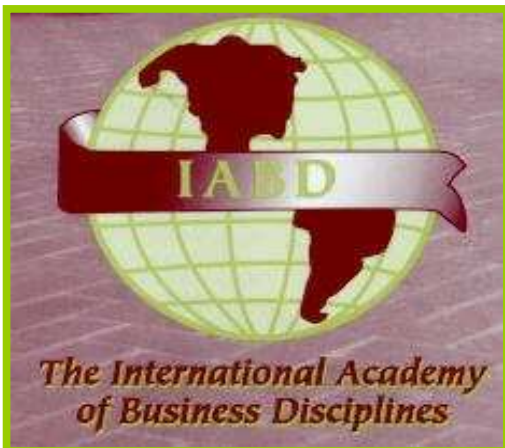


PROGRAM SCHEDULE

23RD ANNUAL CONFERENCE OF THE

International Academy of Business Disciplines



April 7-9, 2011

New Orleans, LA 70130

**Embassy Suites New Orleans
Convention Center**

PROGRAM CHAIR

Paul A. Fadil, University of North Florida

SPONSORING INSTITUTIONS AND INDIVIDUALS

**Frostburg State University, College of Business
University of Central Arkansas, College of Business
St. Johns University, The Peter J. Tobin College of Business
University of North Florida, Coggin College of Business
Rowan University, Rohrer College of Business
Paul A. Fadil, University of North Florida**

Balancing Profitability and Sustainability: Shaping the Future of Business

TWENTY-THIRD ANNUAL CONFERENCE OF THE IABD

*** OFFICIAL PROGRAM ***

April 7-9, 2011

New Orleans, Louisiana, USA

Embassy Suites Hotel New Orleans Convention Center

PROGRAM CHAIR

Paul A. Fadil, University of North Florida

CONFERENCE CHAIR

Rodney A. Oglesby, Breech School of Business, Drury University

SPONSORING INSTITUTIONS AND INDIVIDUALS

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University of Central Arkansas, College of Business
University of North Florida, Coggin College of Business
St. Johns University, The Peter J. Tobin College of Business
Rowan University, Rohrer College of Business
Paul A. Fadil, University of North Florida**

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IABD President's Welcome

Dear colleagues, welcome to the 23rd Annual Conference of the International Academy of Business Disciplines, April 7 - 9, 2011 in the beautiful city of New Orleans.

It is through your participation and contributions that IABD has become one of the most successful and stable professional organizations over the years by relying on the commitment and loyalty of its outstanding board of directors, officers, program coordinators, track chairs, and participants from various parts of the globe.

My special thanks to area-coordinators, track chairs, and manuscript-reviewers for working hard to make this year's conference a success. I am deeply grateful to Dr. Paul A. Fadil, Dr. Margaret Goralski, Dr. Paul LeBlanc, Dr. Marjorie G. Adams, Dr. Louis K. Falk, Dr. Rodney A. Oglesby, Dr. J. Gregory Payne, and Dr. Reza Eftekhazadeh for their leadership and dedicated service.

I find it to be a blessing that for 23 years, we have been able to come together, at least once a year, in a friendly and supportive atmosphere to engage in a meaningful communication, exchange new ideas, listen to each other's perspectives with respect to our cultural differences, and to work together in search of peaceful and constructive solutions to complicated problems facing the world. Let's continue showing our commitment to enhancing global understanding and fostering peace and prosperity for all human beings on earth.

Please enjoy the 2011 IABD Annual Conference, and do not hesitate to share your ideas for continuous progress of the International Academy of Business Disciplines.

Sincerely,

Ahmad Tootoonchi



Professor Camilo Prado Freire passed away peacefully in the hospital on the 21st of September. His three-month struggle with an the aggressive disease, cancer, ended peacefully. He was 66. Professor Freire will be remembered for his unwavering pursuit of empirical generalizations in business management.

Camilo was a valued and respected member at Rey Juan Carlos University and is being sorely missed by everyone. He was an excellent teacher and had an outstanding research record. He wrote more than 20 books and his research was published in the top journals in management.

Camilo developed his successful career as a Dean of Business Management at University of Vigo, University of Santiago de Compostela and more recently at Rey Juan Carlos University. Camilo was the founder president of the European Academy of Management and Business Economics.

Professor Camilo was a distinguished business management expert and educator who had served as a consultant to several nonprofit agencies and organizations. Many will remember him through his numerous contributions to the sport industry. He was the founder of the Real Madrid Foundation, among others.

May God rest his soul.

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 2011 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 (\$119 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:

Embassy Suites New Orleans
Convention Center
315 Julia Street, New Orleans, LA 70130
Tel: 504-525-1993
Toll-free: 1-800-EMBASSY
www.neworleans.embassysuites.com

We strongly encourage you to arrive at the hotel on Wednesday afternoon, **April 6, 2011**. 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

Take time to fully enjoy the IABD experience, meet other participants, and partake in the many opportunities afforded in New Orleans. 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. 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 6, 2011	4:30 PM – 5:30 PM
Thursday, April 7, and Friday, April 8, 2011	7:30 AM – 4:00 PM
Saturday, April 9, 2011	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.

2011 BUSINESS RESEARCH YEARBOOK

Chief Editor: Margaret A. Goralski

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 Eftekharzadeh at Eftekharzadeh@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*,

NEXT YEAR'S CONFERENCE

2012 is just around the corner. Start planning now for the **24th Annual IABD Conference in Long Beach, California.**

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 by the IABD Registration Desk.

SPECIAL EVENTS AT THE IABD 23ND ANNUAL CONFERENCE:

- **EARLY BIRD RECEPTION:** Wednesday, April 6, 2011, 5:30 – 6:30 p.m., Atrium
- **ALL ACADEMY SESSION:**
Thursday, April 7, 2011, 6:00 – 7:15 p.m., Bayou Jean Lafitte Sec 4
- **ALL ACADEMY GALA RECEPTION/DINNER:** Thursday, April 7, 2011, 7:30 – 8:45 p.m.,
Bayou Jean Lafitte 1,2,3
- **IABD BOARD OF DIRECTORS MEETING:** Thursday, April 7, 2011, 9:00 – 10:30 p.m.,
Andrew Jackson's Boardroom
- **TRACK CHAIRS LUNCHEON:** Friday, April 8, 2011, 12:15 – 1:15 p.m.,
- **ALL ACADEMY SESSION:**, Friday, April 8, 2011, 3:30 – 5:00 p.m., Atrium
- **BUSINESS MEETING:** Saturday, April 9, 2011, 7:30 – 8:30 a.m., Pearl
- **IABD ANNUAL AWARDS LUNCHEON:** Saturday, April 9, 2011, 12:30 – 2:00 p.m.,
Atrium
 - Keynote Speaker: Mohamed Khalil, MPA, Kennedy School of Government,
Veteran Public Diplomacy Advocate
 - Presentation Topic: After Flicker and Twitter Revolutions; What's Next for
Foreign Policy in the Middle East?

**International Academy of Business Disciplines
Registration Form – 2011 IABD Conference,
April 7 - 9, 2011, New Orleans, LA**



(Please type or print)

Last name _____ First name _____

Department _____ Affiliation _____

Street Address _____

City _____ State _____ Zip Code _____

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

2011 IABD REGISTRATION and FEES:

PLEASE NOTE DIFFERENT FEES - INCLUDE ALL THAT APPLY.

