

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

TRACK CHAIRS

Tracks

Track Chairs

**Business Policy & Strategy /
Public & Nonprofit Issues**

Janice Black, New Mexico State University

**Entrepreneurship / Small Business /
Management Consulting**

Sherry E. Sullivan, Bowling Green State
University

**Research Methods / Health Care
Management**

John Large, University of South Florida

**Organizational Behavior /
Organizational Communication**

William Carden, North Carolina A&T
University

**Human Resources / Careers /
Gender & Diversity in Organizations**

M. Suzanne Clinton, Cameron University

**Management Education & Development /
Management & Organizational Cognition /
Social Issues in Management**

Nicholas Twigg, McNeese State University

**Operations Management / Technology &
Innovation Management**

Frank Markham, Mesa State University

**International Management / Organizational
& Management Theory / Critical Management
Studies**

Kenneth Gray, Florida A& M University

**Organizational Development / Conflict
Management**

Therese F. Yaeger, Benedictine University
Peter F. Sorensen, Jr., Benedictine University

Faculty Learning and Innovation

Tim O. Peterson, Oklahoma State University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 2, 2005
(Wednesday)**

Doctoral Student Consortium

9:00 a.m. – 9:30 a.m.

Cumberland I

Coffee and Conversation

Organizers: **K. Michele Kacmar**, University of Alabama
 Donald Baack, Pittsburg State University

Let the consortium wake you up! Meet the consortium organizers and one another and prepare for a great day of sessions.

9:30 a.m. – 11:00 a.m.

Cumberland H

Career Choices Panel

Teaching Institution

Stephen Horner, Arkansas State University

Research Institution

Gary McMahan, University of Texas – Arlington

Real World

Shannon Suber, Texas Instruments

Academic Administration

Ricky W. Griffin, Texas A&M University

11:00 a.m. – 11:45 a.m.

Break out Groups on Careers

SESSION A: **Teaching Institution** Cumberland H
 Stephen Horner, Arkansas State University

SESSION B: **Research Institution** Cumberland I
 Gary McMahan, University of Texas – Arlington

SESSION C: **Real World** Cumberland K
 Shannon Suber, Texas Instruments

SESSION D: **Academic Administration** Cumberland L
 Ricky W. Griffin, Texas A&M University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 2, 2005
(Wednesday)**

11:45 a.m. – 1:00 p.m.

Lunch (Sponsored by Prentice Hall)

Meet the Prentice Hall representative and enjoy lunch with your fellow participants in a local restaurant, compliments of Prentice Hall.

1:30 p.m. – 2:30 p.m.

Cumberland H

Tips to Excel in the Classroom

Presenter: **Tim O. Peterson**, Oklahoma State University

Learn from a master teacher some of the skills of the trade. Tim has taught at all levels within the university—undergraduate, masters, and doctoral students. And students at all levels enjoy and appreciate his teaching style and his involvement in learning. This session will definitely help you in the classroom now and in the future.

2:45 p.m. – 4:00 p.m.

Cumberland H

Publishing and Reviewing

Publishing Textbooks and in the Popular Press

Donald Baack, Pittsburg State University

Academic Publishing and Reviewing

K. Michele Kacmar, University of Alabama

Please make plans to visit the exhibits to receive information on the
latest books and newest education technologies.



Please let exhibitors know how much we appreciate their presence and
continued support!

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 2, 2005
(Wednesday)**

4:00 p.m. – 5:00 p.m.

Cumberland H

Service Opportunities

Learn more about the Southwest Academy of Management and how you can become more involved! You will meet many of the officers of the Southwest Academy of Management who will tell you how (and why) they became involved with SWAM.

President:	Shawn Carraher , Cameron University
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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 3, 2005
(Thursday)**

7:00 a.m. – 8:30 a.m.

Lookout

MEETING: SWAM Officer's Meeting

Presiding: **Shawn Carraher**, Cameron University
President, Southwest Academy of Management

8:30 a.m. – 10:00 a.m.

Cumberland E

SESSION A

Faculty Learning and Innovation Track

Learning by Doing: Thinking differently about course activities

Introduction and Welcome by the Track Chair, Tim O. Peterson

Session Chair: **M. Suzanne Clinton**, Cameron University
Discussants: **Martin Crossland**, Oklahoma State University
David D. Van Fleet, Arizona State University-West

Experiential Learning: A Case Study of Mutually Beneficial Database Development Project

K. David Smith, Cameron University

M. Suzanne Clinton, Cameron University

Framing and Reframing: Incorporating these Concepts into Business Courses to Enhance Participation and Learning

Randall B. Brown, California State University-Stanislaus

8:30 a.m. – 10:00 a.m.

Cumberland F

SESSION B

Business Policy & Strategy / Public & Nonprofit Issues Track

Strategic Implementation: People and Their Relationships

Introduction and Welcome by the Track Chair, Janice A. Black

Session Facilitator: **Frances Fabian**, University of North Carolina - Charlotte

Panel Presentations

Social Capital and the Volunteer

Judith Weisinger, New Mexico State University

Competitive Advantage through People: Human Resource Systems, Context, and Performance

Deepak K. Datta, University of Texas – Arlington

James P. Guthrie, University of Texas – Arlington

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 3, 2005
(Thursday)**

8:30 a.m. – 10:00 a.m.

Cumberland G

SESSION C

**Management Education & Development / Management & Organizational Cognition / Social Issues
in Management Track**

Introduction and Welcome by the Track Chair, Nicholas Twigg

In Search of Excellent Leadership

Session Chair: **Larry Garner**, Tarleton State University
Discussants: **William H. Price**, University of Texas-Pemian Basin
Joan P. Mileski, Texas A&M University-Galveston

The Role of Attributions in Individualized Leadership Dyads

Charles V. Joseph, Binghamton University
Scott C. Douglas, Binghamton University
Francis Yammarino, Binghamton University

Emotional Intelligence: Improving the Odds of Leader Success

Patricia W. Pool, Southeastern Oklahoma State University
Chester W. Cotton, Texas A&M University – Commerce

8:30 a.m. – 10:00 a.m.

