

PROGRAM SCHEDULE

22ND ANNUAL CONFERENCE OF THE

International Academy of Business Disciplines



April 8-10, 2010

Las Vegas, Nevada, USA

Imperial Palace

PROGRAM CHAIR

Paul A. Fadil, University of North Florida

SPONSORING INSTITUTIONS AND INDIVIDUALS

**Frostburg State University, College of Business
Indiana University of Pennsylvania, Eberly College of Business and
Information Technology
University of Central Arkansas, College of Business
University of Maryland University College, Office of the President
University of North Florida, Coggin College of Business
Dr. Amiso George, Texas Christian University, Schieffer School of
Journalism**

Business Solutions for Success in an Era of Economic Crises

TWENTY-SECOND ANNUAL CONFERENCE OF THE IABD

*** OFFICIAL PROGRAM ***

April 8-10, 2010

Las Vegas, Nevada, USA

Imperial Palace

PROGRAM CHAIR

Paul A. Fadil, University of North Florida

Conference Chair

Carolyn Ashe, University of Houston - Downtown

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Frostburg State University, College of Business

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Dr. Amiso George, Texas Christian University, Schieffer School of Journalism

TABLE OF CONTENTS

22nd ANNUAL CONFERENCE OF THE IABD

A. General Information about the Conference:

IABD President's Welcome.....	4
IABD Mission and Objectives	5
Acknowledgments	5
Hotel Contact.....	5
Registration and Placement.....	5
Presenting Your Research.....	6
IABD Webpage Administrator.....	6
2010 Business Research Yearbook.....	6
Journals and Periodicals.....	7
Special Events at the IABD 22nd Annual Conference.....	7
Registration Form.....	8
Next Year's Conference.....	9
Message Boards.....	9
IABD Presidents.....	9
Former IABD Presidents.....	9
IABD Board of Directors, Officers, and Committees.....	10
Track Chairs and Area Coordinators.....	11
Paper Reviewers for the 2010 IABD Conference.....	12

B. Presentation Schedule:

Thursday, April 8, 2010.....	16-42
Friday, April 9, 2010.....	47-67
Saturday, April 10, 2010.....	70-81
Awards and Recognitions.....	84
Participant Name Index.....	85-89

C. Advertisements:

Frostburg State University, College of Business.....	90-end
Indiana University of Pennsylvania.....	90-end
University of North Florida, Coggin College of Business.....	90-end

IABD President's Welcome

Dear colleagues, welcome to the 22nd Annual Conference of the International Academy of Business Disciplines, April 8 - 10, in the Entertainment Center of the World; the beautiful city of Las Vegas. Please join me in cherishing the opportunity to once again see old friends and make new ones from the United States as well as other countries of the world.

I would like to thank you for contributing to the continuous growth of IABD by introducing new tracks, presenting and publishing your scholarly works, and generating more student-participation.

My special thanks to all area-coordinators, track chairs, and manuscript-reviewers for their exceptional efforts in making this conference possible. I am deeply grateful to Dr. Paul Fadil, Dr. Rod Oglesby, Dr. Paul LeBlanc, Dr. Marjorie Adams, Dr. Louis Falk, Dr. Carolyn Ashe, Dr. Gregory Payne, and Dr. Reza Eftekharzadeh for their leadership and dedicated service to the International Academy of Business Disciplines (IABD).

I would also like to express my sincere appreciation to Dr. Jonathan Gibraltar (President of Frostburg State University,) Dr. Susan Aldridge (President of University of Maryland University College,) Dr. Robert Camp (Dean of the Eberly College of Business and Information Technology, Indiana University of Pennsylvania,) Dr. Joseph Horton (College of Business, University of Central Arkansas,) Dr. Amiso George (Texas Christian University, Schieffer School of Journalism,) and the IABD Board of Directors for their commitment and continued support.

In this era of economic downturn, we come together in a friendly and supportive atmosphere to engage in a meaningful communication, exchange new ideas, listen to each other's perspectives with respect for our cultural differences, and to work together in searching for peaceful and constructive solutions to complicated problems facing the world today. Let's show our commitment to enhancing global understanding and fostering peace and prosperity for all human beings on earth.

I wish you a wonderful experience at the 2010 IABD International Conference, and please do not hesitate to share with me your suggestions for continuous improvement in all elements of the International Academy of Business Disciplines.

Sincerely,

Ahmad Tootoonchi

IABD MISSION AND OBJECTIVES

The International Academy of Business Disciplines (formerly the International Academy of Management & Marketing) is a global, nonprofit, and non-partisan organization established to foster education in all business disciplines. The objectives of IABD are to stimulate learning and understanding and to exchange information, ideas and research results around the world. In addition, the Academy seeks to bridge the gap between theory and practice in the international marketplace.

Furthermore, we hope to create an environment where learning, teaching and research and the practice of management, marketing, economics, finance, accounting, management information systems, and communications can be advanced. Our main focus is on unifying and extending knowledge in these areas to ultimately create an integrated theory that applies across national boundaries. Membership in the organization is open to scholars, practitioners, public policy makers, and concerned citizens who are interested in advancing knowledge in various business disciplines and related fields. More information is available on home page of IABD at www.iabd.org.

ACKNOWLEDGMENTS

To all our supporters and host organizations we express our thanks and appreciation. We hope that you will continue your support of our volunteer organization. With your continued help and cooperation we will build one of the most respected organizations in the profession.

We extend acknowledgments and thanks to all participants who submitted their work and supported IABD activities leading up to the 2010 conference. We also thank all those who have provided us with their professional contributions such as reviewing papers, chairing sessions and serving as discussants. And more importantly, we acknowledge the area coordinators and track chairs. They are one of the most important groups in IABD. Truly, there would be no IABD program without the hard work and dedicated efforts of the area coordinators and track chairs.

HOTEL CONTACT

We believe you will certainly enjoy the conference more by staying at the conference hotel. They are giving us attractive IABD room rates (\$109 plus tax, single or double) and are discounting the pricing for the use of the hotel's conference room facilities. The conference hotel is the **Imperial Palace, 3535 Las Vegas Boulevard South, Las Vegas, Nevada 89109**; reservations information: 1-800-351-7400 or 1-702-731-3311 or www.imperialpalace.com. We strongly encourage you to arrive at the hotel on Wednesday afternoon, **April 7, 2010**. A reception will be held in the evening for those arriving that day. Beginning Thursday morning, the conference will provide continental breakfast (included in registration fee) followed by a full schedule of papers, panels, and business meetings. There is also a gala reception meal on Thursday, and a Saturday afternoon awards luncheon and keynote speaker (cost included in your registration fee).

REGISTRATION AND PLACEMENT

Take time to fully enjoy the IABD experience, meet other participants, and partake in the many opportunities afforded in Las Vegas. At the conference, pick up your registration materials, conference badge and other information at the IABD registration desk setup in front of the meeting rooms. A job notice and placement section will be located near the registration desk. Keep this program with you. This is the only program that you will receive. A receipt will be provided when you pick up materials at the registration desk.

REGISTRATION SCHEDULE

Wednesday, April 7, 2010

4:30 PM – 5:30 PM

Thursday, April 8 and Friday, April 9, 2010

7:30 AM – 4:00 PM

Saturday, April 10, 2010

7:30 AM – 12:00 PM

PRESENTING YOUR RESEARCH

We encourage you to take advantage of the special atmosphere at IABD meetings, rather than be an “in-and-out” presenter. The Academy provides a unique international/interdisciplinary forum for professionals and faculty in business schools, communications programs, and other social science departments to discuss common interests. Attendees include scholars, corporate executives, and policy makers from many countries experts in more than 30 specialties.

WEBPAGE ADMINISTRATOR

The Academy maintains an active webpage at www.iabd.org. For more information, please contact our Webpage Administrator Louis K. Falk at louis.falk@utb.edu; Phone (956) 882-8977.

2010 BUSINESS RESEARCH YEARBOOK

Editor: Rodney A. Oglesby

Associate Editor: H. Paul LeBlanc III

Managing Editor: Marjorie G. Adams

Business Research Yearbook is the official annual publication of the International Academy of Business Disciplines (IABD). Founded in 1987, IABD is a not-for-profit organization that encourages the exchange of information, ideas and research results from around the world. The Academy provides a unique global forum for professionals and faculty in business schools, communications programs, and other social science departments to discuss common interests that overlap artificial career, political, and national boundaries.

Business Research Yearbook, which began publication in 1994, draws its articles from the best presentations at each year’s IABD conference. Sometimes there is confusion as to how to classify the *Yearbook’s* scholarship when it comes time for annual evaluations, graduate faculty status reviews, and tenure/promotion decisions. As a true yearbook, it is organized to present cutting edge research. Unlike proceedings, *Business Research Yearbook* is an ISBN and Library of Congress Registration Publication and is listed in the Cabell’s directory as a refereed publication. The Business Research Yearbook is available for purchase by institutions and libraries. For ordering BRY, please contact Reza Eftekhazadeh at Eftekhazadeh@stjohns.edu.

The selection process leading to publication is detailed and getting more rigorous every year. All papers accepted for presentation at the IABD annual conference, with the exception of special invited workshops, go through peer review using a double-blind procedure typical of all the better academic organizations. Based upon the recommendations of the reviewers, the track chair may accept or reject papers, also requesting revisions. Once a paper is accepted for presentation, then it is eligible to be considered for publication in *Business Research Yearbook*. It should be noted that some papers might be accepted by IABD track chairs for presentation only.

JOURNALS AND PERIODICALS

IABD publishes and/or collaborates in producing:

- *Competitiveness Review*,
- *Journal of International Business Disciplines*
- *The International Journal of Commerce and Management*,

SPECIAL EVENTS AT THE IABD 22ND ANNUAL CONFERENCE:

- **EARLY BIRD RECEPTION:** Wednesday, April 7, 2010, 5:30 – 6:30 p.m., Pearl
- **ALL ACADEMY SESSION: “Passion and Leadership in a Turbulent World,”**
Thursday, April 8, 2010, 6:00 – 7:15 p.m., Fuji
- **ALL ACADEMY GALA RECEPTION/DINNER:** Thursday, April 8, 2010, 7:30 –8:45 p.m.,
Royal A
 - Keynote Speaker: Dr. Danny Arnold, Dean
College of Business Administration, Missouri State University
 - Presentation topic: “Transforming Yourself into a More Valuable
Organization Member.”
- **IABD BOARD OF DIRECTORS MEETING:** Thursday, April 8, 2010, 9:00 – 10:30 p.m.,
Board Room
- **TRACK CHAIRS LUNCHEON:** Friday, April 9, 2010, 12:15 – 1:15 p.m., Pearl
- **ALL ACADEMY SESSION: “Business Education and Research Isn’t Just for
Business Anymore: Convergence with Other Disciplines,”** Dr. Richard Nelson,
Friday, April 9, 2010, 3:30-5:00 p.m., Sampan A.
- **BUSINESS MEETING:** Saturday, April 10, 2010, 7:30–8:30 a.m., Pearl
- **IABD ANNUAL AWARDS LUNCHEON:** Saturday, April 10, 2010, 12:30 p.m.–2:00 p.m.,
Pacific
 - Keynote Speaker: Mayor Hugo Torres of Rosarito, Baja Mexico
With
Ron Raposa, Public Affairs for Rosarito
 - Presentation Topic: "

**International Academy of Business Disciplines
Registration Form – 2010 IABD Conference,
April 8 - 10, 2010, Las Vegas, Nevada**



(Please type or print)

Last name _____ First name _____

Department _____ Affiliation _____

Street Address _____

City _____ State _____ Zip Code _____

Tel: O, _____ H, _____ E-mail _____

2009 IABD REGISTRATION and FEES:

PLEASE NOTE DIFFERENT FEES - INCLUDE ALL THAT APPLY.

