

# PROGRAM SCHEDULE

24<sup>th</sup> ANNUAL CONFERENCE OF THE

**International Academy of Business Disciplines**



**April 19-21, 2012**

**Long Beach, California, USA**

**The Queen Mary Hotel and  
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**

# **Business and Global Social Responsibility**

**TWENTY- FOURTH ANNUAL CONFERENCE OF THE IABD**

**\* OFFICIAL PROGRAM \***

**April 19-21, 2012**

Long Beach, California, USA

The Queen Mary Hotel and 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  
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**

**TABLE OF CONTENTS**

**24<sup>TH</sup> 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 .....	5 - 6
Presenting Your Research.....	6
IABD Webpage Administrator.....	6
2011 Business Research Yearbook.....	6
Journals and Periodicals.....	7
Message Boards.....	7
Next Year's Conference.....	7
Special Events at the IABD 23rd Annual Conference.....	7
Registration Form.....	8
IABD President.....	9
Former IABD Presidents.....	9
IABD Board of Directors, Officers, and Committees.....	9 -10
Track Chairs and Area Coordinators.....	11 -12
Paper Reviewers for the 2011 IABD Conference.....	13 -14

**B. Presentation Schedule:**

Thursday, April 19, 2012.....	18- 41
Friday, April 20, 2012.....	44 -61
Saturday, April 21, 2012.....	64 -71
Awards and Recognitions.....	72
Participant Name Index.....	

**C. Advertisements:**

Rutgers University.....	
Frostburg University.....	
University of Central Arkansas.....	
St John's University.....	
University of North Florida.....	
AEDEM Call For Papers.....	

## **IABD President's Welcome**

Dear friends and colleagues, welcome to the 24th Annual Conference of the International Academy of Business Disciplines in the beautiful city of Long Beach, California. As some of you know, this is my last year as president of IABD; the organization I have proudly served in various capacities since its establishment in 1988. I, like many of my colleagues, have benefited from IABD in many ways, and in fact, this organization has been an inseparable part of my professional career for the past 24 years. I am proud to share with you that my long time IABD friends honored me by giving me a permanent membership on the IABD Board of Directors, and I am happy to say that my service to IABD will continue in this new capacity.

Over the years, IABD has evolved into one of the most internationally successful and stable professional organizations and we owe this success to the commitment and loyalty of its outstanding board of directors, officers, program coordinators, track chairs, and participants from various parts of the globe. I find it to be a blessing that for 24 years, we have been able to come together, at least once a year, in a friendly and supportive atmosphere to engage in meaningful communication, exchange new ideas, listen to each other's perspectives with respect to our cultural differences, and work together in search of peaceful and constructive solutions to complicated problems facing the world.

I would like to welcome our new president, Dr. Paul Fadil; a dynamic leader and one of my closest friends for many years. I wish him a world of success in his new role, and believe strongly that under his leadership and with your support, the sky will be the limit for IABD's growth and development.

Let's continue showing our commitment to enhancing global understanding and fostering peace and prosperity for all human beings on earth. Please enjoy the 2012 IABD Annual Conference, and do not hesitate to share your ideas with our new president and/or the Board of Directors for continuous progress of the International Academy of Business Disciplines.

I would like to express my deepest appreciation to Reza Eftekharzadeh, Paul Fadil, Louis Falk, Margaret Goralski, Marjorie Adams, Gregory Payne as well as our Area Coordinators and Track Chairs for working extraordinarily hard to make this year's conference a success.

Sincerely,

*Ahmad Tootoonchi*

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](http://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 2012 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 (\$129 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:

The Queen Mary Hotel  
1126 Queens Highway, Long Beach CA 90802-6390  
Tel: 562-435-3511  
Toll-free: 1-800-437-2934  
[www.queenmary.com](http://www.queenmary.com)

We strongly encourage you to arrive at the hotel on Wednesday afternoon, **April 18th, 2012**. 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 (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 Long Beach. 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 18, 2012	4:30 PM – 5:30 PM
Thursday, April 19, and Friday, April 20th, 2012	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](http://www.iabd.org). For more information, please contact our Webpage Administrator Louis K. Falk at [Louis.falk@utb.edu](mailto:Louis.falk@utb.edu); Phone (956) 882-8977.

### 2012 BUSINESS RESEARCH YEARBOOK

**Chief Editor:** Margaret A. Goralski

**Associate Editor:** Paul LeBlanc

**Processor:** 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](mailto: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*
- *The International Journal of Interdisciplinary Research*
- *The Business Research Yearbook*

## **NEXT YEAR'S CONFERENCE**

2013 is just around the corner. Start planning now for our **Silver Anniversary!!** The **25<sup>th</sup> Annual IABD Conference will be in Atlanta, Georgia.**

## **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 24<sup>TH</sup> ANNUAL CONFERENCE:**

- **EARLY BIRD RECEPTION:** Wednesday, April 18th 2012, 5:00 – 6:00 p.m., \*\*
- **IABD BOARD OF DIRECTORS MEETING:** Wednesday, April 18th, 2012, 6:30 – 8:30p.m., Verandah Grill.
- **ALL ACADEMY SESSION:**  
Thursday, April 19th, 2012, 6:00 – 7:15 p.m., \*\*\*
- **ALL ACADEMY GALA RECEPTION/DINNER:** Thursday, April 19th, 2012, 7:30 – 9:00 p.m., Queens Salon.
- **IABD OFFICERS LUNCHEON:** Friday, April 20th, 2012, 12:15 – 1:15 p.m., Capstan Club

**International Academy of Business Disciplines  
Registration Form – 2012 IABD Conference,  
April 19 - 21, 2012, Long Beach, CA**



(Please type or print)

\*\*\*\*\*

Last name \_\_\_\_\_ First name \_\_\_\_\_

Department \_\_\_\_\_ Affiliation \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Tel: O, \_\_\_\_\_ H, \_\_\_\_\_ E-mail \_\_\_\_\_

**2012 IABD REGISTRATION and FEES:**

**PLEASE NOTE DIFFERENT FEES - INCLUDE ALL THAT APPLY.**

	Prior to 3/15/2012	After 3/15/2012	Enter Amount
Cash or Check Registration and One Year Membership	\$250	\$260	\$
Credit Card Registration and One Year Membership	\$265	\$275	
Student Registration	60	65	
Fee for the Printed version of BRY (optional)	50	60	
<b>Total Registration Fee Enclosed</b>			<b>\$</b>

**NOTE:**

- 50% refund for registration cancelled before **March 15, 2012 – 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 Eftekhazadeh  
CIS/DS Department  
St. John's University  
Tel: 718-990-2134  
eftekhaz@stjohns.edu



### **IABD PRESIDENT**

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

### **FORMER IABD PRESIDENTS**

J. Gregory Payne President, 2005-2007, Emerson College <zulene@aol.com>

David L. McKee President, 2003-2005, Kent State University  
<dmckee@bsa3.kent.edu>

Phillip W. Balsmeier President, 2002-2003, Centenary College of Louisiana  
<phillip.Balsmeier@Nicholls.edu>

Raymond A. K. Cox President, 2000-2001, University of Northern British Columbia  
<rcox@unbc.ca>