Cumberland K

SESSION D

Entrepreneurship / Small Business / Management Consulting Track

New Frontiers in Entrepreneurship and Small Business Research

Introduction and Welcome by the Track Chair, Sherry E. Sullivan

Chair: **Yasmin Purohit**, St Joseph's University
Discussants: **Madeline Crocitto**, State University of New York - Old Westbury
Sally J. Power, University of St. Thomas
Dorothy P. Moore, The Citadel

A New Spin on ServiceScope—The Internet: Implications for Entrepreneurship and Small Business

Laurent Josien, Louisiana Technological University

*Transforming Village Entrepreneurs into Sustainable Organization Using Social Constructs:
Experiences from the Zambezi Valley in Zimbabwe*

Mambo Muppi, Benedictine University
Ram Tenkasi, Benedictine University
Peter Sorensen, Benedictine University

Turnaround Strategy in the Family Business

John James Cater, Louisiana State University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 3, 2005
(Thursday)**

10:00 a.m. – 10:30 a.m.

Marsalis A

FBD Coffee Break Sponsored by: *Kennesaw State University*
 Michael J. Coles College of Business

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.



Please let exhibitors know how much we appreciate their presence and continued support!

10:30 a.m. - Noon

Cumberland C

SESSION A

Faculty Learning and Innovation Track

Coaching Others through the Publishing Rapids: Developmental Reviews

Presenter: **Stuart A. Youngblood**, Texas Christian University

Many of us have read the words “This is a developmental review.” Many new journals use this process to cultivate authors and manuscripts for their publication. But what IS a developmental review, really? If you are not sure, then come hear from a master of the developmental review process. You will not only hear the philosophy behind the process, but you will have the opportunity to see Stu perform two of these reviews (during the session itself) on manuscripts provided to him by members of the Southwest Academy of Management. Come and learn from a master!

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 3, 2005
(Thursday)**

10:30 a.m. - Noon

Cumberland F

SESSION B

Organizational Development / Conflict Management

Gaining Excellence in OD through Practice, Human Capital, and Leadership

Introduction and Welcome by the Track Chairs, Peter F. Sorensen, Jr. and Therese F. Yaeger

Session Facilitator: **Therese F. Yaeger**, Benedictine University

Leadership Development Support through a Cross-Cultural Lens

Tracey Cantarutti, Benedictine University

A Bricoleau View of Human Capital and the Entropy of Tangible Assets as Competitive Advantage

Thomas Navickas, Benedictine University

Alternative Dispute Resolution in the Business School Curriculum: Current Practice and Future Prospects

David Stephens, Utah State University

Robert D. Stephens, West Virginia University

John P. Kohl, Texas A&M International University

10:30 a.m. - Noon

Cumberland G

SESSION C

All SWAM Session

AACSB – International Accreditation Workshop: Demonstrating Program Excellence

Session Chair: **Shawn Carraher**, Cameron University

Presenter: **John Fernandes**, Chief Executive Officer of AACSB – International

Mr. Fernandes, the CEO of AACSB – International, will present to the audience information about some recent changes in AACSB accreditation standards. This information will be invaluable for faculty in colleges or universities that will face an accreditation or re-accreditation process soon, or are just thinking about the accreditation process. This will be the first time that the information will be presented to faculty rather than to university administrators. Come and be the first to hear about the new standards!

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 3, 2005
(Thursday)**

10:30 a.m. - Noon

Parlor 353

SESSION D

Human Resources / Careers / Gender & Diversity in Organizations Track

Working Toward Excellence for HR Managers

Introduction and Welcome by the Track Chair, M. Suzanne Clinton

Session Chair: **Randall Florey**, Tarleton State University

Discussants: **Yasmin S. Purohit**, St. Joseph's University
Janie Gregg, Mississippi University for Women
Jason Duan, Cameron University

Causes of Job Departure for County Jail Employees
William H. Price, University of Texas – Permian Basin
Richard Kiekbusch, University of Texas – Permian Basin

The Challenged Human Resource Professional: Effective Responses to Sarbanes-Oxley, HIPAA, and the Patriot Act
Patrick W. Fitzgerald, Oklahoma City University
Jacque Bergman, Oklahoma City University
Shannon Warren, Warren Consulting, LLC
Michele A. Teeple, Pineberry Economic and Legal Consulting

The Strategic Process of Diversity--Conscious Management Style
Festus S. A. Oguhebe, Alcorn State University

1:00 p.m. – 3:00 p.m. (*Note Earlier Time*)

Cumberland C

SESSION A

Faculty Learning and Innovation Track

Introduction to Structural Equation Modeling

Presenter: **Wendy J. Casper**, University of Texas – Arlington

The use of structural equation modeling in management research has increased dramatically in recent years. This seminar is designed for researchers who are new to structural equation modeling (SEM) and want a basic foundation to help them understand the technique. The session will include an overview of testing the fit of measurement and structural models, the role of nested models in this process, and a discussion of different goodness of fit indices. The presenter, Wendy J. Casper, has a strong background in the technique, and teaches Multivariate Statistics to doctoral students.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 3, 2005
(Thursday)**

1:30 p.m. – 3:00 p.m.

Cumberland F

SESSION B

Faculty Learning and Innovation Track

Teaching in an Executive MBA Program

Presenters: **Ricky W. Griffin**, Texas A&M University
 Sherry Moss, Florida International University
 John W. Slocum, Jr., Southern Methodist University

We often hear that teaching in an Executive MBA program is different than teaching in a traditional MBA program or an evening program. However, we rarely hear HOW it is different, just that it IS different. Come to this informative session and learn first-hand from the panelists who have all taught Executive MBAs. This promises to be a very informative and enriching session!

1:30 p.m. – 3:00 p.m.

