State University

Shirley Wilson, Bryant University

Charles P. Wilson, Rhode Island College

CASE RESEARCH

1:45–3:00 p.m. Superior Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: George Whaley, San Jose State University

Discussants: Melinda Harper, Queens University of Charlotte
Michael J. Stellern, Rockhurst University

Scribe: Barbara Ross Wooldridge, University of Texas-Tyler

Predicting Service Delivery Times at the Britt Hunt Company

Andrew Borchers, Lipscomb University

Doug Sanford, Britt Hunt Company

Bill Fredenberger, Lipscomb University

Revenue Recognition in the Tourism Industry

Tomas Lopez-Pumarejo, Brooklyn College

Myles Bassell, Brooklyn College

CASE RESEARCH

1:45–3:00 p.m. Ontario Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Lizabeth Barclay, Oakland University

Discussants: Kingshuk Mukherjee, St. John's University
Sarah Rogers, University of Central Missouri

Scribe: Harsha Desai, Loyola University-Maryland

If You're Out of Schlitz, You're Out of Beer!

John Vitton, University of North Dakota

Seong-Hyun Nam, University of North Dakota

Retention versus Recruiting

Neil Tocher, Idaho State University

James Jolly, Idaho State University

Program Sessions Friday, March 1, 2013



Reflective Learning Through the Looking Glass

Sondra Simpson, Elmhurst College

INTERNATIONAL BUSINESS

1:45–3:00 p.m. Drake Room, Main Level

Theme: Globalization and Emerging Markets

Chair: Christopher H. Ziemnowicz, University of North
Carolina at Pembroke

North Korean Defectors (Saeteomins) in South Korea: Adjustment Patterns of Shopping Outlet Choices and Food Consumption

Sang T. Choe, University of Southern Indiana

Discussant: Anand Pore, Emporia State University

Institutions, International Business, and Globalization: Lessons for Six Next 11 Economies

Olumide Ijose, Governors State University

Discussant: Saeb Farhan Al Ganideh, Al Zaytoonah
University of Jordan

The Globalization of Nursing: Opportunity or Threat?

Martin Stack, Rockhurst University

Jim Dockins, Rockhurst University

Discussant: Minhua Wu, University of Toledo

INTERNATIONAL BUSINESS

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

Theme: International Business and Global Issues

Chair: Bashar S. Gammoh, University of Toledo

Unethical Behavior and the Collapse of Eurozone Economies

Jennifer Pilon, College of St. Scholastica

Robert Hoffman, College of St. Scholastica

Rick Revoir, College of St. Scholastica



Program Sessions Friday, March 1, 2013

Sustainability: Strategy and Framework for Global Corporations

Shiv K. Gupta, University of Findlay

Why Do Industrialized Countries Experience Different Types of Innovation and Growth?

Diane Alleva Cáceres, Georgia Institute of Technology

A Dream, a Vision, a Reality: Learning Innovation from the Practitioners

Paul M. Lane, Grand Valley State University

Discussant: Anand Pore, Emporia State University

Selling to a Younger China: An Analysis of Changing Trends in Consumption Behaviors among the Young Chinese

Patrick Bresnahan, Wayne State University

Anthony J. Pellegrino, Wayne State University

LEGAL STUDIES

1:45–3:00 p.m...... 6th Floor, Room 625

Theme: Elder Law, Discrimination, and Landlords

Chair: Joseph J. Solberg, Illinois State University

A Restorative Justice Approach to Preventing Financial Abuse Against the Elderly

Timothy Brown, Loyola University-Maryland

Kermit O. Keeling, Loyola University

When Your Home Is Not Your Castle: Delinquent Condominium Landlords and the FDCPA

Jennifer Cordon Thor, Oakland University



LEGAL STUDIES

1:45–3:00 p.m..... 6th Floor, Room 629

Theme: Employment Law (C)

Chair: Lester G. Lindley, Nova Southeastern University

In RE: Sergio Garcia and Others: Professional Licensing of Undocumented Resident Aliens Educated and Trained in United States Schools