	Prior to 3/15/2011	After 3/15/2011	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, 2011 – 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:

Reza M. Eftekhazadeh,
Editor, Business Research Yearbook
Reza Eftekhazadeh
CIS/DS Department
St. John's University
Tel: 718-990-2134
<eftekhaz@stjohns.edu >

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

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Joseph Horton, University of Central Arkansas <jhorton@mail.uca.edu>

**TRACK CHAIRS AND AREA COORDINATORS OF THE 2011
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, University of Texas at Brownsville |
| 4. Applied Management Science & DSS | Zahid Khairullah, St. Bonaventure University |
| 5. Communication and Technology | John C. Tedesco, Virginia Polytechnic Institute and State University |
| 6. Computer Information Systems (CIS/MIS) | Shakil Rahman, Frostburg State University |
| 7. Crisis Management | H. Paul LeBlanc III, University of Texas |
| 8. Cross-Cultural Management | Raquel Casino, Independent Communications Professional |
| 9. Cross-Cultural Marketing | Ziad Swaidan, University of Houston-Victoria |
| 10. E-Business | Gillian Palmer, elementE, UK |
| 11. Economics | Dale Steinreich, Drury University |
| 12. Entrepreneurship/Small Business | Chulguen Yang, Southern Connecticut State University |
| 13. Ethical & Social Issues | David Zoogah, Morgan State University |
| 14. Finance | Phillip Fuller, Jackson State University |
| 15. Global Corporate P. R., Responsibility & Culture | Enric Ordeix-Rigo, Ramon Llull University |
| 16. Global Environment and Trends | Erich B. Bergiel, University of West Georgia |
| 17. Health Communications & Public Policy | J. Gregory Payne, Emerson College |
| 18. Human Resources Management | Crystal L. Owen, University of North Florida |
| 19. Instructional and Pedagogical Issues | Amiso M. George, Texas Christian University |
| 20. International Business & Marketing | Philemon Oyewole, Howard University |
| 21. Leadership | Michael J. Mitchell, International School of Management, Paris |
| 22. Managerial Accounting | Majidul Islam, Concordia University |
| 23. Management of Diversity | Chynette Nealy, University of Houston-Downtown |
| 24. Manufacturing and Service | Mohammad Z. Bsat, National University |
| 25. Marketing Research | Talha D. Harcar, Penn State Beaver |
| 26. Organizational Behavior & Theory | Kayong Holston, Ottawa University |
| 27. Organizational Communication & Crisis Mgmt. | Reza Eftekharzadeh, St. John's University |
| 28. Political Communication & Public Affairs | John Mark King, East Tennessee State University |
| 29. Public Relations & Corporate Communications | Bonita Dostal Neff, Valparaiso University |
| 30. Relationship Marketing | Micheal Coolsen, Shippensburg University |

- | | |
|------------------------------------|---|
| 31. Quality & Productivity | Felix Abeson, Coppin State University |
| 32. Spirituality in Organizations | Robert A. Page, Southern Connecticut State University |
| 33. Sport Marketing | Brian V. Larson, Widener University |
| 34. Strategic Management | Omid Nodoushani, Southern Connecticut State University |
| | Margaret A. Goralski, Quinnipiac University |
| 35. Strategic Marketing | Harold W. Lucius, Rowan University |
| 36. Student Papers | Marty Mattare, Frostburg State University |
| 37. Tourism, Travel, & Hospitality | Nathan K. Austin, Morgan State University |
| 38. Area Coordinator for Africa | Gillian Palmer, elementE, UK and elementE, Checkendon |
| 39. Area Coordinator for Asia | Ali Kanso, The University of Texas at San Antonio |
| 40. Area Coordinator for England | U. Raut-Roy, Anglia Ruskin University, UK |
| 41. Area Coordinator for Spain | Paloma Bernal Turnes and Maria Luisa Medrano, Universidad Rey Juan Carlos |

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Zahid Y. Khairullah, St. Bonaventure University
Ziad Swaidan, University of Houston-Victoria

**** Breakfast ****



Thursday, April 8, 2011
7:30 AM – 8:30 AM

Location:
Atrium

Thursday, April 7, 2011

Time: 8:30 AM – 10:00 AM

Room: Bayou Jean Lafitte Sec 1

Track: COMPUTER INFORMATION SYSTEM

Track Chair: Shakil Rahman, Frostburg State University

Session Title: Effective use of Technology in Business

Session Chair: Shakil Rahman, Frostburg State University

1. Presentation Title: “Balancing Between Using Open Source and Commercial Software in a Technology Program”
Azad Ali, Indiana University of Pennsylvania
 2. Presentation Title: “Prediction of Customer Behavior on RFMT Model Using Artificial Neural Networks”
Qeethara Kadhim Al-Shayea, Al-Zaytoonah, University of Jordan
Ghaleb Awad El-Refae, Al-Zaytoonah, University of Jordan
 3. Presentation Title: “Information Technology and its Economic Implications on Appalachia: Western Maryland and Surrounding Regions”
Shakil Rahman, Frostburg State University
Michael Monahan, Frostburg State University
Sara H Rahman, Cornell University
-

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

Thursday, April 7, 2011

Time: 8:30 AM – 10:00 AM

Room: Bayou Jean Lafitte Sec 2

Track: SPIRITUALITY IN ORGANIZATIONS

Track Chair: Robert A. Page, Southern Connecticut State University

Session Title: Sustaining Organizations

Session Chair: Michael J. Mitchell, International School of Management

1. Presentation Title: "Biotechnology and Sustainability: A Symbiotic Relationship"
Kaylene C. Williams, California State University, Stanislaus
Mary A. Page, Southern Connecticut State University
 2. Presentation Title: "Meaning Making in the Organization"
Michael J. Mitchell, International School of Management
 3. Presentation Title: "Karma as an Ethical Action Model"
Durga Prasad, Southern Connecticut State University
Robert A. Page, Southern Connecticut State University
-

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

Thursday, April 7, 2011

Time: 8:30 AM – 10:00 AM

Room: Bayou Jean Lafitte Sec 3

Track: Managerial Accounting

Track Chair: Majidul Islam, Concordia University, Canada

Session Title: Managerial Accounting in Context of Global Economy

Session Chair: Yi-Feng Yang, Shu-Te University, Taiwan

-
1. Presentation Title: "Leadership, Group Behaviors and Satisfaction in the context of Resource Based Theory: the role of Management Accountants."
Yi-Feng Yang, Shu-Te University
Majidul Islam, Concordia University
 2. Presentation Title: "Students' Perceptions of Online and Traditional Classroom Learning Environment in an Introductory Managerial Accounting Course."
Ibrahim Aly, Concordia University
 3. Presentation Title: "The Link between Perception of BSC Implementation and Corporate Strategy and its Impact on Performance: A Contingency Approach"
Majidul Islam, Concordia University
Yi-Feng Yang, Shu-Te University