Cumberland G

SESSION C

Business Policy & Strategy / Public & Nonprofit Issues Track

Formulating and Understanding Strategy: Works in Progress

Facilitator: **Patti Collett**, University of North Texas

Loss of Women and Strategic Impact

Author: **Patti Collett**, University of North Texas
Paper Mentor: **Marvin Washington**, Texas Tech University

Development of the New Transportation Industry and Local Impact

Author: **Sandra Edwards**, Northeastern State University
 Michael Landry, Northeastern State University
Paper Mentor: **Terry Adler**, New Mexico State University

Tennis as a Metaphor for Strategic Alliances

Author: **Robert E. Vickrey**, New Mexico State University
Paper Mentor: **Kimberly B. Boal**, Texas Tech University

The Research on Corporate Governance and Operating Performance in Public Sector Companies

Author: **Min-Shan Niu**, University of National Defense, Taipei, Taiwan
Author: **Jeff H. K. Niu**, University of North Texas
Paper Mentor: **Judith Weisinger**, New Mexico State University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 3, 2005
(Thursday)**

1:30 p.m. – 3:00 p.m.

Cumberland K

SESSION D

**Management Education & Development / Management & Organizational Cognition / Social Issues
in Management Track**

Meeting Standards: Does Accreditation Support or Undermine Excellence?

Facilitator: **Lynda St. Clair**, Bryant University
Panelists: **Ronald Pitt**, Bridgewater State College
Elizabeth Powers, Bryant University

This session will consider in an objective light the impact of accreditation processes on colleges and universities. To prime the discussion, panelists will outline arguments both for and against the value of accreditation as a method of strengthening academic quality. Panelists will focus on examples of accreditation by AACSB – International, but will also provide examples from other accrediting organizations. The session participants will then be invited to discuss the extent to which academic excellence in colleges and universities is supported by accreditation and, for those colleges and universities that choose to be accredited, how the accreditation process can be guided to promote excellence.

1:30 p.m. – 3:00 p.m.

Parlor 353

SESSION E

Organizational Behavior / Organizational Communication Track

Supporting Excellence in the Workforce

Introduction and Welcome by the Track Chair, William A. Carden

Session Chair: **Charles D. Bultena**, Midwestern State University
Discussants: **Wanthanee (Tam) Limpaphayom**, Valdosta State University
Khadija Alarkoubi, New Mexico State University
Michael Glissmeyer, New Mexico State University

The Benefits of Leader Communication on Part-Time Worker Outcomes: A Comparison between Part-Time and Full-Time Employees Using Motivating Language
Jacqueline Mayfield, Texas A&M International University
Milton Mayfield, Texas A&M International University

Leadership at Historically Black Colleges and Universities: A Replication and Extension of the Brown and Moshavi (2002) Study
Nathaniel Goodman, Langston University
Tim O. Peterson, Oklahoma State University

Where Do I Fit In? Exploring Adjustment Issues Experienced by Children of Expatriate Employees in Shanghai, China.

Kelly P. Weeks, Centenary College of Louisiana
Katherine Willis, Centenary College of Louisiana
Matthew Weeks, Centenary College of Louisiana

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 3, 2005
(Thursday)**

3:00 p.m. – 3:30 p.m.

Marsalis A

FBD Coffee Break Sponsored by: *Dr. Lou E. Pelton & Journal of Marketing Channels*

Please make plans to visit the exhibits to receive information on the latest
books and newest education technologies.



Please let exhibitors know how much we appreciate their presence and
continued support!

3:30 p.m. – 5:00 p.m.

Cumberland C

SESSION A

Faculty Learning and Innovation Track

The Student Service-Learning Challenge

Organizer: **Karen L. Middleton**, Texas A&M University-Corpus Christi

This session will feature a variety of successful student service-learning projects. The service-learning participants exhibit their service-learning projects on three-panel display board and discuss their civic engagement experiences. The top three outstanding projects will be identified. This session is offered as a complement to the session on "The Care and Feeding of Service Learning Tams" (offered on Friday at 1:30), but it can also be appreciated on its own.

3:30 p.m. – 5:00 p.m.

Parlor 353

SESSION B

Business Policy & Strategy / Public & Nonprofit Issues Track

Paradigms, Problems, and Programs

Session Facilitator: **Kimberly B. Boal**, Texas Tech University

Panel Presentations:

Paradigms and Problems in Macro Management Research

Michael A. Hitt, Texas A&M University

Relationships Matter: Programming Agent Based Models and System Dynamics

Janice A. Black, New Mexico State University

This session will focus on research methods in strategic management research. Problems in strategic management research are identified, including research questions, data collection, construct measurement, endogenous relationships, and applications. Based on the presenters' expertise and audience discussion, suggestions will be made as to how to prevent or overcome these problems. In addition, two computer-based tools (agent-based modeling and system dynamics) are presented, along with suggestions for developing manuscripts based on utilization of these tools and potential journal outlets.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 3, 2005
(Thursday)**

3:30 p.m. – 5:00 p.m.

Cumberland G

SESSION C

**Management Education & Development / Management & Organizational Cognition / Social Issues
in Management Track**

Ethics in Organizations

Session Chair: **Joan P. Mileski**, Texas A&M University-Galveston

Discussants: **Larry Ruddell**, Houston Baptist University
Sherry E. Sullivan, Bowling Green State University

*Learning Organizations, Green Organizations, Organizational Ethics and QM Maturity: An Exploratory
Examination of Their Relationships*

Jing Li, Loyola University-New Orleans

Wing M. Fok, Loyola University-New Orleans

Sandra J. Hartman, University of New Orleans

Lillian Y. Fok, University of New Orleans

Ethical Leadership and the Misunderstood Adam Smith

Patrick W. Fitzgerald, Oklahoma City University

Michele Teeple, The Pineberry Group

Frank Pfaff, St. Gregory's University

3:30 p.m. – 5:00 p.m.

Cumberland L

SESSION D

Entrepreneurship / Small Business / Management Consulting Track

Consulting and the Academic Life: Challenges and Rewards

Organizer: **Sally J. Power**, University of St. Thomas

Global Consulting and Academics: A View of Global Entrepreneurship through Multiple Lenses

Shawn Carraher, Cameron University

To Be in Business or not to Be: The Challenges of a Limited Consulting Practice

Sally J. Power, University of St. Thomas

To Consult or not to Consult: Is It for Everyone?