Michael A. Katz, Delaware State University

Employee Use of Facebook and a Right to Privacy

Mary Noe, St. John's University

Your Future Employer DISliked Your Status: Privacy Rights and Negligent Hiring Practices As They Relate to Facebook and Social Media

Denise S. Smith, Eastern Illinois University

Jason P. Kight, Eastern Illinois University

MARKETING

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

Theme: Brand Advocates: Turning Enthusiastic Customers Into a Powerful Marketing Force

Chair: Carrie Trimble, Millikin University

Rob Fugetta, Zuberance

MARKETING

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

Theme: Issues in Consumer Behavior

Chair: Rama Yelkur, University of Wisconsin-Eau Claire

Proposing a Scale to Measure the Fear of Missing Out

Jessica Abel, Siena College

Cheryl Buff, Siena College



Program Sessions Friday, March 1, 2013

Coupon Usage and Brand Loyalty Development by Generation Y: An Empirical Study

Katie Silveira, California State University-Fresno

Susan Geringer, California State University-Fresno

Jill Bradley-Geist, California State University-Fresno

Beauty and the Ads

Ainsworth Bailey, University of Toledo

Mojisola Tiarniyu, University of Toledo

Marketing Implications of Role Overload in Single Parents

Palaniappan Thisgarajan, Jackson State University

Subhra Chakrabarty, Mississippi State University

Ronald Taylor, Mississippi State University

MARKETING

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

**Theme: Veterans and the Care and Handling on College
Campuses**

Chair: Jerry Field, Illinois Institute Technology

Erica Warrior, Illinois Institute Technology,

Dave Leckrone, Veterans Affairs

Mark Bowman, Northern Illinois University

Robert Somplolski, Oakton Colleges

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

1:45–3:00 p.m. 7th Floor, Room 725

Theme: Leadership Issues

Chair: Bruce D. Fischer, Elmhurst College

The Ambiguity of Leadership

Eliot Elfner, St. Norbert College

Program Sessions Friday, March 1, 2013



Poverty Reeducation through Business Development: The Case of China

Ram Kesavan, University of Detroit Mercy
Oswald A. J. Masarenhas, Saint Aloysius College
Wei Ning, University of Detroit Mercy
Michael D. Bernacchi, University of Detroit Mercy

Using the Enneagram to Better Understand Yourself and Others Sherry Andre, Johnson and Wales University

Global Entrepreneurship Framework: Strategic Planning Instruction for Doing Business in MNC, SME, and BoP Markets Les Dlabay, Lake Forest College

BUSINESS ECONOMICS

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

Theme: **Green Economics**
Chair: Trevor Knox, Muhlenberg College

Managing Public Environmental Disclosure Thomas R. Sadler, Western Illinois University

Positional Conservation, Environmental Externalities, and Welfare Shane Sanders, Western Illinois University

BUSINESS, SOCIETY, AND GOVERNMENT

3:00– 4:15 p.m...... 2nd Floor, Room 225

Theme: **Overview and Wrap Up**
Chairs: Jim Breyley, Northwestern Oklahoma State University
 Lee Weyant, Kutztown University



Program Sessions

Friday, March 1, 2013

CASE RESEARCH

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

Theme: **Panel Discussion: Marketing the Society for
Case Research**

Panelists: Timothy Brotherton, Ferris State University
Craig Davis, Ohio University
John D. Veal Jr., Webster University
Roy Cook, Fort Lewis College

LEGAL STUDIES

3:00–4:15 P.M. 6th Floor, Room 625

Theme: **Corporate Law and Pedagogy (C)**

Chair: Jennifer Cordon Thor, Oakland University

An Analysis of Benefit Corporations Acts

Alexander Devience, DePaul University

The Rise of the Lawyers: Lawyers as Top Management in America's Largest Companies

Dexter Gruber, Southern Illinois University
Jonathon Mote, Southern Illinois University

The Legal Environment of Business: A Lesson in Engagement

Linda S. Ficht, Indiana University-Kokomo

Cigarettes, Coffee, and Cars: A Path to Student Understanding of Punitive Damages