Richard Alan Nelson President, 1998-1999, Louisiana State University and A&M  
College <rnelson@lsu.edu>

Hooshang M. Beheshti President, 1996-1997, Radford University  
<hbehesht@radford.edu>

Elton A. "Dan" Devine President, 1995, Eastern Michigan University  
<dan.devine@emich.edu>

Joseph Horton President, 1994, University of Central Arkansas  
<jhorton@mail.uca.edu>

Mary S. Thibodeaux President, 1993, University of North Texas  
<thibodea@unt.edu>

Robert C. Camp President, 1992, Indiana University of Pennsylvania  
<robert.Camp@iup.edu>

Frank Mastrianna President, 1991, Slippery Rock University  
<smastrianna@sru.edu>

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

### **IABD BOARD OF DIRECTORS**

Marjorie G. Adams	Morgan State University
Susan Aldridge	University of Maryland University College
Abbas J. Ali	Indiana University of Pennsylvania
Phillip Balsmeier	Centenary College of Louisiana
Hooshang M. Beheshti	Radford University
Robert C. Camp	Indiana University of Pennsylvania
Raymond A. K. Cox	University of Northern British Columbia

**IABD BOARD OF DIRECTORS (CONT'D)**

Louis K. Falk	University of Texas at Brownsville
Joe Horton	University of Central Arkansas
Ali Kanso	University of Texas at San Antonio
Diane McFarland	Buffalo State College, SUNY
J. Gregory Payne	Emerson College
Ahmad Tootoonchi	Frostburg State University
Zahid Khairullah	St. Bonaventure University

**IABD PRESIDENT**

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

**IABD PROGRAM CHAIR**

Paul A. Fadil, University of North Florida <pfadil@unf.edu>

**IABD ASSISTANT PROGRAM CHAIR**

Adrienne Wiederkehr Fadil, University of North Florida <adrienne522@hotmail.com>

**IABD BUSINESS RESEARCH YEARBOOK CHIEF EDITOR**

Margaret A. Goralski, Quinnipiac University <margarat.goralski@quinnipiac.edu>

**IABD BUSINESS RESEARCH YEARBOOK ASSOCIATE EDITOR**

H. Paul LeBlanc III, The U. of Texas at San Antonio <pleblanc@utsa.edu>

**IABD BUSINESS RESEARCH YEARBOOK PROCESSOR**

Marjorie G. Adams, Morgan State University <madams@moac.morgan.edu>

**IABD VP for ADMINISTRATION AND FINANCE**

Reza Eftekhazadeh, St. John's University <eftekhaz@stjohns.edu >

**IABD VP for ADVANCEMENT**

J. Gregory Payne, Emerson College <zulene@aol.com>

**IABD VP for COMMUNICATION/MEDIA RELATIONS – WEB ADMINISTRATOR**

Louis K. Falk, University of Texas at Brownsville <louis.falk@utb.edu>

**IABD AUDIT COMMITTEE**

Hooshang M. Beheshti, Radford University <hbehesht@runet.edu>  
Omid Nodoushani, Southern CT State University <nodoushani@scsu.ctstateu.edu>

**IABD MEMBERSHIP COMMITTEE**

Reza Eftekhazadeh, St. John's University <eftekhaz@stjohns.edu>  
Janice J. Jackson, York College of Pennsylvania <jjjackso@ycp.edu>

**IABD NOMINATION AND ELECTION COMMITTEE**

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 2011**  
**IABD ANNUAL CONFERENCE**

1. Accounting Theory	Rodney Oglesby, Drury University
2. Accounting History	Darwin L. King, St. Bonaventure University
3. Advertising Communications	Louis K. Falk, Univ. of Texas at Brownsville
4. Applied Management Science/ DSS	Zahid Khairullah, St. Bonaventure University
5. Communication and Technology	John C. Tedesco, Virginia Polytechnic Inst.
6. Computer Information Systems	Saurabh Gupta, University of North Florida
7. Crisis Management	Paul LeBlanc, University of Texas – SA
8. Cross-Cultural Communication	Raquel Casino, Independent Comm. Consult.
9. Cross-Cultural Marketing	Ziad Swaidan, University of Houston-Victoria
10. E-Business	Gillian Palmer, elementE, UK
11. Economics	Dale Steinreich, Drury University
12. Emotional Intelligence	Chulguen Yang, Southern Connecticut State
13. Entrepreneurship/Small Business	Marty Mattare, Frostburg State University
14. Ethical & Social Issues	Carolyn Ashe, University of Houston – Dwtwn
15. Finance	Phillip Fuller, Jackson State University
16. Global Corporate P. R.	Enric Ordeix-Rigo, Ramon Llull University
17. Health Comm. & Public Policy	J. Gregory Payne, Emerson College
18. Human Resources Management	Crystal L. Owen, University of North Florida Kaushik Chaudhuri, Reitaku University
19. Instructional and Pedagogy Issues	Amiso M. George, Texas Christian University
20. Interdisciplinary Studies	Nada Farhat, Tufts University
21. International Business & Marketing	Philemon Oyewole, Howard University
22. Leadership	Michael J. Mitchell, Int. School of Mgnt, Paris
23. Managerial Accounting	Majidul Islam, Concordia University

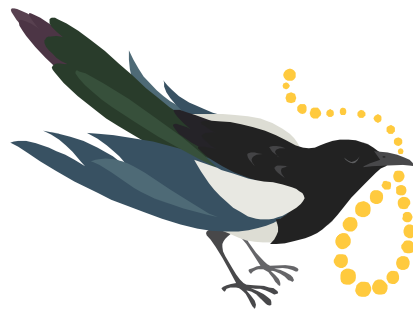
24. Management of Diversity	Chynette Nealy, Univ. of Houston-Downtown
25. Manufacturing and Service	Mohammad Z. Bsar, National University
26. Marketing	Felix Abeson, Coppin State University
27. Marketing Research	Talha D. Harcar, Penn State – Beaver
28. Operations Management	Shakil Rahman, Frostburg State University
29. Organizational Behavior & Theory	Kayong Holston, Ottawa University
30. Organizational Communication	Reza Eftekharzadeh, St. John's University
31. Political Comm. & Public Affairs	John King, East Tennessee State University
32. Public Relations & Corp. Comm.	Bonita Dostal Neff, Valparaiso University
33. Sport Marketing	Brian V. Larson, Widener University
34. Strategic Management	Omid Nodoushani, Southern Connecticut St. Margaret Goralski, Quinnipiac University
35. Strategic Marketing	Harold W. Lucius, Rowan University
36. Student Papers	Marty Mattare, Frostburg State University
37. Sustainability	Robert Page, Southern Connecticut State
37. Tourism, Travel, & Hospitality	Nathan K. Austin, Morgan State University
38. Area Coordinator for Africa	Sayed El Sayed El Kholy, Future University
39. Area Coordinator for Asia	Ali Kanso, The University of Texas – SA
40. Area Coordinator for England	Gillian Palmer, elementE, UK
41. Area Coordinator for Spain	Paloma Bernal Turnes, Uni. Rey Juan Carlos Maria Luisa Medrano, Uni. Rey Juan Carlos