William A. Carden, North Carolina A & T University

*Converting Academic Accomplishments into Consulting Careers after Retirement: Important Steps to
Take Now*

Dorothy Perrin Moore, The Citadel

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 3, 2005
(Thursday)**

3:30 p.m. – 5:00 p.m.

Cumberland L

SESSION E

Human Resources / Careers / Gender & Diversity in Organizations Track

Selection Perfection

Session Chair: **Samuel Hazen**, Tarleton State University

Discussants: **M. Suzanne Clinton**, Cameron University
Alix Valenti, University of Houston
Phil Vardiman, Abilene Christian University

An Investigation into the Additive Effects of Employee Perceptions of Fit
Wesley A. Scroggins, Southwest Missouri State University

Volunteerism: Can It Provide Insights for Employee Selection?
Charlotte D. Sutton, Auburn University
Kimberly Johnson, Auburn University

Do Human Resources Managers Hire the Best Available Candidates? Agency Theory Explanations
Todd Royle, Florida State University
T. Russell Crook, Florida State University

5:00 p.m. – 5:30 p.m.

Cumberland G

McGraw-Hill/Irwin Distinguished Paper

Session Chair: **John K. Masters**, Louisiana State University-Shreveport
2005 SWAM Best Reviewer

The Ties that Bind: Advice Network Centrality Effects on Job Involvement and Work Unit Commitment
Thomas J. Zagenczyk, University of Pittsburgh
Audrey J. Murrell, University of Pittsburgh
Mike Ptazenski, University of Pittsburgh

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 3, 2005
(Thursday)**

5:30 p.m. – 6:30 p.m.

Cumberland C

MEETING: Southwest Academy of Management Annual Business Meeting

Presiding: **Shawn Carraher**, Cameron University
2004-2005 President, Southwest Academy of Management

Greetings: **Rosalie Tung**, Simon Fraser University
Immediate Past President, Academy of Management

All members of the Southwest Academy of Management are invited, encouraged, and enticed to attend this meeting to discuss and potentially vote on SWAM business. The new officers for SWAM will be introduced, as well as other individuals who have made contributions to the program organization and to SWAM. Let's get together and support excellence in our own organization. Please don't miss this meeting—especially since all in attendance will receive one free drink ticket for the reception on Friday night! We'll add more chairs to the room, if necessary, so y'all come!

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.



Please let exhibitors know how much we appreciate their presence and continued support!

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2005
(Friday)**

8:00 a.m. – 10:00 a.m. (**Note Earlier Time**)

Cumberland B

SESSION A Doctoral Student Breakfast and Meeting

Come and share a continental breakfast with the officers of the Southwest Academy of Management and talk with **Rosalie L. Tung** (Simon Fraser University), *Immediate Past President of the Academy of Management*.

Rosalie will have an open discussion with doctoral students, so bring your career concerns and questions!

8:30 a.m. – 10:00 a.m.

Cumberland D

SESSION D

Business Policy & Strategy / Public & Nonprofit Issues Track

Crucial Strategic Resources: Leadership and Rapid Trusting in Teams

Session Facilitator: **Judith Weisinger**, New Mexico State University

Panel Presentations

Strategic Leadership and Organizational Learning: The Roles of Charismatic and Transformational Leadership and Network Ties

Kimberly B. Boal, Texas Tech University

Swift Trust and Distrust in Partnering Relationships: Key Considerations of Team-Based Designs

Terry Adler, New Mexico State University

This session is designed to facilitate discussion of the factors involved in both leadership and team membership. Trust and distrust within teams, as well as charismatic and transformational leadership, will be explored in this exciting session.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2005
(Friday)**

8:30 a.m. – 10:00 a.m.

Cumberland E

SESSION C

International Management Track

Global Excellence: Managing Across Borders and Cultures

Introduction and Welcome by the Track Chair, Kenneth Gray

Session Chair: **John Masters**, Louisiana State University – Shreveport

Discussants: **Kenneth Gray**, Florida A&M University
 Jeff Snell, Eastern Illinois University
 Joycelyn Finley-Hervey, Florida A&M University

International Business Creative Leadership: A Pre-requisite for the Success of Privatization Programs

Zafar U. Ahmed, Texas A&M University – Commerce

Mildred Golden Pryor, Texas A&M University – Commerce

Leslie A. Toombs, University of Arkansas – Fort Smith

A Preliminary Investigation of Business Ethical Reasoning in Mexico, China, and the U.S.: Implications for Emerging Theory

Carolyn Erdener, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)

Pedro Marquez, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)

Managing Multiculturalism in Malaysia

C. Aaron Kelley, Ohio University

Sonita Wachtel, Ohio University

8:30 a.m. – 10:00 a.m.

Cumberland F

SESSION D

Human Resources / Careers / Gender & Diversity in Organizations Track

Entrepreneurship / Small Business / Management Consulting Track

Health Care Management / Research Methods Track

Careers of Health Care Professionals: A New Model of Career Development?

Session Chair: **William Carden**

Presenter: **Madeline Crocitto**, State University of New York – Old Westbury

Why study the health care professions? Do they have distinctive issues in the study of worklife? What can we learn from careers in the health care professions? How are the issues studied in the careers field—e.g., career stages and processes, career change, job stress—enacted in the health care professions? Implications for the study of careers, entrepreneurship, human resources, and the delivery of health-related services will be discussed in this interactive session.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2005
(Friday)**

10:00 a.m. – 10:30 a.m.

Marsalis A

FBD Coffee Break Sponsored by: *The Sam M. Walton College of Business
University of Arkansas*

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.



Please let exhibitors know how much we appreciate their presence and continued support!

10:30 a.m. - Noon

Cumberland B

SESSION A

Faculty Learning and Innovation Track

Cool Things on My Syllabus

Moderators: **K. Michele Kacmar**, University of Alabama
 Tim O. Peterson, Oklahoma State University

Panelists: **Jon W. Beard**, Purdue University
 Kay Ellen McGlashan, Texas State University
 Debra Sue Butler, Georgia State University

There are few things more daunting than creating a syllabus for a class for the first time. How many chapters do I assign each week? Are three too many? Too few? How often do I give exams? Is two enough? Not enough? Where do I find guest speakers? How detailed does my syllabus need to be? What novel and interesting things do others include on their syllabus? If you are looking for answers to these questions and others like them, we have just the session for you. Come hear what cool things this panel of expert teachers have on their syllabi, and be prepared to join the lively discussion about developing a syllabus that rocks!