Joseph J. Solberg, Illinois State University
Karen Hosack, Illinois State University



LEGAL STUDIES

3:00–4:15 p.m...... 6th Floor, Room 629

Theme: **Various Legal Topics**

Chair: Daniel Botz, Kansas State University

**Yeah, But Did You See the Gorilla? Creating and Protecting an
'Informed' Consumer In Cross Border Online Dispute Resolution**

Anjanette H. Raymond, Indiana University

**Surrounded by Corn: Agricultural Issues in Business Law and
Environment**

Carson Varner, Illinois State University

Katrin C. Varner, Illinois State University

**Impact of Legal (Un)Certainty on Patent Valuation: What Should
Investors Know Before Investing in Patents**

Stijepko Tokic, Northeastern Illinois University

MARKETING

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

Theme: **Best Practices in Sales Education**

Chair: Claudia Mich, Purdue University Calumet

Peter Knight, University of Wisconsin-Parkside

James Logan, Lincoln University

Claudia Mich, Purdue University Calumet

Ellen Novar, Wilmington College of Ohio



Program Sessions Friday, March 1, 2013

MARKETING

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

**Theme: Preparing Students for Behavioral-based
Interview Questions**

Chair: Karen Bussone, Illinois Wesleyan University

Karen Bussone, Illinois Wesleyan University

Kayla Cohen, Cohen Consulting

Diane Wolf, Kraft Foods

MARKETING

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

Theme: Scandal, Values, and Etiquette in Consumer Behavior

Chair: Zinaida Taran, Penn State-Harrisburg

**Celebrity Brands and Associative Learning: Theory of the Beneficial
Media Scandal**

Ben Eng, Southern Illinois University

College Students' Perceptions of Mobile Phone Etiquette

Jeff Totten, McNeese State University

Thomas Lipscomb, University of Southern Mississippi

**Who's Shopping on the Internet? Examining the Societal Values of
Online Shoppers**

Ahmad Hassan, Morehead State University

Fatma Mohamed, Morehead State University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

3:00–4:15 p.m. 7th Floor, Room 725

Theme: Supply Chain Management

Chair: Andrew Brochers, Lipscomb University

**Applying the Understanding by Design (UbD) Curriculum Design
Methodology to Operations Management**

John Leschke, University of Wisconsin-Stevens Point



Asymmetries in Supply Chain Management: Problem or Opportunity

Marek Michalski, Rey Juan Carlos University

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An Inquiry of Ghanaian Entrepreneurship

Kase Knochenhauer, Grand Valley State University

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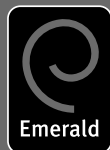


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The *International Journal of Integrated Marketing Communications* is devoted to the dissemination of information about the teaching and practice of the range of disciplines under the umbrella of integrated marketing communications, including direct/interactive marketing, database marketing, public relations, advertising, sales promotion, and other forms of promotional communications for both for-profit and not-for-profit entities and about how they can be integrated for more effective results. *IJIMC* editorial content will include scholarly research on business applications of IMC as well as cases and research on teaching IMC. The target reader for this publication is the college classroom or online teacher—whether tenure track or adjunct, whether in a degree or executive/ professional development program—and IMC practitioner interested in actionable theory and practice.

Purpose

Two of the most powerful forces in business in the past two decades have been IMC (Integrated Marketing Communications) and globalization. Dozens of books and hundreds of articles have been written about both. Few attempts have been made to bring the two topics together in a single publication—until now. The *International Journal of Integrated Marketing Communications* will publish articles of interest and use to scholars, teachers, and practitioners on the subject of IMC in both domestic and international contexts.

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Initial queries should include a one-page summary or abstract (250 words max.) and an outline of the proposed work. Topics might include any of the subject areas mentioned in the Editorial Mission Statement, with an IMC emphasis. Such topics include:

- Accountability measurements
- Aligning strategy and tactics
- Market triggers and predictors
- All tactical areas in Marketing Communications including, but not limited to, those mentioned in the Editorial Mission Statement.
- Teaching methodology or cases in any of these areas.

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