

The 51st Annual

MBAA INTERNATIONAL CONFERENCE

**Building on Our 50+-Year
Tradition of Excellence**

**Publishing: Practical Help
for Publishing Success**



March 25–27, 2015

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

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Our Exhibitor
Presentation

Thursday
10:45 a.m.
-or-
3:00 p.m.



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MBAA International

America's Best Conference Value!

2016 Conference Dates

April 13 through April 15, 2016

When Easter is in late March (as it is in 2016) we are usually forced by the hotel market to move our conference to February. HOWEVER, in 2016 we will enjoy springtime in Chicago with a mid-April conference!

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 and 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 now spans one-half century, and our reputation for incredible entertainment is just icing on the cake.

With 12 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 continues to be America's best conference value!

Palmer House Hilton Hotel

In the heart of the theatre and financial district!

Mail Advance Registration to:

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

Advance Registration

Advance registration expedites the on-site process at the conference and facilitates material preparation and mail list maintenance. A packet containing appropriate documents and receipts will be waiting for each registrant at the pre-registration booth.

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

Hotel Arrangements

We will once again have a special conference rate at the Palmer House Hilton Hotel for the 2016 conference.

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

Exhibits

MBAA International sponsors exhibits of educational material during the conference. Exhibits are located in the magnificent 3rd Floor Salons.

2016 MBAA International Program

Persons interested in participating in the 2016 program, scheduled for April 13 through April 15, 2016, at the amazing Palmer House Hilton Hotel ~ history in the heart of Chicago's Loop! ~ please contact:

Harry Fisher
Eureka College
Eureka, IL 61231
hfisher@eureka.edu
(309)467-6450

2015 MBAA International McGraw-Hill Education Distinguished Paper Awards

Academy of Business Economics

*Predatory Patent Litigation: How Patent Assertion
Entities Use Reputation to Monetize Bad Patents*

Erik Hovenkamp, Northwestern University

Academy of Finance

*Management of Exchange Rate Exposure with Hedging Activities:
New Approach and Evidence*

Sung C. Bae, Bowling Green State University
Taek Ho Kwon, Chungnam National University
Rae Soo Park, Sookmyung Women's University

Academy of International Business, Midwest Region

*The Interactive Effects of Internationalization and
Social Performance on Financial Performance:
A Longitudinal Analysis of US firms from 1995–2012*

Alan Muller, University of Amsterdam Business School

Business and Health Administration Association

Bring Your Own Device (BYOD) Movement: Benefit or Disaster?

Terri L. Barrett, West Virginia Healthcare Authority

2015 MBAA International McGraw-Hill Education Distinguished Paper Awards

Marketing Management Association

*Understanding the Service Evaluation, Consumption Emotions, and
Behavioral Intentions Relationship for Chinese Lodging Guests*

Scott Swanson, University of Wisconsin-Eau Claire
Lujun Su, Business School of Central South University
Xiaohong Chen, Business School of Central South University

Midwest Academy of Legal Studies in Business

*Medical Malpractice Non-economic Caps Violate
Constitutional Right to Trial by Jury*

Carol J. Miller, Missouri State University
Joseph Weidhaas, Attorney

North American Accounting Society

*Retail Leases: A Case Study Examining
Archived, Current, and Future Standards*

Natalie T. Churyk, Northern Illinois University
Alan Reinstein, Wayne State University
Lance Smith, Ernst & Young, LLP

2015 MBAA International McGraw-Hill Education Distinguished Paper Awards

North American Management Society

*Faculty Promotion in Business Schools:
What Counts and What Should Count?*

Carolyn Wiley, Roosevelt University
Valerie Wallingford, Bemidji State University
Mireia Monllor-Tormos, Airbus
Gyongyi Konyu-Fogel, Walsh College

Operations Management and Entrepreneurship Association

*A Case Study Approach to Supplier Selection
in Prototype Design"*

Shad Dowlatshahi, University of Missouri-Kansas City

Society for the Advancement of Information Systems

*The Microfoundations of Information Technology Capabilities:
An Unexplored Link between IT and Competitive Advantage*

David Guggenheim, Southern Illinois University

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STUDENT
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INSTRUCTOR
ANALYTICS

Connect Insight[™] is a series of visual data displays—each framed by an intuitive question—to provide at-a-glance information regarding how your class is doing.

What Does MBAA Stand For?

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

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

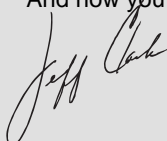
We could say that, and it would be true. Nobody has been doing what we do for as long as we've been doing it. Some people say that MBAA International *invented* the multidisciplinary conference. I don't really know about that, but I do know that it's a great group of people and the anchor to my own academic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

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

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

We talked about our name for a while and, like good professors, we took a survey. Someone mentioned that AACSB International went through more or less the same process—expansion in their reach and reputation—and, 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: 50+ Years of Value

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

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

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

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

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

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

The MBAA INTERNATIONAL experience is the rich mixture of attendees from colleges (large and small, public and private), governmental agencies, nonprofit institutions, and the business community.

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

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

MBAA INTERNATIONAL: On the Record

Our 2014 conference had more than 750 registrants. Primary registrations for the various MBAA INTERNATIONAL tracks at the 2011, 2012, 2013, and 2014 annual meetings were:

	2011	2012	2013	2014
Accounting.....	73	71	60	67
Business, Society, and Government.....	22	19	17	25
Case Research.....	61	69	56	76
Economics.....	41	39	30	40
Finance.....	121	95	81	86
Health Administration.....	66	75	70	75
Information Systems.....	36	30	24	19
International Business	34	59	55	54
Legal Studies.....	64	44	53	53
Management.....	89	88	68	76
Marketing.....	169	136	120	131
Operations Management and Entrepreneurship	33	16	28	30
MBAA International.....	<u>15</u>	<u>25</u>	<u>24</u>	<u>23</u>
Total	<u>824</u>	<u>766</u>	<u>686</u>	<u>755</u>

Some participants support more than one organization through one or more secondary registrations. In 2011, there were 136 secondary registrants; in 2012, 119; in 2013, 100; and in 2014, 100.

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

Useful programming, collegial networking, and 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

Wednesday, March 25, 2015

Registration Opens at 11:00 a.m.

MANAGEMENT

1:30–2:45 p.m. Burnham 1, 7th Floor

North American Management Society Executive Council Meeting

Chair: Erin Fluegge Woolf, Southeast Missouri State University

BUSINESS, SOCIETY, AND GOVERNMENT

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

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

Chair: Steven C. Palmer, Northwestern Oklahoma State Univ.

ACCOUNTING

4:30–5:45 p.m. Salon 10, 3rd Floor

North American Accounting Society Board Meeting

Presiding: Mary Sheets, University of Central Oklahoma

BUSINESS AND HEALTH ADMINISTRATION

4:30–5:45 p.m. Dearborn 1, 7th Floor

BHAA Board Meeting

Chair: Zach Frank, Washburn University

CASE RESEARCH

4:30–5:45 p.m. LaSalle 3, 7th Floor

Society for Case Research Board Meeting

Chair: John D. Veal Jr., Webster University

Business Meetings, Special Meetings, Meals, and Receptions

FINANCE

4:30–5:45 p.m. Clark 3, 7th Floor

Academy of Finance Executive/Board of Directors Meeting

Chair: Don T. Johnson, Western Illinois University

MARKETING

4:30–5:45 p.m. Salon 1, 3rd Floor

MMA Board of Directors Meeting

MBAA INTERNATIONAL

6:00 p.m. Crystal Room, 3rd Floor

Advisory Council Dinner and Meeting (By invitation only)

FUN NIGHT—An Irish Evening

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

MBAA INTERNATIONAL HOSPITALITY SUITE

****–11:00 p.m. Room 128, 8th Floor**

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

Thursday, March 26, 2015

Registration Opens at 7:45 a.m.

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. Dearborn 1, 7th Floor

BHAA Annual Business Meeting and Awards Function

Presiding: Zach Frank, Washburn University

Co-presiding: William "Kent" Willis, Marshall University

All BHAA members are invited to attend.

Business Meetings, Special Meetings, Meals, and Receptions

FINANCE

10:45 a.m.–12:00 p.m..... Clark 7, 7th Floor
Academy of Finance Business Meeting

MARKETING

10:45 a.m.–12:00 p.m..... Salon 3, 3rd Floor
MMA Awards Brunch (Ticket Required)

2015 MMA Marketing Innovator Award Presentation
Michael Solomon, St. Joseph's University

BUSINESS AND HEALTH ADMINISTRATION

12:15–1:30 p.m..... Dearborn 1, 7th Floor
BHAA Luncheon (Ticket Required)

CASE RESEARCH

12:15–1:30 p.m..... Chicago Room, 5th Floor
Annual Meeting and Luncheon (Ticket Required)

FINANCE

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

INTERNATIONAL BUSINESS

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

Theme: Emerging Market Multinationals

Keynote

Speaker: Sumit Kundu, Florida International University

Business Meetings, Special Meetings, Meals, and Receptions

MANAGEMENT

12:15–1:30 p.m. Wabash Room, 3rd Floor
NAMS Awards Luncheon (Ticket Required)

"Beyond the Business Plan: Empowering Women through Collaboration and Support"

Angel Magasano and Tess Henley, Co-Founders, Little Black Book:
Women in Business

Danielle Brockes, Co-Founder, Little Black Book:
Southeast Missouri State University

MARKETING

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

MBAA INTERNATIONAL

4:20–5:30 p.m. Crystal Room, 3rd Floor
Annual Business Meeting
Includes "McGraw-Hill/Irwin Distinguished Paper" Awards Presentations

INTERNATIONAL BUSINESS

5:45 p.m. Marshfield Room, 3rd Floor
Officers Dinner and Meeting

"FUN NIGHT" – Chicago Blues Revue

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

MBAA INTERNATIONAL HOSPITALITY SUITE

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

Business Meetings, Special Meetings, Meals, and Receptions

Friday, March 27, 2015

Registration Opens at 7:45 a.m.

ACCOUNTING

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

Presiding: Mary Sheets, University of Central Oklahoma

INFORMATION SYSTEMS

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

INTERNATIONAL BUSINESS

8:00–9:15 a.m. Crystal Room, 3rd Floor
Academy of International Business–Midwest Region Business
Meeting followed by Officers Meeting

Chair: Man Zhang, Bowling Green State University

MANAGEMENT

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

Presiding: Erin Fluegge Woolf, Southeast Missouri State University

LEGAL STUDIES

11:00 a.m.–12:15 p.m. Marshfield Room, 3rd Floor
Theme: MALSB Annual Meeting

Presiding: Steven C. Palmer, Northwestern Oklahoma State Univ.
President, Midwest Academy of Legal Studies
in Business

Business Meetings, Special Meetings, Meals, and Receptions

LEGAL STUDIES

12:15–1:30 p.m...... **Wilson Room, 3rd Floor**
Plenary Lunch—Sponsored by Dominican University (Ticket Required)

MBAA INTERNATIONAL

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

2016 Program Track Chairs Planning Workshop

Presiding: Harry Fisher, Eureka College
 Jeff Clark, Middle Tennessee State University

MBAA International 2016 Program Chair, Harry Fisher, and Executive Director, Jeff Clark, will meet with the program track chairs from each of the twelve tracks. Each track should have their 2016 program chair present. 2015 program chairs may also attend to provide continuity. In the event that a 2016 program track chair can't attend, each track is responsible for providing their substitute.

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

MMA HOSPITALITY GATHERING – ALL MBAA INTERNATIONAL IS WELCOME

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

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

How to Get Published

Wednesday, March 25, 2015

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: **Getting Published Roundtable**

Chair: Steven C. Palmer, Northwestern Oklahoma State Univ.

MANAGEMENT

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

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

Chair: Carolyn Wiley, Roosevelt University

Panelists: Jann Freed, Central College
Peter Gordon, Southeast Missouri State University
Regina Greenwood, Nova Southeastern University
Foster Roberts, Southeast Missouri State University
Kenneth Thompson, DePaul University
John D. Veal Jr., Webster University

Thursday, March 26, 2015

CASE RESEARCH

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

Theme: **Panel Discussion Developing Effective
Case Disguises**

Chair: Joe Thomas, Middle Tennessee State University

Panelists: Kay Hodge, University of Nebraska-Kearney, Editor,
 Business Case Journal
Leigh Cellucci, East Carolina University,
 Editor, *Journal of Case Studies*
Timothy Brotherton, Ferris State University,
 Editor, *Journal of Critical Incidents*

How to Get Published

MANAGEMENT

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

Theme: **From the Classroom to the Journal and Back: Using the Teacher-Scholar Model to Publish and Improve Student Success**

Chair: Chris Ward, University of Findlay

Panelists: Dan Yates, University of Findlay
Joon Young Song, University of Findlay

CASE RESEARCH

9:15–10:30 a.m. **LaSalle 2, 7th Floor**

Theme: **Panel Discussion: How to Publish in SCR Journals**

Chair: Cara Peters, Winthrop University,
Editor, *Journal of Case Studies*

Panelists: Leigh Cellucci, East Carolina University,
Editor, *Journal of Case Studies*
Kay Hodge, University of Nebraska-Kearney,
Editor, *Business Case Journal*
Craig Davis, Ohio University,
Editor, *Business Case Journal*
Timothy Brotherton, Ferris State University,
Editor, *Journal of Critical Incidents*
Timothy Redmer, Regent University,
Editor, *Journal of Critical Incidents*

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **How to Get Published**

Chair: Ashish Chandra, University of Houston-Clear Lake

Discussant: David Paul, Monmouth University

Meet the Editors

Ashish Chandra, *Hospital Topics*

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

How to Get Published

Friday, March 27, 2015

MARKETING

8:00–9:15 a.m. Salon 3, 3rd Floor

Theme: **Special Session—Panel Discussion: Marketing
Journal Insights**

Chair: Brian Vander Schee, Aurora University

Panelists: Brian Vander Schee, Editor, *Marketing Education Review*
Debra Zahay, Editor, *Journal of Research in Interactive
Marketing*
Gail Zank, Editor, *Marketing Management Journal*

ACCOUNTING

9:30–10:45 a.m. Salon 10, 3rd Floor

Theme: **Panel Discussion on Practical Help for Publishing
Success**

Chair: Dee Ann Ellingson, University of North Dakota

Panelists: Hong Chen, Northeastern Illinois University
Quinton Booker, Jackson State University
George Schmelzle, Missouri State University

Exhibitor Series

Thursday, March 26, 2015

EXHIBITOR SERIES – South-Western | Cengage Learning

9:15–10:30 a.m. Clark 10, 7th Floor

Theme: Learning Solutions to Increase Engagement

Presenters: Mike Roche Sr., Product Manager
Jeffrey Tousignant, Marketing Manager

How can we use technology effectively to increase learner engagement? This session explores MindTap—an innovative solution offering a digital, personal learning experience to engage students with interactivity and custom content while supporting differentiated learning styles. You will learn more about MindTap Analytics, and how you can measure student performance and aggregate course data easily.
www.cengage.com/mindtap

EXHIBITOR SERIES – Marketplace® Simulations

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

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

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

Exhibitor Series

EXHIBITOR SERIES – South-Western | Cengage Learning

1:30–2:45 p.m..... Clark 10, 7th Floor

Theme: Learning Solutions to Increase Engagement

Presenters: Mike Roche Sr., Product Manager
Jeffrey Tousignant, Marketing Manager

How can we use technology effectively to increase learner engagement? This session explores MindTap—an innovative solution offering a digital, personal learning experience to engage students with interactivity and custom content while supporting differentiated learning styles. You will learn more about MindTap Analytics, and how you can measure student performance and aggregate course data easily.
www.cengage.com/mindtap

EXHIBITOR SERIES – Marketplace® Simulations

3:00–4:15 p.m..... Clark 10, 7th Floor

Theme: The Benefits of Experiential Learning and Simulations: How Marketplace® Simulations and Its Surrounding .PedagogyCcontribute to Assurance of Learning Goals

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

Exhibitor Series

Friday, March 27, 2015

EXHIBITOR SERIES – McGraw-Hill Connect

9:30–10:45 a.m. Clark 10, 7th Floor

Theme: Flipping the Classroom with McGraw-Hill Connect

Presenter: Jeffrey Anderson, Senior Lecturer and Director, OHIO
International Consulting Program, Ohio University

While virtually unknown a few years ago, the flipped classroom is one of the most important trends in higher education today. The flipped classroom is a model of learning that rearranges how time is spent both in and out of class, shifting the ownership of learning from educators to students. In the flipped classroom, students watch short videos at home, before the class session. Valuable class time is devoted to higher cognitive, active learning where students apply course concepts to solve problems and gain a deeper understanding of the subject. These activities provide opportunities for students to develop vital skills needed in the 21st century including critical thinking, creativity, communications, and collaboration.

The flipped classroom is part of a larger pedagogical movement that overlaps with blended learning, inquiry-based learning, peer instruction, and other active instructional approaches.

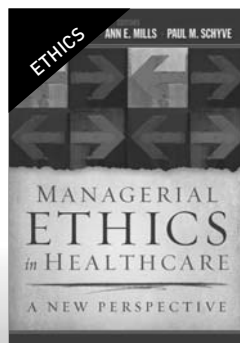
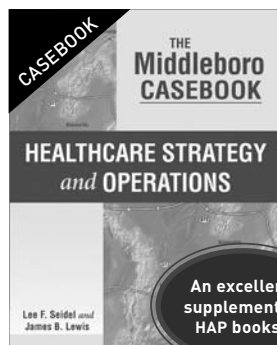
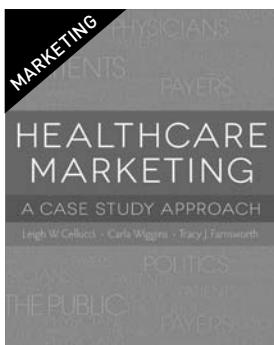
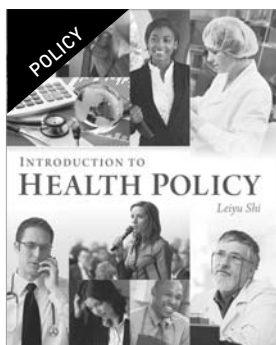
In this session we will explore the need to make pedagogical changes in today's higher education courses. We will discuss best practices for using class time in a flipped environment and digital tools from McGraw-Hill that allow you to deliver content, assess learning, and give you the support to flip your classroom today.



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Foundation of the American College of Healthcare Executives

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visit us at ache.org/HAP.

Essential management titles from Gower Publishing...



Always On

*Digital Brand Strategy
in a Big Data World*
Arve Peder Øverland

Always On provides an understanding of what it takes to develop, implement and run a digital strategy but it is not meant as a rigid process document that must be strictly adhered to. Success or, more moderately, a good result is all about your people, their engagement and their buy-in.

December 2014 294 pages Hbk 978-1-4724-4779-1



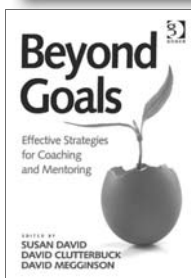
Beyond Goals

*Effective Strategies for
Coaching and Mentoring*
Edited by Susan David, David
Clutterbuck and David Megginson

"We have needed this considered and careful exploration of the use of goals in coaching...The range of perspectives and the depth of coverage in this volume will encourage more reflective and effective engagement to help clients change what matters. I'm adding it to our 'must-read' list."

—Douglas Riddle, Global Director Coaching Services & Assessment Portfolio, Center for Creative Leadership

September 2013 378 pages Hbk 978-1-4094-1851-1



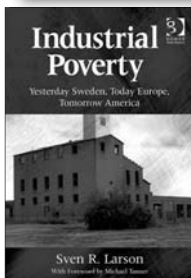
Industrial Poverty

*Yesterday Sweden, Today Europe,
Tomorrow America*
Sven R. Larson

"Larson's book shows that the United States will have a very grim fiscal future if lawmakers don't reform entitlements and avoid the mistakes of Europe's failed welfare states."

—Dan Mitchell, Cato Institute

September 2014 216 pages Hbk 978-1-4724-3932-1



The Open Organization

*A New Era of Leadership and
Organizational Development*
Philip A. Foster

"This is a rich, well-prepared, well-researched and well-developed book which will become a seminal and foundational work on the Open Organization."

—Diane M. Wiater, Regent University, and Editor, *Journal of Practical Consulting*

September 2014 212 pages Hbk 978-1-4724-4011-2



Leadership Resilience

*Lessons for Leaders from
the Policing Frontline*

Edited by Jonathan Smith
and Ginger Charles

"Such a rich collection of powerful case studies on resilience amongst the police. The editors' approach to understanding spirituality in the workplace is clear, insightful and opens the territory more widely. A refreshing, practical and thoughtful contribution to leadership in the public sector."