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2005
(Friday)**

10:30 a.m. - Noon

Cumberland G

SESSION B

Business Policy & Strategy / Public & Nonprofit Issues Track

Implementing Strategy: Works in Progress

Facilitator: **R. David Fass**, New Mexico State University

Climate, Change, and Individual Perception

Author: **Troy Voelker**, University of North Texas

Paper Mentor: **Frances Fabian**, University of North Carolina - Charlotte

Knowledge Management in the Modern Business Era: Implementation and Practice

Author: **Jeff H. K. Niu**, University of North Texas

Paper Mentor: **W. Scott Sherman**, Texas A&M University – Corpus Christi

Inter-organizational Alliances and System Effects

Author: **R. David Fass**, New Mexico State University

Author: **Michael Glissmeyer**, New Mexico State University

Paper Mentor: **Grant Miles**, University of North Texas

10:30 a.m. - Noon

Cumberland E

SESSION C

Human Resources / Careers / Gender & Diversity in Organizations Track

Compensation Aggravations

Session Chair: **Wesley Scroggins**, Southwest Missouri State University

Discussants: **Barbara Lyon**, Tarleton State University

Bruce Garrison, Rogers State University

Samantha Rice Murray, Abilene Christian University

The New Fair Pay Rules are Here

Jacque Bergman, Oklahoma City University

Patrick W. Fitzgerald, Oklahoma City University

The Influence of Executive Compensation on Employees' Attitudes and Behaviors through Precipitating Events

Concha Ramsey Neeley, University of North Texas

Nancy G. Boyd, University of North Texas

Is Job Evaluation Participation Really Related to Pay Satisfaction? The Moderating Effects of Distributive, Procedural, and Interactional Justice

Rynetta R. Washington, Auburn University

Dwight Norris, Auburn University

Charlotte D. Sutton, Auburn University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2005
(Friday)**

10:30 a.m. - Noon

Cumberland F

SESSION D

**Entrepreneurship / Small Business / Management Consulting Track
Human Resources / Careers / Gender & Diversity in Organizations Track
Organizational Behavior / Organizational Communication Track**

An Interactive Review of Gender Differences in Organizational and Entrepreneurial Career Research: What We Know and What We Don't—Where to From Here?

Session Chair: **William A. Carden**, North Carolina A&T University

Special Speaker: **Dorothy Perrin Moore**, The Citadel

The presenter, who is a Distinguished Professor of Entrepreneurship at The Citadel and the author of *Careerpreneurs—Lessons from Leading Women Entrepreneurs on Building Careers without Boundaries* (a *ForeWord Magazine Business Book Gold Award Winner*), has examined many of the transitions in organizational and entrepreneurial career development by men and women. Based on a close examination of recent findings in career development, she will suggest a model that focuses on stereotypes that may influence research addressing gender differences in entrepreneurship. Conclusions about gender differences are often transferred from the social sciences and psychology, or other fields that are not research-based. Inferences are sometimes drawn from convenience samples or untested hypotheses with results extrapolated to explain women's and men's behaviors in all types of organizations and entrepreneurial settings. Thus, the question, "Are the 21st century career development styles of men and women really that different or are we guessing based on flawed assumptions and inadequate studies?" will be explored in this interactive session.

Please make plans to visit the exhibits to receive information on the
latest books and newest education technologies.



Please let exhibitors know how much we appreciate their presence and
continued support!

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2005
(Friday)**

10:30 a.m. - Noon

McMillan

SESSION E

Research Methods / Health Care Management Track

What the Empirical Data Reveal about the Future of Health Care

Introduction and Welcome by the Track Chair, John Large

Session Facilitator: **Lee Revere**, University of Houston-Clear Lake

The Cost of Morbid Obesity: A Report of Preliminary Findings

Louis F. Martin, Louisiana State University School of Medicine

Anna P. Lundberg, Weight Management Center of Louisiana State University

Sandra J. Hartman, University of New Orleans

Perceptions of Emergency Room Care: The Elderly versus Younger Patients: An Exploratory Study

Victor E. Sower, Sam Houston State University

Jo Ann Duffy, Sam Houston State University

Gerald Kohers, Sam Houston State University

Health Care and Evidence-based Medicine

Christine Frost, University of Maryland

Ruth Lee, University of Maryland

Vince Luchsinger, University of Baltimore

Lee Richardson, University of Baltimore

1:30 p.m. – 3:30 p.m.

Cumberland B

SESSION A

Faculty Learning and Innovation Track

The Care and Feeding of Service Learning Teams

Presenters: **Karen L. Middleton**, Texas A&M University-Corpus Christi

Susan Conte, University of Tampa

Amy Kenworthy-U'Ren, Bond University

Service learning is an instructional method that helps to promote both intellectual and civic engagement by linking the work students do in the classroom to real-world problems and real world needs. While theoretical justification for incorporating service learning in management education has received increasing attention in management forums, we generally do not spend time explaining how to form, develop, and maintain the service-learning teams. This workshop is designed to share how to care for these teams. Each presenter will share knowledge and techniques on how to make the “team” part of service learning successful and rewarding. This session builds upon the earlier session (3:30 on Thursday) on “The Student Service Learning Challenge,” but it can also be appreciated on its own.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2005
(Friday)**

1:30 p.m. – 3:30 p.m.

Cumberland A

SESSION B

Business Policy & Strategy / Public & Nonprofit Issues Track

You Can Lead ‘Em to Class, but You Can’t Make ‘Em Learn—Or Can You?