## PAPER REVIEWERS FOR THE 2011 IABD CONFERENCE

Ahmad Tootoonchi, Frostburg State University  
Amiso M. George, Texas Christian University  
Antonio Noguero, University of Barcelona  
Azam N. Foda, Decizens, Inc.  
Becky McDonald, Ball State University  
Bonita Dostal Neff, Valparaiso University  
Cheryl O. Brown, University of West Georgia  
Chulguen Yang, Southern Connecticut State University  
Chun-Sheng Yu, University of Houston-Victoria  
Dale Steinreich, Drury University  
Daniel W. Smith, Penn State University at Beaver  
Darwin L. King, St. Bonaventure University  
David Zoogah, Morgan State University  
Diane Bandow, Troy University  
Durriya H. Z. Khairullah, St. Bonaventure University  
Enric Ordeix-Rigo, Ramon Llull University  
Erich B. Bergiel, University of West Georgia  
Felix Abeson, Coppin State University  
Firhana Saifee, Western University  
Habte-Giorgis, Berhe Rowan University  
Hakan Altintas, Uludag University, Turkey  
Harold W. Lucius, Rowan University  
J. Gregory Payne, Emerson College ,  
Jeff Rooks, University of West Georgia  
John C. Tedesco, Virginia Polytechnic Institute and State University  
John Mark King, East Tennessee State University  
June Lu, University of Houston-Victoria  
Kathy Kabbani, California State University - Fresno  
Kayong Holston, Ottawa University  
Louis K. Falk, University of Texas at Brownsville  
Majidul Islam, Concordia University  
Margaret A. Goralski, Quinnipiac University  
Marjorie G. Adams, Morgan State University  
Marty Mattare, Frostburg State University  
Michael J. Mitchell, International School of Management, Paris  
Mike Monahan, Frostburg State University  
Mohammad Bsati, National University  
Mohamed Khalil, Kennedy School of Government, Harvard University  
Nathan Austin, Morgan State University  
Omar M. Al Nasser, University of Houston-Victoria  
Omid Nodoushani, Southern Connecticut State University  
Paul A. Fadil, University of North Florida  
Paul B. Gwamna, Iowa Wesleyan College  
Spencer Kimball, Kimball and Associates  
Steve Ugbah, California State University- East Bay  
Stevina Evuleocha, California State University - East Bay

Philemon Oyewole, Howard University  
Philip Fuller, Jackson State University  
Rabiz N. Foda, Hydro One Networks, Inc.  
Raquel Casino, Independent Communications Professional  
Robert Page Jr., Southern Connecticut State University  
Samantha R. Dukes, University of West Georgia  
Shakil M Rahman, Frostburg State University  
Talha Harcar, Penn State University at Beaver  
Tricia Hansen-Horn, University of Central Missouri  
Wafa Elgarah, Al Akhawayn University, Morocco  
Zahid Y. Khairullah, St. Bonaventure University  
Ziad Swaidan, University of Houston-Victoria

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



Wednesday, April 18, 2012

5:00 PM – 6:00 PM

***Location:  
Brittania Salon***

**\*\* IABD Board of Directors  
Meeting/Dinner\*\***



Wednesday, April 18, 2012  
6:30 PM – 8:30 PM

***Location:  
Reception- Verandah Grill  
Dinner- Board Room***



## **\*\* Continental Breakfast \*\***



Thursday, April 19, 2012

7:30 AM – 8:30 AM

***Location:  
Brittania Salon***

**Thursday, April 19, 2012**

**8:30- 10:00 A.M.**

**Room: Aquitania**

**ADVERTISING AND MARKETING COMMUNICATION & POLITICAL  
COMMUNICATION AND PUBLIC AFFAIRS**

**Panel Presentation**

**Track:** Advertising / Marketing and Political Communication

**Track Chair:** Louis K. Falk, University of Texas at Brownsville  
John King, East Tennessee State University

**Session Title:** Factory Consultants, the Ins and Outs

**Session Chair:** Tom Prinsen, Biomet Orthopedics

**Presenters:** Charles A. Lubbers, University of South Dakota  
Louis K. Falk, University of Texas at Brownsville  
Tom Prinsen, Biomet Orthopedics

---

This panel presentation discusses issues faced by full time and adjunct faculty who work as consultants for off-campus/external organizations. Presenters will discuss their personal experiences while serving as a consultant to perform research for external groups. Additionally, there will be discussion of some of the university-related concerns to include as legal issues, time usage expectations, intellectual property rights and other matters faced by consulting faculty.

---

**Commentator:** Margaret A. Goralski, Quinnipiac University

**Thursday, April 19, 2012**

**8:30-10:00 A.M.**

**Room: Board Room**

## **INTERDISCIPLINARY STUDIES**

**Track:** Interdisciplinary Studies Panel

**Track Chair:** Nada Farhat, Tufts University & Emerson College

**Session Title:** Case Studies in Public Diplomacy

**Session Chair:** Enric Ordeix, Universitat Ramon Llull; Ali Kanso, University of Texas-San Antonio

- 
1. Presentation Title: “RediscoverRosarito: Public Diplomacy and New Media”  
Kaitlin Barnes, Autumn Pallman, Kang Zhang, Lin Zhou, Montita Pongtana, Amy Lo; Emerson College
  2. Presentation Title: “RediscoverRosarito: Assessing the Crisis Communication Management/Public Diplomacy Plan”  
Hugo Torres, Businessman & Former Mayor, Rosarito, Baja California, Mexico; Ron Raposa, Public Relations Consultant
  3. Presentation Title: “Iceland Global Initiative”  
Alex Castillo, Kerry Velez, Melinda Warren, Lane Brenner, Heather Corazzini; Emerson College
  4. Presentation Title: “Project Boston-Medellin”  
Alex Castillo, Emerson College
  5. Presentation Title: “Student Diplomacy in an Age of Global Communication”  
Peter Hall, Emerson College
- 

**Discussants:** John King, East Tennessee State University; John Tedesco, Virginia Tech

**Thursday, April 19, 2012**

**8:30- 10:00 A.M.**

**Room: Regent Room**

**ACCOUNTING THEORY AND ECONOMICS**

**Track:** Accounting Theory  
Economics

**Track Chairs:** Rodney Oglesby, Drury University  
Dale Steinreich, Drury University

**Session Title:** Topics in Accounting and Economics

**Session Chair:** Dale Steinreich, Drury University

---

1. Presentation Title: “Toward Schools of Accountancy: A Twenty-Five Year Review of the Accounting Curriculum”  
Rodney Oglesby, Drury University
  2. Presentation Title: “The Impact of Family Background on Economic Returns to Schooling in Rural Pakistan”  
Tayyeb Shabbir, California State University, Dominguez Hills  
Javed Ashraf, California State University, Dominguez Hills
  3. Presentation Title: “The Q-Ratio as an Investment Tool”  
Gary L. DeBauche, Drury University  
Rodney A. Oglesby, Drury University
  4. Presentation Title: “Accountants and Marketers Prolific Discourse”  
Reza Montameni, California State University, Fresno  
Douglas Cords, California State University, Fresno  
Susan Geringer, California State University, Fresno
- 