—Lynne Sedgmore CBE, Executive Director of the 157 Group of FE Colleges

August 2013 230 pages Hbk 978-1-4094-4068-0

The Seven Inconvenient Truths of Business Strategy

Paul Hunter

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Wednesday, March 25, 2015

ACCOUNTING

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

Theme: Pedagogy

Chair: Carol Jessup, University of Illinois Springfield

Determinants of College Students' Textbook Choice and Their Effects on Satisfaction

Mary F. Stone, Minnesota State University-Moorhead

Effective Components of a Successful College Financial Literacy Course

Vicki J. Jobst, Benedictine University

Motivating Practice and Collaboration for Mastery of Accounting Concepts: An Experience with Rigorous Scaffolded, Problem-Based, Discussion Boards

Nancy L. Johnson, St. Catherine University

ACCOUNTING

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

Theme: Accounting Education Topics

Chair: Jack Armitage, University of Nebraska-Omaha

The Path to 150: A Look Into the Past, Present, and Future of the AICPA and the 150 Credit-Hour Requirement

Carl Gahala, University of Wisconsin-Washington County

Accounting Department Chairpersons as Key Informants—The Role of Gender in Judging the Consequence of Student Market Orientation

Robert L. Webster, Ouachita Baptist University

Kevin Hammond, University of Tennessee-Martin

How the Fifth Year Became the Minus-1 Year: What it Means for the Accountancy Profession

Richard S. Sathe, University of St. Thomas



Program Sessions Wednesday, March 25, 2015

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Miscellaneous Issues in Healthcare**

Chair: Zach Frank, Washburn University

Discussant: Ashish Chandra, University of Houston-Clear Lake

Healthcare of the Uninsured Population in West Virginia and the United States

Leslie Salyers, Marshall University

Mounica Mummaneni, Marshall University

William "Kent" Willis, Marshall University

Alberto Coustasse, Marshall University

Clinical Evaluation Using Simulation: Establishing Reliability and Validity

Susan Walsh, Darton State College

Deborah Gritzmacher, Clayton State University

DISC Results and Leadership Success

Ronald M. Fuqua, Clayton State University

Deborah Gritzmacher, Clayton State University

Marcia Butler, Clayton State University

John Bryan, Clayton State University

Elderly Prisoners and Federal Healthcare Entitlement Programs

Vivek Pande, University of Wisconsin-La Crosse

James Gillespie, University of Wisconsin-La Crosse

Andrew Stapleton, University of Wisconsin-La Crosse

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Healthcare Education in Saudi Arabia**

Chair: Nashat Zuraikat, Indiana University of Pennsylvania

Discussant: Whitney Kinyua, Washburn University

Using Demographic, Socioeconomic, and Access Factors to Predict Student Attitudes Toward Computer-based Learning Technology in a Saudi Nursing Educational Program

Osama A. Samarkandi, King Saud University



Allied Health Education in the Middle East and Gulf State Countries
Mohammed Al Hazmi, King Saud University

Nurses' Perception of Barriers to Research Utilization in a Public Hospital in Saudi Arabia
Ahmad E. Aboshaiqah, King Saud University

Quality of Care in Saudi Arabia: A Forecast of a High Quality Health Care
Khalid A. ALAtiah, King Saud University

BUSINESS, SOCIETY, AND GOVERNMENT

1:30–2:45 p.m...... **Madison Room, 3rd Floor**
Theme: **Getting Published Roundtable**
Chair: Steven C. Palmer, Northwestern Oklahoma State Univ.

CASE RESEARCH

1:30–2:45 p.m......**LaSalle 1, 7th Floor**
Theme: **Embryo Presentations**
Chair: Mika Kusar, Fort Lewis College
Scribe: Shirley Wilson, Bryant University
Discussants: Lorin Walker, University of Central Missouri
 Tamela Wilkes, Oakland University

Engaging Consumers with AdvergAMES: Case study of Chipotle's The Scarecrow
Amanda Weed, Ohio University

Jefferson County, Alabama, Interest Rate Swaps: A Case with Many Moving Parts
Karen Foust, Tulane University
Michael Hogg, Tulane University
Christine Smith, Tulane University
Charles McLafferty Jr., Tulane University



Program Sessions Wednesday, March 25, 2015

CASE RESEARCH

1:30–2:45 p.m.LaSalle 2, 7th Floor

Theme: **Critical Incident/Embryo Presentations**

Chair: Charles Wilson, Rhode Island College

Scribe: Timothy Redmer, Regent University

Discussants: Sambhavi Lakshminarayanan, Medger Evers College
 City University of New York
 Kay Hodge, University of Nebraska-Kearney

Robin Michele Salon, The Dilema

Donna Smith, Ferris State University

Timothy Brotherton, Ferris State University

Whose Back Do I Scratch?

Eric Nelson, University of Central Missouri

Deni Oas, University of Central Missouri

Todd McClure, University of Central Missouri

CASE RESEARCH

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

Theme: **Critical Incident Presentations**

Chair: Robert Edmonds, SUNY Maritime College

Scribe: William Stratton, Idaho State University

Discussants: Janet Papiernik, Indiana University-Purdue University
 Fort Wayne
 Jeffrey Totten, McNeese State University

The Ray Rice Scandal Rocks the NFL

Karen Berger, Pace University

Lululemon and a Series of Bad Marketing Decisions

Cara Peters, Winthrop University

Jane Thomas, Winthrop University



FINANCE

1:30–2:45 p.m. Clark 7, 7th Floor

Theme: Oil and Gas Finance

Chair: Tom Cooper, Memorial University

How Readable Are the Management Discussion and Analysis Section of 10-Ks and Footnotes in the Gas and Oil Industry?

Alan B. Czyzewski, Indiana State University

Kelly Wilkinson, Indiana State University

Discussant: Paul Bursik, St. Norbert College

How Effective Is Fundamental or Technical Analysis in Forecasting Crude Oil Prices?

Minh Duc Cao, Memorial University

Pavan Kumar Purohit, Memorial University

Alex Faseruk, Memorial University

Discussant: Muhammad Ishfaq Ahmad

Relationship Between Crude Oil Prices and the U.S. Dollar Exchange Rates: Constant or Time-Varying?

Duong Le, Marietta College

Discussant: Tom Cooper, Memorial University

FINANCE

1:30–2:45 p.m. Clark 5, 7th Floor

Theme: Markets and Investments

Chair: Monzurul Hoque, Saint Xavier University

Weekend Effect during Bull and Bear Markets

Jamshid Mehran, Indiana University South Bend

Robert Balik, Western Michigan University

Discussant: Charles W. Johnston, Baker College

Asymmetric Currency Exposure

Chu-Sheng Tai, Texas Southern University

Discussant: Gul Rukh Niazi, University of Lahore Business School



Program Sessions Wednesday, March 25, 2015

Investing In High Risk-Return Mutual Funds

Jeffrey A. Manzi, University of North Texas-Dallas

David L. Rayome, Northern Michigan University

Discussant: Walt A. Nelson, Missouri State University

Austerity Policy During Global Crisis – A Paradox Re-examined

Monzurul Hoque, Saint Xavier University

Discussant: Peppi M. Kenny, Western Illinois University

INFORMATION SYSTEMS

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

Theme: Information Systems

Chair: Thomas L. Buck, College of St. Scolastica

Discussant: Vershun McClain, Jackson State University

Do Demographics Matter? The Role of Gender, Age, Socioeconomic Status, and Ethnic Identity on Website Personalization

Stoney Brooks, Middle Tennessee State University

The Theory of Connectivism: Can it Explain and Guide Learning in the Digital Age?

Abbas Foroughi, University of Southern Indiana

Student Receptiveness to Social Media in Online Classes

Janet Roehl, Eastern New Mexico University

Trish Maguire, Eastern New Mexico University

INTERNATIONAL BUSINESS

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

Theme: Sustainability, Exchange, and Global Business

Chair: Etienne Musonera, Mercer University-Atlanta

Preparing for Climate Change and Its Business Opportunities

Christopher Ziemnowicz, University of North Carolina at Pembroke

Michael Menefee, University of North Carolina at Pembroke



International Exchange and Faculty-Led Study Abroad Programs at Historically Black Universities: Are there Empirical Differences in the Desire to Participate Based on Majors and Fields of Study?

Priscilla Slade, Jackson State University

Ramin Cooper Maysami, Jackson State University

Hyonsong Chong, Jackson State University

An Aberration in Globalization: US-Mexico Border Crossings

Animesh Ghoshal, DePaul University

John Berdell, DePaul University

MANAGEMENT

1:30–2:45 p.m. Burnham 1, 7th Floor

North American Management Society Executive Council Meeting

Chair: Erin Fluegge Woolf, Southeast Missouri State University

MARKETING

1:30–2:45 p.m. Salon 1, 3rd Floor

Theme: Hormel Master Teacher Competition

Chair: Lyle Wetsch, Memorial University of Newfoundland,
Canada

Finalists: John McGrath, University of Pittsburgh-Johnstown
Sanjay Mehta, Sam Houston State University
Chun-Chen (Liz) Wang, West Chester University

Judges: Theresa Clarke, James Madison University
Robert Erffmeyer, University of Wisconsin-Eau Claire
Michael Messina, Gannon University
Don Roy, Middle Tennessee State University
Lyle Wetsch, Memorial University of Newfoundland,
Canada



Program Sessions Wednesday, March 25, 2015

MARKETING

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

Theme: **Consumer Behavior**

Chair: Carrie Trimble, Millikin University

Online Social Sharing Disposition: An Initial Scale Development Exercise

Ainsworth Bailey, The University of Toledo

Chronological Age Versus Life Horizon: Exploring the Concept of Aging in Consumer Behavior

Beverlee Anderson, California State University-San Marcos

Glen Brodowsky, California State University-San Marcos

Preschoolers' Third Person Perception of Video Games

Eunji Cho, University of Wisconsin

MARKETING

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

Theme: **Marketing Education**

Chair: Robert Boostrom, University of Wisconsin-Whitewater

Panel: Techniques and Tools for Structural Equation Modeling

Maxwell Hsu, University of Wisconsin-Whitewater

Robert Boostrom, University of Wisconsin-Whitewater

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: **Social Entrepreneurship**

Chair: David C. Chou, Eastern Michigan University

For Community Development: Entrepreneurs Have to Focus on Manufacturing, Filling, and Packaging Lines by Social Entrepreneurship and Identifying Talent Within Communities

Zafar Bokhari, Chicago State University

Scott L. Steward, Chicago State University



Possibility of Institutional Organization of Youth Entrepreneurs in Bosnia and Herzegovina

Vesna Novakovic, Ministry of Education and Culture

Social Entrepreneurship Success and the Role of Social Mediating Technology

David C. Chou, Eastern Michigan University

ACCOUNTING

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

Theme: Accounting Information Systems Panel

Chair: Carol Jessup, University of Illinois Springfield

Pieces of the Puzzle: Solving the Unfinished Accounting Information Systems Puzzle

Benjamin Huegel, St. Norbert College

Derek Jackson, Saint Mary's University of Minnesota

Tom Clausen, University of Central Oklahoma

Susan Moncada, Indiana State University

ACCOUNTING

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

Theme: A Variety of Styles in Leading, Teaching, and Learning

Chair: Jill Halverson, University of Wisconsin-Fox Valley

Handsome Is As Handsome Does: A Somewhat Whimsical Look at Leadership of the U.S. Accounting Profession Over Its First 125 Years

Timothy J. Fogarty, Case Western Reserve University

Teaching Accounting: Setting the Right Tone with a Tune

Matthew Phillips, Ohio Northern University

Jacob Crowley, Ohio Northern University



Program Sessions Wednesday, March 25, 2015

Index of Learning Styles: Accounting Versus Marketing Students

Vivek Madupu, Missouri Western State University

Konrad Gunderson, Missouri Western State University

BUSINESS ECONOMICS

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

Theme: **Health/Pharmaceutical Economics**

Chair: Zafar Nazarov, Indiana University-Purdue University
Fort Wayne

Do Government Policies and Economic Shock Affect the Prevalence and Magnitude of Medical Bankruptcies?

Donald Hackney, Gonzaga University

Dan Friesner, North Dakota State University

Erica Johnson, Gonzaga University

Do Pharmaceutical Companies Strategically Shift Income and Intellectual Property to Foreign Subsidiaries?

Andrew M. Brajcich, Gonzaga University

Dan Friesner, North Dakota University

Timothy Schibik, University of Southern Indiana

Elasticities of Demand for Medical Tourism

James R. Frederick, University of North Carolina at Pembroke

Lydia Gan, University of North Carolina at Pembroke

BUSINESS AND HEALTH ADMINISTRATION

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

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

Chair: William B. Stroube, University of Evansville

Discussant: Ashish Chandra, University of Houston-Clear Lake

What Constitutes High Quality Academic Advising? Empirical Evidence from a Pre-Professional Pharmacy Program

Dana Davis, North Dakota State University

Kelly Haugen, North Dakota State University

Dan Friesner, North Dakota State University



The Impact of Religion and Culture Traditions on the Quality of Nursing Care in Saudi Hospitals

Shorok Alahmedi, Indiana University of Pennsylvania

Factors Associated with Employment Status and Financial Situation of Individuals Diagnosed with Cancer

Zo Ramamonjiravelo, Governors State University

DeLawnia Comer-Hagans, Governors State University

Shamly Austin, University of Pittsburgh

All Payer Hospital Regulations

Sam Lovejoy, Marshall University

Heath Ashford, Marshall University

William "Kent" Willis, Marshall University

Alberto Coustasse, Marshall University

BUSINESS AND HEALTH ADMINISTRATION

3:00–4:15 p.m. Dearborn 2, 7th Floor

Theme: Healthcare Management

Chair: Deborah Gritzmacher, Clayton State University

Discussant: Whitney Kinyua, Washburn University

The Relationship between Team Participation and Selected Organization Climate Variables in a Rehabilitation Hospital

Allen C. Minor, Misericordia University

The Effects of Physician Retention on Rural Hospitals

Donald Cope, Bellevue University

Kim McComb-Meisinger, Bellevue University

James Dockins, Rockhurst University

Skilled Nursing Facility Resident Satisfaction and Managerial Presence—A Case Analysis

Scott Bahe, Bellevue University

Mike Freel, Bellevue University

James Dockins, Rockhurst University



Program Sessions Wednesday, March 25, 2015

Identifying At-Risk Pre-Professional Pharmacy Students

Kelly Haugen, North Dakota State University

Dana Davis, North Dakota State University

Dan Friesner, North Dakota State University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Health Informatics and Technology

Chair: Robert J. Spinelli, University of Scranton

Discussant: Kischa Reed, Florida A&M University

Benefits and Barriers for Adoption of Personal Health Records

Brittany Vance, Marshall University

Brent Tomblin, Marshall University

Jana Studeny, Marshall University

Alberto Coustasse, Marshall University

Small Steps to Big Data—An SOA-Driven Framework for Meaningful Healthcare Analytics Implementation

Anuradha Rangarajan, Indiana State University

David Batts, East Carolina University

Short-Range Wireless Technology Implementation in the Healthcare Industry

Brandy L. Dorris, Middle Tennessee State University

Jeremy C. Stansell, Middle Tennessee State University

The Medical Loss Ratio Requirement as an Instrument for Efficient Management of Health Care: An Empirical Investigation of Insurance Premiums after ACA 2010

Larry Allen, Lamar University

Vivek Natarajan, Lamar University



BUSINESS, SOCIETY, AND GOVERNMENT

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

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

Chair: Steven C. Palmer, Northwestern Oklahoma State Univ.

CASE RESEARCH

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

Theme: **Embryo Presentations**

Chair: Karen Berger, Pace University

Scribe: Cara Peters, Winthrop University

Discussants: John D. Veal Jr., Webster University

Joe Thomas, Middle Tennessee State University

The Kick

Jeremy O'Connor, Rockhurst University

Tracy Blasdel, Rockhurst University

Kelly Phipps, Rockhurst University

Auctioning Miro to Balance the Budget

Jeremy O'Connor, Rockhurst University

CASE RESEARCH

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

Theme: **Critical Incident Presentations**

Chair: Patrick Schultz, University of North Dakota

Scribe: Leigh Cellucci, East Carolina University

Discussants: Karen Foust, Tulane University

Ann Hackert, Idaho State University

A Hijab: Not Quite the "Look"

Claire McCarty, University of Wisconsin-Rivers Falls

Ali Fatih Dalkilic, University of Wisconsin-River Falls

Olca Surgevil, University of Wisconsin-River Falls



Program Sessions Wednesday, March 25, 2015

Scam, Sports, and Spongebob?

Bonnie Leonhardt, University of Northwestern Ohio

CASE RESEARCH

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

Theme: **Embryo Presentations**

Chair: Matthew VanSchenkof, University of Central Missouri

Scribe: John Vitton, University of North Dakota

Discussants: Neil Tocher, Idaho State University
 Amanda Weed, Ohio University

Now That the Legal Stuff Is Over

Jeffrey Totten, McNeese State University

Rasheek Irtisam, McNeese State University

John Yeargain, Southeastern Louisiana University

It's Not Easy Going Green

Marc Brauer, General Motors

Sharooz Kamali, Plex Systems

Karen Markel, Oakland University

Bill Paskoules, Oakland University

Tamela Wilkes, Oakland University

FINANCE

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

Theme: **Management and Finance**

Chair: Hongbok Lee, Western Illinois University

Strategic Risk: The Future for Financial and Management Reporting

Tom Cooper, Memorial University

Terry Hickey, Conach Consulting

Discussant: Chu-Sheng Tai, Texas Southern University

Do Non- Performing Loans (NPL's) Hurt Financial Economic Growth

Muhammad Ishfaq Ahmad

Discussant: Tom Cooper, Memorial University



How Do Stock Markets React to Restatements of Financial Statements?

Hongbok Lee, Western Illinois University

Gisung Moon, Columbus State University

Doug Waggle, University of West Florida

Discussant: Pauline Downer, Memorial University

FINANCE

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

Theme: Financial Issues I

Chair: Paul Bursik, St. Norbert College

Volume and Future Changes in the Stock Market

Paul Bursik, St. Norbert College

Discussant: Kashi Nath Tiwari, KNT Academic Financial Research

Role of Financial Growth Over the Decades

Gul Rukh Niazi, University of Lahore

Discussant: Jamshid Mehran, Indiana University South Bend

Predicting Rates on Adjustable Rate Mortgages

Don T. Johnson, Western Illinois University

Peppi M. Kenny, Western Illinois University

Discussant: Paul Bursik, St. Norbert College

Equity Funds, Dealers, and Tripartite Contracts

Kashi Nath Tiwari, KNT Academic Financial Research

Discussant: Don T. Johnson, Western Illinois University



Program Sessions Wednesday, March 25, 2015

FINANCE

3:00–4:15 p.m. **Clark 5, 7th Floor**

Theme: **Pedagogical Issues and Financial Education**

Chair: Alan B. Czyzewski, Indiana State University

New AACSB Standards in New Economy—Can ANCHORS Model Bring New Era in Management Education?

Monzurul Hoque, Saint Xavier University

Discussant: David L. Rayome, Northern Michigan University

Rethinking Leverage: Back to Basics with Physics Paradigms

Chris Deacon, Memorial University

Alex Faseruk, Memorial University

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

Do Unto Others—A Working Theology of Finance

Walt A. Nelson, Missouri State University

Susan J. Crain, Missouri State University

Donald J. McClintock, MBA Student, Missouri State University

Discussant: Duong Le, Marietta College

INFORMATION SYSTEMS

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

Theme: **Information Systems**

Chair: Zx

Discussant: Michael F. Peters, Baker College

eStudent's Notes: From Classroom to Test

Jerry M. Chin, Missouri State University

Play the Good Game: A Review of a Values and Ethics Game Simulation Initiative

Thomas L. Buck, College of St. Scholastica

Richard L. Revoir, College of St. Scholastica



Using Rubrics to Grade Social Media in Online Classes (Panel Discussion)

Janet Buzzard, Eastern New Mexico University

Trish Maguire, Eastern New Mexico University

Janet Roehl, Eastern New Mexico University

INTERNATIONAL BUSINESS

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

Theme: International Trade and Supply Chain

Chair: Christopher Ziemnowicz, University of North Carolina
at Pembroke

Exports, Imports, and Economic Growth in Liberia: Evidence from Causality and Cointegration Analysis

Anthony Paul Andrews, Governors State University

Global Entrepreneurship Education: How Does the United States Compare and Compete?