	Prior to 3/15/2010	Ater 3/15/2010	Enter Amount
Registration and One Year Membership	\$225	\$235	\$
Student Registration	60	65	
Fee for the Printed version of BRY (optional)	50	60	
Fee for 1st page beyond the 6-page limit (per paper)	25	25	
Fee for 2nd page beyond the 6-page limit (per paper)	25	25	
Total Registration Fee Enclosed			\$

NOTE:

- 50% refund for registration cancelled before **March 15, 2010 – NO refund after March 15**
- Registration package, including the BRY, must be picked up at the conference Registration desk. Otherwise, there will be a **\$25.00 Shipping and Handling** for mailing the materials to the participants
- Due to some confusion and problems experienced in the past, **each conference attendee must pick up his/her own Registration materials.**
- Walk-in registration at the conference registration desk must be paid **in cash or by check issued by a bank in the United States (foreign checks will not be accepted).**
- There will be a \$20 extra charge for every check that is returned for insufficient fund.

If applicable, submit formatted manuscript electronically to the respective track chair.

All participants (with or without paper for publication) must complete and mail this form, and a check for the appropriate fees in U.S. \$ (payable to IABD) to:

Dr. Rodney A. Oglesby
Editor, Business Research Yearbook
Breech School of Business Administration
Drury University
900 North Benton
Springfield, MO 65802

Tel: 417-873-7879
roglesby@drury.edu

NEXT YEAR'S CONFERENCE

2011 is just around the corner. Start planning now for the **23RD Annual IABD Conference in New Orleans, at the Embassy Suites New Orleans-Convention Center**. More details will be provided at the Conference Registration Desk, and at the IABD Awards Luncheon.

MESSAGE BOARDS

A message board will be located in the vicinity of the IABD Registration Desk for your convenience. Any correction or change in the conference program schedule will be posted on a special bulletin board which will also be located in the vicinity of the IABD Registration Desk.

IABD PRESIDENT

Ahmad Tootoonchi Frostburg State University <Tootoonchi@frostburg.edu >

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<Dmckee@bsa3.kent.edu>

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<Phillip.Balsmeier@Nicholls.edu>

Raymond A. K. Cox President, 2000-2001, University of Ontario Institute of
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<smastrianna@sru.edu>

Raymond P. Lutz President, 1989-90, University of Texas-Dallas
<rplutz@utdallas.edu>

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J. Gregory Payne	Emerson College
Ahmad Tootoonchi	Frostburg State University

IABD PRESIDENT

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Manton C. Gibbs, Chair Indiana University of Pennsylvania <mgibbs@iup.edu>
Joseph Horton University of Central Arkansas <jhorton@mail.uca.edu>

**TRACK CHAIRS AND AREA COORDINATORS OF THE 2010
IABD ANNUAL CONFERENCE**

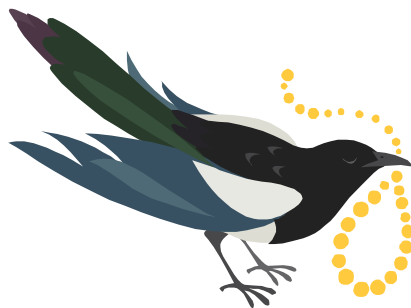
- | | |
|--|--|
| 1. Accounting Theory | Richard Silkoff, Eastern Connecticut State University |
| 2. Accounting History | Darwin L. King, St. Bonaventure University |
| 3. Advertising & Marketing Communications | Louis K. Falk, UTB/TSC |
| 4. Applied Management Science & DSS | Zahid Khairullah, St. Bonaventure University |
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| 6. Computer Information Systems (CIS/MIS) | Shakil Rahman, Frostburg State University |
| 7. Crisis Management | Michael J. Mitchell, International School of Management, Paris |
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| 9. Cross-Cultural Marketing | Ziad Swaidan, University of Houston-Victoria |
| 10. E-Business | Gillian Palmer, elementE, UK |
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| 12. Entrepreneurship/Small Business
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Chulguen Yang, Southern Connecticut State University |
| 13. Ethical & Social Issues | David Zoogah, Morgan State University |
| 14. Finance | Phillip Fuller, Jackson State University |
| 15. Franchising & Hybrid Organizations | Rosa Mariz Perez, University of La Coruna, Spain |
| 16. Global Corporate P. R., Responsibility & Culture | Enric Ordeix-Rigo, Ramon Llull University |
| 17. Global Environment and Trends | Erich B. Bergiel, University of West Georgia |
| 18. Health Communications & Public Policy | J. Gregory Payne, Emerson College |
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| 26. Manufacturing and Service | Mohammad Z. Bsat, National University |
| 27. Marketing Research | Talha D. Harcar, Penn State Beaver |
| 28. Organizational Behavior & Theory | Kayong Holston, Ottawa University |
| 29. Organizational Communication & Crisis Mgmt. | Reza Eftekhazadeh, St. John's University |
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| 32. Quality & Productivity | Felix Abeson, Coppin State University |
| 33. Quantitative Management | Mohammad Seyed-Hosseini, Iran Univ. of Science &
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| 34. Spirituality in Organizations | Robert A. Page, Southern Connecticut State University |
| 35. Sport Marketing | Brian V. Larson, Widener University |
| 36. Strategic Management | Omid Nodoushani, Southern Connecticut State Univ. |
| 37. Strategic Marketing | Harold W. Lucius, Rowan University |
| 38. Student Papers | Martha Mattare, Frostburg State University |
| 39. Teams and Teamwork | Lawrence E. Zeff, University of Detroit Mercy |
| 40. Tourism, Travel, & Hospitality | Nathan K. Austin, Morgan State University |
| 41. Area Coordinator for Africa | Gillian Palmer, elementE, UK and elementE,
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| 42. Area Coordinator for Asia | Ali Kanso, The University of Texas at San Antonio |
| 43. Area Coordinator for England | U. Raut-Roy, Anglia Ruskin University, UK |
| 44. Area Coordinator for Middle East | Mohammad Seyed-Hosseini, Iran Univ. of Science &
Technology |
| 45. Area Coordinator for Spain | Paloma Bernal Turnes, Universidad Rey Juan Carlos
and
Maria Luisa Medrano, Universidad Rey Juan Carlos |

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U. Raut-Roy, Anglia Ruskin University, UK
Wafa El Garah, Al Akhawayn University
Zahid Khairullah, St. Bonaventure University
Ziad Swaidan, University of Houston-Victoria

****All Academy Early Bird Reception ****



Wednesday, April 7, 2010

5:30 PM – 6:30 PM

***Location:
Pearl***

**** Continental Breakfast ****



Thursday, April 8, 2010

7:30 AM – 8:30 AM

***Location:
Pearl***

Thursday, April 8, 2010

8:30- 10:00 A.M.

Room: Sampan A

QUANTITATIVE MANAGEMENT AND COMPUTER INFORMATION SYSTEMS

Track: Quantitative Management and Computer Information Systems

Track Chair: Mohammad Seyed-hosseini, Iran Univ. of Science & Technology & Shakil Rahman

Session Title: Quantitative Management and Computer Information Systems

Session Chair: Mohammad Seyed-hosseini, Iran Univ. of Science & Technology

1. Presentation Title: “Performance Measurement of Home Appliances Manufacturing Company By Leanness Concept & System Dynamic Approach

A. E. Taleghani, Iran University of Science and Technology, Tehran, Iran

S.M. Hosseini, Iran University of Science and Technology, Tehran, Iran

Arash Bakhsha, Iran University of Science and Technology, Tehran, Iran

2. Presentation Title: “Approaching Lean Strategy Maps in Auto-Parts Manufacturing Industries”

A. E. Taleghani, Iran University of Science and Technology, Tehran, Iran,

S.M. Hosseini, Islamic Azad University, Science and Research Branch, Tehran

A. Bakhsha, Iran University of Science and Technology, Tehran, Iran

Solmaz Partovi, Islamic Azad University, Science and Research Branch, Iran

3. Presentation Title: “An Examination of Information Technology Certification: A Measure of Professional Qualification”

Samuel A. Ejiaku, Morgan State University

Muhammed A. Badamas, Morgan State University

Joyce Currie Little, Morgan State University

4. Presentation Title: “Appalachia Businesses: Do They View Operations as a Catalyst for Improvement?”

Shakil Rahman, Frostburg State University

Michael Monahan, Frostburg State University

Ahmad Tootoonchi, Frostburg State University

Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 8, 2010

8:30-10:00 A.M.

Room: Sampan B

ENVIRONMENTAL TRENDS

Track: Global Environment and Trends

Track Chair: Erich Bergiel, University of West Georgia

Session Title: Environmental Trends

Session Chair: Thomas W. Gainey, University of West Georgia

1. Presentation Title: “Traditional Verses Computer-Based Classrooms: Examining Business Students’ Perceptions”

Thomas W. Gainey, University of West Georgia

Jon Anderson, University of West Georgia

Jeff Rooks, University of West Georgia

2. Presentation Title: “Effects of Brand Packaging on Taste Perceptions”

J Robert Field, Nicholls State University

Blaise J. Bergiel, Nicholls State University

J. Martin Giesen, Mississippi State University

3. Presentation Title: “The Double-Edged Sword of Trust in Supply Chain Relationships: Cooperation and Opportunism”

John W. Upson, University of West Georgia

Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 8, 2010

8:30- 10:00 A.M.

Room: Koko

INTERNATIONAL MANAGEMENT

Track: International Management

Track Chair: Kayong Holston

Session Title: International Management

Session Chair: Chynette Nealy, University of Houston Downtown

1. Presentation Title: “Managing for Change: Business and Academia - A Comparative Analysis”
Martin M. Shapiro, Berkeley College
 2. Presentation Title: “Responsible Design and Delivery of Global Management Development Programs”
Hamid Khan, Our Lady of the Lake University
 3. Presentation Title: “Diversity Initiatives- Failures and Consequences”
Chynette Nealy, University of Houston Downtown
Carolyn Ashe, University of Houston Downtown
 4. Presentation Title: "The Aggressive Pursuit of Growth and the Risky Consequences of Success: the Toyota Phenomenon."
Shahid Siddiqi, Long Island University
-

Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 8, 2010

8:30- 10:00 A.M.

Room: Jade

ACCOUNTING THEORY

Track: Accounting Theory

Track Chair: Richard Silkoff, Eastern Connecticut State University

Session Title: Accounting Theory

Session Chair: Richard Silkoff, Eastern Connecticut State University

1. Presentation Title: “Indicators of Internal Control Weaknesses.”
Yousef Jahmani, Savannah State University
Ulysses J. Brown, III, Savannah State University
 2. Presentation Title: “The Ethics of Tax Evasion: A Comparison of Certified Public Accountants, Certified Management Accountants, and Non-Certified Accountants by Various Characteristics
Rodney A. Oglesby, Drury University
 3. Presentation Title: “Measuring Tax Gap and Tax Fraud: IRS 10-Year Statute Limitation “
Jan D. Felton, Strayer University
 4. Presentation Title: “Differences in Reporting Under U.S. GAAP and IFRS: Is True Convergence Possible?”
Richard Silkoff, Eastern Connecticut State University
-

Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 8, 2010

8:30-10:00 A.M.