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

**Thursday, April 19, 2012**

**8:30- 10:00 A.M.**

**Room: Victoria Room**

**APPLIED MANAGEMENT SCIENCE AND DECISION SUPPORT SYSTEMS**

**Track:** Applied Management Science & Decision Support Systems

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

**Session Title:** Applications for Decision Making

**Session Chair:** Roger L. Hayen, Central Michigan University

- 
1. Presentation Title: “The Student’s Decision of Whether Or Not to Go Phishing”  
Darwin L. King, St. Bonaventure University  
Carl J. Case, St. Bonaventure University
  2. Presentation Title: “Cloud Computing For Healthcare Information Systems”  
Zhenyu Huang, Central Michigan University  
Sharath Babu Nagaraj, Central Michigan University  
Roger L. Hayen, Central Michigan University
  3. Presentation Title: “An Integrated Logistics Network Design For Product Recovery”  
Lida Tafaghodi Khajavi, Iran University of Science and Technology  
Hassan Badkoobei, National University  
Ahmad Makui, Iran University of Science and Technology
  4. Presentation Title: “A Satisficing Choice Rule When Alternatives Are Presented One At A Time”  
Zahid Y. Khairullah, St. Bonaventure University  
Durriya H. Z. Khairullah, St. Bonaventure University

---

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

**Thursday, April 19, 2012**

**8:30-10:00 A.M.**

**Room: Royal Salon**

### **CROSS-CULTURAL COMMUNICATION**

**Track:** Cross-Cultural Communication

**Track Chair:** Raquel Casino

**Session Title:** Internationalization and Cross-Cultural Communication

**Session Chair:** Raquel Casino, Independent Communications Consultant

---

1. Presentation Title: “Multilingual Meetings and the Time Value of Accurate Translations”

Kelly Williams, University of Mississippi

Milam Aiken, University of Mississippi

William Pepper, University of Mississippi

2. Presentation Title: “Reconceptualizing “Internationalization” in Distance Higher Education”

Liliana Meneses, University of Maryland University College

3. Presentation Title: “A Close Look at the Global Aid Programs of the European Union. Is Aid Distributed Equally?”

Fulya Kasap, Independent Grant Expert

Raquel Casino, Independent Communications Consultant

---

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

## **\*\*Refreshments\*\***



Thursday, April 19, 2012

10:00 AM – 12:00 NOON

***Location:  
Brittania Salon***

**Thursday, April 19, 2012**

**10:30-12:00 Noon**

**Room: Aquitania**

**EMOTIONAL INTELLIGENCE AND MINDFULNESS**

**Track:** Emotional Intelligence and Mindfulness

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

**Session Title:** Teaching Emotional Skills in Business Schools:  
Sharing Effective Pedagogical Innovations

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

---

1. Presentation Title: “Poetic Strategy: Introducing Discord”  
Margaret Goralski, Quinnipiac University
  2. Presentation Title: “A Creative Use of Films to Enhance Emotional Awareness and Cultural Intelligence”  
Chulguen (Charlie) Yang, Southern Connecticut State University  
Omid Nodoushani, Southern Connecticut State University
  3. Presentation Title: “The Darwinian Psychology and Buddhism: Practical Implications for Enhancing Mindfulness and Emotional Well-Being”  
Chulguen (Charlie) Yang, Southern Connecticut State University
- 

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



**Thursday, April 19, 2012**

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

**Room: Board Room**

### **INTERDISCIPLINARY STUDIES**

**Track:** Interdisciplinary Studies Panel

**Track Chair:** Nada Farhat, Tufts University & Emerson College

**Session Title:** Case Studies in Crisis Communication

**Session Chair:** Rob Brown, Salem State University

- 
1. Presentation Title: “Emergent Media’s Effect on the Publicity and Recovery of Missing Children”  
Erin Lahey, Emerson College
  2. Presentation Title: “Amanda Knox: A Public Relations Attempt to Revitalize Her Image”  
Juli Mandragouras, Emerson College
  3. Presentation Title: “Young Adults Leaving Cape Cod: An Analysis of Media, Data, and Testimony”  
Alex Smith, Emerson College
  4. Presentation Title: “Intersection: Celebrity News and Public Health”  
Nada Farhat, Tufts University

---

**Discussants:** Rob Brown, Salem State University; Mohamed Khalil, Harvard University

**Thursday, April 19, 2012**

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

**Room: Regent Room**

## **HEALTH COMMUNICATION**

**Track:** Health Communication

**Track Chair:** J. Gregory Payne, Emerson College

**Session Title:** Health Communication

**Session Chair:** Paul LaBlanc, University of Texas-San Antonio

- 
1. Presentation Title: “Nonprofit Health Communication Strategies: A Content Analysis of Social Networking Sites”  
Lisa Medina, Emerson College
  2. Presentation Title: “Culture and Meaning in Breast Cancer”  
S. Diane McFarland, Buffalo State College
  3. Presentation Title: “Barriers to Family Cancer Communication in Southern Appalachia & Personal Identity Changes of Female Cancer Survivors in Southern Appalachia”  
Kathryn Loretta Duvall, East Tennessee State University
  4. Presentation Title: “Reflections from a Caregiver/Daughter: Everyday is a Gift for Zulene”  
Janice Payne, Director, LA Program
- 

**Discussants:** John Tedesco, Virginia Tech

**Thursday, April 19, 2012**

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

**Room: Victoria Room**

**APPLIED MANAGEMENT SCIENCE AND DECISION SUPPORT SYSTEMS**

**Track:** Applied Management Science & Decision Support Systems

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

**Session Title:** Applications for Decision Making

**Session Chair:** Carl J. Case, St. Bonaventure University

---

1. Presentation Title: “An Analytical Attitude For Incorporating Supplier Quality In Supply Chain Design”

Faezeh Mohammadipour, Iran University of Science and Technology

Hassan Badkoobei, National University

Milad Gorji Ashtiani, Iran University of Science and Technology

2. Presentation Title: “Assessment Of Financial Factors Sensitivity On Private Investment In Iran Using Fuzzy Linear Regression Models”

S.M. Seyedhosseini, Iran University of Science and Technology

S.M. Ghoreyshi, Iran University of Science and Technology

3. Presentation Title: “The Social Networking Decision: An International Examination of AACSB Accredited Schools of Business”

Carl J. Case, St. Bonaventure University

Darwin L. King, St. Bonaventure University

---

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

**Thursday, April 19, 2012**

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

**Room: Royal Salon**

### **CROSS-CULTURAL MARKETING**

**Track:** Cross-Cultural Marketing

**Track Chair:** Ziad Swaidan

**Session Title:** International Marketing

**Session Chair:** Mohammed K. Shaki, National University

---

1. Presentation Title:“To Buy or Not To Buy – Attitudes of Middle East College Consumers toward Western-Made Products”

Raef Jiries Assaf, Argosy University/Orange County

Nadia Abgrab Noormohamed, Salve Regina University

Bijan Massrou, California Miramar University

2. Presentation Title: “Process of Hazardous Waste Management: Uncertainty and Complexity”

Mohammed K. Shaki, National University

Ziad Swaidan, University of Houston-Victoria

Hassan Badkoobehi, National University

3. Presentation Title: “Culture of the American Subcultures”

Ziad Swaidan, University of Houston-Victoria

Mohammed K. Shaki, National University

---

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

# **\*\*Lunch Break\*\***



Thursday, April 19, 2012

12:00 PM – 1:15 PM

**Thursday, April 19, 2012**

**1:30-3:30 P.M.**

**Room: Aquitania**

## **SUSTAINABILITY**

**Track:** Sustainability

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

**Session Title:** Sustainability from Different Perspectives

**Session Chair:** Gregory Robins, Southern Connecticut State University

---

1. Presentation Title: "Are Subcompact Cars Driving Consumers Towards Sustainable Transport?"  
Enda McGovern, Sacred Heart University
  2. Presentation Title: "Sustainability and Embodiment: How Can You Be in Two Places at Once When You're No Place at All?"  
Gregory Robbins, Southern Connecticut State University
  3. Presentation Title: "Viewing Sustainability: Conservation Behaviors Related To Workplace, Environmental Intelligence, And Exercise"  
Judy R. Van Doorn, Troy University  
James W. Hortman, Troy University  
Shinene M. Currington, Troy University
  4. Presentation Title: "Sustainable Revenue Strategies For Enterprise Computing Solution Providers."  
Richard A. Bassett, Southern Connecticut State University
- 