Session Facilitator: **Sandra Edwards**, Northeastern State University

Panel Presentations:

Simulated Toilets, Counting M&Ms, and Flipping Quarters: Some Ideas on Making the Abstract Real Using Simulations, Physical Metaphors, and Other Complex and Experiential Exercises to Strain the Brain of Strategy Students

W. Scott Sherman, Texas A&M University – Corpus Christi

How “The Fat Albert Show” Informs My Teaching

Marvin Washington, Texas Tech University

Teaching Abroad: Not Your Average Routine

Frances Fabian, University of North Carolina – Charlotte

This session will focus on the challenges of teaching strategy at home and abroad. Their ideas can be applied to all areas of business, so everyone will find this session to be of interest. The presenters will share some VERY creative ideas about how to make strategy (and other topics) interesting and “real” to their students. You won’t want to miss this session!

1:30 p.m. – 3:30 p.m.

Cumberland D

SESSION C

Faculty Learning and Innovation Track

Why We Serve

Presenters: **David D. Van Fleet**, Arizona State University West
Ricky W. Griffin, Texas A&M University

As academic scholars, we have three responsibilities to our profession, university, and community. They are research, teaching, and service. We are tangibly rewarded for our research and teaching, but often it seems like service is the unrewarded “poor cousin.” So, why serve? Why not just let the next person do it? Come hear why highly respected scholars continue to serve and renew your commitment to serving our profession.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2005
(Friday)**

1:30 p.m. – 3:30 p.m.

Cumberland E

SESSION D

All SWAM Symposium

Multiple Issues in a Study of Morbid Obesity

Session Chair: **John Large**, University of South Florida

Obesity – Medical Epidemic

William Raum, Weight Management Center at Louisiana State University

Office of Group Benefits: Its Role and Function in Piecing the Puzzle

Tip McKnight, Louisiana State Office of Group Benefits

The Objectives for the Five-Year Observation Study on the Cost Effectiveness of Bariatric Surgery

Louis F. Martin, Louisiana State University School of Medicine

Challenges to Healthcare Professionals in the Healthcare Setting

Anna P. Lundberg, Weight Management Center at Louisiana State University

Data Mining Implications for Research Projects in Healthcare Settings

Cherie Courseault Trumbach, University of New Orleans

Business Implications of Gastric Bypass Surgery

Sandra J. Hartman, University of New Orleans

The presenters will discuss their five-year research project on morbid obesity, which is in its very early stages, highlighting the joys and tribulations of crossing disciplinary boundaries in order to collaborate on research with far-reaching implications for medicine, healthcare management, and business. It is the hope of the panelists that attendees at this session may identify some areas in which they can collaborate with these panelists.

3:00 p.m. – 3:30 p.m.

Marsalis A

FBD Coffee Break Sponsored by: *Hyatt Regency Hotel, Dallas*

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2005
(Friday)**

3:30 p.m. – 5:00 p.m.

Cumberland B

SESSION A

Faculty Learning and Innovation Track

Electrify Your Research: Collecting Data Electronically

Presenters: **Claudette M. Peterson**, Oklahoma State University

Many who do survey research have heard that you can collect more data in a short period of time and with less expense by doing it electronically. While this might be true, the axiom of “garbage in, garbage out” comes to mind if electronic data collection is not done carefully. Claudette Peterson will share with the participants critical considerations and decisions that must be made to ensure the integrity of the data collected. Claudette has both academic and work experience in information systems and technology and now is bringing her expertise to bear on the electronic collection of data. This session is essential to the “researcher’s toolkit,” so don’t miss it!

3:30 p.m. – 5:00 p.m.

Cumberland A

SESSION B

Business Policy & Strategy / Public & Nonprofit Issues Track

New Challenges in Strategic Management

Session Facilitator: **W. Scott Sherman**, Texas A&M University – Corpus Christi

Panel Presentations

Collaborative Organizational Forms: The New Strategy
Grant Miles, University of North Texas

Entrepreneurial Orientation: Future Research Directions
Gregory Dess, University of Texas – Dallas

Strategic management issues sometimes “morph,” just as the business world does. This session examines both an ongoing area of interest for strategy researchers, entrepreneurship, and a new area of research, the explicit strategic use of organizational forms. The concept of strategically using new organizational forms is presented, and illustrations and examples are provided. This is followed by an extension of an existing strategic construct, entrepreneurial orientation. The synergy between these two presentations will suggest innovative research topics.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2005
(Friday)**

3:30 p.m. – 5:00 p.m.

Cumberland D

SESSION C

Invited Address

Presenter: **Rosalie Tung**, Simon Fraser University
Immediate Past President, Academy of Management

New Perspectives on International Human Resource Management

Rosalie Tung, the Ming and Stella Wong Professor of International Business, will share her perspective on the challenges facing managers, both within the Human Resource Department and outside of it, with respect to managing a global workforce.

3:30 p.m. – 5:00 p.m.

Cumberland E

SESSION D

Organizational Development / Conflict Management

Focusing on Excellence: New Horizons in OD

Session Facilitator: **Peter F. Sorensen, Jr.**, Benedictine University

Panelists: **Sherry E. Sullivan**, Bowling Green State University
Thomas Navickas, Benedictine University
Tracey Cantarutti, Benedictine University

This session focuses on current developments in the field of OD, including trends and new concepts in leadership, human asset accounting, organization development, and emerging concepts in OD education. Panel members have extensive experience in corporate Fortune 500 organizations as well as education in leading OD graduate programs.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2005
(Friday)**

3:30 p.m. – 5:00 p.m.

McMillan

SESSION E

**Management Education & Development / Management & Organizational Cognition / Social Issues
in Management Track**

Assessment of Learning: Are We Pursuing Excellence?

Session Chair: **Lynda St. Clair**, Bryant University

Discussants: **Kitty Campbell**, Southeastern Oklahoma State University
Patricia W. Pool, Southeastern Oklahoma State University
Wanthanee (Tam) Limpaphayom, Valdosta State University

Shifting Thought Patterns of Graduating Business Majors

Dillard Tinsley, Stephen F. Austin State University

Elton L. Scifres, Stephen F. Austin State University

*Excellence in Management Education: A Comparative Analysis of the Top 50 U.S. Business Colleges to
Management Departments in the Southwest*

Robert J. Olney, Texas State University – San Marcos

Michael J. Keeffe, Texas State University – San Marcos

William J. Wardrope, Texas State University – San Marcos

*Using Assessment in the Early Stages of Development of a Classroom Exercise: The Case of Prime Time
Television Scheduling*

Clifton D. Petty, Drury University

5:00 p.m. – 6:00 p.m.