Room: Dynasty A

INSTRUCTIONAL AND PEDAGOGICAL ISSUES

Track: Instructional and Pedagogical Issues

Track Chair: Amiso M. George, Texas Christian University

Session Title: Technology and Course Design

Session Chair: Robert Page, Southern Connecticut State University

1. Presentation Title: “The Global MBA: Strategic Options for Going International.”
Robert A. Page, Southern Connecticut State University
Henry Hein, Southern Connecticut State University
Jacob Atland, Southern Connecticut State University
 2. Presentation Title: “End User Engagement In An Analysis and Design Course
Douglas E. Turner, University of West Georgia
Robert G. Gehling, Auburn University at Montgomery
 3. Presentation Title: “Creating A First Hybrid Course: The Experiences of Two Instructors and Their Advice To Colleagues.”
Craig L. Reeder, Florida Agricultural and Mechanical University
Angela J. Murphy, Florida Agricultural and Mechanical University
-

Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 8, 2010

8:30-10:00 A.M.

Room: Dynasty B

MARKETING RESEARCH AND TOURISM

Track: Marketing Research and Tourism

Track Chairs: Talha Harcar, Pennsylvania State University at Beaver
Nathan K. Austin, Morgan State University

Session Title: Consumer Behavior Research

Session Chair: Ross B Steinman, Widener University

1. Presentation Title: “Exploring Consumer Motivations for Re-watching Movies”
Dwane Hal Dean, Frostburg State University
 2. Presentation Title: “Brand Transgression and the Consumer-Brand Relationship”
Ross B. Steinman, Widener University
 3. Presentation Title: “Marketing Strategy for the Do-It Yourself Consumer”
Dwane Hal Dean, Frostburg State University
 4. Presentation Title: “The Effect of Discounting on Service Quality and Return Patronage in the Restaurant Industry”
Dean A. Koutroumanis, University of Tampa
-

Discussants: The Session Chair will coordinate a discussion among all present.

****Coffee Break****



Thursday, April 8, 2010

10:00 AM – 10:30 AM

Location:
Pearl

Thursday, April 8, 2010

10:30 A.M- 12:00 Noon

Room: Sampan A

HEALTH COMMUNICATION AND PUBLIC POLICY

Track: Health Communication

Track Chair: Gregory Payne

Session Title: Perspectives in Health Communication

Session Chair: Gregory Payne

-
1. Presentation Title: “Public Diplomacy through Health Communication”
Ms. Gina Abbadessa, Emerson College
 2. Presentation Title: “Direct to Consumer Advertising of Prescription Drugs: A Hard Pill to Swallow”
Dr. H. Paul LeBlanc III, University of Texas San Antonio
Dr. U. Angie Hwang, University of Texas San Antonio
 3. Presentation Title: “Communication, Management in the Health Care Organization: Leadership, Strategy, Crises”
Christopher Del Grosso, Emerson College
 4. Presentation Title: “Sharing Love and Caring in Life’s Journey”
Ms. Janice Payne, Ms. Zulene Payne, Zulene Productions, Los Angeles Program.
 5. Presentation Title: “Integrating Social Media: Reaching the African American Women in Need of Breast Cancer Information”
Dr. S. Diane McFarland, Buffalo State University
 6. Presentation Title: “Cancer and the Health Belief Model,”
John Tedesco, Virginia Tech University.
 7. Presentation Title: “Sukar Ala Sukar: Diabetes Education and Support Network for Saudi Arabian Children,”
Nada Farhat, MD. Tufts Medical Center, Boston

Discussants: Ron Raposa, Public Affairs, City of Rosarito, Ali Kanso, University of Texas at San Antonio

Thursday, April 8, 2010

10:30 A.M- 12:00 Noon

Room: Sampan B

CRISIS MANAGEMENT

Track: Student Papers
Track Chair: Marty Mattare, Frostburg State University
Session Title: Crisis Management: Three Case Studies
Session Chair: Marty Mattare, Frostburg State University

1. Presentation Title: "FEMA's Response to Hurricane Katrina"
Stephanie Shropshire, The University of Texas at San Antonio
Sarah Phinney, The University of Texas at San Antonio
 2. Presentation Title: "Two of the Same?: Crisis Communication in AF447 and TK1951"
Hasan Efe Sevin, Emerson College
 3. Presentation Title: "Amegy Bank of Texas: A Public Relations Plan"
Dana Baker, The University of Texas at San Antonio
Andrea Lopez, The University of Texas at San Antonio
-

Discussants: The Session Chair will moderate a discussion.

Thursday, April 8, 2010

10:30 A.M- 12:00 Noon

Room: Koko

eBusiness

Track: eBusiness

Track Chair: Gillian Palmer

Session Title: Analysis and Reputation in eBusiness

Session Chair: Gillian Palmer

1. Presentation Title: “A Methodological Proposal for Analysis of Enterprise Level ICTs”

Rosa M^a Mariz-Pérez, University of La Coruna, Spain

M^a Teresa García Álvarez, University of La Coruna, Spain

José López Rodríguez, University of La Coruna, Spain

2. Presentation Title: “Identity and Reputation in Digital Corporate Marketing”

María Luisa Medrano García, Universidad Rey Juan Carlos

Elvira San Millán Fernández, Universidad Rey Juan Carlos

Francisco Blanco Jiménez, Universidad Rey Juan Carlos

Discussants: The Session Chair will coordinate a discussion among all present and non-track members are very welcome.

Thursday, April 8, 2010

10:30 A.M- 12:00 Noon

Room: Dynasty A

INSTRUCTIONAL AND PEDAGOGICAL ISSUES

Track: Instructional and Pedagogical Issues

Track Chair: Amiso M. George, Texas Christian University

Session Title: Education, Entrepreneurship and Service.

Session Chair: Amiso M. George, Texas Christian University

1. Presentation Title: “Immigrant And Native Born Entrepreneur Technology Component Attitudes And Behaviors: Implications For Training
Kellye L. Jones, Clark Atlanta University
 2. Presentation Title: “Building Reciprocal Relationships Through Service Learning: How a Public Relations Campaign and a Strategic Writing Course Empowered Students and Enriched Organizations.”
Amiso M. George, Texas Christian University
Maggie B. Thomas, Texas Christian University
 3. Presentation Title: “Gakumon-Ryoku that has Changed the Business World.”
Hiroyuki Oba, Reitaku University, Chiba, Japan
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Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 8, 2010

10:30 A.M- 12:00 Noon

Room: Dynasty B

MARKETING RESEARCH AND TOURISM

Track: Marketing Research and Tourism

Track Chairs: Talha Harcar, Pennsylvania State University at Beaver
Nathan K. Austin, Morgan State University

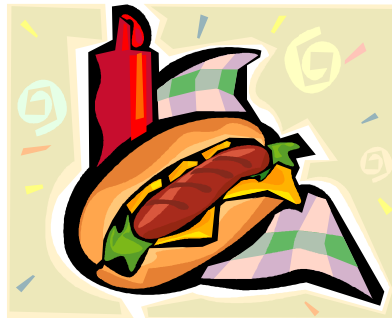
Session Title: Marketing Research Measurement Techniques

Session Chair: Mahmut Paksoy, Kultur University

1. Presentation Title: “Neural Network Based Model for Measuring the Effects of Marketing Research on Marketing Performance”
Selim Zaim, Fatih University
Talha Harcar, Pennsylvania State University at Beaver
Mahmut Paksoy, Kultur University
 2. Presentation Title: “Use of Qualitative Forecasting Technique for the Measurement of Country Tourism Market Potential”
Erdener Kaynak, Pennsylvania State University at Harrisburg
Jose I. Rojas-Mendez, Carleton University
 3. Presentation Title: “Brand Personality: A Study of Turkish Mobile Phone Market”
Ahmet Sekerkaya, Istanbul University
Talha Harcar, Pennsylvania State University at Beaver
 4. Presentation Title: “Does Racial Discrimination Influence Leisure Destination Choice?”
Nathan K. Austin, Morgan State University
Michael Callow, Morgan State University
Binta.Abubakar, Morgan State University
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Discussants: The Session Chair will coordinate a discussion among all present.

****Lunch Break****



Thursday, April 8, 2010

12:00 PM – 1:15 PM

Thursday, April 8, 2010

1:30-3:30 P.M.

Room: Sampan A

APPLIED MANAGEMENT SCIENCE – 1

Track: Applied Management Science & Decision Support Systems

Track Chair: Zahid Y. Khairullah, St. Bonaventure University

Session Title: Applied Management Science - 1

Session Chair: S. M. Seyed Huseini, Islamic Azad University

1. Presentation Title: “Decision Support System for Learning Outcomes: SPC for Learning-Quality Control by Attribute”

Hamid Khan, Our Lady of the Lake University

2. Presentation Title: “Application of Management Science in a Business Acquisition Decision – A Case Study”

Zahid Y. Khairullah, St. Bonaventure University

Azam N. Foda, Decizens

3. Presentation Title: “Agile Supply Chain Assessment Under ANFIS Application”

S. M. Seyed Huseini, Islamic Azad University

J. Jassbi, Islamic Azad University

N. Pilevari, Islamic Azad University

Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 8, 2010

1:30- 3:00 P.M.

Room: Koko

CRISIS MANAGEMENT

Track: Crisis Management

Track Chair: Michael J. Mitchell

Session Title: Qualitative and Quantitative Approaches to Crisis Management

Session Chair: Michael J. Mitchell

1. Presentation Title: “Story of Shots Fired: Recommendations for More Effective Crisis Communication”
John R. Fisher, Northwest Missouri State University
 2. Presentation Title: “Optimal Coverage of Deposit Insurance”
Li Gan, Texas A&M University
Wen-Yao Wang, Texas A&M University at Galveston
 3. Presentation Title: “Retiree Health Insurance: Expectations and Fears”
Frank S. Turner, Morgan State University
Marjorie G. Adams, Morgan State University
-

Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 8, 2010

1:30-3:00 P.M.

Room: Koko

HUMAN RESOURCE MANAGEMENT

Track: Human Resource Management

Track Chair: Crystal L. Owen, University of North Florida

Session Title: HR in Action

Session Chair: Crystal L. Owen, University of North Florida

1. Presentation Title: “Empirical Investigation on Employee Consciousness of HPWS and Commitment in Japanese Organizations”
Kaushik Chaudhuri, Reitaku University (Japan)
 2. Presentation Title: “Using Case Study Method and Methodology for Human Resource Applied Business Research Projects”
Jennifer Schultz, Metropolitan State University
 3. Presentation Title: “What Did You Ask? An Empirical Investigation of the Influence of Applicant Questions”
Vicki F. Taylor, Shippensburg University
Michael Coolsen, Shippensburg University
David Reese, Shippensburg University
 4. Presentation Title: “Perception of Women as Managers in the U.S. and Brazil”
Michael Z. Sincoff, Wright State University
Valdemiro Hildebrando, Universidade do Planalto Catarinense
Crystal L. Owen, University of North Florida
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Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 8, 2010

1:30-3:00 P.M.