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

**Thursday, April 19, 2012**

**1:30- 3:30 P.M.**

**Room: Board Room**

### **INTERDISCIPLINARY STUDIES**

**Track:** Interdisciplinary Studies Panel

**Track Chair:** Nada Farhat, Tufts University & Emerson College

**Session Title:** Campaign 2012

**Session Chair:** John King, East Tennessee State University

- 
1. Presentation Title: “Assessing the Republican Candidates Against Barack Obama”  
Spenser Kimball, Kimball Political Consulting
  2. Presentation Title: “Visual Communication and Grassroots Political  
Communication: U.S. State Department Campaign 2008 Project”  
J. Gregory Payne, Emerson College
  3. Presentation Title: “2012 Presidential Campaign: Courting the Youth Vote”  
Alex Castillo, Kerry Velez, Melinda Warren, Lane Brenner, Heather Corazzini;  
Emerson College
  4. Presentation Title: “The Tea Party’s Impact on Campaign 2012”  
Bryce Summary, University of Missouri-St. Louis
- 

**Discussants:** John Tedesco, Virginia Tech; John King, East Tennessee State  
University; Ron Raposa, Public Relations Consultant

**Thursday, April 19, 2012**

**1:30-3:30 P.M.**

**Room: Regent Room**

## **MARKETING**

**Track:** Marketing

**Track Chair:** Felix Abeson

**Session Title:** Marketing in a Changing Social Environment

**Session Chair:** Felix Abeson

---

1. Presentation Title: "Message-Driven Factors as Antecedents of Consumer Attitude of Mobile Advertising"

Jose Marti-Parreno, Universidad Europea de Madrid-Centro Adscrito  
Silva Sanz-Blea, Universidad de Valencia  
Carla Ruiz-Mafe, Universidad de Valencia

2. Presentation Title: "Online Trust from a Multilevel and Multidimensional Perspective"

Jesus Lopez Miguens, University of Vigo  
Encarnacion Gonzalez Vazquez, University of Vigo  
Paloma Bernal Turnes, Rey Juan Carlos University

3. Presentation Title: "Analyzing the Psychographics of a Radio Audience"

Chris Myers, Texas A&M University, Commerce

4. Presentation Title: "Key Drivers of Online Social Networks Loyalty"

Carla Ruiz-Mafe, Universidad de Valencia  
Silvia San-Blas, Universidad de Valencia  
Jose Marti-Parreno, Universidad Europea de Madrid-Centro Adscrito

---

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



**Thursday, April 19, 2012**

**1:30-3:30 P.M.**

**Room: Victoria Room**

## **MANAGERIAL ACCOUNTING**

**Track:** Managerial Accounting

**Track Chair:** Majidul Islam, Concordia University, Canada

**Session Title:** Managerial Accounting in Context of Global Economy

**Session Chair:** Majidul Islam, Concordia University, Canada

---

1. Presentation Title: “Students’ Performance Perceptions of Online and Traditional Classroom Learning Environment in an Introductory Managerial Accounting Course”  
Ibrahim Aly, Concordia University
  2. Presentation Title: “The Investment Returns of International Entrepreneurs”  
Raymond A. K. Cox, University of Northern British Columbia  
Joel M. Shulman, Babson College
  3. Presentation Title: “The Antecedents of Balanced Scorecard (BSC) Usage: Effect of Intention to use BSC”  
Yi-Feng Yang, Shu-Te University  
Majidul Islam, Concordia University  
Yu-Jia Hu, Fortune Institute of Technology
- 

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

**Thursday, April 19, 2012**

**1:30-3:30 P.M.**

**Room: Royal Salon**

## **MANUFACTURING AND SERVICE**

**Track:** Manufacturing and Service

**Track Chair:** Mohammad Z. Bsath

**Session Title:** Manufacturing and Service

**Session Chair:** Mohammad Z. Bsath, National University

- 
1. Presentation Title: “Effectiveness Evaluation of e-Payment Systems Implementation for Increasing Customer Satisfaction (Case Study: Iranian Service Industries)”  
Seyed Mohammad Seyed Hosseini, Islamic Azad University  
Seyed Babak Ebrahimi, Iran University of Science and Technology  
Seyed Fatemeh Golriz Gashti
  2. Presentation Title: “Strategic Total Quality Management and the Ability to Gain”  
Mohammad Z. Bsath, National University  
Reza Fadaei-Tehrani, National University
  3. Presentation Title: “The New Role of Quality”  
Mohammad Z. Bsath, National University  
Astrid M. Beckers, Cultures Etc.

---

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

## **\*\*Refreshments\*\***



Thursday, April 19, 2012

2:30 PM – 4:00 PM

***Location:  
Brittania Salon***

**Thursday, April 19, 2012**

**3:30-5:00 P.M.**

**Room: Aquitania**

## **INTERNATIONAL BUSINESS**

**Track:** International Business  
**Track Chair:** Philemon Oyewole  
**Session Title:** Issues in International Business  
**Session Chair:** Harold Lucius, Rowan University

---

1. Presentation Title: "A Financial Measure of Internationalization of Firms"  
Kamal Fatehi, Kennesaw State University  
Mohsen Sharifi, California State University, Fullerton
  2. Presentation Title: "Assessing Performance: A Multi-Discipline Based Management Approach"  
Jean-Michel Quentier, ESC Bretagne-Brest
  3. Presentation Title: "International Business Environment: An Analysis of Intercultural Communication and Etiquette"  
Ephraim A. Okoro, Howard University  
Mellvin C. Washington, Howard University
  4. Presentation Title: "African-American Consumers and The Marketing of All-You-Can-Eat Buffet Restaurant Services"  
Philemon Oyewole, Howard University
- 

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

**Thursday, April 19, 2012**

**3:30-5:00 P.M.**

**Room: Board Room**

**INTERDISCIPLINARY STUDIES**

**Panel Presentation**

**Track:** Interdisciplinary Studies Panel

**Track Chair:** Nada Farhat, Tufts University & Emerson College

**Session Title:** The Power of Youtube

**Session Chair:** Nada Farhat, Tufts University & Emerson College

---

Panel Presentation Title: “Tim Howard and the Power of Youtube in a Global World”