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

****Coffee Break****



Thursday, April 7, 2011
10:00 AM – 10:30 AM

Location:
Bayou Jean Lafitte Foyer

Thursday, April 7, 2011

Time: 10:30AM – 12:00PM

Room: Bayou Jean Lafitte Sec 1

Track: MANUFACTURING AND SERVICE

Track Chair: Mohammad Z. Bsat, National University

Session Title: Supply Chain Management

Session Chair: Hassan Badkoobehi, National University

1. Presentation Title: “A Novel Economic Modeling for Supply Chain Planning: A Three-Echelon Supply Chain”
Hassan Badkoobehi, National University
Behin Elahi, Iran University of Science and Technology
Ahmad Makui, Iran University of Science and Technology
 2. Presentation Title: “Total Quality Management: An Integration of Synoptic and Incremental Strategy Formulation”
Mohammed Shaki, National University
Rashed Al-Ajmi, Kuwait University
 3. Presentation Title: “The Economic Aspect of Hazardous Problems in our Environment”
Hassan Badkoobehi, National University
Mohammed Shaki, National University
-

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

Thursday, April 7, 2011

Time: 10:30AM – 12:00PM

Room: Bayou Jean Lafitte Sec 2

Track: ORGANIZATIONAL BEHAVIOR AND THEORY

Track Chair: Kayong Holston, Ottawa University

Session Title: The Influence of Emotional Intelligence, Job Affirmation and Reward Systems on Organizational Goals and Behavior

Session Chair: Kayong Holston, Ottawa University

1. Presentation Title: "The Creative Use of Music in Teaching Organizational Behavior"
Chulguen Yang, Southern Connecticut State University
 2. Presentation Title: "Emotional Intelligence and Organizational Culture: A Review and Empirical Study"
Sayed Elsayed Elkhoully, Future University
Yasmeen M. Samir, Ain-shams University
 3. Presentation Title: "An Exploratory content Analysis of Job Affirmation Themes in the Workplace"
Michael K. Coolsen, Shippensburg University
Rachel Franson, Shippensburg University
Robert Stephens, Shippensburg University
 4. Presentation Title: "Advances in Indirect Questioning Techniques in Marketing Research"
Ross B. Steinman, Widener University
-

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

Thursday, April 7, 2011

Time: 10:30AM – 12:00PM

Room: Bayou Jean Lafitte Sec 3

Track: LEADERSHIP

Track Chair: Michael J. Mitchell, International School of Management

Session Title: Leadership Perspectives

Session Chair: Michael J. Mitchell, International School of Management

1. Presentation Title: “Perspectives in Leadership: The Significance of Theories and Styles to Task Achievement”

Raquel Lopez, Nova Southeastern University

2. Presentation Title: “Lessons from History: Leadership and Lincoln”

Deborah Combs, Southeastern Oklahoma State University

G. Jane Hicks, Southeastern Oklahoma State University

3. Presentation Title: “The First Two Years of Independence in Kosovo: Relationships Between Political Systems and Business Enterprises”

John R. Fisher, Utah Valley University

Baki Koleci, FON University, Skopje, Macedonia

Muhaedin Bela, Ss. Cyril and Methodius University in Skopje, Macedonia

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

****Lunch Break****



Thursday, April 7, 2011
12:00 PM – 1:15 PM

Thursday, April 7, 2011

Time: 1:30PM – 3:00PM

Room: Bayou Jean Lafitte Sec 1

Track: ENTREPRENEURSHIP & SMALL BUSINESS

Track Chair: Chulguen (Charlie) Yang, Southern Connecticut State University

Session Title: Current Topics in Entrepreneurship Research

Session Chair: Margaret Goralski, Southern Connecticut State University

1. Presentation Title: “Small Business Assistance: Does Score Counseling Result in New Businesses”
Martha Mattare, Frostburg State University
 2. Presentation Title: “A Comparative Study on Native-Born and Foreign-Born Female Entrepreneurs: A Narrative Approach”
Chulguen (Charlie) Yang, Southern Connecticut State University
Margaret Goralski, Southern Connecticut State University
 3. Presentation Title: “Using Type Preferences to Understand Entrepreneurship”
Marty Mattare, Frostburg State University
 4. Presentation Title: “Managing Change With a New Model and Appreciative Inquiry: A Public Library Moves to New Space and Everything Goes Haywire”
Marty Mattare, Frostburg State University
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Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 7, 2011

Time: 1:30PM – 3:00PM

Room: Bayou Jean Lafitte Sec 2

Track: ORGANIZATIONAL BEHAVIOR AND THEORY

Track Chair: Kayong Holston, Ottawa University

Session Title: The Influence of Emotional Intelligence, Job Affirmation and Reward Systems on Organizational Goals and Behavior

Session Chair: Kayong Holston, Ottawa University

1. Presentation Title: “Aligning Reward Systems with Organizational Goals”

Diane Bandow, Troy University

Dennis Self, Troy University

Patricia Matuszek, Troy University

2. Presentation Title: “Impact of Emotional Intelligence and Gender on Job Satisfaction Among Egyptian Government Sector Employees”

Sayed ElKhouly, Future University

Abdulazim Ghoniem, Ministry of Communications and Information Technology

Ghada Mohsen, Information and Decision Support Center

Mohammed Ibrahim, National Bank of Egypt

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

Thursday, April 7, 2011

Time: 1:30PM – 3:00PM

Room: Bayou Jean Lafitte Sec 3

Track: HEALTH COMMUNICATION AND PUBLIC POLICY

Track Chair: J. Gregory Payne, Emerson College

Session Title: Crisis Communication and Branding, Health Communication and Public Policy

Session Chair: J. Gregory Payne, Emerson College
Enric Ordeix-Rigo, Ramon Llull University

1. Presentation Title: “Rediscover Rosarito: Consultants and Locals in Place Branding”
Ada Renedo, Emerson College
 2. Presentation Title: “The promise of public diplomacy in Nation Branding”
Matar Alotaibi, Emerson College
 3. Presentation Title: “Reputation: a Valuable asset that protects organizations under a crisis situation”
Jorge Nuno da Silva, Escola Superior de Comunicação Social
 4. Presentation Title: “Internal Branding and its Effect on Corporate Communication”
Gillian Suslow, Emerson College
 5. Presentation Title: “Irish Government Communication Response to the 2008 Irish Banking Crisis.”
Joseph Paul Caron, Emerson College
 6. Presentation Title: “Relationship Management of Multicultural Stakeholders: An Approach Based on Values.”
César Neto, Escola Superior de Comunicação Social
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Discussants:

1. Ashley Torrence, Howard University
2. Ali Kanso, University of Texas at San Antonio

****Coffee Break****



Thursday, April 7, 2011

3:00 PM – 3:30 PM

***Location:
Atrium***

Thursday, April 7, 2011

Time: 3:30PM - 5:00PM

Room: Bayou Jean Lafitte Sec 1

Track: STRATEGIC MANAGEMENT

Track Chairs: Omid Nodoushani, Southern Connecticut State University
Margaret Goralski, Quinnipiac University

Session Title: Strategy Formulation Capital, Society, and Ecosystem

Session Chair: Margaret Goralski, Quinnipiac University

1. Presentation Title: "The Adventure of Capital: Creating a Strategy for Raising Capital"

Kenneth Dupin, CEO, N2Care, Virginia Tech Corporate Research Center
Kimberly Martinez, Virginia Tech Corporate Research Center