Room: Jade

MANUFACTURING ISSUES

Track: Manufacturing and Service

Track Chair: Mohammad Z. Bsat, National University

Session Title: Manufacturing Issues

Session Chair: Mohammad Z. Bsat, National University

1. Presentation Title: “The Negative Effects of Customer Waiting on Service Evaluations: Review of Research and Practice”
Tracey E. Garza, Sam Houston State University
Irfan Ahmad, Sam Houston State University
 2. Presentation Title: “We need to learn from Japanese Society Productivity and Growth”
Reza Teherani-Fadaei , National University
Mohammad Z. Bsat, National University
 3. Presentation Title: “A Statistical Analysis of Organizational Effectiveness”
Mohammad Z. Bsat, National University
Astrid M. Beckers, Cultures Etc.
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Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 8, 2010

1:30-3:00 P.M.

Room: Dynasty A

INTERNATIONAL BUSINESS AND MARKETING

Track: International Business and Marketing

Track Chair: Philemon Oyewole, Howard University

Session Title: Marketing Perspectives of the International Economic Crisis

Session Chair: Harold Lucius, Rowan University

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1. Presentation Title: “Additive And Subtractive Differentiation Strategy: A Global Strategy Based on Marketing Theory”
Mohammed Shaki, Alliant International University
Ralf Wilhelms, Lake Superior State University
 2. Presentation Title: “An Analysis of the Impacts of Exporting and Importing on Two Dimensions of Development in Africa”
Philemon Oyewole, Howard University
Ephraim Okoro, Howard University
 3. Presentation Title: “China’s Trade With Sub-Saharan Africa And Market Entry Modes: A Cost Benefit Analysis”
Ephraim Okoro, Howard University
Philemon Oyewole, Howard University
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Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 8, 2010

1:30-3:00 P.M.

Room: Dynasty B

POLITICAL COMMUNICATION RESEARCH

Track: Political Communication/Public Affairs

Track Chair: John Mark King, East Tennessee State University

Session Title: Political Communication Research

Session Chair: Enric Ordeix-Rigo , Ramon Llull University

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1. Presentation Title: “Face-ism in the 2008 U.S. Presidential General Election:
Photo Coverage of Candidates in News & Business Magazines”
John Mark King, East Tennessee State University
Kelly Price, East Tennessee State University
 2. Presentation Title: “From Visitors to Cultural Ambassadors: Public Diplomacy and Scholar
Exchange Programs”
H. Efe Sevin, Emerson College
 3. Presentation Title: “Future Sociological Public Diplomacy and the Role of Public Relations:
Evolution of Public Diplomacy”
Seong-Hun Yun, Dongguk University, Seoul, Korea
Elizabeth L. Toth, University of Maryland, College Park

Discussant: Enric Ordeix-Rigo, Ramon Llull University, Barcelona, Spain

****Coffee Break****



Thursday, April 8, 2010 thru

3:00 PM – 3:30 PM

***Location:
Pearl***

Thursday, April 8, 2010

3:30-5:00 P.M.

Room: Sampan A

APPLIED MANAGEMENT SCIENCE – 2

Track: Applied Management Science & Decision Support Systems

Track Chair: Zahid Y. Khairullah, St. Bonaventure University

Session Title: Applied Management Science - 2

Session Chair: James J. Cappel, Central Michigan University

1. Presentation Title: “The Impact of Information Systems Research on Academic Disciplines: An Analysis of Citations of MIS Quarterly (1995-1999)”
Ying Ye, Dow Chemical
Zhenyu Huang, Central Michigan University
 2. Presentation Title: “Virtual Supply Chain Management”
S. M. Seyed Huseini, Iran University of Science and Technology
Arash Bakhsha, Iran University of Science and Technology
Ahmad Ebrahimi Taleghani, Iran University of Science and Technology
 3. Presentation Title: “A Look at the Intuitiveness of a Popular Spreadsheet Program”
James J. Cappel, Central Michigan University
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Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 8, 2010

3:30-5:00 P.M.

Room: Sampan B

ECONOMICS

Track: Economics
Track Chair: Dale Steinreich, Drury University
Session Title: Economics
Session Chair: Dale Steinreich, Drury University

1. Presentation Title: "The Impact of the Interactions of Economic, Religious, Political, and Civil Freedoms on Economic Growth"
Gregory Chase, Brenau University
 2. Presentation Title: "Public Support Agencies for Cooperation and Innovation Evidence from Spain"
Manuel Guisado-Tato, University of Vigo
Ángeles Sandoval-Pérez, University of Vigo
Manuel Guisado-González, University of Vigo
 3. Presentation Title: "Substitution Between Types of Labor: An Empirical Test of NFL Quarterbacks and Receivers"
Dale Steinreich, Drury University
Rod Oglesby, Drury University
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Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 8, 2010

3:30-5:00 P.M.

Room: Koko

CROSS CULTURAL MARKETING

Track: Cross Cultural Marketing

Track Chair: Ziad Swaidan, University of Houston-Victoria

Session Title: Cross Cultural Marketing

Session Chair: Branko Cavarkapa, Eastern Connecticut State University

1. Presentation Title: "Influence of Country-of-Origin on Product Evaluation"
Branko Cavarkapa, Eastern Connecticut State University
Ziad Swaidan, University of Houston-Victoria
 2. Presentation Title: "Review of Culture and Marketing Ethics"
Ziad Swaidan, University of Houston-Victoria
Branko Cavarkapa, Eastern Connecticut State University
Erdener Kaynak, Pennsylvania State University at Harrisburg
 3. Presentation Title: "Who are the Time-Sensitive Consumers? Findings from Exploratory Surveys"
Richard Parker, Rowan University
Anindya Chatterjee, Slippery Rock University
 4. Presentation Title: "How the Role of Marketing Affects Museums Management"
Diana Pérez-Bustamante Yábar, Universidad Rey Juan Carlos
María Luisa Medrano García, Universidad Rey Juan Carlos
Ana Vico Belmonte, Universidad Rey Juan Carlos
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Discussants:

1. Ziad Swaidan, University of Houston-Victoria
2. Branko Cavarkapa, Eastern Connecticut State University
3. Erdener Kaynak, Pennsylvania State University at Harrisburg

Thursday, April 8, 2010

3:30-5:00 P.M.

Room: Jade

MANAGERIAL ACCOUNTING

Track: Managerial Accounting
Track Chair: Majidul Islam, Concordia University
Session Title: Post-Recession Managerial Accounting
Session Chair: Ibrahim Aly, Concordia University

1. Presentation Title: “The Influence of Transformational Leadership on Job Satisfaction: The Business Perspective of the Balanced Scorecard Combined with the Perspective of the Resource Based Theory.”
Yi-Feng Yang, Shu-Te University
Majidul Islam, Concordia University
 2. Presentation Title: “The Role of Corporate Governance in the Global Financial Crisis and Economic Meltdown.”
Ibrahim M. Aly, Concordia University
 3. Presentation Title: “Marketing Mix, Service Quality and Customer Loyalty: Customer Satisfaction Analysis of the Balanced Scorecard Perspective.”
Yu-Jia Hu, Fortune Institute of Technology
Yi-Feng Yang, Shu-Te University
Majidul Islam, Concordia University
 4. Presentation Title: “Leader’s Group Interaction Behaviors on Job Satisfaction: the Resource-Based Theory Perspective.”
Yu-Jia Hu, Fortune Institute of Technology
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Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 8, 2010

3:30- 5:00 P.M.

Room: Jade

ENTREPRENEURSHIP AND SMALL BUSINESS

Track: Entrepreneurship and Small Business

Track Chair: Margaret A. Goralski, Southern Connecticut State University
Chulguen Yang, Southern Connecticut State University

Session Title: Session II

Session Chair: Chulguen Yang

1. Presentation Title: “California Enterprise Zones, Do They Work?”
Amir Jassim, California State University, Fresno
 2. Presentation Title: “Doing Business in China by Helping the Chinese Do Business in the United States”
Michael Mitchell, International School of Management, Paris
 3. Presentation Title: “The Greening of Entrepreneurship USA: An Examination of Green Small Business Strategy”
Omid Nodoushani, Southern Connecticut State University
Patricia Nodoushani, University of Hartford
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Discussants: Martha Mattare

Thursday, April 8, 2010

3:30 -5:00 P.M.

Room: Dynasty B

PUBLIC DIPLOMACY IN THE WORLD

Track: Political Communication/Public Affairs

Track Chair: John Mark King, East Tennessee State University

Session Title: Public Diplomacy in the World

Session Co-chairs: Gregory Payne, Emerson College &
Efe Sevin, Emerson College

-
1. Presentation Title: “Editing the ABS Issue on Public Diplomacy”
Gregory Payne, Emerson College
 2. Presentation Title: “Building Sport Countries’ Overseas Identity and Reputation: A Case Study of Public Paradiplomacy”
Jordi Xifra, Pompeu Fabra University, Barcelona, Spain
 3. Presentation Title: “Applied Public Diplomacy: A Marketing Communications Exchange Program in Saudi Arabia”
Craig Hayden, American University
 4. Presentation Title: “From Public Diplomacy to Corporate Diplomacy: Increasing Corporation’s Legitimacy and Influence”
Enric Ordeix-Rigo, Ramon Llull University, Barcelona, Spain
João Duarte, Lisbon's Polytechnic Institute, Lisbon, Portugal

Discussants: Pedro Rodriguez, Instituto Politécnico de Lisboa, & Susan C. Aldridge, University of Maryland

Thursday, April 10, 2010

6:00 PM –7:30 PM

Room: Fuji

****IABD ALL ACADEMY SESSION****

“Passion and Leadership in a Turbulent World”

Session Chair: Phillip Balsmeier, Nicholls State University

1. Presentation Title: “The Perfect CEO in the 21st Century”
Robert C. Camp, Indiana University of Pennsylvania
 2. Presentation Title: “An Economic Perspective on Leadership and Ethics”
Joe Horton, University of Central Arkansas
 3. Presentation Title: “Mapping the Future, Avoiding Minefields”
Abbas J. Ali, Indiana University of Pennsylvania
-

Commentator: Shahid Siddiqi, Long Island University

****All Academy GALA Reception****



Thursday, April 8, 2010
7:30 PM – 8:45 PM

Location:
Royal A

Keynote Speaker:

Dr. Danny Arnold, Dean
College of Business Administration
Missouri State University

“Transforming Yourself into a More Valuable Organization Member”

Danny R. Arnold



Dr. Danny R. Arnold is the Dean and Professor of Marketing in the College of Business Administration at Missouri State University. Dean Arnold assumed his duties at MSU in March 2009. He was previously at Frostburg State University, where the major challenge involved obtaining initial accreditation from AACSB International. This goal was achieved in 2005.

Dr. Arnold spent the previous nine years as Dean at New Mexico State University. He took the College on a successful nine year journey to reaffirmation of accreditation. Before that, he spent fifteen years at Mississippi State University, serving the last five years as Associate Dean. He has spent a total of twenty-six years dealing with AACSB accreditation issues.