Mercidee Curry, Jackson State University

Ramin Cooper Maysami, Jackson State University

Vershun McClain, Jackson State University

International Trade Models and Their Inadequacies: How to Improve Their Predictive Power and Make Them More Realistic

Hamid Hosseini, King's College

INTERNATIONAL BUSINESS

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

Theme: Global and International Finance

Chair: David Boggs, Eastern Illinois University

Portfolio Performance Across Foreign Markets: A Dollar-Cost Average Approach

Sundarrajan Sankar, Tarleton State University

Arthur J. Young, Tarleton State University



Alan Muller, University of Amsterdam Business School

Anand Pore, Emporia State University

Bruce Bloom, Founder, Career Consulting Services

John D. Veal Jr., Webster University



MANAGEMENT

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

Theme: **Management and Operations**

Chair: Casimir Barczyk, Purdue University Calumet

Discussant: Pam Shay, Franklin University

Developing Quick-Service Restaurant Leaders

Carlotta S. Walker, Baker College

Assessing the Competitiveness of the Moroccan Tourism Industry (2008–2011)

Michael H. Small, East Tennessee State University

Mahmoud Yasin, East Tennessee State University

Sallem Koubida, Al-Akawayn University

Revisiting the Job Autonomy—OCB Relationship: Examining the Moderating Effect of POS, Gender, and Career Stage

Tae Seok Yang, Western Illinois University

Stephanie Tafoya, Western Illinois University

Thomas Gerez, Western Illinois University

Malin Forsblom, Western Illinois University

Conner Herkelman, Western Illinois University

Lauren Barrett, Western Illinois University

Andrew Brophy, Western Illinois University

MARKETING

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

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

Chair: Samer Sarofim, University of Kansas

Is Doing Good for the Environment as Great for your Reputation as Doing Good for People? Impact of Environmental, Social, and Governance CSR Ratings on Goodwill

Zinaida Taran, University of Pennsylvania-Harrisburg

Caleb Snader, University of Pennsylvania-Harrisburg



Program Sessions Wednesday, March 25, 2015

New Marketing of Medical Tourism in an Old Country: The Case of Poland

Christopher Ziemnowicz, University of North Carolina at Pembroke

Lydia Gan, University of North Carolina at Pembroke

Understanding Motivations for International Volunteering and Ethical Consumption: An Exploratory Framework

Eliane Karsaklian, Université Sorbonne, France

Anthony Fee, University of Technology, Sydney, Australia

MARKETING

3:00–4:15 p.m. Salon 2, 3rd Floor

**Theme: Marketing Education—Panel Discussion:
Creative Marketing Research Assignments**

Chair: Beverlee Anderson, California State University-
San Marcos

Panelists: Beverlee Anderson, California State University-
San Marcos
John McGrath, University of Pittsburgh-Johnstown
Kim Folkers, Wartburg College
Sarah Rand, St. Catherine University

MARKETING

3:00–4:15 p.m. Salon 3, 3rd Floor

Theme: Branding, Strategy and Research

Chair: Robert Boostrom, University of Wisconsin-Whitewater

Change Through Brand Value Considerations: Development of the Brand Versatility Estimator

Tim Aurand, Northern Illinois University

Vijaykumar Krishnan, Northern Illinois University

Ursula Sullivan, Northern Illinois University



Determinants of Brand Love and Brand Loyalty as its Outcome

Seung-Hee Lee, Southern Illinois University
Jane E. Workman, Southern Illinois University
Kwangho Jung, Seoul National University, Korea
Bongdoo Park, Dong-Eui University, Korea

The Power of Storytelling in Creating Meaningful Brands

Marina Carnevale, Fordham University
Ozge Yucel-Aybat, Pennsylvania State University-Harrisburg

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: **Job Satisfaction, ISO9000 Certification,
and HRM Selection**

Chair: Alfred L. Guiffrida, Kent State University

**The Effect of Innovation on Job Satisfaction: How Being Creative
Impacts a Work Environment**

Bruce Fischer, Elmhurst College
Nancy Montalbano, Elmhurst College

**Selection Can Be Lean, Too: Utilizing Benchmarking to Reduce Time
Lag in the HRM Selection Process**

Jessica A. Peck, Kent State University
Alfred L. Guiffrida, Kent State University

ACCOUNTING

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

North American Accounting Society Board Meeting

Presiding: Mary Sheets, University of Central Oklahoma



Program Sessions Wednesday, March 25, 2015

BUSINESS AND HEALTH ADMINISTRATION

4:30–5:45 p.m. Dearborn 1, 7th Floor

BHAA Board Meeting

Chair: Zach Frank, Washburn University

CASE RESEARCH

4:30–5:45 p.m. LaSalle 3, 7th Floor

Society for Case Research Board Meeting

Chair: John D. Veal Jr., Webster University

FINANCE

4:30–5:45 p.m. Clark 3, 7th Floor

Academy of Finance Executive/Board of Directors Meeting

Chair: Don T. Johnson, Western Illinois University

MARKETING

4:30–5:45 p.m. Salon 1, 3rd Floor

MMA Board of Directors Meeting

MBAA INTERNATIONAL

6:00 p.m. Crystal Room, 3rd Floor

Advisory Council Dinner and Meeting (By invitation only)

Program Sessions
Wednesday, March 25, 2015



FUN NIGHT—An Irish Evening

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

MBAA INTERNATIONAL HOSPITALITY SUITE

****_11:00 p.m. Room 128, 8th Floor**

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

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Thursday, March 26, 2015

ACCOUNTING

8:00–9:00 a.m. Salon 12, 3rd Floor

Theme: **Auditing Pedagogy Roundtable**

Chair: Nancy L. Johnson, St. Catherine University

Auditing as a Capstone Course

Nausser Jamali, Illinois College

Kayla Routh, Senior Accounting Student, Illinois College

Katherine Russow, Senior Accounting Student, Illinois College

ACCOUNTING

8:00–9:00 a.m. Salon 10, 3rd Floor

Theme: **Sustainability Reporting Roundtable**

Three Perspectives on the Value and Relevance of Sustainability Reporting

Grace F. Johnson, Marietta College

David L. Mead, Marietta College

Soon Suk Yoon, Western Illinois University

BUSINESS ECONOMICS

8:00–9:00 a.m. Logan Room, 3rd Floor

Theme: **Panel Discussion**

Chair: Scott Wallace, University of Wisconsin-Stevens Point

Creating a Regional Council of Economic Advisors: A Panel Presentation/Discussion

Derek Bjonback, Purdue University North Central

Anthony Sindone, Purdue University North Central

Paul McGrath, Purdue University Calumet



Program Sessions Thursday, March 26, 2015

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:00 a.m. Dearborn 1, 7th Floor

BHAA Annual Business Meeting and Awards Function

Presiding: Zach Frank, Washburn University

Co-presiding: William "Kent" Willis, Marshall University

All BHAA members are invited to attend.

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: Miscellaneous Matters

Chair: Lawrence Price, Saint Mary's University of Minnesota

Changes in Hospital Market Concentration; an Empirical Examination of Expenditures, Cash Flows, and Quality

William Pratt, Clarion University of Pennsylvania

Collective and Interpersonal Transformational Leadership and LMX

Ankur Nandedkar, Cameron University

Roger Brown, Northwestern Oklahoma State University

Fairness May Return to Taxation: Is the Jock Tax Dying?

Jordan I. Kobritz, State University of New York-Cortland

Steven C. Palmer, Northwestern Oklahoma State University

CASE RESEARCH

8:00–9:00 a.m. LaSalle 1, 7th Floor

Theme: Panel Discussion Developing Effective Case Disguises

Chair: Joe Thomas, Middle Tennessee State University

Panelist: Kay Hodge, University of Nebraska-Kearney, Editor,
Business Case Journal

Panelists: Leigh Cellucci, East Carolina University,
Editor, *Journal of Case Studies*
Timothy Brotherton, Ferris State University,
Editor, *Journal of Critical Incidents*



CASE RESEARCH

8:00–9:00 a.m.LaSalle 2, 7th Floor

Theme: Critical Incident Presentations

Chair: John D. Veal Jr., Webster University

Scribe: Paul Olsen, Saint Michael's College

Discussants: Tamela Wilkes, Oakland University
Jill Moeder, Fort Hays State University

After Hours

Marley Hartman, Elmhurst College

Monika Kostadinova, Elmhurst College

Sondra Simpson, Elmhurst College

Just What Constitutes Protected Concerted Activity in Social Media Use by Personnel?

Asbjorn Osland, San José State University

Nanette Clinch, San José State University

CASE RESEARCH

8:00–9:00 a.m.LaSalle 3, 7th Floor

Theme: Critical Incident Presentations

Chair: Jeffrey Totten, McNeese State University

Scribe: Scott Shindledecker, Notre Dame of Maryland

Discussants: Mary Martin, Fort Hays State University
Britt Shirley, University of Tampa

The University Bookstore Fraud

George Schmelzle, Missouri State University

Kassie Govro, Missouri State University

Bring Your Buddies to Work

Bonnie Leonhardt, University of Northwestern Ohio



Program Sessions Thursday, March 26, 2015

FINANCE

8:00–9:00 a.m. Clark 9, 7th Floor
Selection of Academy of Finance Teaching Award

INTERNATIONAL BUSINESS

8:00–9:00 a.m. Crystal Room, 3rd Floor
Theme: Panel Discussion: Understanding Culture and
Behavior. A Global Perspective on Culture:
Germany, Australia, United States of America,
and Japan

Understanding Culture and Behavior—Kulturelles Verhalten

Eileen Zimmermann was born in Frankenberg/Eder Germany, went to University of Applied Sciences Aachen, worked in Germany, and is now a graduate student at Southeast Missouri State University.

Peter Gordon was born in Sydney, earned his undergraduate degree at University of Technology-Sydney, and worked in Australia before moving to the U.S. for his graduate degrees.

Kenneth Heischmidt was born and raised in Illinois, earned degrees from three different Universities in Illinois, and has worked in multiple states throughout the Midwest. He has taught in Japan on two different occasions.

LEGAL STUDIES

8:00–9:00 a.m. Wilson Room, 3rd Floor
Theme: Teaching/Pedagogy
Chair: Tanya M. Marcum, Bradley University

Overcoming Moral Self-Deception: A Pedagogical Approach

Hilary G. Buttrick, Butler University

Peter Prescott, Butler University

Deborah Skinner, Butler University



Ethics, the Law and Taxes: The Ethical and Legal Implications of a Tax Shelter

Teressa Elliott, Northern Kentucky University

Robert Salyer, Northern Kentucky University

Kids These Days: A Geriatric's Guide to Designing Legal Studies Courses for Generations Y and Z

Dexter Woods, Ohio Northern University

Brandon DeVault, Ohio Northern University

Ethan English, Ohio Northern University

LEGAL STUDIES

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

Theme: Healthcare

Chair: Dawn R. Swink, University of St. Thomas

Medical Restraints: Patient Safety and Regulatory Compliance

Elizabeth A. Cameron, Alma College

Ebola's Effect on the HIPPA Law

Horace Johns, Middle Tennessee State University

The Patient Protection and Affordable Care Act: Challenges with and to the ACA

Foster C. Rinefort, Eastern Illinois University

Denise S. Smith, Eastern Illinois University

Joseph A. Petrick, Wright State University

What Is Next for Secular For-Profit Corporations and the Affordable Care Act After the U.S. Supreme Court Decision in Hobby Lobby?

Nancy K. McKenna, University of St. Francis

Ann Hand, University of St. Francis



Program Sessions Thursday, March 26, 2015

MANAGEMENT

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

Theme: **Teaching Management**

Chair: Carolyn Wiley, Roosevelt University

Discussant: Regina Greenwood, Nova Southeastern University

Writing for the Real World: Business Communication for College Students

Alexandra White, Luther College

From Restaurants to Board Rooms: How Initiating Negotiations Teaches Management Principles and Theory

Roger J. Volkema, IAG/PUC-Rio

MANAGEMENT

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

Theme: **From the Classroom to the Journal and Back: Using the Teacher-Scholar Model to Publish and Improve Student Success**

Chair: Chris Ward, University of Findlay

Panelists: Dan Yates, University of Findlay
Joon Young Song, University of Findlay

MANAGEMENT

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

Theme: **Business Ethics**

Chair: Richard Leake, Luther College

Discussant: Anna Parkman, Ohio Dominican University

Developing and Testing the Model: Ethical Leadership and Abusive Supervision Effects on Turnover Intention

Muhammad Faisal Malik, Muhammad Ali Jinnah University

Shazia Akhtar, Muhammad Ali Jinnah University

Gul Rukh Niazi, University of Lahore

Nasir Saeed, Preston University



Business Ethics: Really?...The Challenge of Doing the Right Thing for Gen Y

Andrew Trew, John Carroll University

Marc P. Lynn, John Carroll University

Improving Moral Ecology in a Digitized Global Market Economy through Empathic Practices

Maria Lai-Ling Lam, Point Loma Nazarene University

MARKETING

8:00–9:00 a.m. Salon 1, 3rd Floor

Theme: Branding, Strategy and Research

Chair: Zinaida Taran, Pennsylvania State University-Harrisburg

A Conceptual Model of Internal Branding Process

Faisal A. Albassami, King Saud University, Riyadh, Saudi Arabia

Jeen-Su Lim, The University of Toledo

Compulsive Buying and Branding Phenomena

Seung-Hee Lee, Southern Illinois University

Jane E. Workman, Southern Illinois University

Kwangho Jung, Seoul National University, Korea

Bongdoo Park, Dong-Eui University, Korea

MARKETING

8:00–9:00 a.m. Salon 2, 3rd Floor

**Theme: Marketing Education—Panel Discussion:
Addressing the Quality of Online Courses Using
Internal Institutional Reviews**

Chair: Michelle B. Kunz, Morehead State University

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



Program Sessions

Thursday, March 26, 2015

MARKETING

8:00–9:00 a.m. **Salon 3, 3rd Floor**

Theme: **Marketing Education—Panel Discussion:
Questionable University Ethics: When Faculty May
Be Caught in the Middle**

Chair: Susan Geringer, California State University-Fresno

Panelists: Susan Geringer, California State University-Fresno
Michael Messina, Gannon University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: **Supply Chain Management Programs**

Chair: Gurram Gopal, Elmhurst College

**Improving Undergraduate Supply Chain Management Programs to
Prepare Students for Supply Chain Management Positions in Industry**
Gurram Gopal, Elmhurst College

ACCOUNTING

9:15–10:30 a.m. **Salon 12, 3rd Floor**

Theme: **NetSuite**

Chair: Grace F. Johnson, Marietta College

**NetSuite Provides Free Training, Resources, and Opportunities for
Accounting Education via SuiteAcademy**
Mark Bidwell, NetSuite



ACCOUNTING

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

Theme: **Taxation**

Chair: Richard L. Alltizer, University of Illinois Springfield

The Passive Foreign Investment Company Tax Trap and How to Avoid It

Andrew M. Brajcich, Gonzaga University

Participation in Fantasy Sports Leagues: Hobby or Business?

Larry R. Garrison, University of Missouri-Kansas City

A Practical Guide to Deferring Taxes When Replacing Business Property

Steven Hanke, Indiana University-Purdue University Fort Wayne

Hui Di, Indiana University-Purdue University Fort Wayne

BUSINESS ECONOMICS

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

Theme: **Microeconomic Theory**

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

Predatory Patent Litigation: How Patent Assertion Entities Use Reputation To Monetize Bad Patents

Erik Hovenkamp, Northwestern University

Refinements to the MLB-NPB Posting System: A Clear Win for Japanese Players and Loss for Japanese Teams

Lindsey Nagy, Muhlenberg College

Donald Dale, Muhlenberg College

William Gryc, Muhlenberg College

Optimal Pricing of Ancillary Services

John Wilson, Western University



Program Sessions Thursday, March 26, 2015

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. Dearborn 1, 7th Floor

Theme: Healthcare Economics

Chair: Steven J. Szydlowski, University of Scranton

Discussant: Marcia Butler, Clayton State University

Using the ACO Concept to Produce Better Outcomes through Integrated Healthcare

Peter Fitzpatrick, Clayton State University

Kendolyn Smith, Clayton State University

MeriBeth Stegall, Clayton State University

Michael Dalmat, Clayton State University

Latrina Walden, Clayton State University

Assisted Living: Trends in Cost and Staffing

Amy Kisling, Marshall University

David Paul, Monmouth University

Alberto Coustasse, Marshall University

An Assessment of Bamboo as a Potential Low-cost Material for Exoskeleton Design in Normal Walking

Kischa Reed, Florida A&M University

Peter Kalu, Florida A&M University

Communicating the Intent: A Qualitative Study of Organizational Commitment in Human Services organizations

Kem Gambrell, Gonzaga University

Derek Cortez, Viterbo University

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m. Dearborn 2, 7th Floor

Theme: Healthcare Marketing

Chair: Vivek Natarajan, Lamar University

Discussant: William B. Stroube, University of Evansville

Reaching Marginalized Population using a Free Clinic Model

Andrea Mantione, University of Scranton

Daniel J. West Jr., University of Scranton



Service Line Management in a Post Reform Era

Robert Weiss, University of Scranton
Matthew Campo, University of Scranton
Robert J. Spinelli, University of Scranton

Market Reaction to Medical Equipment Firms Increased Compliance Costs under the Affordable Care Act

Kevin Savage, Eastern Illinois University

Mandatory Generic Substitution in Slovakia: Quo Vadis?

Klaudia Sajdikova, St. Elizabeth University
Robert Babela, St. Elizabeth University

BUSINESS AND HEALTH ADMINISTRATION

9:15–10:30 a.m...... Dearborn 3, 7th Floor

Theme: Clinicians

Chair: Deborah Gritzmacher, Clayton State University

Discussant: David Paul, Monmouth University

Management of Early Defibrillation—Using the First Responders Activated by Medical Operation Center

Patrik Christian Cmorej, St. Elisabeth University
Alexandra Mamova, St. Elisabeth University
Lucia Eliašová, St. Elisabeth University
Richard Didic, St. Elisabeth University

A Cross-Sectional Study Assessing Home Health Nurses' Communication from a Therapeutic Perspective

Rodeen Lechleitner, Marywood University

Who Passed the Gas: Knowledge of the Nurse Anesthesia Profession?

Ivan Muslin, Marshall University
Sarah Shreffler, Charleston Area Medical Center
Cassy Taylor, Charleston Area Medical Center
Karlyn Timko, Marshall University



Program Sessions Thursday, March 26, 2015

Out in the Country Perception of Rural CRNA Practice

Ivan Muslin, Marshall University

Brian Reynolds, Charleston Area Medical Center

Cassy Taylor, Charleston Area Medical Center

Karlynn Timko, Marshall University

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: **Matters of Economics and Policy**

Chair: William Pratt, Clarion University of Pennsylvania

The Effect of Differing Philosophies on Employment in Minnesota and Wisconsin

Ralph Bourret, Northwestern Oklahoma State University

Wei Zhou, Northwestern Oklahoma State University

Undocumented Workers: Misconceptions and Prejudices

Lawrence Price, Saint Mary's University of Minnesota

Surviving to Thriving after the Global Financial Crisis: Evidence from the Developing World

U. Joseph Nnanna, Northwestern Oklahoma State University

Wayne E. Smith, Argosy University-Dallas

Impact of Agriculture Imports, Exports and Economical Growth on GDP of North and Latin American Countries: Empirical Evidence Based on longitudinal Data

Yasir Hassan, University of Lahore

Mubeen Fareed, University of Lahore

Usman Shahzad, University of Lahore

Ammar Hassan, University of Lahore

Syed Babar Ali, University of Lahore

Ali Raza Khan, University of Lahore

Murtaza Yousaf, University of Lahore

Usama Waqar, University of Lahore



CASE RESEARCH

9:15–10:30 a.m.LaSalle 1, 7th Floor

Theme: Critical Incident Presentations

Chair: Tracy Blasdel, Rockhurst University

Scribe: Nakato Hirakubo, Brooklyn College

Discussants: George Kelly, Colorado Mesa University
William Stratton, Idaho State University

Cannonball

Sondra Simpson, Elmhurst College

Rachel Grotto, Elmhurst College

Rebecca King, Elmhurst College

Elizabeth Meier, Elmhurst College

Tax Inversions

Julio Rivas, David Lipscomb University

Andy Borchers, David Lipscomb University

CASE RESEARCH

9:15–10:30 a.m.LaSalle 2, 7th Floor

Theme: Panel Discussion: How to Publish in SCR Journals

Chair: Cara Peters, Winthrop University,
Editor, *Journal of Case Studies*

Panelists: Leigh Cellucci, East Carolina University,
Editor, *Journal of Case Studies*
Kay Hodge, University of Nebraska-Kearney,
Editor, *Business Case Journal*
Craig Davis, Ohio University,
Editor, *Business Case Journal*
Timothy Brotherton, Ferris State University,
Editor, *Journal of Critical Incidents*
Timothy Redmer, Regent University,
Editor, *Journal of Critical Incidents*



Program Sessions Thursday, March 26, 2015

CASE RESEARCH

9:15–10:30 a.m. **LaSalle 3, 7th Floor**

Theme: **Critical Incident Presentations**

Chair: Barbara Burgess-Wilkerson, Winthrop University

Scribe: Jessica Magaldi, Pace University

Discussants: Nikolaus T. Butz, University of North Dakota
 Asbjorn Osland, San José State University

A Community Unraveled: Police Shooting in Small City, Missouri

Charles Wilson, Rhode Island College Campus Police

Shirley Wilson, Bryant University

Deployment or Demotion

Elizabeth Jones, Notre Dame of Maryland University

Anthony Mento, Loyola University Maryland

Gregg Zavadsky, Loyola University Maryland

James Van Daniker, Loyola University Maryland

EXHIBITOR SERIES – South-Western | Cengage Learning

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

Theme: **Learning Solutions to Increase Engagement**

Presenters: Mike Roche Sr., Product Manager

 Jeffrey Tousignant, Marketing Manager

How can we use technology effectively to increase learner engagement?

This session explores MindTap—an innovative solution offering a digital, personal learning experience to engage students with interactivity and custom content while supporting differentiated learning styles. You will learn more about MindTap Analytics, and how you can measure student performance and aggregate course data easily.

www.cengage.com/mindtap



FINANCE

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

Theme: **Financial Issues II**

Chair: Jayen B. Patel, Adelphi University

The January Effect Anomaly Reexamined in Stock Returns

Jayen B. Patel, Adelphi University

Discussant: Hongbok Lee, Western Illinois University

Local Government Debt in China, A Time Bomb for the Financial Crisis?

Zhou Ming, Northwest University

Ni Mingming, Northwest University

Wang Man Chang, Northwest University

Discussant: Jayen B. Patel, Adelphi University

Did Excessive Executive Compensation Contribute to the 2008–2009 Financial Crisis?