2. Presentation Title: "Balancing Profitability and Sustainability: A Case Study and Heuristic Model for High Performance Organizations"

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

3. Presentation Title: "Child Labor in the Global Marketplace: A Strategic Perspective"
Omid Nodoushani, Southern Connecticut State University

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

Thursday, April 7, 2011

Time: 3:30PM - 5:00PM

Room: Bayou Jean Lafitte Sec 2

Track: ECONOMICS

Track Chair: Dale Steinreich, Drury University

Session Title: Economics

Session Chair: Dale Steinreich, Drury University

1. Presentation Title: "Customers' Demand Aversion to Polluting Product and Firms' Output/Pricing Decision"

Muhammad Rashid, University of New Brunswick

Basu Sharma, University of New Brunswick

Muhammad Jamal, Concordia University

2. Presentation Title: "P/E Ratio as a Market Timing Indicator for Twenty-year Periods"

Gary L. DeBauche, Drury University

Rodney A. Oglesby, Drury University

3. Presentation Title: "An Analysis of Retail Mortgage Payment Behavior Based On Hidden Markov Models"

Chang Liu, Southern West University of Finance and Economics, China

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

Thursday, April 7, 2011

Time: 3:30PM - 5:00PM

Room: Bayou Jean Lafitte Sec 3

Track: POLITICAL COMMUNICATION/PUBLIC AFFAIRS RESEARCH

Track Chair: John Mark King, East Tennessee State University

Session Title: Political Communication/Public Affairs Research

Session Chair: J. Gregory Payne, Emerson College

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1. Presentation Title: "Newspaper Coverage of the U.S. Healthcare Reform Debate: A Content Analysis"
Dinah A. Tetteh, East Tennessee State University
John Mark King, East Tennessee State University

 2. Presentation Title: "U.S. Public Diplomacy Initiatives during the George W. Bush Presidency: Expediency versus Truth"
Ali M. Kanso, University of Texas at San Antonio
Richard Alan Nelson, Louisiana State University

 3. Presentation Title: "A Critical Theoretical Exploration of Municipal Budgets as Marketing Tools"
Staci M. Zavattaro, University of Texas at Brownsville

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

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



Thursday, April 7, 2011
7:30 PM – 8:45 PM

Location:
Bayou Jean Lafitte 1,2,3

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



Thursday, April 7, 2011
9:00 PM – 10:30 PM

***Location:
Andrew Jackson's Board Room***

**** Breakfast ****



Friday, April 8, 2011
7:30 AM – 8:30 AM

***Location:
Atrium***

Friday, April 8, 2011

Time: 8:30 AM – 10:00 AM

Room: Bayou Jean Lafitte Sec 1

Track: ADVERTISING AND MARKETING COMMUNICATION

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

Session Title: Global and Online Analysis

Session Chair: George A. Kirk, Southern University

1. Presentation Title: “The Global Market for Luxury Handbags: Celebrity Placement in Print Advertising”
Deirdre Bird, Providence College
Mark DeFanti, Providence College
Emma Hansen, Paul Stewart
 2. Presentation Title: “Cross Cultural Analysis of Gender Portrayals in British & American Online Advertising Messages”
Carolynn McMahan, University of North Florida
 3. Presentation Title: “Social Networks – The Dark Side”
Hy Sockel, DIKW Management Group
Louis K. Falk, University of Texas at Brownsville
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Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 8, 2011

Time: 8:30 AM – 10:00 AM

Room: Bayou Jean Lafitte Sec 2

Track: ETHICAL AND SOCIAL ISSUE

Track Chair: David. B. Zoogah, Morgan State University

Session Title: Ethical Issues in Action

Session Chair: Marjorie Adams, Morgan State University

1. Presentation Title: "Increasing Honor & Integrity in Classrooms: A Case Study"
Amiee J. Shelton, Roger Williams University
Mary Concannon, Roger Williams University
 2. Presentation Title: "Toyota: An Example of Unethical Communication"
Ashe Carolyn, University of Houston-Downtown
 3. Presentation Title: "The First Step in Restoring Academic Integrity: Creating an Ethical Guideline"
Diane D. Galbraith, Slippery Rock University
Susan L. Lubinski, Slippery Rock University
 4. Presentation Title: "American CEOs' Perceptions of Suggested Strategies that Sustain Globalization"
Abdalla Hagen, Wiley College
Shyam Lodha, Southern Connecticut State University
Marjorie Adams, Morgan State University
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Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 8, 2011

Time: 8:30 AM – 10:00 AM

Room: Bayou Jean Lafitte Sec 3

Track: COMMUNICATION & TECHNOLOGY

Track Chair: John C. Tedesco, Virginia Polytechnic Institute and State University

Session Title: Communication Technology Opportunities and Obstacles

Session Chair: John C. Tedesco, Virginia Polytechnic Institute and State University

1. Presentation Title: "A Web-Based Multilingual Meeting System: Breaking the Language Barrier"
Milam Aiken, University of Mississippi
John Wee, University of Mississippi
Mahesh Vanjani, Texas Southern University

 2. Presentation Title: "Developing NFC Based Applications and Services: Innovation and Research Directions"
Ángeles Sandoval Pérez, University of Vigo
Irene Garrido Valenzuela, University of Vigo
Paloma Bernal Turnes, University Rey Juan Carlos

 3. Presentation Title: "Daimler's Bribery Crisis: A Casuistic Analysis of Daimler's Online Crisis Communication"
Roxana Maiorescu, Purdue University

 4. Presentation Title: "Educating on Sustainable Practices: Utilizing an EcoCAR Campaign"
Rachel Dobroth, Virginia Polytechnic Institute and State University
Kaitlyn Redelman, Virginia Polytechnic Institute and State University
John C. Tedesco, Virginia Polytechnic Institute and State University
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Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 8, 2011

Time: 8:30 AM – 10:00 AM

Room: Andrew Jackson's Boardroom

Track: STRATEGIC MARKETING

Track Chair: Harold W. Lucius, Rowan University

Session Title: Social Network/Corporate Social Responsibility

Session Chair: Harold W. Lucius, Rowan University

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1. Presentation Title: "Determining What Strategic Resources are Necessary to Obtain Before Marketing an Online Social Network Website"
Denise Gates, TAMIU
 2. Presentation Title: "Advanced Corporate Strategy: The Effective Use of CSR in Business Strategy"
Yara Asa'd, International School of Management, Paris

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

Friday, April 8, 2011

Time: 8:30 AM – 10:00 AM

Room: Diamond A

Track: Special Student Presentations

Track Chair: J. Gregory Payne, Emerson College

Session Title: International Communication

Session Chair: J. Gregory Payne, Emerson College
Eric Ordeix-Rigo, Ramon Llull University

1. Presentation Title: "Social Media Monitoring"
Sruthi Vijayan, Emerson College
 2. Presentation Title: "Rosarito Film Festival: Grassroots Diplomacy and Cross-Cultural Communication"
Ada Renedo, Emerson College
Gillian Suslow, Emerson College
 3. Presentation Title: "The College-Choice Process and Campus Experiences of Asian American Undergraduates in Small Specialized Liberal Arts College."
Joyce Yoo, Emerson College
 4. Presentation Title: "U.S.-Colombia FTA: Enhancing Communication & Protecting Agriculture."
Andres Leon, Emerson College
 5. Presentation Title: "Cross Cultural Business: How Cultural Differences Affect Business Communication in the USA, India, and China"
Haley Steele, Northeastern University
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Discussants:

1. Antonio Noguero, University of Buffalo
2. Jordi Xifra, UPF
3. Janice Payne, LA Program

Friday, April 8, 2011

Time: 8:30 AM – 10:00 AM

Room: Diamond B

Track: PUBLIC RELATIONS & CORPORATE COMMUNICATIONS

Track Chair: Bonita Dostal Neff, Valparaiso University

Session Title: Public Relations in Relationship with Publics

Session Chair: Bonita Dostal Neff, Valparaiso University

1. Presentation Title: “Attitudes Toward the Physically Handicapped in the Workplace”
Amiee J. Shelton, Roger Williams University
Joanne Rotondo, Roger Williams University
 2. Presentation Title: “Public Relations and the Public Interest: Realities and Theoretical Perspectives”
Emma Louis Daugherty, California State University, Long Beach
 3. Presentation Title: “Issues Management Makeover: A Facelift for an Again Theory”
Michael L. Kent, University of Oklahoma
Maureen Taylor, University of Oklahoma
Shari R. Veil, University of Kentucky
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Discussants: The Session Chair will coordinate a discussion among all present.

****Coffee Break****



Friday, April 8, 2011
10:00 AM – 10:30 AM

Location:
Atrium

Friday, April 8, 2011

Time: 10:30AM – 12:00PM

Room: Bayou Jean Lafitte Sec 1

Track: ADVERTISING AND MARKETING COMMUNICATION

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

Session Title: Advertising, and Travel in the Public Arena

Session Chair: Staci M. Zavattaro, University of Texas at Brownsville

1. Presentation Title: "Advertising Tendencies of State Institutions of Higher Learning during Period of Economic Downturns"
Felix Abeson, Coppin State University
 2. Presentation Title: "Adaptive Selling in the Public Arena: An Exploratory Investigation"
George A. Kirk, Southern University
Richard L. McCline, Southern University
George M. Neely, Sr., Southern University
 3. Presentation Title: "Travelers' Perceptions of Tennessee: It's a Rocky Top State (of Mind)"
Lisa Fall, University of Tennessee
Charles A. Lubbers, University of South Dakota
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Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 8, 2011

Time: 10:30AM – 12:00PM

Room: Bayou Jean Lafitte Sec 2

Track: GLOBAL ENVIRONMENT AND TRENDS

Track Chair: Erich B. Bergiel, University of West Georgia

Session Title: Global Trends

Session Chair: Cheryl O. Brown, University of West Georgia

1. Presentation Title: “Revisiting Hofstede’s Dimensions: The Evolving Cultures of the United States and Japan”
Jonathan Wood, University of West Georgia
Christy Rabern, University of West Georgia
Jon Upson, University of West Georgia

 2. Presentation Title: “From the Inside-Out: Internal Marketing and the Global Firm”
Blaise J. Bergiel, University of West Georgia
Cheryl O. Brown, University of West Georgia
J Robert Field, Nicholls State University

 3. Presentation Title: “Students’ Attitudes Towards Business Codes of Ethics: The Impact of Gender”
Famarz Parsa, University of West Georgia
Nabil Ibrahim, Augusta State University
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Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 8, 2011

Time: 10:30AM – 12:00PM

Room: Bayou Jean Lafitte Sec 3

Track: ACCOUNTING HISTORY

Track Chair: Darwin L. King, St. Bonaventure University

Session Title: Topics in Accounting History

Session Chair: Annette Hebble, TUI University

1. Presentation Title: “The CPA Exam...Past and Future”
P. Michael Moore, University of Central Arkansas

2. Presentation Title: “The Annual Report and Corporate Social Responsibility”
Annette Hebble, TUI University
Vinita Ramaswamy, University of St. Thomas

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

Friday, April 8, 2011

Time: 10:30AM – 12:00PM

Room: Andrew Jackson's Boardroom

Track: STRATEGIC MANAGEMENT

Track Chairs: Omid Nodoushani, Southern Connecticut State University
Margaret Goralski, Quinnipiac University

Session Title: Strategy In the Age of Globalization

Session Chair: Shahid Siddiqi, Long Island University

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- 1. Presentation Title:** “Toyota’s Undoing: A Case of Hyper-Response to Hyper-Conflict”
Robert A. Page, Jr., Southern Connecticut State University
Lawrence E. Zeff, University of Detroit Mercy
Mary A. Higby, University of Detroit Mercy
 - 2. Presentation Title:** “The Sustainability of the World Trade Organization: Strategic Issues for Global Economy”
Omid Nodoushani, Southern Connecticut State University
Patricia A. Nodoushani, University of Hartford
 - 3. Presentation Title:** “An Inquiry into the Mindset Prerequisite for Corporate Globalization”
Shahid Siddiqi, Long Island University

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

Friday, April 8, 2011

Time: 10:30AM – 12:00PM

Room: Diamond A

Track: GLOBAL CORPORATE PUBLIC RELATIONS, SOCIAL RESPONSIBILITY AND CULTURE

Track Chair: Enric Ordeix-Ramon, Lull University (Barcelona)

Session Title: Corporate Citizenship Management / Strategies to Socialize Companies

Session Chair: J. Gregory Payne, Emerson College

1. Presentation Title: “Public Relations Excellence In Spain: A Quantitative Analysis”
Assumpció Huertas, Universitat Rovira i Virgili, (Taragona-Spain).
Enric Ordeix, Universitat Ramon Llull (Barcelona-Spain)
Natalia Lozano, Universitat Rovira i Virgili (Tarragona-Spain)
 2. Presentation Title: “Management For Business Excellence: Public Relations Strategy”
Rosa M. Torres, Alicante University
 3. Presentation Title: “The ABC (Argentina, Brazil And Chile) of PR in Latin America”
Macarena Urenda S, DuoUC Viña del mar, Chile
 4. Presentation Title: “Essentials of Managing Social Commitment as a Strategy to Establish Principles of the Organizational Culture”
Enric Ordeix, Department of Communication-Ramon Llull University
Jordi Xifra, Department of Communication-Pompeu Fabra University
 5. Presentation Title: “New Tendencies In Political Communication. Lobbies and Think Tanks”
Antonio Castillo Esparcia, University of Málaga, Spain
Ana Almansa Martínez, University of Málaga, Spain
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Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 8, 2011

Time: 10:30AM – 12:00PM

Room: Diamond A

Track: PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Track Chair: Bonita Dostal Neff, Valparaiso University

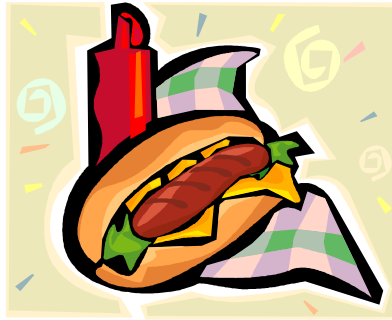
Session Title: Public Relations Theory: A Post Modern View