He has published a number of books and textbooks, including *106 Leadership Tips*, multiple editions of *Business Strategy and Policy* and of *Strategy and Business Policy: Cases, Policy Expert, Effective Communication Skills*, and *Strategic Retail Management*. He has also published over 200 articles, papers, and books. His articles have been published in journals such as the Journal of Business and Entrepreneurship, The CPA Journal, Entrepreneurship Theory and Practice, Journal of Media Planning, Journal of Personal Selling and Sales Management, Journal of Business Research, Journal of Health Care Marketing, Journal of Commercial Bank Lending, Journal of Services Marketing, Personnel Administrator, Journal of Consumer Marketing, and the Journal of Professional Services Marketing. He also has a new book entitled *147 Publishing Tips for Professors*

Dr. Arnold has also garnered a number of awards for his efforts and accomplishments. The awards were for teaching, research, and service activities. Dr. Arnold has also been quite active in delivering contract research, consulting, and seminars.

**** IABD Board of Directors Meeting****



Thursday, April 8, 2010
9:00 PM – 10:30 PM

***Location:
Board Room***

**** Continental Breakfast ****



Friday, April 9, 2010
7:30 AM – 8:30 AM

***Location:
Pearl***

Friday, April 9, 2010

8:30-10:00 A.M.

Room: Sampan A

COMPUTER INFORMATION SYSTEM

Track: Computer Information System

Track Chair: Shakil Rahman, Frostburg State University

Session Title: Information Management: Technologies and Trend

Session Chair: Shakil Rahman, Frostburg State University

1. Presentation Title: "Selected Ideas for Service Learning Projects in Computer Technology Courses"

Azad Ali, Indiana University of Pennsylvania

2. Presentation Title: "New issues in hazardous material transportation"

Hassan Badkoobehi, National University

Abbas Mahmoudabadi, Payam-e-Noor University, Iran

Discussants: The Session Chair will coordinate a discussion among all present.

Shakil Rahman, Frostburg State University

Azad Ali, Indiana University of Pennsylvania

Hassan Badkoobehi, National University

Muhammed A. Badamas, Morgan State University

Friday, April 9, 2010

8:30-10:00 A.M.

Room: Sampan B

TECHNOLOGICAL TRENDS

Track: Global Environment and Trends

Track Chair: Erich Bergiel, University of West Georgia

Session Title: Technological Trends

Session Chair: Raymond Cox, University of Ontario Institute of Technology

1. Presentation Title: “Developing Effective Electronic Networks of Practice: Toward a Conceptual Framework”
Liqiong Deng, Richards College of Business, University of West Georgia
 2. Presentation Title: “Integrating Product Design, Process Design and Supply Chain Design From a Work Design Perspective: Survey of Issues and Research”
Xun Li, Nicholls State University
En Mao, Nicholls State University
Blaise Bergiel, Nicholls State University
 3. Presentation Title: “Economic Impact of Renewable Fuels Facilities”
Raymond Cox, University of Ontario Institute of Technology
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Discussants: The Session Chair will coordinate a discussion among all present.

April 9, 2010

8:30-10:00 A.M.

Room: Koko

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Valparaiso University-Indiana

Session Title: Complex Issues in the Public Relations Discipline

Session Chair: İdil Karademirlidağ SUHER, Bahcesehir University

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1. Presentation Title: “Women Leaders in Business: Their Motivations and Challenges”
Emma Daugherty-Phillingane, California State University, Long Beach
Shu-Hua Hsiao, Leader University
Yi-Feng Yang, Leader University
 2. Presentation Title: “Redressing Assumptions of Image and Examining the Value of a Negative Celebrity Image across International Boundaries”
Adam E. Horn, University of Missouri/University of Central Missouri
Tricia L. Hansen-Horn, University of Central Missouri
 3. Presentation Title: “New Methods and Techniques in PR Management in the Educational Sector”
Tola Moya, Ramon Llull University

Discussion Facilitator: Maureen Taylor, University of Oklahoma

Friday, April 9, 2010

8:30-10:00 A.M.

Room: Jade

ENTREPRENEURSHIP AND SMALL BUSINESS

Track: Entrepreneurship and Small Business

Track Chair: Margaret A. Goralski, Southern Connecticut State University
Chulguen Yang, Southern Connecticut State University

Session Title: Session I

Session Chair: Margaret A. Goralski, Southern Connecticut State University

1. Presentation Title: “To Be or Not to Be Self-Employed? An Empirical Investigation”
Pejvak Oghazi, Lulea University of Technology
Rana Mostaghel, Lulea University of Technology
Vinit Parida, Lulea University of Technology
 2. Presentation Title: “Immigrant Entrepreneurship from an Evolutionary Psychological Perspective: An Empirical Study”
Chulguen Yang, Southern Connecticut State University
 3. Presentation Title: “Examining the Human Factor of Entrepreneurial Success: Emotional Endurance”
Kenneth J. Dupin, N2Care Founder and CEO, International School of Management
Margaret A. Goralski, Southern Connecticut State University
 4. Presentation Title: “Entrepreneurial Self-Efficacy: Cases in Action”
Martha Mattare, Frostburg State University
-

Discussants: Michael Mitchell

Friday, April 9, 2010

8:30-10:00 A.M.

Room: Dynasty A

ADVERTISING AND MARKETING COMMUNICATION

Track: Advertising and Marketing Communication

Track Chair: Louis K. Falk, University of Texas at Brownsville

Session Title: Beauty, Travel, Value and Predictors

Session Chair: Paul Christ, West Chester University

1. Presentation Title: “Travelers’ Selection of Attractions and Activities as Compared to Preferred IMC Communication Factors”

Lisa Fall, University of Tennessee

Charles A. Lubbers, University of South Dakota

2. Presentation Title: “The Quest for Beauty: Asia’s Fascination with Pale Skin”

Dr. Deirdre Bird, Providence College

Helen Caldwell, Providence College

Mark DeFanti, Providence College

3. Presentation Title: “The Demographic Predictors of Brand Recall”

N. Bilge ISPIR , Anadolu University

H. Kemal SUHER, Bahcesehir University

4. Presentation Title: “National Toys for Tots Valuation”

Thomas J. Prinsen, Grace College

Jim Lesko, Grace College

Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 9, 2010

8:30-10:00 A.M.

Room: Dynasty B

**PAVING THE WAY IN PUBLIC DIPLOMACY: STUDENT PROJECTS IN
GRASSROOTS**

Track: Global Corporate PR, Responsibility and Culture

Track Chair: Enric Ordeix-Rigo, Blanquerna School of Communication

Session Title: Paving the Way in Public Diplomacy: Student Projects in
Grassroots

Session Co-chair: Antonio Noguero, Universitat Autònoma de Barcelona &
Mr. Efe Sevin

1. Presentation Title: “Your International Boston”
Austin Crumpton, Emerson College,
Shannon Felton, Emerson College
 2. Presentation Title: “Live in Hope”
Genevive Gearity, Emerson College,
Katie-Coral Sicora, Emerson College
 3. Presentation Title: “International Arts Exchange Program”
Alex Pearson, Emerson College,
Jeff Beam, Emerson College,
Evan Chapman, Emerson College
 4. Presentation Title: “The World Cup Broadcast Team”
Stephanie DeCosta, Emerson College
-

Discussants: Meg Gilbert, Gilberts & Associates, and Diane McFarland, University of Buffalo

****Coffee Break****



Friday, April 9, 2010

10:00 AM – 10:30 AM

Location:

Pearl

Friday, April 9, 2010

10:30 A.M- 12:00 Noon

Room: Sampan B

EDUCATIONAL TRENDS

Track: Global Environment and Trends

Track Chair: Erich Bergiel, University of West Georgia

Session Title: Educational Trends

Session Chair: Faramarz Parsa, University of West Georgia

1. Presentation Title: “The Impact of Students’ Major Area of Study on Their Ethical Ideology”
Nabil Ibrahim, Augusta State University
Igor Tomic, St. John’s University
Faramarz Parsa, University of West Georgia
 2. Presentation Title: “Do Undergraduate Students Exhibit a Different Corporate Social Responsibility Orientation Profile Than Their Graduate Counterparts? An Exploratory Study”
Faramarz Parsa, West Georgia College and State University
John P. Angelidis, St. John's University
Nabil Ibrahim, Augusta State University
 3. Presentation Title: “Student Views of “Ethical” Issues: Rural vs. Urban Upbringing and Non US vs. US Nationality”
Gregory Turner, Nicholls State University
-

Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 9, 2010

10:30 A.M- 12:00 Noon

Room: Koko

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Valparaiso University-Indiana

Session Title: Analysis of Key Areas of Public Relations Concern

Session Chair: Emma Daugherty-Phillingane, California State University, Long Beach

-
1. Presentation Title: “Major Approaches for the Corporate Social Responsibility Communication: An Observation for Turkish Corporate Websites”
İdil Karademirliđađ SUHER, Bahcesehir University, Turkey
 2. Presentation Title: “The Death of Second Life: A Case Study of A (Old) ‘Technology’”
Michael L. Kent, University of Oklahoma
Maureen Taylor, University of Oklahoma
 3. Presentation Title: “A Communication Challenge: How to Effectively Communicate an Organizational Change (a Recycling Program)”
Gideon Falk, Purdue University Calumet-Hammond, IN
-

Discussion facilitator: Tricia L. Hansen-Horn, University of Central Missouri

Friday, April 9, 2010

10:30 A.M- 12:00 Noon

Room: Jade

STRATEGIC MANAGEMENT

Track: Strategic Management

Track Chair: Omid Nodoushani, Southern Connecticut State University

Session Title: The Next Wave in Strategic Management

Session Chair: Margaret A. Goralski, Southern Connecticut State University

-
1. Presentation Title: “Capital for Farmland: The Next Wave of Outsourcing”
Margaret A. Goralski, Southern Connecticut State University
 2. Presentation Title: “Development of Human And Social Capital Through Industry Peer Networks”
Kyle Luthans, University of Nebraska at Kearney
Ada Leung, Pennsylvania State University at Berks
 3. Presentation Title: “Labeling Genetically Engineered Food: A Strategic Perspective”
Omid Nodoushani, Southern Connecticut State University
Patricia A. Nodoushani, University of Hartford
-

Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 9, 2010

10:30 A.M -12:00 Noon

Room: Dynasty A

ADVERTISING AND MARKETING COMMUNICATION

Track: Advertising and Marketing Communication

Track Chair: Louis K. Falk, University of Texas at Brownsville

Session Title: New Media, Advertising, and Social Networking

Session Chair: Thomas J. Prinsen, Grace College

1. Presentation Title: “Click Here! How Advertisement Location, Size and Framing Affect Online Advertising Click-Through Rates”
Paul Christ, West Chester University
 2. Presentation Title: “The Company Factor in Social Networking”
Hy Sockel, DIKW Management Group
Louis K. Falk, University of Texas at Brownsville
 3. Presentation Title: “Product Placement in the New Media Revolution”
Brian Larson, Widener University
 4. Presentation Title: “How to Reach the Younger Folks”
Johan C. Yssel, Point Park University
-

Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 9, 2010

10:30 A.M- 12:00 Noon

Room: Dynasty B

**PAVING THE WAY IN PUBLIC DIPLOMACY: STUDENT PROJECTS IN
GRASSROOTS**

Track: Global Corporate PR, Responsibility and Culture

Track Chair: Enric Ordeix-Rigo, Blanquerna School of Communication

Session Title: Paving the Way in Public Diplomacy: Student Projects in
Grassroots

Session Co-chair: Antonio Noguero & Mr. Efe Sevin

-
1. Presentation Title: “Use of Celebrities in Public Diplomacy Efforts”
Enjaye McDonald, Emerson College
 2. Presentation Title: “Multicultural Challenges in Boston Public Schools”
Neal Harris, Boston Public Schools
 3. Presentation Title: “Think Tanks and Political Communication”
Antonio Castillo Esparcia, Universidad de Málaga
Ana Almansa, Universidad de Málaga
 4. Presentation Title: “CSR and reputation management in late modernity: A case study of the
role of public relations in times of financial crises”
Enric Ordeix, Ramon Llull University
Jordi Xifra, Pompeu Fabra University

Discussants: Meg Gilbert, Gilberts & Associates, and Diane McFarland, University of Buffalo

****Lunch Break****



Friday, April 9, 2010

12:00 PM – 1:15 PM

****Track Chairs Luncheon ****



Friday, April 9, 2010
12:15 PM – 1:15 PM

Location:
Pearl

NOTE:
The luncheon is for Track Chairs Only

Friday, April 9, 2010

1:30-3:00 P.M.