Peter Hall, Emerson College

Peter Karl, Journalist

---

**Discussants:** John Tedesco, Virginia Tech; John King, East Tennessee State University; Ron Raposa, Public Relations Consultant

**Thursday, April 19, 2012**

**3:30-5:00 P.M.**

**Room: Regent Room**

## **MARKETING RESEARCH**

**Track:** Marketing Research

**Track Chair:** Talha Harcar, Pennsylvania State University, Beaver

**Session Title:** Keeping Customers and Building Relationship

**Session Chair:** Erdener Kaynak, Pennsylvania State University at Harrisburg

---

1. Presentation Title: “User Behavior of Peer-to-Peer Music File Sharing Technology: A Cross-National Comparison of American and Moroccan University Students”  
Talha Harcar, Pennsylvania State University, Beaver  
Abdul Naveed Tariq, Ryerson University
  2. Presentation Title: “What’s In a Name Applies to Generation Y: A Preliminary Study Comparing and Contrasting Eco-friendly Perspectives for The Green Movement”  
Chris Myers, Texas A & M University-Commerce
  3. Presentation Title: “Soccer Club Jersey Sponsorship: Customer Recall and Awareness in The Turkish Super League”  
Talha Harcar, Pennsylvania State University, Beaver  
Daniel W. Smith, Penn State University, Beaver
- 

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

**Thursday, April 19, 2012**

**3:30-5:00 P.M.**

**Room: Victoria Room**

### **COMPUTER INFORMATION SYSTEMS**

**Track:** Computer Information systems

**Track Chair:** Saurabh Gupta, University of North Florida

**Session Title:** Computer Information Systems

**Session Chair:** Saurabh Gupta, University of North Florida

- 
1. Presentation Title: "E-Commerce Web Page Aesthetics and Preference"  
Ligiong Deng, Richards College of Business, University of West Georgia
  2. Presentation Title: "Public Cloud Computing: An Examination of Data Security Concerns"  
Muhammed A. Badamas  
Isaac Bonarparte
  3. Presentation Title: "Individual differences in Technology-Mediated learning"  
Saurabh Gupta, University of North Florida

---

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

**Thursday, April 19, 2012**

**3:30- 5:00 P.M.**

**Room: Royal Salon**

**ACADEMIC ISSUES**

**Track:** Crisis Management  
Instructional and Pedagogical Issues

**Track Chair:** Paul LeBlanc, University of Texas at San Antonio  
Amiso M. George, Texas Christian University

**Session Title:** Academic Issues

**Session Chair:** Paul LeBlanc, University of Texas at San Antonio

---

1. Presentation Title: “Which Social Media are Effective in Campus Crises: Perceptions of University Relations Professionals”

Cristina M. Jackson, University of Nebraska at Kearney

2. Presentation Title: “On The Use of Course Evaluations For Purposes of Faculty Personnel Decisions.”

Paul LeBlanc, University of Texas at San Antonio

---

**Discussants:** The Session Chair will moderate a discussion.



Thursday, April 19, 2012

6:00 PM –7:15 PM

Room: Britannia Salon

## All Academy Session

“Global Politics and Growth in Emerging Economies”

---

**Session Chair:** Raymond Cox, University of Northern British Columbia

**Topic:** “Is the “Free-Market Economy” Dead as We Know It”

**Presenter:** Robert C. Camp, Indiana University of Pennsylvania

**Topic:** “Changing Economic Power and Global Politics”

**Presenter:** Abbas J Ali, Indiana University of Pennsylvania

**Topic:** “Turkey; Economic Power and the Changing Political Landscape”

**Presenter:** Erdener Kaynak, Pennsylvania State University, Harrisburg

**Commentator:** Shahid Siddiqi, Long Island University

---

**\*\*All Academy Gala  
Dinner and Reception\*\***



Thursday, April 19, 2012  
7:30 PM – 9:00 PM

***Location:  
Queens Salon***

***Keynote Speaker:***

**\*\* Continental Breakfast \*\***



Friday, April 20, 2012  
7:30 AM – 8:30 AM

***Location:  
Brittania***

**Friday, April 20, 2012**

**8:30-10:00 A.M.**

**Room: Aquitania**

## **OPERATIONS MANAGEMENT**

**Track:** Operations Management  
**Track Chair:** Shakil Rahman, Frostburg State University  
**Session Title:** Effective Use of Operations in Business  
**Session Chair:** Shakil Rahman, Frostburg State University

---

1. Presentation Title: “To Teach or Not to Teach Programming Courses in IT Program – A Case Study”  
Azad Ali, Indiana University of Pennsylvania
  2. Presentation Title: “The Relationship between Small Firms’ Characteristics and the Requirements of Integrated Logistics with Large Firms using the House of Quality”  
Sayed M. ElSayed Elkhoully, Ain Shams University, Egypt  
Ola Mamdouh Hamdy, The British University, Egypt
  3. Presentation Title: “An Early Experience on Teaching in SAP’s Enterprise Resource Planning Software University Alliance”  
Shakil Rahman, Frostburg State University  
Joanna Shore, Frostburg State University  
Richard Johnson, Frostburg State University
  4. Presentation Title: “7S As a Tool to Improve Service Quality: An Applied Study On Egypt Post”  
Sayed M. ElSayed Elkhoully, Ain Shams University, Egypt  
Engy Ahmed Yehia Salah, Ain Shams University, Egypt
- 

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

**Friday, April 20, 2012**

**8:30-10:00 A.M.**

**Room: Board Room**

**GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE**

**Track:** Global Corporate PR, Responsibility And Culture

**Track Chair:** Enric Ordeix, Ramon Llull University (Barcelona-Catalonia-Spain)

**Session Title:** Reviewing What's New. Globalism versus Progress.

**Session Chair:** John King, East Tennessee State University

- 
1. Presentation Title: "Short Insight on Social Capital, Rsc and PR In Uncertain Environments"  
Antonio Nogueru, Autonomous University of Barcelona and FUERP (Barcelona-Catalonia-Spain)
  2. Presentation Title: "New Trends on Social Marketing as Preventive Tool for Reputational Management"  
Carolina Sorribas, Ramon Llull University (Barcelona-Catalonia-Spain)  
Enric Ordeix, Ramon Llull University (Barcelona-Catalonia-Spain)
  3. Presentation Title: "The Social Identity of the Spokepersons and the Social Identity of the Organizations: Principles, Roles and Skills"  
Alfredo Arceo, Complutense University of Madrid (Spain)  
Enric Ordeix, (Barcelona-Catalonia-Spain)
- 