Session Chair: Bonita Dostal Neff, Valparaiso University

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1. Presentation Title: “The Post-Modern Perspective: Public Relations Theory Evolves”-
Part I
Bonita Dostal Neff, Valparaiso University-Indiana
 2. Presentation Title: “The Post-Modern Perspective: Public Relations Theory Evolves”
- Part II
Tricia Hansen-Horn, University of Central Missouri

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

****Lunch Break****



Friday, April 8, 2011
12:00 PM – 1:15 PM

****Track Chairs Luncheon ****



Friday, April 8, 2011
12:15 PM – 1:15 PM

Location:
ATRIUM

NOTE:
The Luncheon is for Track Chairs Only

Friday, April 8, 2011

Time: 1:30PM – 3:00PM

Room: Bayou Jean Lafitte Sec 1

Track: CROSS-CULTURAL MARKETING

Track Chair: Ziad Swaidan, University of Houston-Victoria

Session Title: Cross Cultural Marketing

Session Chair: Ziad Swaidan, University of Houston-Victoria

1. Presentation Title: “Review of Culture and Materialism”
Ziad Swaidan, University of Houston-Victoria
 2. Presentation Title: “Problems of Counterfeit International Pharmaceutical Products”
Branko Cavarkapa, Eastern Connecticut State University
Michael G. Harvey, University of Mississippi & Bond University (Australia)
 3. Presentation Title: “The Economic Aspect of Hazardous Problems in Our Environment”
Hassan Badkoobehi, National University
Mohammed K. Shaki, National University
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Discussants:

1. Ziad Swaidan, University of Houston-Victoria
2. Branko Cavarkapa, Eastern Connecticut State University
3. Mohammed K. Shaki, National University

Friday, April 8, 2011

Time: 1:30PM – 3:00PM

Room: Bayou Jean Lafitte Sec 2

Track: GLOBAL ENVIRONMENT AND TRENDS

Track Chair: Erich B. Bergiel, University of West Georgia

Session Title: Technological Trends

Session Chair: Samantha R. Dukes, University of West Georgia

1. Presentation Title: “An Investigation of Usage Patterns of Digital Consumer Technologies”
Liqiong Deng, University of West Georgia
Douglas Turner, University of West Georgia
 2. Presentation Title: “The Evolution and Future of Cellular Telephony”
Ken Griffin, University of Central Arkansas
Steven Zeltmann, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas
 3. Presentation Title: “Shades of Green: Exploring Various Approaches to ‘Green’ IT”
Summer E. Bartczak, University of Central Arkansas
Ken Griffin, University of Central Arkansas
Steven Zeltmann, University of Central Arkansas
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Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 8, 2011

Time: 1:30PM – 3:00PM

Room: Bayou Jean Lafitte Sec 3

Track: MARKETING RESEARCH

Track Chair: Talha Harcar, Pennsylvania State University at Beaver

Session Title: Marketing Research: From Customer Insights to Actions

Session Chair: Ross B. Steinman, Widener University

1. Presentation Title: “How Does Color Effect Perceived Attributes of New Food Products? The Case of Gatorade in Morocco”
Talha Harcar, Pennsylvania State University at Beaver
Daniel W. Smith, Penn State University at Beaver

 2. Presentation Title: “Factor Affecting Ticket Prices of the National Football League”
Talha Harcar, Pennsylvania State University at Beaver
Crystal W. Smith, Pennsylvania State University at Beaver

 3. Presentation Title: “Attitudes of Emerging Country Firms Toward Regional Economic Integration: Is it the Case of Expansion or Contraction?”
Erdener Kaynak, The Pennsylvania State University at Harrisburg
Ilyas Ciloglu, International Black Sea University
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Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 8, 2011

Time: 1:30PM – 3:00PM

Room: Andrew Jackson's Boardroom

Track: INSTRUCTIONAL AND PEDAGOGICAL ISSUES

Track Chair: Amiso M. George, Texas Christian University

Session Title: Pedagogy and Learning Outcomes

Session Chair: Paul R. Lyons, Frostburg State University

1. Presentation Title: "One More Time: The Relationship Between Time Taken To Complete An Exam and The Grade Received."
James E. Weber, St. Cloud State University
Howard Bohnen, St. Cloud State University
James A. Smith, St. Cloud State University

 2. Presentation Title: "Business Students' Reported Perceptions of Faculty Consideration."
Randall P. Bandura, Frostburg State University
Paul R. Lyons, Frostburg State University

 3. Presentation Title: "Instructional Pedagogy Promoting Effective Learning Outcomes as Evidence of Positive Organizational Behavior"
Abdul Hamid Khan, Our Lady of the Lake University
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Discussants: The Session Chair will coordinate a discussion among all present

Friday, April 8, 2011

Time: 1:30PM – 3:00PM

Room: Diamond A

Track: Applied Management Science & Decision Support Systems

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

Session Title: Applications for Decision Making - I

Session Chair: Hassan Badkoobehi, National University

1. Presentation Title: “Economic Evaluation of Renewable Energies in Iranian Power Plant Industries Utilizing Merit Rate Method”
Seyed Mohammad Seyed Hosseini, Islamic Azad University
Sarah Yousefi, Iran University of Science and Technology
 2. Presentation Title: “Ethical Decision Making Among Addicted and Non-Addicted Internet Users”
Kimberly S. Young, St. Bonaventure University
Carl J. Case, St. Bonaventure University
 3. Presentation Title: “The Economic Aspect of Hazardous Problems In Our Environment”
Hassan Badkoobehi, National University
Mohammad Shaki, National University
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Discussants: The Session Chair will coordinate a discussion among all present.

****Coffee Break****



Friday, April 8, 2011

3:00 PM – 3:30 PM

Location:
Atrium

Friday, April 8, 2011

Time: 3:30PM - 5:00PM

Room: Bayou Jean Lafitte Sec 1

Track: CROSS-CULTURAL COMMUNICATION

Track Chair: Raquel Casino, Independent Communications Professional

Session Title: A Multilingual, Multi-Cultural, Interconnected World

Session Chair: Raquel Casino, Independent Communications Professional

1. Presentation Title: "A Research Model for Multilingual Electronic Meeting Systems"
David Pumphrey, University of Mississippi
Milam Aiken, University of Mississippi
Mahesh Vanjani, Texas Southern University
 2. Presentation Title: "Analysis of the Effectiveness of Corporate Responsibility as a PR Strategy by Catalan Soccer Team Clubs"
Xavier Ginesta, University of Vic
Enric Ordeix, Ramon Llull University
 3. Presentation Title: "Challenging the Traditional Business Model"
Roger Cowdrey, Independent Business Consultant
 4. Presentation Title: "Western Europe's Mystification of Turkey and 'The Turks'"
Raquel Casino, Independent Communications Professional
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Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 8, 2011

Time: 3:30PM - 5:00PM

Room: Bayou Jean Lafitte Sec 2

Track: HEALTH COMMUNICATIONS AND PUBLIC POLICY

Organizer: J. Gregory Payne, Emerson College

Session Title: Using Social Media and Relationships to Connect the Global Village