Cumberland A

MEETING: Planning for Next Year's Conference

Presiding: **Darla Domke-Damonte**, Coastal Carolina University
2005-2006 SWAM Program Chair

Please come to contribute your great ideas about how we can make next year's conference the most exciting meeting that we've had so far. Darla is open to new ideas and suggestions of all sorts, so please share with her your creative and innovative ideas. With your help, next year's conference will be—well, clearly excellent, and no doubt the best meeting ever!

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2005
(Friday)**

6:00 p.m. – 7:30 p.m.

Cumberland B

Southwest Academy of Management Reception

Hostess: **Gayle Baugh**, University of West Florida

We are certain that this session will be truly “excellent”! This is your only chance to cash in that drink ticket that you picked up at the Business Meeting, so make sure you’re in line when the doors open for this social event! After you’ve used your ticket (and any others that you can get your hands on), there will be a cash bar. This is your chance to re-connect with colleagues and friends that you may only see once or twice a year, so please come and enjoy this social time. After such dynamic sessions, we will all need some time to “unwind!”

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.



Please let exhibitors know how much we appreciate their presence and continued support!

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2005
(Saturday)**

7:00 a.m. – 8:30 a.m.

Cumberland J

MEETING: SWAM Officers Meeting

John W. Beard, Purdue University
2005 – 2006 President, Southwest Academy of Management

7:30 a.m. – 8:30 a.m.

Cumberland B

SWAM Saturday Starter

As a special reward for all of you who have sessions or are attending sessions on Saturday morning, SWAM would like to reward you with a little “wake-up” session. Coffee and “a little something to nibble on” will be just the thing to get that Saturday morning session off to a great start. It will be worth getting up just to see how much *better* you look than all of those other bleary-eyed folks!

8:30 a.m. – 10:00 a.m.

Cumberland B

SESSION A

Faculty Learning and Innovation Track

Blackboard Magic: Eight Easy Steps to Becoming the Wizard

Facilitator: **Sonya R. Brewster**, Oklahoma State University

Panelists: **Claudette M. Peterson**, Oklahoma State University
Keri K. Stephens, University of Texas
Sonya R. Brewster, Oklahoma State University

As universities rely more heavily on electronic media, instructors find themselves caught up in a learning curve that can prove quite frustrating. One example of this technology is Blackboard.com, where instructors can store all the files, media, and grades for their classes. A major problem is finding the time to get “up to speed” with the technology in order to take advantage of it. The panelists have all used this resource in creative ways, and are eager to share knowledge and learn more clever ways to exploit the technology. Some of the topics that will be discussed are: (1) populating the Blackboard site with class notes or PowerPoint slides and making the items available to the students, (2) utilizing the student homepages for better class unity, (3) communicating to students through Blackboard, and (4) using the discussion area to provide a space for student/faculty dialog. Whether you are now considering using Blackboard as an option, have just begun to use this tool, or have been using it successfully for some time, join this session to explore and share your ideas for this useful resource.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2005
(Saturday)**

8:30 a.m. – 10:00 a.m.

Cumberland C

SESSION B

**Business Policy & Strategy / Public & Nonprofit Issues Track
Trust and Control: Issues in Strategic Implementation**

Session Chair: **Troy Voelker**, University of North Texas

Discussant: **Jeff Snell**, Eastern Illinois University

The Role of Climate in the Innovation Process: A Stage Approach

Ayse Goktan, University of North Texas

Grant Miles, University of North Texas

Vicki Goodwin, University of North Texas

Balancing Trust and Contractual Control in Alliances: A Contingency Approach

Kim T. Hinrichs, Minnesota State University - Mankato

Janice A. Black, New Mexico State University

A Strategic Scorecard Model of Organizational Excellence through Spiritual Leadership

Laura Matherly, Pennsylvania State University

Louis W. Fry, Tarleton State University

Uncertain Times, Decisive Actions: Links between Varying Types of Perceived Uncertainty and Coping Strategies

Mavis Cheney Sauer, Texas Woman's University

Nan Muir Bodensteiner, University of Houston-Clear Lake

8:30 a.m. – 10:00 a.m.

Cumberland D

SESSION C

**Human Resources / Careers / Gender & Diversity in Organizations Track
Career Conundrums**

Session Chair: **Festus S. A. Oguhebe**, Alcorn State University

Discussants: **Larry Garner**, Tarleton State University
 Patrick W. Fitzgerald, Oklahoma City University
 Bert Tollison, Rogers State University

A Review of the Development Theories of Careers

Madeline Crocitto, State University of New York – Old Westbury

Sherry E. Sullivan, Bowling Green State University

Antecedents of Perfectionism as a Determinant of Managerial Career Success: An Exploratory Study

Jacque L. King, Regent University

Karin Klenke, Regent University

The Effects of Gender, Difficult Marriages, and Work Relations on the Relationship between Work-Family Conflict and Career Satisfaction

Eileen Kwesiga, University of Texas – Arlington

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2005
(Saturday)**

8:30 a.m. – 10:00 a.m.

Cumberland E

SESSION D

Organizational Behavior / Organizational Communication

Issues in Connecting with the Workforce: Maintaining Excellence

Session Chair: **Robert Buchannan**, University of Texas-Arlington
Discussants: **Cherie E. Fretwell**, Troy State University
Thomas J. Zagencyzk, University of Pittsburgh
Alix M. Valenti, University of Houston-Clear Lake

The Influence of Organizational Values on Profitability

Kimberly Johnson, Auburn University
Charlotte D. Sutton, Auburn University
Howard Clayton, Auburn University

A Pilot Study of Organizational Commitment: Police Officers versus Firefighters

I. E. Jernigan, III, University of North Carolina – Charlotte
Joyce M. Beggs, University of North Carolina – Charlotte

Good Soldiers in Bad Times: The Impact of Trust and Perceived Control during Downsizing

Charles D. Bultena, Midwestern State University

8:30 a.m. – 10:00 a.m.