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

**Friday, April 20, 2012**

**8:30-10:00 A.M.**

**Room: Regent Room**

**ADVERTISING AND MARKETING COMMUNICATION & POLITICAL  
COMMUNICATION AND PUBLIC AFFAIRS**

**Track:** Advertising / Marketing & Political Communication

**Track Chair:** John King, East Tennessee State University  
Louis Falk, University of Texas at Brownsville

**Session Title:** Civic Virtue, Luxury, and Military Women

**Session Chair:** Carolynn McMahan, University of North Florida

---

1. Presentation Title: “A Content Analysis of Military Women in US and UK Newspapers During the Iraq War (2003-2010)”

Audra Fritz, East Tennessee State University

John Mark King, East Tennessee State University

2. Presentation Title: “Gucci: “Forever Now””: Using Heritage to Market Luxury in the Global Market.”

Helen Caldwell, Providence College

Deirdre Bird, Providence College

Mark DeFanti, Providence College

3. Presentation Title: “Portrayals of Civic Virtue in Prime Time.”

Amiee J. Shelton, Roger Williams University

Kyle Alexander, Roger Williams University

---

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

**Friday, April 20, 2012**

**8:30-10:00 A.M.**

**Room: Victoria Room**

**PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

**Track:** Public Relations and Corporate Communication

**Track Chair:** Bonita Dostal Neff, Valparaiso University

**Session Title:** Issues Management Within the Public Relations Sphere of Influence

**Session Chair:** Tricia Hansen-Horn, University of Central Missouri

---

1. Presentation Title: “What Happened to the Image of Image? Reclaiming a Foundational Public Relations Construct”

Andrea M. Pampaloni, La Salle University  
Maureen Taylor, University of Oklahoma

2. Presentation Title: “The Internal Struggle of Encroachment From Within the Professional Association: What Role Should Marketing and Advertising Play in Public Relations?”

Michael L. Kent, University of Oklahoma

3. Presentation Title: “No Frackin’ Way: Activism in the Marcellus Shale Region”

Denise P. Ferguson, Pepperdine University  
Michael F. Smith, LaSalle University

---

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

**Friday, April 20, 2012**

**8:30-10:00 A.M.**

**Room: Royal Salon**

**TECHNOLOGICAL OPPORTUNITIES AND OBSTACLES IN THE WORKPLACE**

**Track:** Communication and Technology

**Track Chair:** John C. Tedesco

**Session Title:** Technological Opportunities and Obstacles in the Workplace

**Session Chair:** John C. Tedesco, Virginia Tech

---

1. Presentation Title: "Teleconsultation and Medical Encounter Communication"  
Liqiong Deng, University of West Georgia
  2. Presentation Title: "A Review of Multilingual Electronic Meeting Research"  
Mahesh Vanjani, Texas Southern University
- 

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



# **\*\*Refreshments\*\***



Friday, April 20, 2012

10:00 AM – 12:00 NOON

***Location:***  
***Brittania Salon***

**Friday, April 20, 2012**

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

**Room: Aquitania**

## **ETHICS AND SOCIAL ISSUES**

**Track:** Ethical and Social Issues

**Track Chair:** Carolyn Ashe, University of Houston Downtown

**Session Title:** 21<sup>st</sup> Century Global Ethical and Social Issues

**Session Chair:** Carolyn Ashe, University of Houston Downtown

---

1. Presentation Title: “Social Marketing: The Role of Virtual Communities in Affecting Behavioral Change”

Karin Reinhard, Baden Württemberg Cooperative State University

Lars Satow, Baden Württemberg Cooperative State University

Paul Fadil, University of North Florida

2. Presentation Title: “Synthetic Identity Theft, Very Real Consequences”

Ken Griffin, Conway Arkansas

Ellen England, Conway Arkansas

3. Presentation Title: “Homosexuality as a Social Conflict and Perceptions Towards Homosexuals Between Staff of Communication Sector and the Other Sectors”

İdil Karademirlidağ SUHER, Bahcesehir University

Selcan YEŞİLYURT, Bahcesehir University

4. Presentation Title: “An Ethical Issue: Should College Athletes Be Paid?”

Carolyn Ashe, University of Houston Downtown

---

**Discussants:** The Session Chair will coordinate a discussion amongst all present

**Friday, April 20, 2012**

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

**Room: Board Room**

**GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE**

**Track:** Global Corporate PR, Responsibility and Culture

**Track Chair:** Enric Ordeix, Ramon Llull University (Barcelona-Catalonia-Spain)

**Session Title:** Searching for Social Legitimacy in the Global Arena

**Session Chair:** Gregory Payne, Emerson College of Boston

---

1. Presentation Title:“ Iconography, Symbolism and Religi3n: a Case Study on City M3rketi3g.”  
Josep Rom, (Barcelona-Catalonia-Spain)  
Enric Ordeix, (Barcelona-Catalonia-Spain)

2. Presentation Title: “Communication and Policy Public. The Role of Soft Power”  
Ana Almansa, University of M3laga (Spain)  
Antonio Castillo, University of M3laga (Spain)

3. Presentation Title: “Short Insight on Social Capital,  
RSC and PR in Uncertain Environments”  
Antonio Castillo, University of M3laga (Spain)  
Ana Almansa, University of M3laga (Spain)

---

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

**Friday, April 20, 2012**

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

**Room: Regent Room**

**ADVERTISING AND MARKETING COMMUNICATION & POLITICAL  
COMMUNICATION AND PUBLIC AFFAIRS**

**Track:** Advertising / Marketing & Political Communication

**Track Chair:** Louis Falk, University of Texas at Brownsville  
John King, East Tennessee State University

**Session Title:** Online Influences, Loyalty and Strategies

**Session Chair:** John King, East Tennessee State University

---

1. Presentation Title: “Source Influences of Internet Trustmarks: An Exploratory Study  
Kirk Damon Aiken, Eastern Washington University  
John Alexander Conrad, Eastern Washington University
  2. Presentation Title: “Key Drivers of Online Social Networks Loyalty:  
The Influence of Tam Beliefs and Satisfaction”  
Carla Ruiz-Mafé, Universidad de Valencia  
Silvia Sanz-Blas Universidad de Valencia  
José Martí-Parreño Universidad Europea de Madrid
  3. Presentation Title: “Online Marketing Communications: Exploring Online Strategies  
in Healthcare Marketing”  
Carolynn McMahan, University of North Florida
  4. Presentation Title: "GIGO Data – Good In , Garbage Out”  
Louis K.Falk, University of Texas at Brownsville  
Hy Sockel, DIKW Management Group
- 

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

**Friday, April 20, 2012**

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

**Room: Victoria Room**

**PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

**Track:** Public Relations and Corporate Communication

**Track Chair:** Bonita Dostal Neff, Valparaiso University

**Session Title:** The Range of Pedagogical Teaching Challenges: Internships, Public Policy, Global-Cultural Campaigns, and Technology

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

- 
1. Presentation Title: “An Exploration of Public Relations Internship Site Supervisors’ Practices”  
Charles A. Lubbers, University of South Dakota  
Pamela G. Bourland-Davis, Georgia Southern University  
Barbara DeSanto, Marysville University, St. Louis
  2. Presentation Title: “Media and Disaster Public Policy”  
John R. Fisher, Utah Valley University
  3. Presentation Title: “Lebanon and Its Tourism Industry: Employing Public Relations to Offset Outdated Images of a War-Torn Country”  
Ali Kanso, the University of Texas at San Antonio  
Joseph Ajami, Notre Dame University, Lebanon  
Abdul Karim Sinno, Clarke University, Iowa
  4. Presentation Title: “The Students’ Limited Experience in Applying Functions of Public Relations Challenges the Teaching of Social Media for Professional Purposes.”  
Bonita Dostal Neff, Valparaiso University  
Tricia Hansen-Horn, University of Central Missouri