Charles W. Johnston, Baker College

Michael Heberling, Baker College

Discussant: Mark A. Wrolstad, Winona State University

FINANCE

9:15–10:30 a.m. **Clark 5, 7th Floor**

Theme: **Investor Behavior and Markets**

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

An Investor's Guide to Search Funds

Shamus Hines, University of Chicago

Stephen Morrisette, University of Chicago

Discussant: Mihaela Craioveanu, University of Central Missouri

A Re-examination of Debt Crisis and Islamic Interest Free Banking

Monzurul Hoque, Saint Xavier University

Discussant: Jeffrey A. Manzi, University of North Texas at Dallas



Program Sessions Thursday, March 26, 2015

Market Entry and Competition in the Insurance Industry

Zhiqiang Yan, Western Illinois University

Discussant: Stephen Morrisette, University of Chicago

FINANCE

9:15–10:30 a.m. **Clark 3, 7th Floor**

Theme: Micro and Personal Finance

Chair: Alan Wong, Indiana University Southeast

Valuating the Market Size for Small Business Growth

Pauline Downer, Memorial University

Kirby Shannahan, Memorial University

Tom Cooper, Memorial University

Discussant: Walt A. Nelson, Missouri State University

Investors in a Recovering Housing Market

Hai Huang, Marymount University

Discussant: Tom Cooper, Memorial University

Lithium Price and Battery Production: An Investigation of the Critical Price and the Optimal Business Strategy

Howard Qi, Michigan Technological University

Dan Han, University of North Carolina, Charlotte

Discussant: Ingyu Chiou, Eastern Illinois University

FINANCE

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

Theme: Investments and Portfolio Management

Chair: Steven Lifland, High Point University

Target Date Funds: What Are You Really Getting?

Walt A. Nelson, Missouri State University

C. Edward Chang, Missouri State University

Stanley R. Adamson, Missouri State University

Discussant: Zhou Ming, Northwest University



Impact of the Reputation Quotient on Investment Performance

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

Mark A. Wrolstad, Winona State University

Discussant: Steven Lifland, High Point University

Global Banking and Financial Practices in Singapore: The Quest for International Financial Center Status

Ramin Cooper Maysami, Jackson State University

Saundra Thompson-McFarland, Jackson State University

Discussant: Hai Huang, Marymount University

INFORMATION SYSTEMS

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

Theme: Information Systems

Chair: Janet Roehl, Eastern New Mexico University

Discussant: Jim Newtown, Baker College

Data Security in Higher Education Institutions

Brandy L. Dorris, Middle Tennessee State University

Jeff Clark, Middle Tennessee State University

Excel with Compustat Variables to Discover Preferred Investments and Portfolio Composition

James R. Scott, Missouri State University

INTERNATIONAL BUSINESS

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

Theme: Global and International Strategies

Chair: Anthony C. Koh, The University of Toledo

Formulating Business Strategy with Uncertain Information in Global Market

Qiang Yan, St. Benedict College and Saint John's University

Deborah Pembleton, St. Benedict College and Saint John's University

Kingshuk Mukherjee, St. Benedict College and Saint John's University



Program Sessions

Thursday, March 26, 2015

International Diversification and Performance of Firms in Trinidad

Syed H. Akhter, Marquette University
Barney Pacheco, University of West Indies

A Study of Cross Borders Mergers and Acquisitions in Fast Food Industry: The Case of Tim Hortons and Burger King

Etienne Musonera, Mercer University

Strategic Motives for International Alliance Formation: Differences and Similarities in Perspectives of Companies from Developed Countries and Developing Countries

Yasir Fadol, Qatar University

Global Management of Chinese Multinationals in the US: The Case of Haier, China

Zheng Yu Huang, Bowling Green State University
Man Zhang, Bowling Green State University

LEGAL STUDIES

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

Theme: Torts

Chair: Hilary G. Buttrick, Butler University

Recent Developments in Punitive Damages Jurisprudence

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

Medical Malpractice Non-economic Caps Violate Constitutional Right to Trial by Jury

Carol J. Miller, Missouri State University
Joseph Weidhaas, Johnson, Vorhees & Martucci



LEGAL STUDIES

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

Theme: Employment Law

Chair: Denise S. Smith, Eastern Illinois University

A Cry for Help: The Health and Social Benefits of Paid Leave under the FMLA

Dawn R. Swink, University of St. Thomas

Elizabeth A. Cameron, Alma College

It Doesn't Work at Work: Pregnancy Discrimination in the Workplace

Tanya M. Marcum, Bradley University

Sandra J. Perry, Bradley University

Sustainability, Supply Chains, and the ABA Model Business and Supplier Policies

Brian G. Sullivan, Western Kentucky University

Robert D. Hatfield, Western Kentucky University

Employment at Will Versus Social Media: The Winner Is Still Unknown

Linda Ficht, Indiana University-Kokomo

MANAGEMENT

9:15–10:30 a.m. Burnham 1, 7th Floor

Theme: Teaching Strategies

Chair: Irena Bagdady, University of Phoenix

Discussant: John Grant, Ohio Dominican University

Facebook: Perceptions of Quality and Community of Practice

Casimir Barczyk, Purdue University Calumet

Doris G. Duncan, California State University, East Bay

Management Education and Social Media: Using Content Aggregators to Improve Literacy and Critical Thinking

Lyna Matesi, University of Wisconsin-Stevens Point



Program Sessions

Thursday, March 26, 2015

Beyond Critical Thinking: Embedding Abductive Reasoning to Expand Understanding

Sally Dresdow, University of Wisconsin-Stout

Joy Benson, University of Wisconsin-River Falls

MANAGEMENT

9:15–10:30 a.m. Burnham 4, 7th Floor

Theme: Is There Life After Teaching?: Planning for Retirement

Chair: Harry Fisher, Eureka College

Panelists: Debela Birru, Central College
Bruce Bloom, Career Consulting Services
Michele Govekar, Ohio Northern University
Paul Govekar, Ohio Northern University
Richard Leake, Luther College

MANAGEMENT

9:15–10:30 a.m. Burnham 2, 7th Floor

Theme: Diversity

Chair: Michael Levas, Carroll University

Discussant: Erin Fluegge Woolf, Southeast Missouri State University

Expanding Diversity Management Curriculum: A Blueprint for Building Core Competencies and Addressing Workforce Diversity Demand

Chaunda L. Scott, Oakland University

Jeanetta Sims, University of Central Oklahoma

Discrimination in the Workplace

Bharat Mishra, Western Michigan University

Jitendra Mishra, Grand Valley State



MARKETING

9:15–10:30 a.m. Salon 1, 3rd Floor

Theme: Sports, Events, and Recreation Marketing

Chair: Annette Singleton-Jackson, Florida A&M University

Super Bowl Advertising: Positive Emotions as a Driver of Likability

Rama Yelkur, Saginaw Valley State University

Courtney Seaman, Saginaw Valley State University

"I Can't Stand My Team, but I Can't Live Without It": Ambivalence Among Highly Identified Sports Fans

Frank Pons, Laval University, Canada

Marilyn Giroux, Concordia University, Canada

Lionel Maltese, Kedge Business School, Marseille, France

Impact of Intercustomer Support on Health Care Club Patronage and Well-being

Hulda Black, Illinois State University

MARKETING

9:15–10:30 a.m. Salon 2, 3rd Floor

Theme: Marketing Education

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

Using Online Marketing to Promote Academic Programs to Create Buy-in for Student Involvement

Bruce Lund, University of Charleston

Academic Motivation and Student Self-Concept, the Keys to Positively Impacting Student Success

Traci O'Neill, Montana Tech of the University of Montana

The Academic Community Engagement (ACE) Mix: Key Determinants for Designation

Sanjay Mehta, Sam Houston State University

Gurinderjit Mehta, Sam Houston State University



Program Sessions Thursday, March 26, 2015

MARKETING

9:15–10:30 a.m. Salon 3, 3rd Floor

Theme: **Services, Sales, and Retailing**

Chair: Alex Milovic, Marquette University

Homework: Helping the Outside Salesperson Balance Work and Home

Cindy B. Rippé, Tarleton State University

Chris Shao, Tarleton State University

Alan Dubinsky, Midwestern State University

Forging New Ground: Sales Education in the Wisconsin Flex Option

Peter Knight, University of Wisconsin-Parkside

Michael Manion, University of Wisconsin-Parkside

James McPhaul, University of Wisconsin-Parkside

Why Empowering Salespeople Is a Double-Edged Sword

Lucy Matthews, Trine University

Alex Zablah, University of Tennessee

Joe Hair, Kennesaw State University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: **Variation in Supply Chain Management**

Chair: John Simon, Governors State University

Demand and Supply Planning at Aquarelle, Inc.

Srinivas Kurra, Elmhurst College

Roby Thomas, Elmhurst College

Market Deployment Roadmap Planning

Salman Kimiagari, Université Laval

Variation in Supply Chain Due to Forecasts

John Simon, Governors State University



ACCOUNTING

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

Theme: **Teaching and Learning**

Chair: Barbara Thomas, Danville Area Community College

Rediscovering MERLOT: A Resource Sharing Collective for Accounting Education

Susan Moncada, Indiana State University

Service Learning in Business: The Alma College Entrepreneurs in Action

Tina M. Rolling, Alma College

Why Are You Still Teaching Two Semesters of Accounting Principles?

John Rush, Illinois College

ACCOUNTING

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

Theme: **Research Topics**

Chair: Quinton Booker, Jackson State University

Is Free Cash Flow Value Relevant? The Case of the Information Technology Sector

Mostafa M. Maksy, Kutztown University of Pennsylvania

Comment Letter IFRS: An Analysis of the SEC's Reviews of First-time IFRS Form 20-F Filings

Cheryl Linthicum, University of Texas-San Antonio

Andrew McLelland, Auburn University

Michael Schuldt, Salisbury University

Cash Flow Management as a "Life Support System" for Companies Suffering from Chronic Negative Equity

Ahmed I. El-Zayaty, The University of Findlay



Program Sessions Thursday, March 26, 2015

BUSINESS ECONOMICS

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

Theme: **Trends and Outcomes of Age Discrimination in
Employment Act (ADEA) Charges**

Chair: Erik Hovenkamp, Northwestern University

Trends and Patterns in ADEA Charges

Sarah Von Schrader, Cornell University

Zafar Nazarov, Indiana University-Purdue University Fort Wayne

The Effect of the Business Cycle on the Volume, Settlement, and Reconciliation Rate of ADEA Charges

Zafar Nazarov, Indiana University-Purdue University Fort Wayne

Sarah Von Schrader, Cornell University

Does Mediation Improve Outcomes of EEOC Age-Related Charges and Whether State Age Discrimination Laws Facilitate the Given Improvement?

Zafar Nazarov, Indiana University-Purdue University Fort Wayne

Sarah Von Schrader, Cornell University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Panel Discussion: The Business of Nursing**

Chair: William "Kent" Willis, Marshall University

Discussants: Nashat Zuraikat, Indiana University of Pennsylvania
Peter Fitzpatrick, Clayton State University

Panelists: Jane Rosati, Daytona State College
Carole Peterson, Daytona State College
Kelley Duffy, Daytona State College



BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Qualitative Research**

Chair: Ptlene Minick, Georgia Southern University

Discussant: Jean Sanchez, Washburn University

Walking In Both Worlds: A Qualitative Phenomenology Research Proposal

Kem Gambrell, Gonzaga University

Antonio Jimenez, Gonzaga University

Nurses' Perceptions of Quality of Life for Adolescents with Congenital Heart

Jenna Shackelford, Georgia State University

Ptlene Minick, Georgia State University

Susan Kelley, Georgia State University

Athletic Trainers' Perceptions of Concussion in High School Athletes

Ann Synder, Georgia State University

Ptlene Minick, Georgia State University

Regena Spratling, Georgia State University

The Perceptions of Non-Palliative Care Hospital Physicians Referring Patients to a Hospital Palliative Care Program

Sharon White, Georgia State University

Ptlene Minick, Georgia State University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Health and Wellness**

Chair: Michael Dalmat, Clayton State University

Discussant: Michaeline Skiba, Monmouth University

Racial Disparities between Mental Health Treatment Facilities

Dennis Emmett, Marshall University



Program Sessions Thursday, March 26, 2015

The Effect of Existential Issues on the Quality of Life of Terminally Ill Patients Receiving Palliative Care

Layla Alturabi, University of Scranton

Robert J. Spinelli, University of Scranton

A Call for More Meaningful Comparisons of Countries' Health Outcomes: Potential Impact of Diet and Physical Inactivity, Use of Alcohol, Cocaine and Amphetamine-like Substances, and Sexual Practices

David Paul, Monmouth University

Sleepless(ness) in Seattle (and Key West and All Points In-Between): Why America Has Trouble Sleeping and What Can Be Done about It

David Paul, Monmouth University

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: Social Media 101

Chair: Steven C. Palmer, Northwestern Oklahoma State Univ.

Presentation Introducing Social Media to the Neophyte

Lee Weyant, Kutztown University

John Stockmyer, Northwestern Oklahoma State University

CASE RESEARCH

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

Theme: Critical Incident Presentations

Chair: Dennis Debrecht, Carroll University

Scribe: George Schmelzle, Missouri State University

Discussants: Susan Jensen, University of Nebraska-Kearney
John Riddick, Hanover University

OMG! He Said What? (A&E's Duck Dynasty Situation)

Barbara Schuldt, Southeastern Louisiana University

Jeffrey Totten, McNeese State University



Heritage Resources

Elizabeth Jones, Notre Dame of Maryland University
Dawn Grissom, Notre Dame of Maryland University
Scott Shindledecker, Notre Dame of Maryland University

CASE RESEARCH

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

Theme: Critical Incident Presentations

Chair: Bonnie Leonhardt, University of Northwestern Ohio

Scribe: Robert Edmonds, SUNY Maritime College

Discussants: Howard Feldman, University of Portland
Nakato Hirakubo, Brooklyn College

IFRS and Inventory

Gabriele Lingenfelter, Christopher Newport University
Abby Brooks, Christopher Newport University

The Language Barrier

Sondra Simpson, Elmhurst College
Ana Maria Ibrahim, Elmhurst College
Gina Cesario, Elmhurst College
Melissa Nava, Elmhurst College

CASE RESEARCH

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

Theme: Critical Incident Presentations

Chair: George Kelly, Colorado Mesa University

Scribe: Tamela Wilkes, University Oakland University

Discussants: Keith Hunter, University of San Francisco
Lynn Harland, University of Nebraska Kearney

Save the Whales? Crisis Management at Lego

Paul Olsen, Saint Michael's College



Program Sessions Thursday, March 26, 2015

Leonidas Mining on the Edge

Patricia Lontoc, Asian Institute of Management, Philippines
Ramon Ramos, Asian Institute of Management, Philippines
Edwin Portugal, State University of New York at Potsdam

EXHIBITOR SERIES – Marketplace® Simulations

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

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

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

FINANCE

10:45 a.m.–12:00 p.m. Clark 7, 7th Floor
Academy of Finance Business Meeting

INFORMATION SYSTEMS

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

Theme: Information Systems

Chair: In Lee, Western Illinois University

Discussant: Vershun McClain, Jackson State University

**The Microfoundations of Information Technology Capabilities: An
Unexplored Link between IT and Competitive Advantage**

David Guggenheim, Southern Illinois University



Collaborative Authorship Trends in Information Systems

Shawn Keough, Emporia State University

A Study to Determine the Effectiveness of Online Learning Communities in

Information Systems and Technology Courses
Anu Gokhale, Illinois State University

E-Waste Management from a Business Perspective

Pankti Thakkar, Roosevelt University
Shamsul Chowdhury, Roosevelt University

INTERNATIONAL BUSINESS

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

Theme: Global Economics and Finance

Chair: Patrick Bresnahan, Wayne State University

Earnings Management and Future Firm Value: The Moderating Roles of National Governance Quality and Level of Trust

Shuji Rosey Bao, Elon University
Krista Lewellyn, University of Wyoming

Credit Growth, Stability, and Valuation of GCC Banking Sector

Ritab Al-Khouri, Qatar University
Houda Arouri, Qatar University

Legitimizing Expectations in FDI Disputes through Political Risk Analysis

Robert Ginsburg, University of Illinois-Chicago

Islamic Finance in Western Countries: Growth, Challenges, and Opportunities

Masud Chand, Wichita State University



Program Sessions Thursday, March 26, 2015

INTERNATIONAL BUSINESS

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

Theme: Intuition and Management of Culture

Chair: Olu Ijose, Governors State University

Medical Tourism: Who Would Facilitate Me?

Lydia Gan, University of North Carolina at Pembroke

James R. Frederick, University of North Carolina at Pembroke

Observation on Effects of Cultural Difference, Cultural Intelligence (CQ), and Institutional Ethnocentrism on MNE Performance

Wootae Chun, Saint Louis University

Respect for Power: A Qualitative Phenomenological Study of Hmong Leadership

YaPa Xiong, Viterbo University

Kem Gambrell, Gonzaga University

The "Burning Platform" Consultants: American Cross-Cultural Management in China

Stephanie D. Trendowski, Valparaiso University

Joseph D. Trendowski, Valparaiso University

James M. Stuck, Valparaiso University

LEGAL STUDIES

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

Theme: Technology

Chair: Steve Smith, Truman State University

Regulating the Shared Economy: Facilitator Liability

Abbey Stemler, Indiana University

PPCA: The Legal, Ethical, and Moral Implications

Mason Molesky, Alma College



LEGAL STUDIES

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

Theme: **Panel Discussion: Law and Strategy**

Moderator: David Orozco, Florida State University

Panelists: David Orozco, Florida State University
Brad Reid, Lipscomb University
Carson Varner, Illinois State University
Abbey Stemler, Indiana University

MANAGEMENT

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

Theme: **Challenges of the Academy**

Chair: Jay Young, Ohio Dominican University

Faculty Promotion in Business Schools: What Counts and What Should Count

Carolyn Wiley, Roosevelt University
Valerie Wallingford, Bemidji State University
Mireia Monllor-Tormos, Airbus
Gyongyi Konyu-Fogel, Walsh College

The Tale of Two Universities: The Merger of Urbana University and Franklin University

Pam Shay, Franklin University

MANAGEMENT

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

Theme: **Examining Workforce Diversity Instruction through the Lens of Transformative Learning**

Chair: Jeanetta Sims, University of Central Oklahoma

Panelists: Chaunda L. Scott, Oakland University
Hung-Lin Lai, University of Central Oklahoma
Sarah Neese, Oakland University
Atoya Sims, University of Central Oklahoma
Angelia Barrera-Medina, University of Central Oklahoma



Program Sessions Thursday, March 26, 2015

MANAGEMENT

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

Theme: Management Challenges

Chair: Bruce Bloom, Founder, Career Consulting Services

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

The Demise of Arthur Anderson: Is Founder’s Syndrome to Blame?