Cumberland F

SESSION E

Operations Management / Technology & Innovation Management Track

Organizational Development / Conflict Resolution Track

OD in the IT Work Environment: A Round Table Discussion

Session Facilitator: **Therese F. Yaeger**, Benedictine University
Presenters: **Jimmy Brown**, Benedictine University & Inforte Corporation
Shawn Carraher, Cameron University
Joseph Logan, AstraZeneca Corporation

A Standish Group CHAOS Report noted that only one-third of the information technology (IT) projects funded in the U.S. were considered successful (expenditures of \$255 billion). Common reasons cited for the failure of IT projects include poor communication, unclear goals, improper staffing, and a lack of leadership. It is not hard to see that many of these problems could easily be addressed through proper OD interventions, but the challenge is that IT professionals and OD practitioners very often do not see eye to eye on the best way to approach these challenges. In an effort to begin building a better understanding of how to bridge this gap and build better understanding between these two critical disciplines, Jimmy Brown, Shawn Carraher, and Joseph Logan will facilitate a round table discussion to explore how OD professionals can use their knowledge of human behavior in the workplace to help improve the success rate of IT projects. Each facilitator has significant experience in both the IT and OD environments, and will bring this knowledge to bear in what is sure to be a highly energetic and informative discussion.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2005
(Saturday)**

10:30 a.m. – Noon

Cumberland B

SESSION A

Faculty Learning and Innovation Track

Developing a Learning Community in a Business School

Introduction and Welcome by the Track Chair, Tim O. Peterson

Presenters: **Martha L. Loudder**, Texas A&M University
 Kristine E. Morley, Texas A&M University
 Tim O. Peterson, Oklahoma State University

A recent issue of U.S. News and World Report encouraged parents and prospective students to consider going to a university that has learning communities as one of their learning strategies. Do you know what a learning community is? Do you know how to start one? Do you know how to find support for your learning community? The panelists in this workshop have all started learning communities. They will come and share their experiences, which span undergraduate to graduate to honors programs.

10:30 a.m. – Noon

Cumberland C

SESSION B

Business Policy & Strategy / Public & Nonprofit Issues

Market Level Effects: Timing and Diffusion

Session Chair: **Jeff H. K. Niu**, University of North Texas

Discussant: **Louis W. Fry**, Tarleton State University

Market Entry Timing Effects on Organizational Mortality in the Comic Book Industry: A Comparison of the Relative Effects of Timing, Market Crowding, and Company Characteristics

Milton Mayfield, Texas A&M International University

Jacqueline Mayfield, Texas A&M International University

The Distribution of Leadership Skills across an Industry: A Case Study of the Hydrology Industry

Janice A. Black, New Mexico State University

Richard L. Oliver, New Mexico State University

Michael Glissmeyer, New Mexico State University

Managing Innovation: A Longitudinal Study

Larry Chasteen, Stephen F. Austin State University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2005
(Saturday)**

10:30 a.m. – Noon

Cumberland D

SESSION C

**Management Education & Development / Management & Organizational Cognition / Social Issues
in Management Track**

Old Dogs CAN Learn New Teaching Tricks!

Chair: **Kyle Ristig**, Louisiana State University-Shreveport

Discussants: **Philip G. Benson**, New Mexico State University
Sandra C. Taylor, Kaplan University
Sandra Edwards, Northeastern State University
Sandra J. Hartman, University of New Orleans

A Modest Proposal for a New Way of Teaching Organizational Behavior: The Game

Wanthanee (Tam) Limpaphayom, Valdosta State University

S. Andrew Ostapski, Valdosta State University

Mel Schnake, Valdosta State University

Education for the 21st Century: Online and Distance Learning Programs

Kimberly Tribou, Chavarria, Dunne & Lamey LLC CPAs

Patricia A. Lapoint, McMurry University

Differences in Role Perceptions of College and University Assistance Programs

Marilyn Young, University of Texas-Tyler

Corporate Universities: Organizational and Individual Reciprocity in Action

M. Suzanne Clinton, Cameron University

Kimberly L. Merritt, Cameron University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2005
(Saturday)**

10:30 a.m. – Noon

Cumberland E

Session D

Human Resources / Careers / Gender & Diversity in Organization Track

New Directions in Careers Research – An Interactive Session

Organizer: **Sherry E. Sullivan**, Bowling Green State University

Proteus Unbound: Revising the Metaphor to Better Fit Career Realities

Sherry E. Sullivan, Bowling Green State University

Lisa A. Mainiero, Fairfield University

Monica L. Forret, St. Ambrose University

Can Work/Nonwork Conflict Be Examined without Considering Career Patterns?

Yasmin S. Purohit, Saint Joseph's University

How the Careers Literature Has Failed to Explain the Careers of Entrepreneurs—Or Has It? A Research Agenda

Madeline Crocitto, State University of New York – Old Westbury

Shawn Carraher, Cameron University

Is “Careers” a Meaningless Concept in Most of the World?

Howard S. Tu, University of Memphis

William A. Carden, North Carolina A&T State University

Sherry E. Sullivan, Bowling Green State University

Fragmentation or Synergy: Is Inter/Multi-disciplinary Careers Research Worth the Effort?

Sally J. Power, University of St. Thomas

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2005
(Saturday)**

10:30 a.m. – Noon

Cumberland F

SESSION E

Research Methods / Health Care Management Track

Management Trends and E-based Technology in Health Care

Session Chair: **Bruce A. Walters**, Louisiana Technological University

Can Consumer Driven Health Plans Cure the Rising Cost of Employer-Sponsored Healthcare?

Lee Revere, University of Houston-Clear Lake

Dianne Love, University of Houston-Clear Lake

Realizing Web Survey Potential: Traditional Issues in a New Channel or New Issues in an Untraditional Channel?

Elissa B. Grossman, University of California – Los Angeles