Room: Sampan A

NEW PERSPECTIVES

Track: Spirituality in Business

Track Chair: Robert A. Page, Southern Connecticut State

Session Title: New Perspectives

Session Chair: Robert A. Page, Southern Connecticut State

-
1. Presentation Title: "Spirituality as an Ethical Action Model"
Robert Meyers, MicroSoft Corporation
Robert A. Page, Jr., Southern Connecticut State University
 2. Presentation Title: "Team Effectiveness: The Turbulent Role of Environmental Turbulence"
Lawrence E. Zeff, University of Detroit Mercy
Mary A. Higby, University of Detroit Mercy
 3. Presentation Title: "A Voice of One's Own: Writing as a Business Education Power Tool"
Henry Hein, Southern Connecticut State University
Sarah E. Page, Southern Connecticut State University

Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 9, 2010

1:30-3:00 P.M.

Room: Sampan B

STRATEGIC TRENDS

Track: Global Environment and Trends
Track Chair: Erich Bergiel, University of West Georgia
Session Title: Strategic Trends
Session Chair: J Robert Field, Nicholls State University

1. Presentation Title: “The Changing Pattern of Foreign Direct Investment Flow to Emerging Markets: Review and Analysis”
Abbas J. Ali, Indiana University of Pennsylvania
Faustina E. Shedlock, Indiana University of Pennsylvania
 2. Presentation Title: “Talent Management in the Arab World”
Abbas J. Ali, Indiana University of Pennsylvania
Faustina E. Shedlock, Indiana University of Pennsylvania
 3. Presentation Title: “Sustainable Business: Improving Survivability Through a Multi-Stakeholder Approach”
Michael Nastanski, Saint Leo University
John Pantzalis, Saint Leo University
-

Discussants: The Session Chair will coordinate a discussion among all present.

April 9, 2010

1:30-3:00 P.M.

Room: Koko

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication
Track Chair: Bonita Dostal Neff, Valparaiso University-Indiana
Session Title: Global Public Relations Theory: Seminar and Workshop
Session Chair: Michael L. Kent, University of Oklahoma

Presentation Title: “Public Relations Theory: Translating in a Global Environment”

Bonita Dostal Neff – Valparaiso University

Tricia L. Hansen-Horn, University of Central Missouri

Public relations theory is a rather recent focus in the discipline. Largely built on models and experience in the “practice” of public relations, the core of public relations was primarily schematic in the beginning within an applied emphasis. The initial development of theory in the United States was generally “borrowed” from other noncommunication disciplines—the social sciences, for example. The development of public relations generated theory primarily from the establishment of Public Relations Divisions/Interest Groups in associations and the establishment of graduate programs in public relations. This disparate growth pattern fostered the development of public relation theory within the particular philosophy of the academic communication group. The first theory text in public relations addressing the theory-to-practice approach was published in 2008. This text, *Public Relations: From Theory to Practice* (PRide Award in 2008), established the importance of generating public relations theoretical approaches through a theory-applied (case)-reflective questions (connection) scenario. This approach focuses on the metaphor used to describe public relations, the philosophy one holds towards public relations, the impact of the organizational-public infrastructure, and the insight into public relations as a premier communication process. To explore the global understanding about public relations, the presentation integrates a variety of cultural perspectives into the theoretical constructions used in the academic and practitioner public relations profession.

Participants: The IABD membership will be invited to contribute their metaphors, philosophical approaches to public relations, views of the functions of the public relations

professional in the infrastructure of organizations and publics, and observations about the public relations contributions to the communication process.

Friday, April 9, 2010

1:30-3:00 P.M.

Room: Jade

SPORT MARKETING

Track: Sport Marketing

Track Chair: Brian V. Larson, Widener University

Session Title: Sport Marketing

Session Chair: Brian V. Larson, Widener University

1. Presentation Title: “Will Sports Fans Revolt If Advertisements Are Placed on the Uniforms of Their Favorite Team? Results of a Pilot Study and Directions for Future Research.”

Ric Jensen, University of South Dakota

Nick Bowman, Young Harris College

Yawei Wang, Montclair State University

Jason Sosa, Rice University

2. Presentation Title: “Contentious Issues In Professional Boxing: Can The Sport Be Repositioned And Bring Credibility To It?”

Felix Abeson, Coppin State University

Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 9, 2010

1:30-3:00 P.M.

Room: Dynasty A

ORGANIZATIONAL COMMUNICATION

Track: Student Papers

Track Chair: Marty Mattare, Frostburg State University

Session Title: Organizational Communication: Three Stories

Session Chair: Marty Mattare, Frostburg State University

1. Presentation Title: “Domino's Pizza's Response to Video Scandal: A Public Relations Case Study”

Giselle Guadron, The University of Texas at San Antonio

2. Presentation Title: “Shape Up America! And Childhood Obesity “Overcome Obesity to Maximize Your Life” Campaign”

Disney Hanka, The University of Texas at San Antonio

Heather Harper, The University of Texas at San Antonio

3. Presentation Title: “Major Case Study: AIG”

Amina Lovell, The University of Texas at San Antonio

Discussants: The Session Chair will moderate a discussion.

Friday, April 9, 2010

1:30-3:00 P.M.

Dynasty B

CHANGE MANAGEMENT IN TIMES OF GLOBAL CHANGES

Track: Global Corporate PR, Responsibility and Culture

Track Chair: Enric Ordeix-Rigo, Ramon Llull University

Session Title: Change management in times of global changes

Session Chair: J. Gregory Payne, Emerson College

1. Presentation Title: “Corporate Social Responsibility and Public Relations in Spain: More than a Fashion”
Arceo Vacas, Univesidad Complutense de Madrid
 2. Presentation Title: ”The Social Responsibility of Public Institutions in Catalonia. Promoting Active Citizenship or simply PR campaigns?”
Laura Cervi, Universitat Autònoma de Barcelona
Xavier Ginesta, Universitat Autònoma de Barcelona
Núria Simelio, Universitat Autònoma de Barcelona
 3. Presentation Title: “Managing Cross-Cultural Staff In The Retail Industry. The Case Study Of Mango - Dominican Republic”
Raquel Casino, Brand Manager, Mango - Santo Domingo (Dominican Republic)
 4. Presentation Title: “A Short Insight On Social Capital, Rsc And Pr In Uncertain Environments”
Antonio Noguero Grau, FUERP - Universitat Autònoma de Barcelona
-

Discussant: Dr. Antonio Noguero, Autonomous University of Barcelona and president of the European University Foundation of Public Relations (FUERP).

Friday, April 9, 2010

3:30-5:00 P.M.

Room: Sampan A

****IABD ALL ACADEMY SESSION****

Keynote Speaker:

Dr. Richard Nelson

*“Business Education and Research Isn’t Just for Business
Anymore: Convergence with Other Disciplines.”*

Richard Nelson Bio

****Continental Breakfast
&
Business Meeting****



Saturday, April 10, 2010
7:30 AM – 8:30 AM

Location:

Pearl

Saturday, April 10, 2010

8:30-10:00 A.M.

Room: Sampan A

FINANCE

Track: Finance

Track Chairs: Phillip Fuller, Jackson State University

Session Title: Liquidity and Economic Growth

Session Chair: Paloma Bernal Turnes, Rey Juan Carlos University

1. Presentation Title: “Causality of Bank Liquidity Creation and Economic Growth from Multinational Perspective”

Chen Yi-Kia, National University of Kaohsiung- Taiwan

Chang Chih Chieh, National University of Kaohsiung- Taiwan

2. Presentation Title: “The Relationship of Interest Rate, Inflation Rate, GDP, and Real Economic Growth Rate in US”

Hamid Rahman, Alliant International University

Mohammed Kadhum Shaki, Alliant International University

3. Presentation Title: “Control of Liquidity as a Measure of Crisis Prevention

José Luis Beltrán Varandela, Vigo University

Irene Garrido Valenzuela, Vigo University

Paloma Bernal Turnes, Rey Juan Carlos University

Discussants: The Session Chair will coordinate a discussion among all present.

Saturday, April 10, 2010

8:30-10:00 A.M.

Room: Sampan B

STRATEGIC MANAGEMENT

Track: Strategic Management

Track Chair: Omid Nodoushani, Southern Connecticut State University

Session Title: Managing For Change: A Strategic Perspective

Session Chair: Kyle Luthans, University of Nebraska at Kearney

1. Presentation Title: “Capital Farmland: Integrating a Strategic Management Approach into Undergraduate Business Curriculum”

Jennifer Schultz, Metropolitan State University

Janet Henruinet, Metropolitan State University

Carol Bormann Young, Metropolitan State University

2. Presentation Title: “A Subtractive Differentiation As A Global Strategy”

Mohammed K. Shaki, National University-San Diego

Ralf Wilhems, Lake Superior State University

3. Presentation Title: “Managing For Change: Business & Academia_A Comparative Analysis”

Martin Shapiro, Berkeley College-White Plain, NY

4. Presentation Title: Polarity Management: Balancing Stress and Tranquility Polarities With Conflict Tensions During Recession”

Denise Gates, Texas A & M International University

Discussants: The Session Chair will coordinate a discussion among all present.

Saturday, April 10, 2010

8:30- 10:00 A.M.

Room: Koko

TOURISM, TRAVEL, AND HOSPITALITY

Track: Tourism, Travel, and Hospitality

Track Chair: Nathan K. Austin, Morgan State University

Session Title: Rosarito Film Festival

Session Chair: Michael McManus, Lone Knight Productions

Description: The session will be dedicated to showing six short documentaries shot by students in the 2nd Annual Rosarito Film Festival, Rosarito Beach, Baja, Mexico. The festival was a grassroots project and part of a two-year ongoing campaign to restore the image of Rosarito as a safe and secure destination for travel and tourism in the wake of President Calderon's war on drug cartel which has caused decline in tourism revenues in the area as much as 90%.