Paul Govekar, Ohio Northern University

**Do We Really Understand the Management Control Function in
Organizations?**

Gideon Falk, Purdue University Calumet

Casimir Barczyk, Purdue University Calumet

**MBO, MBWA, and MYOB: Rubrics for Getting Things Done and
Having Fun While Doing It**

James D. Proffitt, Illinois College

MARKETING

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

MMA Awards Brunch (Ticket Required)

2015 MMA Marketing Innovator Award Presentation

Michael Solomon, St. Joseph’s University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: Supply Chain Management

Chair: Raida Abuizam, Purdue University Calumet

Business Continuity Management: The Case of Boeing 787

Lena Werner, Elmhurst College



Third Party Logistics Assessment and Industry Practices in Supply Chain

Raida Abuizam, Purdue University Calumet

Lin Zhao, Purdue University Calumet

BUSINESS AND HEALTH ADMINISTRATION

12:15–1:30 p.m. Dearborn 1, 7th Floor
BHAA Luncheon (Ticket Required)

CASE RESEARCH

12:15–1:30 p.m. Chicago Room, 5th Floor
Annual Meeting and Luncheon (Ticket Required)

FINANCE

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

INTERNATIONAL BUSINESS

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

Theme: Emerging Market Multinationals

Keynote

Speaker: Sumit Kundu, Florida International University



Program Sessions Thursday, March 26, 2015

MANAGEMENT

12:15–1:30 p.m. Wabash Room, 3rd Floor
NAMS Awards Luncheon (Ticket Required)

"Beyond the Business Plan: Empowering Women through Collaboration and Support"

Angel Magasano and Tess Henley, Co-Founders, Little Black Book:
Women in Business

Danielle Brockes, Co-Founder, Little Black Book:
Southeast Missouri State University

MARKETING

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

ACCOUNTING

1:30–2:45 p.m. Salon 12, 3rd Floor

Theme: Panel Discussion on Accounting Homework Management

Chair: Ahmed I. El-Zayaty, The University of Findlay

Comparing the Learning Value of Online Homework Managers and Alternatives

Sheldon Langsam, Western Michigan University

James Penner, Western Michigan University

Jerry Kreuze, Western Michigan University



ACCOUNTING

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

Theme: Case Studies

Chair: Bambi Hora, University of Central Oklahoma

Using Accounting and Market Data with the Total Return Strategy to Manage a Foundation's Investment Portfolio: A Case Study of a Canadian Charitable Foundation

Daphne Rixon, Saint Mary's University

Judy Rois, University of Toronto

Alex Faseruk, Memorial University

Sustainability and the Triple Bottom Line: Integration into a University MBA Program

Megan Kalina, St. Catherine University

Mary U. Henderson, St. Catherine University

BUSINESS ECONOMICS

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

Theme: Public Finance Studies

Chair: Mohsen Bahmani-Oskooee, University of
Wisconsin-Milwaukee

Cross Border Merger Issues

Brenda Kahn, University of Tampa

Exploring the Impacts of Religion Ethics, Age Factors, Income Level, Professional, Educational, and Gender perceptions on Tax Evasion Behaviors: A Comprehensive Study

Sam Agbi, Federal University Dutsin-Ma, Nigeria

Economics, Climate Change, and Conflict

Thomas Sadler, Western Illinois

Using Misclassification Analysis to Evaluate the Effectiveness of the BAPCPA Means Test

Dan Friesner, North Dakota State

Donald Hackney, Gonzaga University



Program Sessions Thursday, March 26, 2015

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Nursing in Saudi Arabia**

Chair: Nashat Zuraikat, Indiana University of Pennsylvania

Discussant: Ptlene Minick, Georgia Southern University

Cultural Aspects of Emotional Intelligence—A Research Study of Three Culturally Distinct Nursing Groups in a Saudi Arabian Tertiary Hospital

James Dockins, Rockhurst University

Desmond Williams, King Faisal Specialist Hospital and Research Centre

Miles Gartland, Rockhurst University

Time to Change the Nurse-to-Patient Ratios in Makkah, Saudi Arabia (KSA)

Nahlah Alzahrani, Indiana University of Pennsylvania

Work Engagement of Nurses in Multiple Hospital Sectors: An Experience from Saudi Arabia

Nazik Zakari, King Saudi University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Global Healthcare Reform**

Chair: William "Kent" Willis, Marshall University

Discussant: Marcia Butler, Clayton State University

The Evolution of China's Healthcare System and Policies

Aimee Miller, University of Scranton

Daniel J. West Jr., University of Scranton

The Role of Academia in Promotion of Education and Healthcare in Developing Countries

Marian Karvaj, St. Elisabeth University

Vladimir Kromery, St. Elisabeth University

Juraj Benca, St. Elisabeth University



Why the DRG are Not Welcome in Colombia

Iouri Gorbanev, Pontificia Universidad Javeriana

Ariel Cortes, Pontificia Universidad Javeriana

Sandra Agudelo-Londoño, Pontificia Universidad Javeriana

Francisco J. Yepes, Pontificia Universidad Javeriana

Human Resource Challenges in Long-term Care

David G. Drake, University of Evansville

William B. Stroube, University of Evansville

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **How to Get Published**

Chair: Ashish Chandra, University of Houston-Clear Lake

Discussant: David Paul, Monmouth University

Meet the Editors

Ashish Chandra, *Hospital Topics*

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

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: **Legal Studies and Business, Society, and
Government Joint Panel Discussion: Incorporating
Social Media into the Classroom**

Moderators: Steven C. Palmer, Northwestern Oklahoma State Univ.
Lee Weyant, Kutztown University

Panelists: Steven C. Palmer, Northwestern Oklahoma State Univ.
Lee Weyant, Kutztown University
Gyongyi Konyu-Fogel, Walsh College
Thomas L. Buck, College of St. Scolastica



Program Sessions Thursday, March 26, 2015

CASE RESEARCH

1:30–2:45 p.m.LaSalle 1, 7th Floor

Theme: Critical Incident Presentations

Chair: Jessica Magaldi, Pace University

Scribe: Amanda Weed, Ohio University

Discussants: Timothy Redmer, Regent University
Michael Hogg, Tulane University

An Inventory Letter from Carter's to Kohl's—What Could Go Wrong?

Jeffrey Miller, Sam Houston State University

Jeffrey Strawser, Sam Houston State University

Madison Oil: Turnaround...Now

Lorin Walker, University of Central Missouri

Matthew VanSchenkhoof, University of Central Missouri

The Race to the South Pole: Lessons in Strategic Planning and Teamwork

Patrick Schultz, University of North Dakota

John Vitton, University of North Dakota

Nikolaus T. Butz, University of North Dakota

CASE RESEARCH

1:30–2:45 p.m.LaSalle 2, 7th Floor

Theme: Critical Incident Presentations

Chair: Sondra Simpson, Elmhurst College

Scribe: Rebecca King, Elmhurst College

Discussants: Jill Moeder, Fort Hayes State University
Paul Olsen, Saint Michael's College

Managing Work and Friends: Balancing Business Needs with Protecting Corporate Culture

Leslie Welpman, University of Central Missouri

Cara Townsend, University of Central Missouri



Finding the Perfect Strategic Partner for an FDA-Approved Drug

George Whaley, San José State University

Jessica Brown, San José State University

CASE RESEARCH

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

Theme: **Critical Incident Presentations**

Chair: Shirley Wilson, Bryant University

Scribe: Karen Berger, Pace University

Discussants: Gabriele Lingenfelter, Christopher Newport University
Jeffrey Totten, McNeese State University

The Missed Deadline: Whose Problem Is it?

Gillian Stevens, Asian Institute of Management, Philippines

Edwin Portugal, State University of New York at Potsdam

Seeing the Light or Tilting at Windmills? The Case of Richards-Townshend Diversity

Keith Hunter, University of San Francisco

Monika Hudson, University of San Francisco

Karl Boedecker, University of San Francisco

EXHIBITOR SERIES – South-Western | Cengage Learning

1:30–2:45 p.m......**Clark 10, 7th Floor**

Theme: **Learning Solutions to Increase Engagement**

Presenters: Mike Roche Sr., Product Manager

Jeffrey Tousignant, Marketing Manager

How can we use technology effectively to increase learner engagement?

This session explores MindTap—an innovative solution offering a digital, personal learning experience to engage students with interactivity and custom content while supporting differentiated learning styles. You will learn more about MindTap Analytics, and how you can measure student performance and aggregate course data easily.

www.cengage.com/mindtap



Program Sessions Thursday, March 26, 2015

FINANCE

1:30–2:45 p.m. Clark 7, 7th Floor

Theme: **Wealth Effects and Anomalies**

Chair: Mihaela Craioveanu, University of Central Missouri

Dividend Payment Pattern and Firm Size

John Consler, Le Moyne College

Greg M. Lepak, Le Moyne College

Susan F. Havranek, Penn State Harrisburg

Discussant: Mihaela Craioveanu, University of Central Missouri

What Does Tobin's Q Measure? Evidence from Financial Researchers Use of Q

Abrar Fitwi, Saint Mary's College

Discussant: Shyam B. Bhandari, Bradley University

Do Fundamental Index Funds Outperform Traditional Index Funds?

C. Edward Chang, Missouri State University

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

Discussant: Dana Boyko, Universitas Libera Ucrainensis,
Munich, Germany

FINANCE

1:30–2:45 p.m. Clark 3, 7th Floor

Theme: **Financial Issues III**

Chair: Chris Ward, The University of Findlay

A Dynamic Model for the Valuation of a Capital Investment: The Use of a Monte Carlo Simulation and the Stratification of the Modified Internal Rate of Return Within a European Put Option Strategy

Steven Lifland, High Point University

Discussant: Chris Ward, The University of Findlay

Bank Corporate Lending: A Bubble in Progress and Suggested Remedies

James S. Sagner, Sagner/Marks Consulting

David Kohn, University of Bridgeport

Discussant: Dean Johnson, Michigan Technological University



**The Valuation Effects of Banks' Entry into the Free-Trade Zone:
Evidence from China**

Ingyu Chiou, Eastern Illinois University

Yifan Liu, Eastern Illinois University

Discussant: James R. Scott, Missouri State University

FINANCE

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

Theme: Financial Issues IV

Chair: Dan Yates, The University of Findlay

Special Needs: Financial Costs and Financial Planning Challenges

Kevin M. Bahr, University of Wisconsin-Stevens Point

Discussant: Raja Bouzouita, University of Central Missouri

**How Does a Negative Economic Shock Affect the Dynamics of Yield
Spreads? Evidence from the 2008–2009 Financial Crisis**

Ingyu Chiou, Eastern Illinois University

Yifan Liu, Eastern Illinois University

Discussant: Jeong Lee, University of North Dakota

**Impact of Selected Personality Constructs on Risk Tolerance Across
Demographic/Academic Groups**

Alan Wong, Indiana University Southeast

Bernie Carducci, Indiana University Southeast

Discussant: Dan Yates, The University of Findlay

INFORMATION SYSTEMS

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

Theme: Information Systems

Chair: Janet Buzzard, Eastern New Mexico University

Discussant: David Guggenheim, Southern Illinois University

Examining the Daily Changes in Commodities for Randomness

John L. Stedl, Chicago State University



Program Sessions Thursday, March 26, 2015

Introduction to Biometrics

Anita Racz, Middle Tennessee State University

Risk Assessment and an Overview of three Frameworks

Binal Singapuri, Middle Tennessee State University

INTERNATIONAL BUSINESS

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

Theme: Entrepreneurship and International Business

Chair: Wootae Chun, Saint Louis University

A Contingency Framework of Corporate Entrepreneurship: Evidence from the U.K.

Adel Elgharbawy, Qatar University

Magdy Abdel-Kader, Anglia Ruskin University

International Trade and U.S. Modal Freight Demands: A Supply Chain Perspective

Mark Jelavich, Northwest Missouri State University

Tekle Wanorie, Northwest Missouri State University

The Business Environment and Foreign Direct Investment: Firm Level Evidence from Nigeria

Olu Ijose, Governors State University

INTERNATIONAL BUSINESS

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

Theme: Managing Employees Internationally

Chair: Skylar Rolf, University of Nebraska

Revising Strategies for Managing Employees in Subsidiaries of MNCs: Recognizing and Charting a Strategy Predominantly Used for Subsidiaries in Developing Countries

Maja Vidovic, Pennsylvania State University and University of Zagreb, Croatia



India: The Challenge of Worker Safety and Health

Foster C. Rinefort, Eastern Illinois University

Joseph A. Petrick, Wright State University

Does “Job Characteristics” Impact Job Satisfaction and Organizational Citizenship Behavior (OCB) Differently in the Academia? A Comparative Study Between the Middle East and the U.S. Educators

Nabeel Sawalha, Gulf University for Science and Technology

David Boggs, Eastern Illinois University

Yunus Kathawala, Gulf University for Science and Technology

LEGAL STUDIES

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

Theme: Legal Studies and Business, Society, and Government Joint Panel Discussion: Incorporating Social Media into the Classroom

Moderators: Steven C. Palmer, Northwestern Oklahoma State Univ.
Lee Weyant, Kutztown University

Panelists: Steven C. Palmer, Northwestern Oklahoma State Univ.
Gyongyi Konyu-Fogel, Walsh College
Lee Weyant, Kutztown University
Thomas L. Buck, College of St. Scolastica
Elizabeth A. Cameron, Alma College
Mason Molesky, Alma College

MANAGEMENT

1:30–2:45 p.m. Burnham 1, 7th Floor

Theme: Human Resource Management

Chair: Bill Livingston, Baker College

Discussant: Michele Govekar, Ohio Northern University

Supervisor Support, Co-Worker Support and Employee Retention: Developing and Testing of an Integrated Model

Muhammad Faisal Malik, Muhammad Ali Jinnah University

Shazia Akhtar, Muhammad Ali Jinnah University

Munir Ahmed Qadri, Muhammad Ali Jinnah University



Program Sessions Thursday, March 26, 2015

Assessing the Effectiveness of Outsourcing Human Resources Recruiting

David M. Savino, Ohio Northern University

MANAGEMENT

1:30–2:45 p.m. Burnham 4, 7th Floor

**Theme: International Programs for Management Education:
Trends and Practices Among Business Schools**

Chair: Carolyn Wiley, Roosevelt University

Panelists: Heather Dalmage, Rosevelt University
La Verne Hairston Higgins, Eastern Michigan University
Mark Fenton, University of Wisconsin-Stout
Abel Adekola, University of Wisconsin-Stout
Gyongyi Konyu-Fogel, Walsh College

MANAGEMENT

1:30–2:45 p.m. Burnham 2, 7th Floor

Theme: Strategic Management

Chair: John Grant, Ohio Dominican University

Discussant: Jeffrey Fahrenwald, Rockford University

The Balanced Scorecard versus Traditional Measurement System

Steve Roussas, Walden University

Angela D. McCaskill, Liberty University

Promoting the Consistency between Business Strategies Followed by Manufacturing Organizations and Their Performance Measurement Approach: An Empirical Investigation

Carlos F. Gomes, University of Coimbra

Mahmoud Yasin, East Tennessee State University



In Pursuit of Crisis Readiness: An Examination of Managerial Characteristics, Firm Size, Industry Domain, and Strategic Type Within the Miles and Snow Framework

John A. Parnell, University of North Carolina at Pembroke

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

Richard E. Crandall, Appalachian State University

MARKETING

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

Special Presentation: Five Incredibly Important, Earthshaking Shifts in Consumer Behavior

Michael Solomon, St. Joseph's University

MARKETING

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

Theme: Cross-Cultural, Ethics and Social Responsibility

Chair: Eliane Karsaklian, Université Sorbonne, France

Social Entrepreneurship in its Social Context: The Role of National Leadership Culture

Kelly Valle, Eastern Illinois University

Kesha Coker, Eastern Illinois University

Richard Flight, Eastern Illinois University

Implicit Promises: Perceptions of Hypocrisy after Firm Failures Aligned with Prior CSR Domain

Dustin Smith, Webster University

Eric Rhiney, Webster University

Do Successful Managers Engage in Certain Forms of Unethical Behavior? Can Individual Behavior have an Impact on Corporate Perspective?

Zafar Bokhari, Chicago State University

Jonathan Jackson, Chicago State University



Program Sessions Thursday, March 26, 2015

MARKETING

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

Theme: **Marketing Education**

Chair: Ozge Yucel-Aybat, Pennsylvania State University-
Harrisburg

Prevalence of Healthcare Marketing in Undergraduate Business Programs

Gwen Achenreiner, University of Wisconsin-La Crosse

Peer Evaluations in Team Projects: What a Major Disconnect Between Student and Business Instructors

Colleen McClure, Saginaw Valley State University

Alyssa Webber, Saginaw Valley State University

Gary Clark, Saginaw Valley State University

More than a Field Trip: The Business Model Canvas as Support for Field Site Visits in Marketing Courses

Carrie Trimble, Millikin University

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: **Resource Management**

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

Systems Dynamics, Systems Thinking, and Adaptive Resource Management: Implications for NGO Governance

Sameer Prasad, University of Wisconsin-Whitewater

Fadi Khalif, University of Wisconsin-Whitewater

An Allocation Problem in Natural Resource and Conservation Planning

Stephen A. Lewis, Mongrel Works, LLC

John F. Wellington, Indiana University-Purdue University Fort Wayne



ACCOUNTING

3:00–4:15 p.m. Salon 12, 3rd Floor

Theme: Accounting Standards

Chair: Benjamin Huegel, St. Norbert College

Retail Leases: A Case Study Examining Archived, Current, and Future Standards

Natalie T. Churyk, Northern Illinois University

Alan Reinstein, Wayne State University

Lance Smith, Ernst & Young, LLP

DuPont Analysis, Earnings Persistence, and Return on Equity: Evidence from Mandatory IFRS Adoption in Canada

Yan Jin, Wilfrid Laurier University

ACCOUNTING

3:00–4:15 p.m. Salon 10, 3rd Floor

Theme: Natural Resources

Chair: Vicki J. Jobst, Benedictine University

Alaska: An Evaluation of the Decline in Oil Production in Spite of Increasing Prices

Richard L. Altizer, University of Illinois Springfield

Stuart MacDonald, University of Central Oklahoma

The Dodd-Frank Conflict Minerals Provision: An Update on First Year Compliance

Katherine Campbell, University of North Dakota

Dee Ann Ellingson, University of North Dakota

Greg Gaynor, University of Baltimore

Matthew Notbohm, University of North Dakota



Program Sessions Thursday, March 26, 2015

BUSINESS ECONOMICS

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

Theme: **Industrial Organization and Entrepreneurship**

Chair: Timothy Schibik, University of Southern Indiana

Has the United States Lost Its Mojo? A Critical Review of the Economics Literature on Entrepreneurship

Scott Wallace, University of Wisconsin-Stevens Point

Brian Kench, University of Tampa

Social Construct: Methods, Tools, and Applications in Re-Engineering Organizations

Mambo Mupepi, Grand Valley State University

Jaideep Motwani, Grand Valley State University

Sulvia Mupepi, Grand Valley State University

Customer Churn Analysis in American Waste Management Firm

Ragini Raval, California State University-Fullerton

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: **Public Health**

Chair: Michael Dalmat, Clayton State University

Discussant: Vivek Natarajan, Lamar University

Shall We Follow, or Find Our Own Path to a Healthier Future

Turky Arbaein, Clayton State University

Michael Dalmat, Clayton State University

Carla Paige, Clayton State University

Correlating Cigarette Price and Consumption Using the Centers for Disease Control and Prevention (CDC) State Tobacco Activities Tracking and Evaluation (STATE) System

Christian Albano, Concordia University of Wisconsin

Dan Friesner, North Dakota State University



Public Health and Healthcare Administration Issues in Migrants and Internally Displaced People during War Conflicts

Alexandra Mamova, St. Elisabeth University

Patrik Christian Cmorej, St. Elisabeth University

Lucia Eliašová, St. Elisabeth University

Robert Babela, St. Elisabeth University

The Position of the Social Worker in Palliative Care in Slovakia

Eva Grey, St. Elisabeth University

Mariana Mrazova, St. Elisabeth University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Health Informatics and Technology

Chair: Bernardo Ramirez, University of Central Florida

Discussant: Robert Babela, St. Elisabeth University

Electronic Health Records in Long-Term and Acute Care Settings

Harold Neumeier, Clayton State University

Marcia Butler, Clayton State University

Ronald M. Fuqua, Clayton State University

Bring Your Own Device (BYOD) Movement: Benefit or Disaster?

Terri L. Barrett, West Virginia Healthcare Authority

Management of RFID Systems in Hospital Transfusion Services

Alberto Coustasse, Marshall University

Eric Wilson, Marshall University

Brian Cunningham, Marshall University

Stacie Deslich, Marshall University

Pamela Meadows, Marshall University

Measuring the Impact of Healthcare Management Research: The Use of Bibliometrics and Altmetrics

Avinandan Mukherjee, Clayton State University



Program Sessions Thursday, March 26, 2015

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Corporate Healthcare

Chair: Peter Fitzpatrick, Clayton State University

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

Risk Management and Compliance in the Healthcare Sector

Alexander Redlein, Vienna University of Technology

Christian Humhal, Vienna University of Technology

Utilization of 340b Program in a Rural Hospital

Heath Ashford, Marshall University

Lauren Valli, Marshall University

William "Kent" Willis, Marshall University

Alberto Coustasse, Marshall University

Healthcare Fraud the ACA and Beyond

Nashat Zuraikat, Indiana University of Pennsylvania

Brian J. Ferraccio, Indiana University of Pennsylvania

Kimberlee Orman, Indiana University of Pennsylvania

Ownership and Information Technology in Mental Health Treatment Facilities

Doohee Lee, Marshall University

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: Matters of Law

Chair: Ralph Bourret, Northwestern Oklahoma State University

Government Regulations: Form and Function

W. David Hawkins, Northwestern Oklahoma State University

Amazon's KDP Select Program: Is it Illegal or Just Anti-Competitive?

John Stockmyer, Northwestern Oklahoma State University



Integrating Ethics and Business: Is Health Care an Individual's Right, Entitlement, Privilege, or Something Else?

Brian Porter, Hope College

CASE RESEARCH

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

Theme: Critical Incident Presentations

Chair: Todd McClure, University of Central Missouri

Scribe: Bill Paskoules, Oakland University

Discussants: Asbjorn Osland, San José State University
Harsh Luthar, Bryant University

Sanyo Shokai to Lose Burberry License in Japan

Nakato Hirakubo, Brooklyn College

John Frankenstein, Brooklyn College

August First Bakery and Café Goes Screen Free

Paul Olsen, Saint Michael's College

CASE RESEARCH

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

Theme: Critical Incident Presentations

Chair: Britt Shirley, University of Tampa

Scribe: Karen Markel, Oakland University

Discussants: Andy Borchers, David Lipscomb University
Patrick Schultz, University of North Dakota

Service Unbounded

Elizabeth Jones, Notre Dame of Maryland University

John Barczak, Notre Dame of Maryland University

Scott Shindledecker, Notre Dame of Maryland University

Sun King and the Craft Spirits Industry

John Riddick, Hanover College

Stephen Ellis, Hanover College



Program Sessions Thursday, March 26, 2015

Building an Arc: Board Development in a New Non-profit

Mika Kusar, Fort Lewis College

Lorraine Taylor, Fort Lewis College

CASE RESEARCH

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

Theme: **Critical Incident Presentations**

Chair: Julio Rivas, David Lipscomb University

Scribe: George Schmelzle, Missouri State University

Discussants: Sondra Simpson, Elmhurst University
 Michael McCardle, Idaho State University

The Colonel Crowther Foundation: Succession Planning

Robert Edmonds, SUNY Maritime College

Tough Love...OR KILLING A DREAM?