Session Chair: Antonio Noguero

1. Presentation Title: "Barcelona Working Conference"
Ada Renedo, Sruthi Vijayan, Daniel Tick and Pete Hall, Emerson College
 2. Presentation Title: "Reciprocal Benefits in Teaching Abroad"
John C. Tedesco, Virginia Tech University
 3. Presentation Title: "LA Program- European, Mexican, Middle East and American Mix"
Janice Payne, LA Program.
 4. Presentation Title: "Effects of New Media on Social Construction"
Andrew Cassidy, Emerson College
 5. Presentation Title: "Influence of qualitative and quantitative WOM"
Romy Sae, Rom Lee, Emerson College
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Discussants:

1. Richard Nelson, Louisiana State University
2. Ali Kanso, University of Texas at San Antonio

Friday, April 8, 2011

Time: 3:30PM - 5:00PM

Room: Bayou Jean Lafitte Sec 3

Track: INTERNATIONAL BUSINESS AND MARKETING

Track Chairs: Philemon Oyewole, Howard University
Ziad Swaidan, University of Houston - Victoria

Session Title: Dynamics of Profitability and Sustainability in International Business

Session Chair: Ephraim Okoro, Howard University

1. Presentation Title: "International New Ventures in the Commodity Sector: A Dynamic Capabilities Perspective"
Jean-Michel Quentier, ESC Bretagne Brest (Brittany School of Management), France
 2. Presentation Title: "Corporate Culture Classification Model: Dynamic Consistency"
Mohammed Shaki, Alliant International University
Maria Luisa Medrano Garcia, Universidad Rey Juan Carlos
 3. Presentation Title: "Assessing the Impact of Export Promotion Programs: A Preliminary Analysis for Louisiana Businesses"
Saviour L. S. Nwachukwu, Southern University and A&M College
 4. Presentation Title: "International Strategic Marketing: Sports Promotions Aimed at New Segments"
Ric Jensen, University of South Dakota
Brian V. Larson, Widener University
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Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 8, 2011

Time: 3:30PM - 5:00PM

Room: Andrew Jackson's Boardroom

Track: INSTRUCTIONAL AND PEDAGOGICAL ISSUES

Track Chair: Amiso M. George, Texas Christian University

Session Title: Service Learning: From Theory to Practice

Session Chair: James E. Weber, St. Cloud State University

1. Presentation Title: "The Future of Business: Building a Service-Learning Project Portfolio"
Alice L. Crume, Kent State University, Tuscarawas

2. Presentation Title: "Service Learning: Does it Change Student's Perspectives?"
Paula S. Weber, St. Cloud State University
Kenneth R. Schneider, St. Cloud State University
James E. Weber, St. Cloud State University

3. Presentation Title: "Using Classroom Exercises To Teach Sustainable Business and Strategic Communication Writing in a Consumer Culture."
Stevina U. Evuleocha, California State University, East Bay
Amiso M. George, Texas Christian University

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

Friday, April 8, 2011

Time: 3:30PM - 5:00PM

Room: Diamond A

Track: Applied Management Science & Decision Support Systems

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

Session Title: Applications for Decision Making - 2

Session Chair: Roger L. Hayen, Central Michigan University

1. Presentation Title: "A Hybrid Fuzzy Mathematical Programming - Fuzzy ANP Model for R&D Project Portfolio Selection"
S.M. Seyed Hosseini, Iran University of Science and Technology
S.M. Ghoreyshi, Iran University of Science and Technology
 2. Presentation Title: "Using Acculturation for Marketing Decisions"
Durriya H. Z. Khairullah, St. Bonaventure University
Zahid Y. Khairullah, St. Bonaventure University
 3. Presentation Title: "An Information Systems Encounter with the Six Sigma Method"
Roger L. Hayen, Central Michigan University
-

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

**** Breakfast ****



Saturday, April 9, 2011
7:30 AM – 8:30 AM

Location:
Atrium

Saturday, April 9, 2011

Time: 8:30 AM – 10:00 AM

Room: Bayou Jean Lafitte Sec 1

Track: FINANCE

Track Chair: Phillip Fuller, Jackson State University

Session Title: Options and Stocks

Session Chair: Phillip Fuller, Jackson State University

1. Presentation Title: "Airfare Price Insurance: A Real Option Model"
Adishwar V. Jain, Jain & Associates
Raymond A. K. Cox, University of Northern British Columbia
 2. Presentation Title: "Valuing Distressed Private Companies: The Case of Furniture Manufacturing Company in Brazil"
Ronald Jean Degen, International School of Management
K. Matthew Wong, St. John's University
 3. Presentation Title: "Stochastic Analysis of Margin Buying in Spain"
Paloma Bernal Turnes, Universidad Rey Juan Carlos
José Luis BeltránVarandela, Universidad de Vigo
Irene GarridoValenzuela, Universidad de Vigo
 4. Presentation Title: "Analysis of Stock Performance During the Summer"
Phillip Fuller, Jackson State University
Geungu Yu, Jackson State University
Denis Boudreaux, University of Louisiana – Lafayette
-

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

Saturday, April 9, 2011

Time: 8:30 AM – 10:00 AM

Room: Bayou Jean Lafitte Sec 2

Track: INSTRUCTIONAL AND PEDAGOGICAL ISSUES

Track Chair: Amiso M. George, Texas Christian University

Session Title: Technology and Instruction

Session Chair: Kellye L. Jones, Clark Atlanta University

-
1. Presentation Title: "Clickers Technology Attitudinal Differences Of Native-Born And Immigrant Students: What Are The Pedagogical Implications?"
Kellye L. Jones, Clark Atlanta University
 2. Presentation Title: "Clickers Technology Attitudes of Business School Faculty: Outcomes, Evaluations and Insights"
Kellye L. Jones, Clark Atlanta University
Amiso M. George, Texas Christian University
 3. Presentation Title: "ETextbooks: A Framework to Understanding their Potential"
Saurabh Gupta, University of North Florida
Charlene Gullett-Scaggs, University of North Florida

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

Saturday, April 9, 2011

Time: 8:30 AM – 10:00 AM

Room: Bayou Jean Lafitte Sec 3

Track: INTERNATIONAL BUSINESS AND MARKETING

Track Chairs: Philemon Oyewole, Howard University
Ziad Swaidan, University of Houston - Victoria

Session Title: Cultural Recognitions for Sustainable Business and Marketing Practices

Session Chair: Jean-Michel Quentier, ESC Bretagne Brest (Brittany School of Management), France

1. Presentation Title: "Implications of U.S. Culture on Globalization Strategies"
Mohammed Shaki, Alliant International University
Maria Luisa Medrano Garcia, Universidad Rey Juan Carlos
 2. Presentation Title: "Indian Television Advertisements & Cultural Values"
Durriya H. Z. Khairullah, Saint Bonaventure University
Zahid Y. Khairullah, Saint Bonaventure University
 3. Presentation Title: "Children and Family Shopping: Perspectives from the Klang Valley in Malaysia"
Koay Chui Peng, Multimedia University, Malaysia
Pravat Choudhury, Howard University
Philemon Oyewole, Howard University
 4. Presentation Title: "International Business, Entrepreneurship, and Investments in Nigeria: An Assessment of Opportunities and Challenges"
Ephraim Okoro, Howard University
Melvin Washington, Howard University
-