Documentary Titles:

My Beach
Rosarito in My Life
Metropoli
Behind the Scenes
My Rosarito
Educacion

Discussants: Mr. Ron Raposa, Public Relations Advisor, City of Rosarito, Baja, Mexico, Mr. Patrick Morris, 57th & Irving Production Company, New York, Kathy White, Public Relations for 57th & Irving and Hagin Investments.

Saturday, April 10, 2010

8:30-10:00 A.M.

Room: Jade

ORGANIZATIONAL BEHAVIOR AND ORGANIZATIONAL THEORY

Track: Organizational Behavior and Organizational Theory

Track Chair: Kayong Holston, Ottawa University

Session Title: The Influence of Society on Organizations Today

Session Chair: Chulguen Yang, Southern Connecticut State University

1. Presentation Title: “Job Affirmation: “My Job Made Me The Person I Am Today!”
Michael K. Coolsen, Shippensburg University
Vicki Fairbanks Taylor, Shippensburg University
David Reese, Shippensburg University
 2. Presentation Title: “Diversity and Religion in the Workplace”
C. W. Von Bergen, Southeastern Oklahoma State University, Durant, Oklahoma
Diane Bandow, Troy University, Atlanta, GA
 3. Presentation Title: “Darwin’s Deadly Legacy? Why Evolution Matters For Management Studies”
Chulguen Yang, Southern Connecticut State University
Stephen M. Colarelli, Central Michigan University
Kayong Holston, Ottawa University
 4. Presentation Title: “Diversity Initiatives- Failures and Consequences”
Chynette Nealy, University of Houston Downtown
Carolyn Ashe, university of Houston Downtown
-

Discussants: The Session Chair will coordinate a discussion among all present.

Saturday, April 10, 2010

8:30-10:00 A.M.

Room: Dynasty B

COMMUNICATION AND TECHNOLOGY IN MEDIA AND POLITICS

Track: Communication and Technology

Track Chair: John C. Tedesco, Virginia Tech University

Session Title: Communication and Technology in Media and Politics

Session Chair: Lakisha Simmons, University of Mississippi

-
1. Presentation Title: “Media Usage of Digital Television Broadcasting Adopters”
Burcin Ispir, Anadolu University
 2. Presentation Title: “Online Message Strategies and their Effects: Exploring Young Voter Effects in the 2008 Presidential Election”
John C. Tedesco, Virginia Tech University
 3. Presentation Title: “How Can U.S. Public Diplomacy be Improved to Alter Negative Perceptions? A Review of Practical Conclusions”
Ali M. Kanso, University of Texas at San Antonio
Richard Alan Nelson, Visiting Professor, University of Iowa

Discussants: The Session Chair will coordinate a discussion among all present.

****Coffee Break****



Thursday, April 10, 2010

10:00 AM – 10:30 AM

Location:
Pearl

Saturday, April 10, 2010

10:30 A.M- 12:00 Noon

Room: Sampan A

FINANCE

Track: Finance

Track Chairs: Phillip Fuller, Jackson State University

Session Title: Corporate and Personal Financial Decisions

Session Chair: Phillip Fuller, Jackson State University

1. Presentation Title: “Competitive Advantage: The Missing Link in Capital Budgeting”
Kenneth Zapp, Metropolitan State University
 2. Presentation Title: “Empirical Analysis of Capital Investment Intensity in LBOS”
Hamid Rahman, Alliant International University
Mohammed Kadhum Shaki, Alliant International University
 3. Presentation Title: “Which is Better: Traditional Medicare or Medicare Advantage?”
Phillip Fuller, Jackson State University
Betty B. Green, Mississippi Department of Human Services/Aging
Denis Boudreaux, University of Louisiana – Lafayette
-

Discussants: The Session Chair will coordinate a discussion among all present.

Saturday, April 10, 2010

10:30 A.M- 12:00 Noon

Room: Sampan B

ETHICAL AND SOCIAL ISSUES

Track: Ethical and Social Issues

Track Chair: David B. Zoogah, Morgan State University

Session Title: Ethical Issues

Session Chair: Marjorie Adams, Morgan State University

1. Presentation Title: “Revival of Virtue Ethics: Application in Journalism and Public Relations.”
Amiee J. Shelton, Salve Regina University
 2. Presentation Title: “Keeping Good Company: Preparing to Measure the Effect of Not-for-Profit Partner Evaluation on Corporate Evaluation.”
Brian V. Larson, Widener University
 3. Presentation Title: “A Comparative Study of Ethical Work Climates: Chinese and Taiwanese Accountants.”
Chiulien C. Venezia, Frostburg State University
Yan Bao, Frostburg State University
Gerald Venezia, Hood College
-

Discussants: The Session Chair will coordinate a discussion among all present.

Saturday, April 10, 2010

10:30 A.M -12:00 Noon

Room: Koko

LEADERSHIP

Track: Leadership

Track Chair: Timothy Howard, California State University, Sacramento

Session Title: Leadership

Session Chair: Debra Lopez, Our Lady of the Lake University

-
1. Presentation Title: “Corporate Women Leadership in India: Issues & challenges”
Rajeshwari Narendran, Mohanlal Sukhadia University, India
V Narendran, Academy of Learning Excellence Research & Training, India
Puja Mathur, Mohanlal Sukhadia University, India
 2. Presentation Title: “The Relationship between Leadership Style and Employee Stress”
Debra Lopez, Our Lady of the Lake University
Mark T. Green, Our Lady of the Lake University
Diana Garza-Ortiz, Our Lady of the Lake University
 3. Presentation Title: “Leadership Style Differences between Men and Women: A review of the Scholarly Literature”
Esther Chavez, Our Lady of the Lake University
Mark T. Green, Our Lady of the Lake University
Diana Garza-Ortiz, Our Lady of the Lake University
 4. Presentation Title: “Leadership Transformation: Re-tooling Strategies for IT Leadership”
Ranjith Nayar, Helsinki School of Economics
Rajeshwari Narendran, Mohanlal Sukhadia University, India

Discussants: The Session Chair will coordinate a discussion among all present.

Saturday, April 10, 2010

10:30 A.M.-12:00 Noon

Room: Jade

QUALITY AND PRODUCTIVITY

Track: Quality and Productivity

Track Chair: Felix Abeson, Coppin State University

Session Title: The Role of Quality in Production

Session Chair: Felix Abeson, Coppin State University

1. Presentation Title: “CMMI Misunderstood: Why Software Producing Companies Choose Six Sigma Versus CMMI”
Chris B. Simmons, University of Memphis
Sajjan G. Shiva, University of Memphis
 2. Presentation Title: “Shipper Performance Benefits on an Electronic Logistics Marketplace”
Rahul Kale, University of North Florida
Paul Fadil, University of North Florida
 3. Presentation Title: “In Process Quality Control in Learning and Quality Assurance of Learning Outcome”
Hamid Khan, Our Lady of the Lake University
Bob Bisking, Our Lady of the Lake University
 5. Presentation Title: “An Exploratory Investigation of the Influence of Emails on Workplace Efficiency”
Chynette Nealy, University of Houston Downtown
Carolyn Ashe, University of Houston Downtown
-

Discussants: The Session Chair will coordinate a discussion among all present.

Saturday, April 10, 2010

10:30 A.M- 12:00 Noon

Dynasty A

STRATEGIC MARKETING AND FRANCHISING

Track: Strategic Marketing and Franchising

Track Chairs: Rosa Maria Perez, University of La Coruna
Harold W. Lucius, Rowan University

Session Title: Strategic Marketing and Franchising

Session Chair: Paloma Bernal Turnes, Rey Juan Carlos University
Rosa Maria Perez, University of La Coruna

-
1. Presentation Title: “Marketing Practices of the Manley Popcorn Company: A Company Ahead of its Time, or an Example of Timeless Marketing”
Edward Bond, Bradley University
Ross L. Fink, Bradley University
Rajesh Iyer, Bradley University
 2. Presentation Title: “The Effects of Market Orientation in Commercial Bank Performance”
Paloma Bernal Turnes, Rey Juan Carlos University
Irene Garrido Valenzuela, University of Vigo
Carmelo Mercado Idoeta, Rey Juan Carlos University
 3. Presentation Title: “The decision to internationalize: The case of Spanish franchises”
Rosa Mariz-Perez, University of La Coruna, Spain.
José López Rodríguez, University of La Coruna, Spain.
Teresa García-Alvarez, University of La Coruna, Spain.

Discussants: The Session Chair will coordinate a discussion among all present.

Saturday, April 10, 2010

10:30 A.M- 12:00 Noon

Room: Dynasty B

COMMUNICATION AND TECHNOLOGY IN BUSINESS PROCESSES

Track: Communication and Technology

Track Chair: John C. Tedesco, Virginia Tech University

Session Title: Communication and Technology in Business Processes

Session Chair: Burcin Ispir, Anadolu University

1. Presentation Title: “Group Support System Meeting Termination: Allowing Participants to Vote”

Lakisha Simmons, University of Mississippi

Milam Aiken, University of Mississippi

2. Presentation Title: “In-Transit Asset Visibility: An Opportunity for Chinese Supply Chain Advancement”

Michael J. Mitchell, International School of Management, Paris, France

3. Presentation Title: “Automatic Transcription of Spoken English to German and Spanish Text”

Milam Aiken, University of Mississippi

Lakisha Simmons, University of Mississippi

Discussants: The Session Chair will coordinate a discussion among all present.

****All Academy Awards Luncheon****



Saturday, April 10, 2010
12:30 PM – 2:00 PM

Location:
Pacific

Keynote Speaker:

Mayor Hugo Torres of Rosarito, Baja Mexico
With
Ron Raposa, Public Affairs for Rosarito

All Academy Awards Luncheon

KEYNOTE SPEAKER

- Mayor Hugo Torres of Rosarito, Baja Mexico
With
Ron Raposa, Public Affairs for Rosarito

AWARDS & RECOGNITIONS



I. 2010 Best Paper Award:

- **Best Conceptual Paper (Sponsored by University of Maryland University College, Office of the President)**
 -
- **Best Empirical Paper**
 -
- **Best Young Scholar Paper**
 -
- **David Twomey Best Student Paper**
 -

II. 2010 Outstanding Service Award

- Paul Fadil, University of North Florida - **Program Chair**
- Rod Oglesby, Drury University - **Chief Editor of the Business Research Yearbook**
- Paul LeBlanc, University of Texas at San Antonio – **Associate Editor of the Business Research Yearbook**
- Marjorie G. Adams, **Managing Editor of the Business Research Yearbook**
- Louis Falk, University of Texas at Brownsville, **IABD Web Administrator**
- **(please best select your best track chair and insert his/her name here)**
- University of Texas at San Antonio - **High Caliber Student Productivity Award**

INDEX (Categorized by First Name)