Susan Jensen, University of Nebraska-Kearney

Roni Reiter-Palmon, University of Nebraska-Kearney

Lynn Harland, University of Nebraska-Kearney

Stephanie Sands, University of Nebraska-Kearney

Gina Ligon, University of Nebraska-Kearney

Douglas Derrick, University of Nebraska-Kearney

Gert-Jan de Vreede, University of Nebraska-Kearney

Abdul Alothaim, University of Nebraska-Kearney

Dave Kocsis, University of Nebraska-Kearney



EXHIBITOR SERIES – Marketplace® Simulations

3:00–4:15 p.m. Clark 10, 7th Floor

**Theme: The Benefits of Experiential Learning and
Simulations: How Marketplace® Simulations and
Its Surrounding .PedagogyContribute to Assurance
of Learning Goals**

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

FINANCE

3:00–4:15 p.m. Clark 7, 7th Floor

Theme: Financial Issues V
Chair: Shomir Sil, Purdue University Calumet

Accounting Regulations, Stock Price Informativeness, and Stock Crash Risk: Evidence from the Global Banking Industry

Dean Johnson, Michigan Technological University

Liang Song, Michigan Technological University

Discussant: Kevin M. Bahr, University of Wisconsin-Stevens Point

A General Valuation Model, GARP (GVM-GARP) Approach to Bottom-Up Investing

David A. DeBoeuf, Western Illinois University

Andrew Brach, Western Illinois University

Zhulin Wang, Western Illinois University

Jiazi Zhou, Western Illinois University

Discussant: John Consler, Le Moyne College



Program Sessions Thursday, March 26, 2015

Exploration Into Research Methodology for Overconfidence in Corporate Mergers

James R. Scott, Missouri State University

Ashley Crouse, Missouri State University

Discussant: Shomir Sil, Purdue University Calumet

FINANCE

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

Theme: Risk Management and Forecasting

Chair: David Kunz, Southeast Missouri State University

The Predictability of Futures Prices: A Comprehensive Study

Jeong Lee, University of North Dakota

Discussant: Alex Meisami, Indiana University South Bend

Tourism Stocks, Implied Volatility, and Hedging: A Vector Error Correction Study

Pat Obi, Purdue University Calumet

Shomir Sil, Purdue University Calumet

Discussant: Ingyu Chiou, Eastern Illinois University

Systemic Risk in the Insurance Industry and Its Impact on the Economy

Raja Bouzouita, University of Central Missouri

Mihaela Craioveanu, University of Central Missouri

Arthur J. Young, University of Central Missouri

Discussant: Zhiqiang Yan, Western Illinois University

FINANCE

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

Theme: Education

Chair: Jeffrey A. Manzi, University of North Texas-Dallas

The Pedagogy of Evaluating Financial Risk: Using @RISK to Improve Learning

Gregory A. Kuhlemeyer, Carroll University

Discussant: Jeffrey A. Manzi, University of North Texas at Dallas



Operational Cash Flows versus Free Cash Flows: An Assessment of Their Usefulness in Financial Analysis

Shyam B. Bhandari, Bradley University

Discussant: Abrar Fitwi, Saint Mary's College

College Debt: Do Students Fully Understand the Future Impact of Their College Debt?

Dan Yates, The University of Findlay

Chris Ward, The University of Findlay

Discussant: Jonathan Tulk, Memorial University

INFORMATION SYSTEMS

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

Theme: Information Systems

Chair: Jerry M. Chin, Missouri State University

Discussant: Stoney Brooks, Middle Tennessee State University

The Internet of Things (IoT) for Supply Chain Management

In Lee, Western Illinois University

Moving Beyond Information Security to Information Assurance

Judy D. Holmes, Middle Tennessee State University

Monica R. Holmes, Department of Finance and Administration, State of Tennessee

An Investigation of Business Student Readiness for the Online Environment

Vershun McClain, Jackson State University

Douglas McWilliams, Jackson State University

Ronda Henderson, Middle Tennessee State University



Program Sessions Thursday, March 26, 2015

INTERNATIONAL BUSINESS

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

Theme: **Global Management Issues**

Chair: Mark Jelavich, Northwest Missouri State University

Crisis Management in Ghana: An Exploratory Study

John A. Parnell, University of North Carolina at Pembroke

Edwin C. Mensah, University of North Carolina at Pembroke

Christopher Ziemnowicz, University of North Carolina at Pembroke

Pro-environmental and Green Consumption Behaviors Across Cultural Settings: A Cluster Analysis Approach

Bashar S. Gammoh, The University of Toledo

Mark Gleim, The University of Toledo

Sam C. Okoroafo, The University of Toledo

Anthony C. Koh, The University of Toledo

The Role of Empathy in Business in the Journey Toward Sustainability

Maria Lai-Ling Lam, Point Loma Nazarene University

Management Challenges of Parent Organizations and Offshore Suppliers: A Multi-Industry Qualitative Study

Gyongyi Konyu-Fogel, Walsh College

Brenton T. Bailo, Faurecia Interior Systems

LEGAL STUDIES

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

Theme: **Master Teacher Competition**

Chair: Abbey Stemler, Indiana University

How I Learned to Stop Worrying and Love the MOOC

Matthew Hlinak, Dominican University

Teaching the Law and Ethics of ADR and Unconscionability after Conception

Dale B. Thompson, University of St. Thomas



Global Business Ethics: Evaluating Global Corporate Governance
Mark S. Blodgett, Suffolk University

MANAGEMENT

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

Theme: **Management in the Past and Present**

Chair: David M. Savino, Ohio Northern University

Discussant: Jay Johnston, Fontbonne University

Giving Negative Feedback to Millennials: How Can Managers Criticize the “Most Praised” Generation?

Emylee Anderson, Bradley University

Aaron A. Buchko, Bradley University

Kathleen J. Buchko, Bradley University

Frederick Winslow Taylor as One of the Trinity of Makers of the Modern World: His Lasting Legacy after 100 Years

David M. Savino, Ohio Northern University

MANAGEMENT

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

Theme: **Sustainability in Human Resources, Legal Environment, Business Ethics, and Business Sustainability Courses: Teaching Perspectives**

Chair: Robert D. Hatfield, Western Kentucky University

Panelists: Dana Cosby, Western Kentucky University
Shane Spiller, Western Kentucky University
Brian G. Sullivan, Western Kentucky University
Mariah Yates, University of Cincinnati



Program Sessions Thursday, March 26, 2015

MANAGEMENT

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

Theme: **Leadership and Ethics**

Chair: Anna Parkman, Ohio Dominican University

Discussant: Jill Halverson, University of Wisconsin Fox Valley

An Ethical Analysis of Environmental Effects for Major Projects Using the Precautionary Principle

Carlos Sayer, Memorial University

Amy Hsiao, Memorial University

Tom Cooper, Memorial University

Anonymity and Ethical Behavior: The Software Piracy Lens

Jacob A. Voegel, Southern Illinois University

John M. Pearson, Southern Illinois University

Joseph C. Ugrin, Kansas State University

Do Profits Alone Make a Company Rich?

Thomas V. Tomlins, University of Findlay

Kyla S. Frey, University of Findlay

Patricia B. Abels, University of Findlay

Joseph T. Martelli, University of Findlay

MARKETING

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

Theme: **Marketing Education—Panel Discussion: This is Not Your Father's Marketing Research Class: Innovative Approaches to Teaching Graduate and Undergraduate Marketing Research**

Chair: Pam Kennett-Hensel, University of New Orleans

Panelists: Timothy Graeff, Middle Tennessee State University
Pam Kennett-Hensel, University of New Orleans
Chad Milewicz, University of Southern Indiana
Gail Zank, Texas State University



MARKETING

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

Theme: **Consumer Behavior**

Chair: Hector Lozada, Seton Hall University

Factors Affecting Consumer Intention to Buy Counterfeit Products

Mathumita Mukherjee Basu, Indiana University-Purdue University Columbus

Jungkook Lee, Indiana University-Purdue University Columbus

The Purchasing Involvement Scale

Gokhan Karaatli, Valparaiso University

New Elements of Product Trial: How Disconfirmation of Trial Expectations, Brand Expectations, and Mood Predict Purchase Intention

Gary Kritz, Seton Hall University

MARKETING

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

Theme: **Services, Sales, and Retailing**

Chair: Kesha Coker, Eastern Illinois University

What Factors Impact College Choice? A Comparison of Student Athletes' and Non-Student Athletes' Selection Criteria

Rebecca Hochradel, Delta State University

Eyad Youssef, Delta State University

Aleia Segars, Delta State University

Retrenchment in Higher Education Public Perceptions and Marketing Implications

Oscar McKnight, Ashland University

Ron Paugh, Ashland University

Jamie Waltz, Ashland University

Jordan McKnight, University of Akron



Program Sessions Thursday, March 26, 2015

The Double-Edged Sword of Facebook Community Size: An Empirical Investigation of the Mechanisms of Social Media Marketing for Higher Education

Uwe Messer, University of Bamberg, Germany
Brian Vander Schee, Aurora University
Philipp Rauschnabel, University of Michigan-Dearborn
Bjoern Ivens, University of Bamberg
Felicitas Brech, University of Bamberg
Marcel Escher, University of Bamberg

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: **Supply Chain Trust and Risk**

Chair: James L. Patterson, Western Illinois University-
 Quad Cities

Trust and Supply Chain Management: Direction for Future Research

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

Detecting and Mitigating Fraud Risk in the Supply Chain

Kimberly N. Goodwin, Western Illinois University-Quad Cities
James L. Patterson, Western Illinois University-Quad Cities

MBAA INTERNATIONAL

4:20–5:30 p.m...... **Crystal Room, 3rd Floor**

Annual Business Meeting

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

INTERNATIONAL BUSINESS

5:45 p.m. **Marshfield Room, 3rd Floor**

Officers Dinner and Meeting



"FUN NIGHT" – Chicago Blues Revue

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

MBAA INTERNATIONAL HOSPITALITY SUITE

****–11:00 p.m. Room 128, 8th Floor**

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

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Friday, March 27, 2015

ACCOUNTING

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

Presiding: Mary Sheets, University of Central Oklahoma

BUSINESS ECONOMICS

8:00–9:15 a.m. Logan Room, 3rd Floor

Theme: Regional Economics

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

The Theory of Relativity of the Natural Rate of Unemployment in Indiana Locales

Nodir Adilov, Indiana University-Purdue University Fort Wayne

Hedayeh Samavati, Indiana University-Purdue University Fort Wayne

David Dilts, Indiana University-Purdue University Fort Wayne

Analyzing the Changing Economic Base of a Country: A Shift-Share Analysis

Derek Bjonback, Purdue University North Central

Stephen Eastridge, Purdue University North Central

Globalization and Leadership Challenges in Resource-Based Economies

Kenneth Fah, Ohio Dominican University



Program Sessions Friday, March 27, 2015

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. Dearborn 1, 7th Floor

Theme: Healthcare and Wellness

Chair: Zach Frank, Washburn University

Discussant: Dan Friesner, North Dakota State University

Individual or Contextual Factors: What Matters Most in Uptake of Pneumococcal Vaccination Among High-risk Group Individuals in the U.S.?

Shamly Austin, University of Pittsburgh

Zo Rmamonjiarivelo, Governors State University

DeLawnia Comer-Hagans, Governors State University

Effects of Influenza Vaccination Policies on Health Care Workers' Attitudes and Compliance

Leilani Thomas, Clayton State University

Michael Dalmat, Clayton State University

Is the Quality of Education in Any Way Related to the Health of the Children in the United States?

Hengameh Hosseini, Penn State University-Harrisburg

Built Environmental Correlates of Childhood Obesity: A Systematic Review

Payal Patel-Dovlatabadi, University of Evansville

Cyril Patra, University of Memphis

Michaela Tussey, University of Evansville

Purav Patel, American University

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. Dearborn 2, 7th Floor

Theme: Student Led Papers

Chair: Zach Hill, Washburn University

Discussant: Whitney Kinyua, Washburn University

Time to Improve Patient Healthcare

Fadiyah Jadid Alanazi, Indiana University of Pennsylvania



Effect of Night Shift on Nurses' Health and Patients' Outcomes

Fatimah Al Hunaidi, Indiana University of Pennsylvania

Defining the Role and Impact of Nurse Practitioners in Healthcare Organizations

Anthony DiLeo, University of Scranton

Robert J. Spinelli, University of Scranton

Cultural Differences in Promotion and Products in the Fast Food Industry: A Case of the U.S. and Sweden Dyad

Sebastian Norman, Lamar University

Vivek Natarajan, Lamar University

Kabir Sen, Lamar University

BUSINESS AND HEALTH ADMINISTRATION

8:00–9:15 a.m. Dearborn 3, 7th Floor

Theme: Pharmaceutical Marketing

Chair: Avinandan Mukherjee, Clayton State University

Discussant: David Paul, Monmouth University

Are Consumers Who Purchase Pharmaceuticals from Sources Outside the U.S. Receiving what they Believe they Are Buying?

Gene C. Wunder, Washburn University

Judy Wunder, Wunder Consulting Group

Prevalence of Adult ADHD Symptomatology and Non-Medical use of Prescription Stimulants Among University Business Majors

Priyanka Shanbhag, St. John's University

Rajesh Nayak, St. John's University

The Challenges of HR Management in Pharmaceutical Industry in the Republic of Kazakhstan

Alma Alpeissova, KIMEP University

Dilbar Gimranova, Kazguu University

The Role of the Ministry of Health in the Accreditation Process of Healthcare Programs in Slovakia: 5-Year Review

Zuzana Slezakova, St. Elisabeth University

Robert Babela, St. Elisabeth University



Program Sessions Friday, March 27, 2015

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: **Matters Regarding Education**

Chair: Steven C. Palmer, Northwestern Oklahoma State Univ.

The Ethics of Selling Examination Textbooks: A Contingency Approach

Charles Braun, Marshall University

Apprenticeships, Competencies, “Linked Learning,” and Degrees on Demand—Where Lies the Future of Education? And why it Matters to Employers!

Diane Sykes, Allied American University

Revising a Business Ethics Course: What Should Be Taught?

Richard L. Revoir, College of St. Scholastica

Thomas L. Buck, College of St. Scholastica

CASE RESEARCH

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

Theme: **Critical Incident/Embryo Presentations**

Chair: George Schmelzle, Missouri State University

Scribe: Andy Borchers, David Lipscomb University

Discussants: Sondra Simpson, Elmhurst University
Cyril Patra, University of Memphis

Sam Cooper: Frustration in a Family Business

Neil Tocher, Idaho State University

Alexander Bolinger, Idaho State University

William Stratton, Idaho State University

Scott Tysor

Rebranding Downtown Fletcher

Mary Martin, Fort Hays State University

Jill Moeder, Fort Hays State University

Stacey Smith, Fort Hays State University

Henry Schwaller, Fort Hays State University



CASE RESEARCH

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

Theme: Critical Incident Presentations

Chair: Ramon Ramos, Asian Institute of Management,
Philippines

Scribe: Matthew VanSchenk, University of Central Missouri

Discussants: Britt Shirley, University of Tampa
Christine Smith, Tulane University

Under the Dome: An Examination of Who Is to Blame for a Hostile Work Environment

Charles Wilson, Rhode Island College Campus Police

Shirley Wilson, Bryant University

Harsh Luthar, Bryant University

Wal-Mart n'est pas une banque

Asbjorn Osland, San José State University

Marco Pagani, San José State University

CASE RESEARCH

8:00–9:15 a.m.LaSalle Room 3, 7th Floor

Theme: Embryo Presentations

Chair: Paul Olsen, Saint Michael's College

Scribe: Gabriele Lingenfelter, Christopher Newport University

Discussants: Jeffrey Miller, Sam Houston State University
Lorin Walker, University of Central Missouri

Kofi or Coffee

Sambhavi Lakshminarayanan, Medger Evers College, City University of
New York

Evelyn Maggio, Medger Evers College, City University of New York

Savita Hanspal, College of St. Rose

Hostile Territory

George Kelly, Colorado Mesa University



Program Sessions Friday, March 27, 2015

FINANCE

8:00–9:15 a.m. **Clark 7, 7th Floor**

Theme: **Publishing and the Classroom**

Chair: Larry Bauer, Memorial University

Contributor Issues in Important Finance Articles

Don T. Johnson, Western Illinois University

Discussant: Inayat U. Mangla, Western Michigan University

Should Authors Consider Using Higher Discount Rates and Lower Growth Rates for Valuations?

James P. Haskins, University of North Dakota

Bruce Byars, University of North Dakota

Discussant: Pauline Downer, Memorial University

Classroom Applications of the Sinking Fund Technique

Walt A. Nelson, Missouri State University

Discussant: Larry Bauer, Memorial University

FINANCE

8:00–9:15 a.m. **Clark 5, 7th Floor**

Theme: **Global Finance**

Chair: Gregory A. Kuhlemeyer, Carroll University

Local Government Debt in China, a Time Bomb for the Financial Crisis?

Zhou Ming, Northwest University

Ni Mingming, Northwest University

Wang Man Chang, Northwest University

Discussant: Yuli Su, San Francisco State University

Determinants of Demand for Life Insurance in Pakistan

Aali Akhtar, Memorial University

Tom Cooper, Memorial University

Discussant: Rizwan Ali, The University of Lahore



Ukrainian-American Credit Union Experience

Dana Boyko, Universitas Libera Ucrainensis, Munich, Germany

Bill Colclough, University of Wisconsin-La Crosse

Discussant: Gregory A. Kuhlemeyer, Carroll University

FINANCE

8:00–9:15 a.m. **Clark 3, 7th Floor**

Theme: Exchange Rates and Portfolios

Chair: Anthony Loviscek, Seton Hall University

Long-Run Returns for Retirement Portfolios Using Different Ibbotson Portfolios

Charles Rayhorn, Northern Michigan University

Discussant: Anthony Loviscek, Seton Hall University

**Management of Exchange Rate Exposure with Hedging Activities:
New Approach and Evidence**

Sung C. Bae, Bowling Green State University

Taek Ho Kwon, Chungnam National University

Rae Soo Park, Sookmyung Women's University

Discussant: Cheng-Huei (Michael) Chiao, Missouri Western
State University

FINANCE

8:00–9:15 a.m. **Clark 9, 7th Floor**

Theme: Regulation and Strategy

Chair: William Bosworth, Western New England University

Impact of SOX on Dual-Class Firms: An Acquisition Perspective

Ashrafee T. Hossain, Memorial University of Newfoundland

Discussant: William Bosworth, Western New England University



Program Sessions Friday, March 27, 2015

Continued Search for Rule Based Asset Selection Choice

James R. Scott, Missouri State University

Discussant: Cheng-Huei (Michael) Chiao, Missouri Western
State University

The Role of Agency and Equity-Based Compensation in the Valuation of Single and Multi-segment Companies

Pavlo Tsebro, Lawrence Technological University

Discussant: Janikan Supanvanij, St. Cloud State University

INFORMATION SYSTEMS

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

INTERNATIONAL BUSINESS

8:00–9:15 a.m. Crystal Room, 3rd Floor
Academy of International Business—Midwest Region Business
Meeting followed by Officers Meeting

Chair: Man Zhang, Bowling Green State University

LEGAL STUDIES

8:00–9:15 a.m. Wilson Room, 3rd Floor

Theme: Employment Law

Chair: Matthew Hlinak, Dominican University

Smart Hiring in the Hospitality Industry: Legal and Business Perspectives

Kay Biga, University of Wisconsin-Superior

Patrick Spott, College of St. Scholastica

Emily Spott, Spott Law Office

The Legal Framing of the Concussion Issue in Contemporary Sports

Steve Smith, Truman State University



Predictive Analytics in the Workplace

Robert Sprague, University of Wyoming

LEGAL STUDIES

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

Theme: Communication Law

Chair: Thomas D. Cavenagh, North Central College

Legal Marketing Through the Decades: Pitfalls of Current Trends

Tanya M. Marcum, Bradley University

Elizabeth Campbell, Central Michigan University

Sticks and Stones Will Break My Bones but Words Will Be Decided by a Judge

Mary Noe, St. John's University

GoldieBlox v. The Beastie Boys: Fair Use or Infringement?

Jessica Magaldi, Pace University

MANAGEMENT

8:00–9:15 a.m. Burnham 4, 7th Floor

North American Management Society Membership Meeting

Presiding: Erin Fluegge Woolf, Southeast Missouri State University

MARKETING

8:00–9:15 a.m. Salon 1, 3rd Floor

Theme: Marketing Education—Panel Discussion: Building Accessibility into Your Course Proactively

Chair: Stacey Hills, Southern Vermont College

Panelists: Michelle B. Kunz, Morehead State University
Stacey Hills, Southern Vermont College



Program Sessions Friday, March 27, 2015

MARKETING

8:00–9:15 a.m. Salon 2, 3rd Floor

Theme: Cross-Cultural, Ethics and Social Responsibility

Chair: Samer Sarofim, University of Kansas

Corporate Social Responsibility and Customer-Based Brand Equity: An Exploratory Study

Xiaoye (Sherry) Chen, North Central College

Laurette Dube, McGill University, Canada

Is it Beer? Is it Germs? Brand-Building through Storytelling in a Malaysian Ad through the Eyes of the U.S. Viewers

Zinaida Taran, Pennsylvania State University-Harrisburg

Nabilah Abu Bakar, Pennsylvania State University-Harrisburg

MARKETING

8:00–9:15 a.m. Salon 3, 3rd Floor

Theme: Special Session—Panel Discussion: Marketing
Journal Insights

Chair: Brian Vander Schee, Aurora University

Panelists Brian Vander Schee, Editor, *Marketing Education Review*
Debra Zahay, Editor, *Journal of Research in Interactive
Marketing*
Gail Zank, Editor, *Marketing Management Journal*

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: Applied Operations Management in the
Food Industry

Chair: Mario Cordova-Claudio, University of Puerto Rico-
Mayaguez Campus

Relationship Between Food Habits, Health, and Academics: Comparative Study of U.S. and Kuwait Students

Parag Dhumal, University of Wisconsin-Parkside

Sudhir Chawla, Gulf University for Science and Technology

Roby Rajan, University of Wisconsin-Parkside



A Quadratic Programming Variation of the Diet Problem

Eliezer Perez-Ramos, University of Puerto Rico-Mayaguez Campus

Mario Cordova-Claudio, University of Puerto Rico-Mayaguez Campus

Maria Amador-Dumois, University of Puerto Rico-Mayaguez Campus

ACCOUNTING

9:30–10:45 a.m. Salon 12, 3rd Floor

Theme: Budgeting and International Accounting Topics

Chair: Mostafa M. Maksy, Kutztown University
 of Pennsylvania

Budgetary Participation, Personality, and Perception

Justin P. Stearns, University of Illinois Springfield

International Accounting Standards: History, Update, and U.S. Status

Kel-Ann S. Eyler, Wesleyan College

Wilhelmina Ford, Middle Georgia State College

Alibaba: A Treasure Dent?