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

Saturday, April 9, 2011

Time: 8:30 AM – 10:00 AM

Room: Andrew Jackson's Boardroom

Track: HEALTH COMMUNICATIONS AND PUBLIC POLICY

Track Chair: J. Gregory Payne, Emerson College

Session Title: The Global Impact in Media, Politics and Business

Session Chair: John C. Tedesco, Virginia Polytechnic Institute and State University

1. Presentation Title: "New Trends in Political Communication"
Spencer Kimball, Kimball & Associates
 2. Presentation Title: "The Tea Party Protest Movement: Crisis or Opportunity for the Republican Party?"
MJ McDonall, Emerson College
Bryce Summary, University of Missouri
 3. Presentation Title: "What Now for the Middle East Region?"
Mohamed Khalil, Emerson College
 4. Presentation Title: "The Role of Media in Protest and Politics"
Abbey Niezgoda, Emerson College
 5. Presentation Title: "Charter School Performance: Implications for Student Achievement."
Daniel Tick, Emerson College
 6. Presentation Title: "Challenges of Effective Teaching in America's Inner City Schools"
Neil Harris, Boston Elementary Teacher
-

Discussants:

1. Richard Nelson, Louisiana State University
2. Ali Kasam, University of Texas - San Antonio
3. Diane McFarland, Buffalo State College

Saturday, April 9, 2011

Time: 8:30 AM – 10:00 AM

Room: Diamond A

Track: STUDENT PAPERS

Track Chair: Marty Mattare, Frostburg State University

Session Title: IT and Applications in Finance and Marketing

Session Chair: Marty Mattare, Frostburg State University

1. Presentation Title: "Factors Affecting Email Response Rates in a Corporate Environment"

Robert LeMastro, Rowan University

Daniel McFarland, Rowan University

2. Presentation Title: "The Twitter Effect: Social Media and the News"

Brittany Richards, Texas Christian University

3. Presentation Title: "Information Technology and Strategic Management in Finance: Searching for Effective Models for Improving Information Quality"

Douglas Clemmons, Morgan State University

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

****Coffee Break****



Saturday, April 9, 2011
10:00 AM – 10:30 AM

Location:
Atrium

Saturday, April 9, 2011

Time: 10:30AM – 12:00PM

Room: Bayou Jean Lafitte Sec 1

Track: HUMAN RESOURCE MANAGEMENT

Track Chair: Crystal Owen, University of North Florida

Session Title: Commitments vs. Layoffs

Session Chair: Paul A. Fadil, University of North Florida

1. Presentation Title: "Application of a Medical Protocol to Worker Layoffs"
C.W. Von Bergen, Southeastern Oklahoma State University

2. Presentation Title: "Linkages between Perceived Occupational and Organizational
Commitments of General Employees in Japanese Organizations"
Kaushik Chaudhuri, Reitaku University
Paul A. Fadil, University of North Florida

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

Saturday, April 9, 2011

Time: 10:30AM – 12:00PM

Room: Bayou Jean Lafitte Sec 2

Track: STUDENT PAPERS

Track Chair: Marty Mattare, Frostburg State University

Session Title: Organizational Behavior: HRM, Social Responsibility, & Competitive Position

Session Chair: Marty Mattare, Frostburg State University

1. Presentation Title: "Impact of Employees' Perceptions of Corporate Social Responsibility on Organizational Commitment, Identification, and Employee Behavior"
Priscila Alfaro-Barrantes, Florida State University
Yu Kyoum Kim, Florida State University
Jeffrey D. James, Florida State University
 2. Presentation Title: "Re-Calibrating Executive Compensation: A Discussion and Possible Solution"
Matthew Mallozzi, Frostburg State University
Peter Letourneau, Frostburg State University
Thomas Teets, Frostburg State University
 3. Presentation Title: "Competitive Analysis: Exploring How Wal-Mart Maintains an Edge Over the Competition"
Denise Gates, Texas A&M International University
-

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

Saturday, April 9, 2011

Time: 10:30AM – 12:00PM

Room: Bayou Jean Lafitte Sec 3

Track: LEADERSHIP

Track Chair: Michael J. Mitchell, International School of Management

Session Title: Leadership Variables

Session Chair: Michael J. Mitchell, International School of Management

1. Presentation Title: "Race and Gender as Variables that Impact Leadership and its Perspectives in Education"
Raquel Lopez, Nova Southeastern University
 2. Presentation Title: "Strategic Leadership: The Role of Vision, Power, and Education"
Margaret A. Goralski, Quinnipiac University
 3. Presentation Title: "Emotional Intelligence in the Instruction of Public Relations: A Content Analysis of Introductory Textbooks and Codes of Ethics"
Timothy Lent Howard, California State University Sacramento
-

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

Saturday, April 9, 2011

Time: 10:30AM – 12:00PM

Room: Andrew Jackson's Boardroom

Track: HEALTH COMMUNICATION

Track Chair: J. Gregory Payne, Emerson College

Session Title: Perspectives in Health Communication

Session Chair: Diane McFarland, Buffalo State College, SUNY

1. Presentation Title: "Communication Theory, Evidence, and the Conundrum of Driving while Talking on a Cell Phone: A Health Policy and Research Consideration"
Paul LeBlanc, University of Texas at San Antonio
 2. Presentation Title: "Cultural Archetype of Breast Cancer in the US"
Diane McFarland, Buffalo State University, SUNY
 3. Presentation Title: "Personal perspectives on effective care giving"
Janice Payne and Zulene Payne, LA Program
-

Discussants:

1. John C. Tedesco, Virginia Polytechnic Institute and State University
2. Enric Ordeix-Rigo, Ramon Llull University

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



Saturday, April 9, 2011
12:30 PM – 2:00 PM

Location:
Atrium

Keynote Speaker:

Mohamed Khalil

All Academy Awards Luncheon

KEYNOTE SPEAKER

Mohamed Khalil

**MPA, Kennedy School of Government
Veteran Public Diplomacy Advocate**

After Flicker and Twitter Revolutions; What's Next for Foreign
Policy in the Middle East?

AWARDS & RECOGNITIONS



I. 2011 Best Paper Award:

Best Overall

A WEB-BASED MULTILINGUAL MEETING SYSTEM: BREAKING THE LANGUAGE BARRIER

Milam Aiken, University of Mississippi
maiken@bus.olemiss.edu

John Wee, University of Mississippi
jwee@bus.olemiss.edu

Mahesh Vanjani, Texas Southern University
vanjanim@tsu.edu

Best Student Paper:

RE-CALIBRATING EXECUTIVE COMPENSATION: A DISCUSSION AND POSSIBLE SOLUTION

Thomas Teets, Frostburg State University
twteets0@frostburg.edu

Matthew Mallozzi, Frostburg State University
mmallozzi@frostburg.edu

Peter Letourneau, Frostburg State University
pletourneau@frostburg.edu

II. 2011 Outstanding Service Award

➤ Outstanding Track Chairs

- **Louis K. Falk, Advertising & Marketing Communications**
- **Kayong Holston, Organizational Behavior & Theory**

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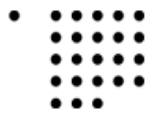
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