A

A. Bakhsha..... 16
A. E. Taleghani 16
Abbas J. Ali..... 10, 42, 62
Abbas Mahmoudabadi 47
Abdul Aziz..... 12
Ada Leung..... 56
Adam E. Horn 49
Ahlam Fakhar..... 12
Ahmad Ebrahimi Taleghani 36
Ahmad Tootoonchi 4, 9, 10, 16
Ahmet Sekerkaya 12, 27
Alex Pearson 52
Ali Kanso 10, 11, 12, 23, 74
Alkhafaji, Abbass..... 2, 6
Amiee J. Shelton 77
Amina Lovell 65
Amir Jassim 40
Amiso M. George..... 1, 2, 4, 11, 12, 20, 26
Ana Almansa..... 58
Ana Vico Belmonte..... 38
Andrea Lopez..... 24
Angela J. Murphy..... 20
Ángeles Sandoval-Pérez 37
Anindya Chatterjee 38
Antonio Castillo Esparcia 58
Antonio Noguerro 52, 58, 66
Arash Bakhsha 16, 36
Arceo Vacas 66
Astrid M. Beckers 32
Austin Crumpton..... 52
Azad Ali 47
Azam N. Foda 12, 29

B

Betty B. Green 76
Binta.Abubakar 27
Blaise Bergiel..... 17, 48
Bob Bisking 79
Bonita Dostal Neff..... 11, 12, 49, 55, 63

Branko Cavarkapa..... 12, 38
Brian V. Larson..... 11, 12, 57, 64, 77
Burcin Ispir 74, 81

C

C. W. Von Bergen..... 73
Carmelo Mercado Idoeta..... 80
Carol Bormann Young..... 71
Carolyn Ashe 2, 4, 10, 11, 18, 73, 79
Chang Chih Chieh..... 70
Charles A. Lubbers 51
Chen Yi-Kia 70
Chiulien C. Venezia 77
Chris B. Simmons 79
Christopher Del Grosso..... 23
Chulguen Yang 11, 12, 40, 50, 73
Chynette Nealy..... 12, 18, 73, 79
Craig Hayden 41
Craig L. Reeder 20
Crystal L. Owen 11, 12, 31

D

Dale Steinreich..... 11, 12, 37
Dana Baker..... 24
Danny R. Arnold..... 7, 43, 44
Darwin L. King 11, 12
David B. Zoogah 77
David L. McKee..... 9
David Reese 31, 73
David Zoogah..... 11, 12
Dean A. Koutroumanis 12, 21
Debra Lopez..... 78
Deirdre Bird 51
Denis Boudreaux..... 76
Denise Gates 71
Diana Garza-Ortiz..... 78
Diana Pérez-Bustamante Yábar 38

Diane Bandow.....	12, 73
Diane McFarland	10, 23, 52, 58
Disney Hanka.....	65
Douglas E. Turner.....	20
Durriya H. Z. Khairullah.....	12
Dwane Hal Dean.....	21

E

Edward Bond	80
Efe Sevin.....	41, 52, 58
Elizabeth L. Toth	34
Elton A. Devine	9
Elvira San Millán Fernández	25
Emjaye McDonald	58
Emma Daugherty-Phillingane.....	49, 55
En Mao.....	48
Enric Ordeix-Rigo.....	11, 34, 41, 52, 58, 66
Ephraim Okoro.....	33
Erdener Kaynak	27, 38
Erich Bergiel	11, 12, 17, 48, 54, 62
Esther Chavez	78
Evan Chapman.....	52

F

Faramarz Parsa.....	54
Faustina E Shedlock.....	62
Felix Abeson	11, 12, 64, 79
Firhana Saifee	12
Francisco Blanco Jiménez.....	25
Frank Mastrianna	9
Frank S. Turner	30

G

Genevive Gearity	52
Gerald Venezia.....	77
Gideon Falk.....	55
Gillian Palmer	11, 12, 25
Gina Abbadessa	23
Giselle Guadron	65
Gregory Chase	37
Gregory Payne	4, 10, 12, 23, 41, 66
Gregory Turner	54

H

H. Efe Sevin	34
H. Kemal SUHER.....	51
H. Paul LeBlanc	4, 6, 10, 11, 12, 23, 84
Hamid Khan	18, 29, 79
Hamid Rahman	70, 76
Hani Tadros.....	12
Harold W. Lucius.....	11, 12, 33, 80
Hasan Efe Sevin.....	24
Hassan Badkoobehi.....	47
Heather Harper.....	65
Helen Caldwell.....	51
Henry Hein.....	20, 61
Hiroyuki Oba,	26
Hooshang M. Beheshti.....	9, 10
Hugo Torres	7, 82, 83
Hy Socket.....	57

I

Ibrahim M. Aly	39
İdil Karademirlidağ SUHER.....	49, 55
Igor Tomic	54
Irene Garrido Valenzuela.....	70, 80
Irfan Ahmad	32

J

J Robert Field	17, 62
J. Gregory Payne.....	9, 11, 12
J. Jassbi	29
J. Martin Giesen	17
Jacob Atland.....	20
James J. Cappel.....	36
Jan D. Felton	19
Janet Henruinet	71
Janice J. Jackson	10
Janice Payne.....	23
Jason Sosa	64
Jeff Beam	52
Jeff Rooks	17
Jennifer Nowotny.....	7
Jennifer Schultz.....	31, 71
Jim Lesko	51
João Duarte	41
Joe Horton.....	10, 42
Johan C. Yssel.....	57

John C. Tedesco	11, 12, 23, 74, 81
John Mark King	11, 12, 34, 41
John P. Angelidis	54
John Pantzalis.....	62
John R. Fisher	30
John W. Upson.....	17
Jon Anderson	17
Jonathan Gibraltar	4
Jordi Xifra	12, 41, 58
Jose I. Rojas-Mendez	27
José López Rodríguez	25, 80
José Luis Beltrán Varandela	70
Joseph Horton	4, 9, 10
Joyce Currie Little.....	16
June Lu.....	12

K

Kathleen Premo.....	12
Kathy White.....	72
Katie-Coral Sicora	52
Kaushik Chaudhuri	31
Kayong Holston	11, 12, 18, 73
Kelly Price	34
Kellye L. Jones.....	26
Kenneth J. Dupin	50
Kenneth Zapp.....	76
Kyle Luthans.....	56, 71

L

Lakisha Simmons.....	74, 81
Laura Cervi	66
Lawrence E. Zeff	11, 12, 61
Li Gan	30
Liqiong Deng	48
Lisa Fall	51
Lokman Mia.....	12
Louis K. Falk	4, 6, 10, 11, 12, 51, 57, 84

M

M ^a Teresa García Álvarez.....	25
Maggie B. Thomas.....	26
Mahmut Paksoy	12, 27
Majidul Islam.....	11, 12, 39
Manton C. Gibbs.....	10
Manuel Guisado-González.....	37

Manuel Guisado-Tato	37
Margaret A. Goralski	11, 12, 40, 50, 56
Maria Luisa Medrano.....	11, 12
María Luisa Medrano García.....	25, 38
Marjorie G. Adams	4, 6, 10, 30, 77, 84
Mark DeFanti	51
Mark T. Green.....	78
Martha(Marty) Mattare	11, 12, 24, 40, 50, 65
Martin M. Shapiro.....	18
Martin Shapiro	71
Mary A. Higby	11, 12, 61
Mary S. Thibodeaux.....	9
Maureen Taylor.....	49, 55
Michael Callow	27
Michael J. Mitchell	11, 12, 30, 40, 50, 81
Michael K. Coolsen	31, 73
Michael L. Kent	55, 63
Michael McManus	72
Michael Monahan	16
Michael Nastanski.....	62
Michael Z. Sincoff	31
Milam Aiken	81
Mohammad Seyed-Hosseini	11, 12, 16
Mohammad Z. Bsati.....	11, 12, 32
Mohammed Kadhum Shaki	33, 70, 71, 76
Muhamad Jamal	12
Muhammed A. Badamas.....	16, 47

N

N. Bilge ISPIR	51
N. Pilevari	29
Nabil Ibrahim	54
Nada Farhat	23
Nathan K. Austin	11, 12, 21, 27, 72
Neal Harris	58
Nick Bowman	64
Nitish Singh	43
Núria Simelio	66

O

Omar M. Al Nasser.....	12
Omid Nodoushani	10, 11, 12, 40, 56, 71

P

Paloma Bernal Turnes.....	11, 12, 70, 80
Patricia A. Nodoushani	40, 56
Patrick Morris	72
Paul Barron	7
Paul Bitrus Gwamna	12
Paul Christ.....	51, 57
Paul Cleveland	12
Paul A. Fadil	1, 2, 4, 10, 11, 12, 79, 84
Paul Lyons	11, 13
Pejvak Oghazi	50
Philemon Oyewole.....	11, 12, 33
Phillip Fuller	11, 12, 70, 76
Phillip W. Balsmeier.....	9, 10, 42, 47
Puja Mathur.....	78

R

Rahul Kale	79
Rajesh Iyer	80
Rajeshwari Narendran.....	78
Ralf Wilhelms	33,71
Rana Mostaghel	50
Ranjith Nayar	78
Raquel Casino	66
Raymond A. K. Cox.....	9, 10, 48
Raymond P. Lutz	9
Reza M. Eftekhazadeh	4, 6, 10, 11, 13
Reza Teherani-Fadaei	32
Ric Jensen	64
Richard Nelson.....	7, 9, 67, 68, 74
Richard Parker	38
Richard Silkoff.....	11, 13, 19
Robert A. Page.....	11, 20, 61
Robert C. Camp	4, 9, 10, 42
Robert G. Gehling.....	20
Robert Meyers.....	61
Rodney A. Oglesby.....	4, 6, 8, 10, 19, 37, 84
Ron Raposa	7, 23, 72, 82, 83
Ron Sardessai.....	12
Ronald J. Salazar.....	12
Rosa Mariz-Pérez.....	11, 12, 25, 80
Ross B Steinman	21
Ross L. Fink.....	80

S

S. M. Seyed Huseini.....	16, 29, 36
Sajjan G. Shiva.....	79
Samuel A. Ejiaku	16
Sarah E. Page	61
Sarah Phinney	24
Selim Zaim.....	27
Seong-Hun Yun	34
Shahid Siddiqi	18, 42
Shakil Rahman	11, 13, 16, 47
Shannon Felton	52
Shu-Hua Hsiao	49
Solmaz Partovi	16
Stephanie DeCosta.....	52
Stephanie Shropshire	24
Stephen M. Colarelli.....	73
Stevina Evuleocha.....	13
Susan Aldridge.....	4, 10

T

T. T. Rajan Selvarajan	13
Talha Harcar.....	11, 13, 21, 27
Teresa García-Alvarez	80
Thomas J. Prinsen	51, 57
Thomas W. Gainey	17
Timothy L. Howard	11, 13, 78
Tola Moya	49
Tracey E. Garza	32
Tricia L. Hansen-Horn.....	49, 55, 63

U

U. Angie Hwang	23
U. Raut-Roy	11, 13
Ulysses J. Brown.....	19

V

V Narendran.....	78
Valdemiro Hildebrando	31
Vicki Fairbanks Taylor	31, 73
Vinit Parida	50

W

Wafa El Garah.....	13
Wen-Yao Wang	30

X

Xavier Ginesta	66
Xun Li	48

Y

Yan Bao	77
Yawei Wang.....	64
Yi-Feng Yang.....	39, 49
Ying Ye.....	36
Yousef Jahmani.....	19
Yu-Jia Hu	39

Z

Zahid Y. Khairullah	11, 13, 29, 36
Zhenyu Huang.....	36
Ziad Swaidan	11, 13, 38
Zulene Payne.....	23



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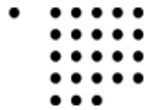
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