Yuxing Ding, Purdue University Calumet

Songtao Mo, Purdue University Calumet

ACCOUNTING

9:30–10:45 a.m. Salon 10, 3rd Floor

**Theme: Panel Discussion on Practical Help for Publishing
 Success**

Chair: Dee Ann Ellingson, University of North Dakota

Panelists: Hong Chen, Northeastern Illinois University
 Quinton Booker, Jackson State University
 George Schmelzle, Missouri State University



Program Sessions Friday, March 27, 2015

BUSINESS ECONOMICS

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

Theme: **Economics of Education**

Chair: Hedayeh Samavati, Indiana University-Purdue University
Fort Wayne

Social Media as a Teaching Tool

Reza Varjavand, Saint Xavier University

Exploring Another Country's Economy to Achieve General Education, Program and Course Outcomes

Ileana Brooks, Aurora University

Freshman Retention, Peer Effects, and Efficient Institutional Aid Contracts

Brian Kench, University of Tampa

John R. Stinespring, University of Tampa

BUSINESS AND HEALTH ADMINISTRATION

9:30–10:45 a.m. **Dearborn 1, 7th Floor**

Theme: **Healthcare Economics**

Chair: Dan Friesner, North Dakota State University

Discussant: Steven J. Szydlowski, University of Scranton

The Debt Evolution in Healthcare System in the Slovakia Republic from 2003 to 2013

Marian Fasko, St. Elisabeth University

Robert Babela, St. Elisabeth University

Alexandra Mamova, St. Elisabeth University

Vladimir Uraz, St. Elisabeth University

Patrik Christian Cmorej, St. Elisabeth University

A Case for Integrative Medicine: A Differential Advantage for Hospitals?

Steven J. Szydlowski, University of Scranton



Concierge Medicine: Physicians as Entrepreneurs

David Paul, Monmouth University

Michaeline Skiba, Monmouth University

Burnout Syndrome in Hospital Nurses

Patricia Holdren, Marshall University

David Paul, Monmouth University

Alberto Coustasse, Marshall University

BUSINESS AND HEALTH ADMINISTRATION

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

Theme: Clinicians/Physical Therapy

Chair: Jean Sanchez, Washburn University

Discussant: Barbara Quaney, Washburn University

Consumer Perceptions for Regarding Patient Self-referral to Physical Therapy

Zach Frank, Washburn University

Jean Sanchez, Washburn University

The Efficacy of Electrical Stimulation in a Fall Prevention Program for Elderly Individuals

Chelsea Jamison, Washburn University

Jean Sanchez, Washburn University

Zach Frank, Washburn University

Barbara Quaney, Washburn University

PTA Student Perceptions Regarding Inter-Professional and Education

Jamie Pfannenstiel, Washburn University

Lainey Faulkner, Washburn University

Zach Frank, Washburn University

Implementation of Effective Models in Inter-professional Education

Lainey Faulkner, Washburn University

Jamie Pfannenstiel, Washburn University

Whitney Kinyua, Washburn University



Program Sessions Friday, March 27, 2015

BUSINESS AND HEALTH ADMINISTRATION

9:30–10:45 a.m. Dearborn 3, 7th Floor

Theme: International Healthcare

Chair: Robert Babela, St. Elisabeth University

Discussant: Peter Fitzpatrick, Clayton State University

Emergency Health Care Management Issues during Armed Demonstrations in Kiev, Ukraine, in 2013 and 2014.

Patrik Christian Cmorej, St. Elisabeth University

Alexandra Mamova, St. Elisabeth University

Robert Babela, St. Elisabeth University

Diabetes Mellitus—Increasing Public Health Threat in Slovakia

Richard Didic, St. Elisabeth University

Patrik Christian Cmorej, St. Elisabeth University

Vladimir Uraz, St. Elisabeth University

Marian Fasko, St. Elisabeth University

Lucia Eliašová, St. Elisabeth University

Some Experiences with the Management of Spina Bifida and Hydrocephalus in Slovakia

Libusa Radkova, St. Elisabeth University

Terezia Drdulova, St. Elisabeth University

Anna Pavlovicova, St. Elisabeth University

Attitude of Medical Students to the Problem of Euthanasia

Eva Grey, St. Elisabeth University

Jana Trizuljakova, St. Elisabeth University

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: Matters of Pedagogy

Chair: Diane Sykes, Allied American University

Case Study: Potential Drugs in the Workplace

John J. Lucas, Purdue University Calumet



Screencasting: An Application for Business Education

Lee Weyant, Kutztown University

Steven C. Palmer, Northwestern Oklahoma State University

Classroom Exercises in Teaching about Affirmative Action

Steven C. Palmer, Northwestern Oklahoma State University

CASE RESEARCH

9:30–10:45 a.m.LaSalle 1, 7th Floor

Theme: Critical Incident/ Embryo Presentations

Chair: Timothy Brotherton, Ferris State University

Scribe: Charles Wilson, Rhode Island College

Discussants: Gillian Stevens, Asian Institute of Management,
Philippines
Paul Olsen, Saint Michael's College

Human Resource Management: Half-Baked Job Opportunity

George Kelly, Colorado Mesa University

Urban Outfitters Bloody Mess

Bradely Brooks, Queens College

Steven Cox, Queens College

Patrick Lynch, Queens College

CASE RESEARCH

9:30–10:45 a.m.LaSalle 2, 7th Floor

Theme: Critical Incident Presentations

Chair: Eric Nelson, University of Central Missouri

Scribe: Jeffrey Miller, Sam Houston State University

Discussants: Elizabeth Jones, Notre Dame of Maryland University
Cara Townsend, University of Central Missouri

An Infringement of Intellectual Property Rights

Jessica Magaldi, Pace University



Program Sessions

Friday, March 27, 2015

Do Part-Time Undergraduates Respond Differently

Dennis Debrecht, Carroll University

Michael Levas, Carroll University

CASE RESEARCH

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

Theme: Critical Incident Presentations

Chair: Mary Martin, Fort Hays State University

Scribe: Britt Shirley, University of Tampa

Discussants: Nakato Hirakubo, Brooklyn College
Barbara Burgess-Wilkerson, Winthrop University

SodaStream's Plant Closure Due to BDS "Success"

Asbjorn Osland, San José State University

Howard Feldman, University of Portland

Inventory Management at the Theme Park

Matthew VanSchenkhof, University of Central Missouri

Jessica Cox, University of Central Missouri

David Baker, Tennessee State University

EXHIBITOR SERIES – McGraw-Hill Connect

9:30–10:45 a.m. Clark 10, 7th Floor

Theme: Flipping the Classroom with McGraw-Hill Connect

Presenter: Jeffrey Anderson, Senior Lecturer and Director, OHIO
International Consulting Program, Ohio University

While virtually unknown a few years ago, the flipped classroom is one of the most important trends in higher education today. The flipped classroom is a model of learning that rearranges how time is spent both in and out of class, shifting the ownership of learning from educators to students. In the flipped classroom, students watch short videos at home, before the class session. Valuable class time is devoted to higher cognitive, active learning where students apply course concepts to solve problems and gain a deeper understanding of the subject. These activities provide opportunities for students to develop vital skills needed in the 21st century including critical thinking, creativity, communications, and collaboration.



The flipped classroom is part of a larger pedagogical movement that overlaps with blended learning, inquiry-based learning, peer instruction, and other active instructional approaches.

In this session we will explore the need to make pedagogical changes in today's higher education courses. We will discuss best practices for using class time in a flipped environment and digital tools from McGraw-Hill that allow you to deliver content, assess learning, and give you the support to flip your classroom today.

FINANCE

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

Theme: **Islamic and Minority Financing**

Chair: Padmaja Pillutla, Western Illinois University

A Re-examination of Debt Crisis and Islamic Interest-Free Banking

Monzurul Hoque, Saint Xavier University

Discussant: Janikan Supanvanij, St. Cloud State University

Global Placement of Islamic Bonds—an Evaluation

Inayat U. Mangla, Western Michigan University

Jamshed Y. Uppal, Catholic University of America

Discussant: Zhou Ming, Northwest University

FINANCE

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

Theme: **Equity and Stocks**

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

Should Preferred Stocks Be Preferred in Portfolios? A Look at Index Investing

Anthony Loviscek, Seton Hall University

Jennifer Itzkowitz, Seton Hall University

Discussant: B. Paul Choi, Howard University



Program Sessions Friday, March 27, 2015

Wealth Transfers and Debt-Equity Choices of Junk-Grade Firms

Palani-Rajan Kadapakkam, University of Texas at San Antonio

Alex Meisami, Indiana University South Bend

John Wald, University of Texas at San Antonio

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

Transparency, Firm Characteristics, and Cost of Equity

Chiou-Fa Lin, National Formosa University

Cheng-Huei (Michael) Chiao, Missouri Western State University

Discussant: Sung C. Bae, Bowling Green State University

FINANCE

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

Theme: Failure and Crisis

Chair: Padmaja Pillutla, Western Illinois University

Discussant: James P. Haskins, University of North Dakota

Analysis on Income Smoothing by Banks Through Loan Loss Provision: Before and After the 2007 Financial Crisis

Yewmun Yip, University of South Dakota

Yuli Su, San Francisco State University

Discussant: Charles Rayhorn, Northern Michigan University

Buy on Monday, Sell on Friday; A Short Time Horizon Return! An Empirical Evidence from KSE Pakistan

Rizwan Ali, The University of Lahore Business School, Pakistan

Yanping Liu, Xidian University, Xi'an, China

Discussant: Nalinaksha Bhattacharyya, University of
Alaska-Anchorage

Global Placement of Islamic Bonds—an Evaluation

Inayat U. Mangla, Haworth College of Business

Jamshed Y. Uppal, Catholic University of America

Discussant: Zhou Ming, Northwest University



INFORMATION SYSTEMS

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

Theme: **Panel Discussion: Brand Identity for Academic
“Computer” Units – Addressing the “Name Game”
Confusion**

Panelists: Carol Clark, Middle Tennessee State University
 Stoney Brooks, Middle Tennessee State University
 Jennifer Williams, University of Southern Indiana
 Jeff Clark, Middle Tennessee State University

Mapping the Information Systems Curriculum to Stakeholder Expectations

Timothy H. Greer, Middle Tennessee State University

INTERNATIONAL BUSINESS

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

Theme: **Culture, Social Impact, and Leadership**

Chair: Peter Geib, Minnesota State University-Moorhead

Enthusiasm of Equanimity? Explore the Affective Norms for Chinese Leadership

Chunchen Xu, University of Illinois at Urbana-Champaign

Social Impact at the Bottom of the Economic Pyramid: The Role of a Foreign Organization

Skylar Rolf, University of Nebraska

Alternative Teaching Methods: Global Literacy through a Simulated Race Around the World

Stephanie Kontrim-Baumann, Missouri Baptist University



Program Sessions Friday, March 27, 2015

LEGAL STUDIES

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

Theme: Sports and Entertainment

Chair: Abbey Stemler, Indiana University

Legal Issues Facing Big Time College Sports: Labor Law and Antitrust

Steve Smith, Truman State University

Bryce Jones, Truman State University

Friendly Confines or Exploding Scoreboard: Wither Wrigley Field?

Carson Varner, Illinois State University

Katrin Varner, Illinois State University

Principles of Contract Law Applied to Entertainment and Sports Contracts: A Model for Balancing the Rights of the Industry with the Protecting the Interests of Minors

Richard J. Hunter Jr., Seton Hall University

Robert Shannon, Seton Hall University

LEGAL STUDIES

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

Theme: Business Organizations

Chair: Mary Noe, St. John's University

The Emerging Legal Landscape of the Franchisee-Franchisor Relationship: What the Entrepreneur Needs to Know

Thomas D. Cavenagh, North Central College

Directors' Duties in Corporate Governance: Someone Must Mind the Store

Brad Reid, Lipscomb University

From Obscurity to Caution to Dominance: The Evolution of the American Business Corporation

Lester G. Lindley, Nova Southeastern University



Trust and Control: The Value Effect of Venture Capital Term Sheets

David Orozco, Florida State University

Jason M. Gordon, Georgia Gwinnett College

MANAGEMENT

9:30–10:45 a.m......**Burnham 1, 7th Floor**

Theme: **Considerations for Managing and Leading**

Chair: Pam Shay, Franklin University

Discussant: Harry Fisher, Eureka College

**Toward a Framework of Due Diligence and Change in Evaluating
Technically Innovative Business Proposals**

Scott Watson, Memorial University

Kat Lord, Memorial University

Tom Cooper, Memorial University

Managing Global Virtual Teams

Brandy L. Dorris, Middle Tennessee State University

Teresa J. Horowitz, Unistar-Sparco Computers, Inc.

**The Emerging Water Crisis: Today's Abundance—Tomorrow's
Scarcity**

Richard E. Crandall, Appalachian State University

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

MANAGEMENT

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

Theme: **Teaching Management**

Chair: Georgia Eshelman, Malone University

Discussant: Steve Roussas, Walden University

**Color Accounting: A New Approach for Learning and Understanding
Accounting**

Jill Christopher, Ohio Northern University

Austin Germann, Ohio Northern University

Matthew Phillips, Ohio Northern University

Susan Schertzer, Ohio Northern University



Program Sessions

Friday, March 27, 2015

Business of Playboy

Joe Dobson, Western Illinois University

Guided Reading Tool Study

Jill Halverson, University of Wisconsin-Fox Valley

MARKETING

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

Theme: **Promotions and Digital Marketing**

Chair: Bruce Lund, University of Charleston

The Brand in the Mirror: Toward Brand Identity-Image Congruence in Social Media Marketing

Leila Samii, Aurora University

Kesha Coker, Eastern Illinois University

Impact of User Characteristics on Social Media Usage

Jeen-Su Lim, The University of Toledo

John Heinrichs, Wayne State University

Kee-Sook Kim, The University of Toledo

EWOM Drives Social Commerce: A Survey of Millennials in the U.S. and Abroad

Nora Ganim Barnes, University of Massachusetts-Dartmouth

MARKETING

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

Theme: **Marketing Education—Panel Discussion: Teaching Old Dogs New Tricks: Marketing Education in the 21st Century**

Chair: Fred Hoyt, Illinois Wesleyan University

Panelists: Fred Hoyt, Illinois Wesleyan University
 Ursula Sullivan, Northern Illinois University
 Lori Lohman, Augsburg University
 Dena Lieberman, Alverno College
 Kim Folkers, Wartburg College



MARKETING

9:30–10:45 a.m. Salon 3, 3rd Floor

Theme: Branding, Strategy and Research

Chair: Sarah Rand, St. Catherine University

I Love to Be Unique! I Will Pay the Price! How Mass Customization Causes Higher Willingness to Pay Through Spotlight Effect

Saeedeh Rezaee Vessal, Université Pierre Mendès, France

Pierre Valette-Florence, Université Pierre Mendès, France

Haithem Guizani, Sciences Po Grenoble, France

Hunters and Gatherers: Identifying Trends in Open Innovation

Joseph Miller, Rochester Institute of Technology

Positive Affectivity as a Buffer in Burnout-Turnover Intentions and Burnout-Extrarole Performance Relationships

Ugur Yavas, East Tennessee State University

Osman Karatepe, Eastern Mediterranean University, Turkey

Emin Babakus, The University of Memphis

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: Practical Applications of Operations Management

Chair: Shad Dowlathshahi, University of Missouri-Kansas City

Applying Linear Programming Method in Six Sigma Approach to Develop a Truck Planning Tool

Yanhui Huang, University of Wisconsin-Stout

James Keyes, University of Wisconsin-Stout

Xuedong (David) Ding, University of Wisconsin-Stout

A Case Study Approach to Supplier Selection in Prototype Design

Shad Dowlathshahi, University of Missouri-Kansas City



Program Sessions Friday, March 27, 2015

ACCOUNTING

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

Theme: Accounting Oversight Topics

Chair: Mary Sheets, University of Central Oklahoma

**The Effect of Corporate Governance and Auditor Rotation on CEO/
CFO Perceptions of Auditor Independence and Financial Statement
Reliability: Evidence from Nonprofit Organizations**

Bobbie Daniels, Jackson State University

Adrian L. Mayse, Middle Tennessee State University

**Culpable Accountants and Financial Irregularities: Balancing
Punishment with Justice**

Ellen Lippman, University of Portland

David Vondracek, Deloitte Touche

How Litigation Risk Mitigates the Effect of Audit Client Pressure

Essam Elshafie, Northeastern Illinois University

ACCOUNTING

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

Theme: Complex Systems and Regulatory Accounting

Chair: Katherine Campbell, University of North Dakota

**Listening to Accounting Users: The Role of Complexity, Transparency,
and Stewardship on Decision-Usefulness**

Chester H. Brearey, Sienna College

Timothy J. Fogarty, Case Western Reserve University

**Conceptual Framework for Deriving a Known Context for Linearity
Accounting and Control**

Hong Chen, Northeastern Illinois University

Myung-Ho Yoon, Northeastern Illinois University

**Regulatory Assets in the Utility Industry and the Impact on the Market
Value of Equity**

James Penner, Western Michigan University

Jerry Kreuze, Western Michigan University

Sheldon Langsam, Western Michigan University



BUSINESS ECONOMICS

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

Theme: Corporate/Financial Economics

Chair: Reza Varjavand

Corporate Governance Reform In South Korea After Asian Financial Crisis

Jong Rihm, University of Southern Indiana

Peter Cashel-Cordo, University of Southern Indiana

Sangwoo Heo, University of Southern Indiana

Regulatory Compliance, Data Analytics, and Community Banking

Mohammed Khayum, University of Southern Indiana

Curtis Price, University of Southern Indiana

Charles Kelly, University of Southern Indiana

A Test of Crowding Out Effect with Dictator Game

Botao Qin, Indiana University-Purdue University Fort Wayne

Alisa Puchkova, University of Wyoming

Yang Li, University of Wyoming

Jason Shogren, University of Wyoming

BUSINESS AND HEALTH ADMINISTRATION

11:00 a.m.–12:15 p.m...... **Dearborn 1, 7th Floor**

Theme: Healthcare Education

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

Discussant: William B. Stroube, University of Evansville

Individuals with Disabilities and Diabetes: Do We Have Targeted Interventions?

DeLawnia Comer-Hagans, Governors State University

Shamly Austin, University of Pittsburgh

Zo Ramamonjarivelo, Governors State University



Program Sessions Friday, March 27, 2015

Breaking Down Silos in the Ivory Buildings

Malachi Oswald, Washburn University

Bailea Meeks, Washburn University

Lainey Faulkner, Washburn University

McKensie Gnagi, Washburn University

Katherine Ure, Washburn University

Designing Graduate Level Study Abroad Courses

Daniel J. West Jr., University of Scranton

Bernardo Ramirez, University of Central Florida

Developing a Problem-Based Learning Curriculum for a College of Nursing in Saudi Arabia

Majed Alamri, Sulaiman Alrajhi Colleges-Saudi Arabia

Ihab Harbieh, Sulaiman Al Rajhi Colleges-Saudi Arabia

Need of Communication Skills for Healthcare Professionals and Social Workers

Mariana Mrazova, St. Elisabeth University of Health and Social Work

Eva Grey, St. Elisabeth University of Health and Social Work

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: Matters of Performance

Chair: John J. Lucas, Purdue University Calumet

The Impact of Total Quality Management on Organizational Performance

Marcel T. Ngambi, University of Yaoundé 2

Capital Structure and Firm Performance

Corey Cole, Eastern New Mexico University (Student)

Ying Yan, Eastern New Mexico University (Student)

David D. Hemley, Eastern New Mexico University



Do CSR Practices Lead to Firm Performance? A Review of Theoretical Approaches and Empirical Findings

Arun Pillutla, St. Ambrose University
Padmaja Pillutla, Western Illinois University

CASE RESEARCH

11:00 a.m.–12:15 p.m.LaSalle 1, 7th Floor

Theme: Critical Incident Presentations

Chair: Lorin Walker, University of Central Missouri

Scribe: Timothy Redmer, Regent University

Discussants: Shirley Wilson, Bryant University
Matthew VanSchenkof, University of Central Missouri

The Case of the Doctor Who Fired the Patient

Britt Shirley, University of Tampa

An Un-happy meal?: The Rise and Fall of #mcdstories

Amanda Weed, Ohio University

CASE RESEARCH

11:00 a.m.–12:15 p.m.LaSalle 2, 7th Floor

Theme: Embryo Cases

Chair: Steven Cox, Queens College

Scribe: Mary Martin, Fort Hays State University

Discussants: Neil Tocher, Idaho State University
Eric Nelson, University of Central Missouri

Air Zoo

Michael McCardle, Idaho State University
JoAnn Atkin, Western Michigan University

WMUK

JoAnn Atkin, Western Michigan University
Michael McCardle, Idaho State University



Program Sessions Friday, March 27, 2015

Moving the Trane

Mika Kusar, Fort Lewis College

Rick Gore, Fort Lewis College

CASE RESEARCH

11:00 a.m.–12:15 p.m. LaSalle 3, 7th Floor

Theme: Critical Incidents

Chair: Leslie Welpman, University of Central Missouri

Scribe: John Riddick, Hanover University

Discussants: Susan Jensen, University of Nebraska-Kearney
Keith Hunter, University of San Francisco

ALS Ice Bucket Challenge

Cheryl Ward, Middle Tennessee State University

Diane Edmonson, Middle Tennessee State University

Say It Ain't So Lady O

Barbara Burgess-Wilkerson, Winthrop University

Barbara Fuller, Winthrop University

Nathaniel Frederick II, Winthrop University

FINANCE

11:00 a.m.–12:15 p.m. Clark 5, 7th Floor

Theme: Investments and Portfolio Analysis

Chair: Michael Mattei, Bellarmine University

An Empirical Study of Hedge Funds' Returns with Different Investment Choices

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

Discussant: Pavlo Tsebro, Lawrence Technological University

Liquidity Transformation: An Examination of U.S. Life Insurers

B. Paul Choi, Howard University

Jin Park, Indiana State University

Chia-Ling Ho, Tamkang University

Discussant: Yewmun Yip, University of South Dakota



An Analysis of Momentum and Contrarian Asset Allocation Strategies

Michael Mattei, Bellarmine University

Nicholas Mattei, Research Associate NICTA and
University of New South Wales

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

FINANCE

11:00 a.m.–12:15 p.m...... **Clark 3, 7th Floor**

Theme: Finance in Canada and the U.S.

Chair: Nalinaksha Bhattacharyya, University of Alaska-
Anchorage

Do Location and Ownership Structure Influence Executive Compensation?

Ashrafee T. Hossain, Memorial University of Newfoundland

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

Six Responses on Research Questions in Finance—A Canadian Perspective

Nalinaksha Bhattacharyya, University of Alaska Anchorage

M. Nauman Farooqi, Mount Allison University

Discussant: Mark A. Wroldstad, Winona State University

Would you Like a Double Irish with your Inversion?—U.S. Corporations Avoiding U.S. Taxes

Sean T. Carey, University of Wisconsin-Stevens Point

Discussant: Padmaja Pillutla, Western Illinois University



Program Sessions Friday, March 27, 2015

FINANCE

11:00 a.m.–12:15 p.m...... **Clark 9, 7th Floor**

Theme: **Special Topics**

Chair: William Bosworth, Western New England University

Gender Diverse Boards: Effect on Firm Performance

Sharon Lee, University of Hawaii-West Oahu

William Bosworth, Western New England University

Discussant: James R. Scott, Missouri State University

Succession Planning for Small Business: A Crisis in the Making

Tom Cooper, Memorial University

Pauline Downer, Memorial University

Alex Faseruk, Memorial University

Discussant: William Bosworth, Western New England University

Earnings, Consumer Price Index, and Advertising Budgeting

Janikan Supanvanij, St. Cloud State University

Discussant: Cheng-Huei (Michael) Chiao, Missouri Western
State University

INTERNATIONAL BUSINESS

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

Theme: **Panel Discussion: Do the Right Thing and Do it
Right: Best Practices in International Student
Exchange and Faculty-Led Study Abroad Programs**

Panelists: Priscilla Slade, Jackson State University
Ramin Cooper Maysami, Jackson State University
Hyonsong Chong, Jackson State University

This session brings faculty, administrators, and students together for an open discussion of explanations for the seeming lack of passion for going overseas.



INTERNATIONAL BUSINESS

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

Theme: Investment, Trade, and Internationalization

Chair: Maria Lai-Ling Lam, Malone University

The Influence of State-Financed Cross-Border M&As on the Internationalization of Emerging Market Firms: Target Selection

Danielle R. Jones, University of Illinois at Urbana-Champaign

Economics and Epidemics: An Expansion of Managing Risk and Enhanced Accountability

Faye A. Sisk, Mercer University

Trade in the Pacific: Strategies and Policies

Peter Geib, Minnesota State University-Moorhead

Lucie Pfaff, College of Mount Saint Vincent

LEGAL STUDIES

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

Theme: MALSB Annual Meeting

Presiding: Steven C. Palmer, Northwestern Oklahoma State Univ.

President, Midwest Academy of Legal Studies

in Business

MANAGEMENT

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

Theme: Leadership

Chair: Erin Fluegge Woolf, Southeast Missouri State University

Discussant: Bruce Bloom, Founder, Career Consulting Services

Who's on First? An Analysis of CEO Leadership Changes in Corporate America

Joseph T. Martelli, University of Findlay

Patricia B. Abels, University of Findlay



Program Sessions Friday, March 27, 2015

Leadership Advantage: A People Person

Robert W. Service, Samford University

A. K. Guess, Samford University

Paradigm Shift in Human Resource Management: From Contingency Model to Strategy and Process Development

Gyongyi Konyu-Fogel, Walsh College

MANAGEMENT

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

Theme: **HR Considerations**

Chair: Paul Govekar, Ohio Northern University

Discussant: Audra Hoffman, University of Wisconsin-Fox Valley

Wage Theft in the United States

Rhianna Witt, Ohio Northern University

The Alchemy of Creativity: The Disney Approach to Creativity and Innovation

George F. Dierberger, Augsburg College

MARKETING

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

Theme: **Services, Sales, and Retailing / Marketing Education**

Chair: Leila Samii, Aurora University

Honor Among Salespeople: Developing a Personal Code of Ethics to Promote Positive Values and Accountability in a Professional Selling Course

Rebecca Dingus, Central Michigan University

Alex Milovic, Marquette University

Antecedents of Commitment

Jeremy Morgan, University of Texas-Arlington



**Students Receptiveness to Professional Selling as a Career Choice
and Related Job Search Strategies**

Shawn Green, Aurora University

MARKETING

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

Theme: Consumer Behavior

Chair: Kim Folkers, Wartburg College

**The Effect of Brand Status on Consumers' Perceptions: The Case of
Comparative Ads and Emotions they Invoke**

Ozge Yucel-Aybat, Pennsylvania State University-Harrisburg

Thomas Kramer, University of South Carolina

Organic Food Labeling

Molly Flanagan, Morehead State University

**Exploring the Positioning of Sustainable Products and its Impact on
Consumer Behavior**

Verena Gruber, WU Vienna, Austria

MARKETING

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

Theme: Promotions and Digital Marketing

Chair: Rama Yelkur, Saginaw Valley State University

**Special Session—The Use of Social Media in Changing Community
Wide Institutionalized Norms: Illustrations from the Handshake
Experiment**

Rama Yelkur, Saginaw Valley State University

Trevor Gilbertson, Saginaw Valley State University

Briana Hanser, Saginaw Valley State University

Brandon Jones, Saginaw Valley State University

Nicole Reich, Saginaw Valley State University

Kimberly Salwey, Saginaw Valley State University

Kaylee Wittock, Saginaw Valley State University



Program Sessions Friday, March 27, 2015

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: Entrepreneurship Education

Chair: Jamaluddin H. Husain, Purdue University Calumet

An Empirical Investigation into the Relationship Among Individual Entrepreneurial Orientation, Emotional Intelligence, and Student Performance on Business Simulation Games: A Pilot Study

Glenn A. Metts, University of the Virgin Islands

Lonnie Hudspeth, University of the Virgin Islands

Best Practices in Teaching Entrepreneurship: Evidence from the Unites States

Vershun McClain, Jackson State University

Ramin Cooper Maysami, Jackson State University

Mercidee Curry, Jackson State University

Impact of Instructor Skills and Experience on the Quality of Entrepreneurship Programs—An Initial Assessment

Gideon Falk, Purdue University Calumet

Jamaluddin H. Husain, Purdue University Calumet

LEGAL STUDIES

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

Plenary Lunch—Sponsored by Dominican University (Ticket Required)



MBAA INTERNATIONAL

12:15–1:30 p.m. Salon 12, 3rd Floor

2016 Program Track Chairs Planning Workshop

Presiding: Harry Fisher, Eureka College
Jeff Clark, Middle Tennessee State University

MBAA International 2016 Program Chair, Harry Fisher, and Executive Director, Jeff Clark, will meet with the program track chairs from each of the twelve tracks. Each track should have their 2016 program chair present. 2015 program chairs may also attend to provide continuity. In the event that a 2016 program track chair can't attend, each track is responsible for providing their substitute.

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

OMEA Annual Meeting and Luncheon (Ticket Required)

BUSINESS ECONOMICS

1:45–3:00 p.m. Logan Room, 3rd Floor

Theme: Undergraduate Research Forum

Chair: Zafar Nazarov, Indiana University-Purdue University
Fort Wayne

Impact of Hosting of Olympic Games on National GDP

Ciara Cox, Indiana University-Purdue University Fort Wayne

An Analysis of Aggregate Household Income and Household Mortgages

Matt Furge, Indiana University-Purdue University Fort Wayne

Using MOA Framework to Understand the Gap Between India's Economic Growth and Development: The Road Ahead

Pearl Sawhney, Grinnell College



Program Sessions Friday, March 27, 2015

BUSINESS, SOCIETY, AND GOVERNMENT

1:45–3:00 p.m...... **Madison Room, 3rd Floor**

Theme: **International Matters**

Chair: Gideon Falk, Purdue University Calumet

Workplace Safety and Corporate Social Responsibility: The Case of Rana Plaza Factory and Textile Industry in Bangladesh

Gyongyi Konyu-Fogel, Walsh College

A Process Model of State Crimes against Democracy as Cultural Cognitive Dissonance Reduction

Ahmad Hassan, Morehead State University

Fatma Mohamed, Morehead State University

Sustainability Commitment in Saudi Arabia and Need for Educational Reforms for the Jobs of the Future

M. Anaam Hashmi, Minnesota State University

Progression of Insurance Segment with Esteem to Monetary and Productivity Aspects of Pakistan in the Era of 2001 to 2010

Saleha Yasir, University of Lahore

Yasir Hassan, University of Lahore

Zahid Naveed, University of Lahore

Usman Ghani, University of Lahore

CASE RESEARCH

1:45–3:00 p.m...... **LaSalle 1, 7th Floor**

Theme: **Panel Discussion—Telling the Story When You Write Cases**

Chair: Timothy Brotherton, Ferris State University

Panelist: Timothy Redmer, Regent University



INFORMATION SYSTEMS

1:45–3:00 p.m...... **Kimball Room, 3rd Floor**

Theme: **Information Systems**

Chair: Judy D. Holmes, Middle Tennessee State University

Discussant: In Lee, Western Illinois University

Stereotypes of IS Professionals and Gender Differences'

Asli Yagmur Akbulut, Grand Valley State University

INTERNATIONAL BUSINESS

1:45–3:00 p.m...... **Crystal Room, 3rd Floor**

Theme: **Culture and International Education**

Chair: Priscilla Slade, Jackson State University

Economic Freedom and Quality of Life in Free Market Societies: A Teaching Opportunity

Raffaele DeVito, Emporia State University

Tourism in Iran: Survey of Foreign Tourists

Mahmood Bahaei, Central Michigan University

LEGAL STUDIES

1:45–3:00 p.m...... **Wilson Room, 3rd Floor**

Theme: **Tax/Accounting/Banking**

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

Casualty of Educational Inflation/529 Plans

Pat Wall, Middle Tennessee State University

Lee Sarver, Middle Tennessee State University

Expanding Due Care Standards for Internal Audit of Public and Nonpublic Organizations

Albert D. Spalding Jr., Wayne State University

One Tax to Rule Them All

Peter Prescott, Butler University



Program Sessions

Friday, March 27, 2015

Banking Law and Regulation in the United Arab Emirates: Current Status, Recent Developments, and Prospects for the Future

Saundra Thompson McFarland, Jackson State University

Ramin Cooper Maysami, Jackson State University

LEGAL STUDIES

1:45–3:00 p.m. Marshfield Room, 3rd Floor

Theme: Ethics

Chair: Matthew Hlinak, Dominican University

Emerging and Evolving Ethical Issues in Accounting: Assuring Accurate Information for Internal and External Business Users and the Public

Michael A. Katz, Delaware State University

The Most Senior Wall Street Official: Evaluating the State of Financial Crisis Prosecutions

Todd Haugh, Indiana University

MARKETING

1:45–3:00 p.m. Salon 1, 3rd Floor

Theme: Services, Sales, and Retailing

Chair: John McGrath, University of Pittsburgh-Johnstown

Interpersonal Behaviors and the Role of Emotions in Service Encounters: Understanding Service Provider's Emotional Labor

Xiaoye (Sherry) Chen, North Central College

Understanding the Service Evaluation, Consumption Emotions, and Behavioral Intentions Relationship for Chinese Lodging Guests

Scott Swanson, University of Wisconsin-Eau Claire

Lujun Su, Business School of Central South University, China

Xiaohong Chen, Business School of Central South University, China



**The Relationship Between Power, Mutual Respect, and Mutual Trust
Within Channels of Distribution**

Kevin Hammond, University of Tennessee-Martin

Nathan Hammond, Mississippi State University

Robert L. Webster, Ouachita Baptist University

MARKETING

1:45–3:00 p.m...... **Salon 2, 3rd Floor**

Theme: **Cross-Cultural, Ethics and Social Responsibility
Panel Discussion: “Geek Culture,” Fandoms, and
Marketing**

Chair: Stacey Hills, Southern Vermont College

Panelists: Zinaida Taran, Pennsylvania State University-Harrisburg
Stacey Hills, Southern Vermont College
Ozge Yucel-Aybat, Pennsylvania State University-
Harrisburg

MARKETING

1:45–3:00 p.m...... **Salon 3, 3rd Floor**

Theme: **Branding, Strategy and Research**

Chair: Ursula Sullivan, Northern Illinois University

The Impact of Durability on Automobile Demand

Dinakar Jayarajan, Illinois Institute of Technology

Siddarth Sivaramakrishnan, University of Southern California

Jorge Silva-Risso, University of California-Riverside

Religion as an Attribute of the Total Product Concept

Robert Boostrom, University of Wisconsin-Whitewater

Teresa Preston, University of Arkansas-Little Rock

Mitchell Hobbins, University of Wisconsin-Whitewater

CMO Compensation and Firm Marketing Performance

Heiwai Lee, University of Michigan-Dearborn

Crystal Scott, University of Michigan-Dearborn



Program Sessions Friday, March 27, 2015

OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

1:45–3:00 p.m...... Indiana Room, 3rd Floor

Theme: **Cost Volume Analysis**

Chair: Hongyan Liang, Kent State University

A Multiple Price Point Newsvendor

John Wilson, Western University

Pass-Through Valuation for Small Business

Robert M. Hull, Washburn University

David Price, Washburn University

Recent Trends in Stochastic Cost Volume Profit Analysis

Hongyan Liang, Kent State University

Alfred L. Guiffrida, Kent State University

Eddy Patuwo, Kent State University

BUSINESS, SOCIETY, AND GOVERNMENT

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

Theme: **More Miscellaneous Matters**

Chair: Jim Breyley, Northwestern Oklahoma State University

Keep in Line vs. Taking the Creative Path

Gideon Falk, Purdue University Calumet

Revisiting an Implicit Enumeration Technique for the Facility Layout Problem

Jonathon M. Furdek, Purdue University Calumet

Social Welfare and Religious Affiliation: A Panel Study of the United States

John R. Stinespring, University of Tampa

The 2007-2010 Financial Crisis: Another Explanation as to Cause

Jim Breyley, Northwestern Oklahoma State University



INTERNATIONAL BUSINESS

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

Theme: **Global and International Markets and Customers**

Chair: Raffaele DeVito, Emporia State University

Brand Damage from the Insiders

Sang Bong Lee, Saint Louis University

Shih Hao Liu, Saint Louis University

Zhan Wang, Saint Louis University

The Markets of North Korea

Sang T. Choe, University of Southern Indiana

LEGAL STUDIES

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

Theme: **Panel Discussion: Innovative Teaching at the
Intersection of Employment Law and Corporate
Governance**

Moderator: Norman D. Bishara, University of Michigan

The Challenge of Using Restrictive Covenants in Employee Contracts

Norman D. Bishara, University of Michigan

Realizing the Benefits of Diverse Boards and Management Teams

Julie Manning Magid, Indiana University

Employee Misclassification and Time Robbing as a Failure of Corporate Leadership

Jamie Darin Prenkert, Indiana University

Corporate Responsibility for the Working Conditions of a Supplier's Employees

Cindy Schipani, University of Michigan



Program Sessions Friday, March 27, 2015

MARKETING

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

Theme: **Marketing Education/Services, Sales, and Retailing**

Chair: Bruce Lund, University of Charleston

Delightful and Outraging Critical Classroom Incidents

Scott Swanson, University of Wisconsin-Eau Claire

Carol Azab, University of Wisconsin-Eau Claire

Charlene Davis, Trinity University

How Customer Satisfaction and Loyalty Intentions Are Affected by Expired Grocery Products in Retail Stores

Shannon Holt, University of Wisconsin-Whitewater

Robert Boostrom, University of Wisconsin-Whitewater

Service Quality and Chinese Toursits: The Role of Relationships

Scott Swanson, University of Wisconsin-Eau Claire

Lujun Su, Business School of Central South University, China

Xiaohong Chen, Business School of Central South University, China

MARKETING

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

Theme: **Cross Cultural, Ethics and Social Responsibility**

Chair: Joseph Ofori-Dankwa, Saginaw Valley State University

Special Session—Peer to Peer Leadership Strategies for Implementing Social Change Within a University Setting: The Handshake Experiment

Joseph Ofori-Dankwa, Saginaw Valley State University

Elizabeth Addy, Saginaw Valley State University

Samantha Bedore, Saginaw Valley State University

Kylie Bos, Saginaw Valley State University

George Copeland, Saginaw Valley State University

Evan Dhyse, Saginaw Valley State University

Corey Monroe, Saginaw Valley State University



OPERATIONS MANAGEMENT AND ENTREPRENEURSHIP

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

Theme: **Teaching Operations Management—Panel Discussion**

Chair: Raida Abuizam, Purdue University Calumet

Startup planning and Business Plan Preparation: An alternative Approach

Loretta Moore, Jackson State University

Diedra Wheaton, Jackson State University

Ramin Cooper Maysami, Jackson State University

Teaching Operations Management Using Hybrid Techniques “Flipping the Classroom.” Teaching Operations Management Fully Online

Bruce Fischer, Elmhurst College

Glenn A. Metts, University of Virgin Islands

Zafar Bokhari, Chicago State University

Shad Dowlatshahi, University of Missouri-Kansas City

Raida Abuizam, Purdue University Calumet

MMA HOSPITALITY GATHERING – ALL MBAA INTERNATIONAL IS WELCOME

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

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

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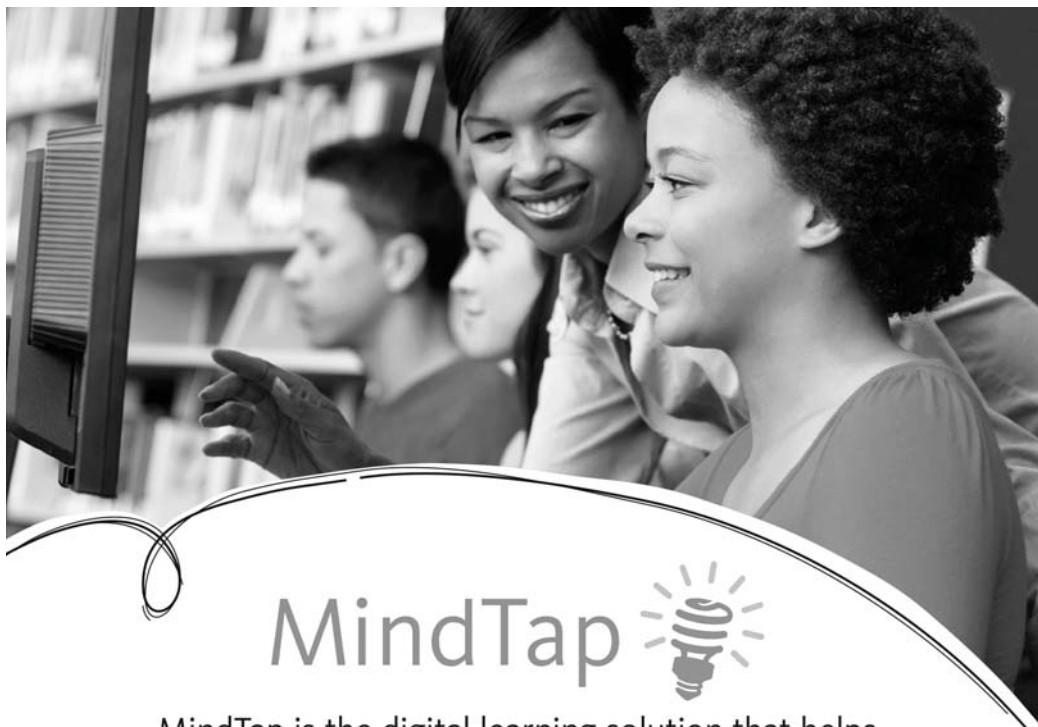
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