---

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

**Friday, April 20, 2012**

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

**Room: Royal Salon**

## **STRATEGIC MANAGEMENT**

**Track:** Strategic Management  
**Track Chair:** Omid Nodoushani & Margaret A. Goralski  
**Session Title:** Strategic Management  
**Session Chair:** Margaret A. Goralski

---

1. Presentation Title: “Blockbuster – A Business Model from Long Long Ago: How to Maintain Focus and Lose the Star War”  
Lawrence E. Zeff, University of Detroit Mercy  
Mary A. Higby, University of Detroit Mercy  
Robert A. Page, Southern Connecticut State University
  2. Presentation Title: “Effective Use of a Strategic Asset: The Case of Scotland’s Golf Tourism Industry”  
Amanda Madura, Merrill Lynch  
Crystal L. Owen, University of North Florida
  3. Presentation Title: “Gramsci, Confucius and Institutional Reform Legitimacy in the People’s Republic of China”  
Michael J. Mitchell, International School of Management, Paris France
  4. Presentation Title: "Strategy and Structure: The Case of Tata Group"  
Omid Nodoushani, Southern Connecticut State University  
Patricia A. Nodoushani, University of Hartford
- 

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

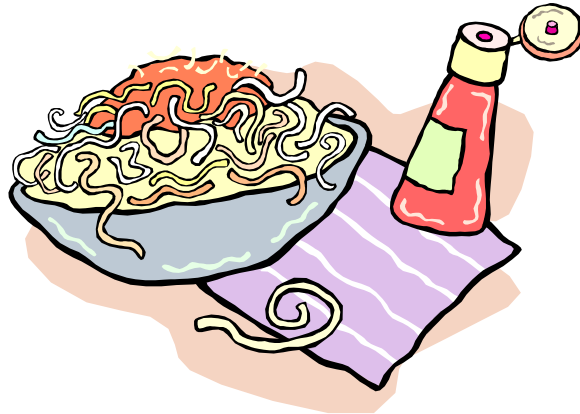
# **\*\*Lunch Break\*\***



Friday, April 20, 2012

12:00 PM – 1:15 PM

# **\*\*Track Chairs Luncheon \*\***



Friday, April 20, 2012  
12:15 PM – 1:15 PM

***Location:***  
***Capstan Club***

***NOTE:***  
***This luncheon is for all IABD Officers.***



**Friday, April 20, 2012**

**1:30-3:00 P.M.**

**Room: Aquitania**

## **HUMAN RESOURCE MANAGEMENT**

**Track:** Human Resource Management

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

**Session Title:** Human Resource Management

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

---

1. Presentation Title: “Academic Integrity: Implications for Human Resource Management”  
Diane D. Galbraith, Slippery Rock University  
Susan L. Lubinski, Slippery Rock University
  2. Presentation Title: “Strategic Involvement of Training Professionals Employed in US-Based Global and Local Companies”  
Vichet Sum, University of Maryland Eastern Shore
  3. Presentation Title: “Reflective Management: Past and Future”  
C. W. Von Bergen, Southeastern Oklahoma State University  
Diane Bandow, Troy University  
Dianne Eppler, Troy University
- 

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

**Friday, April 20, 2012**

**1:30-3:00 P.M.**

**Room: Board Room**

**ENTREPRENEURSHIP AND SMALL BUSINESS**

**Track:** Entrepreneurship

**Track Chair:** Marty Mattare, Frostburg State University

**Session Title:** Trends and Opportunities in Entrepreneurship

**Session Chair:** Marty Mattare, Frostburg State University

---

1. Presentation Title: “Strategic Trends in Franchising Sustainability”

Robert A. Page, Southern Connecticut State University

John Petrafesa, Southern Connecticut State University

2. Presentation Title: “Training Issues & Opportunities in Very Small to Medium Enterprises”

Paul Lyons, Frostburg State University

Marty Mattare, Frostburg State University

3. Presentation Title: “Imperialism and Natural Resource Allocation”

Richard Lewin, Rollins College

Marc Sardy, Rollins College

---

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

**April 20, 2012**

**1:30-3:00 P.M.**

**Room: Regent Room**

**TOURISM, TRAVEL AND HOSPITALITY**

**Track:** Tourism, Travel and Hospitality

**Track Chair:** Nathan K. Austin

**Session Title:** Tourism, Travel and Hospitality

**Session Chair:** Felix Abeson, Coppin State University

---

1. Presentation Title: “Determinants of Innovation Performance in the Spanish Hospitality Sector”

Manuel Guisado Tato, University of Vigo  
Angeles Sandoval Perez, University of Vigo  
Manuel Guisado Gonzalez, University of Vigo

2. Presentation Title: “Defining the Nature of Health Tourism”

Nathan K. Austin, Morgan State University  
Felix Abeson, Coppin State University  
Michael Callow, Morgan State University

---

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

**Friday, April 20, 2012**

**1:30-3:00 P.M.**

**Room: Victoria Room**

**PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

**Panel Presentation**

**Track:** Public Relations and Corporate Communication

**Track Chair:** Bonita Dostal Neff, Valparaiso University

**Session Title:** Scientific Theories Framing the Public Relations Process

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

**Presenters:** Tricia Hansen-Horn, University of Central Missouri, MO  
Denise Ferguson, Pepperdine University, CA  
Bonita Dostal Neff, Valparaiso University, IN

---

The impact of scientific theory to frame the public relations process reveals consequences often not explored. Such approaches as Speech Act Theory, Chaos Theory, and Diffusion Theory provide the shaping of the communication process to certain ends. For example, 'Alternaquences' when viewed as a public relations process reveals how a narrative makes it impossible to separate alternatives from consequences. It relates Newton's law that for every action there is always an equal and opposite reaction, but, of course, redresses that idea because of the humanness of what we do and the unpredictability made possible through human communication magnified, of course, when multiple stakeholders with multiple perspectives and frames of reference are involved, with all mitigated through message forms and modes of delivery. Thus no one can choose an action and ignore ensuing reactions. Such theories may enhance, redress, or change the way students engage in their education. Such scientific theories frame human interaction but does not capture the human complexities.

---

**Friday, April 20, 2012**

**1:30-3:00 P.M.**

**Room: Royal Salon**

**TECHNOLOGY AND ITS EFFECTS: ADVERTISING, PUBLIC RELATIONS, AND INVOLVEMENT**

**Track:** Communication and Technology

**Track Chair:** John C. Tedesco, Virginia Tech.

**Session Title:** Technology and its Effects: Advertising, Public Relations, and Involvement

**Session Chair:** Roxana Maiorescu, Purdue University

- 
1. Presentation Title: "Facebook Advertising: An Experimental Assessment of Effects"  
Yi-Chun (Yvonne) Chen, Virginia Tech  
John C. Tedesco, Virginia Tech
  2. Presentation Title: "The Web 2.0: Engaging Internal and External Constituencies"  
Roxana Maiorescu, Purdue University
  3. Presentation Title: "The Role of Involvement in Effects of Communication Technology"  
Bartosz W. Wojdyski, Virginia Tech
- 

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

## **\*\*Refreshments\*\***



Friday, April 20, 2012

2:30 PM – 3:30 PM

***Location:  
Brittania Salon***

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



Saturday, April 21, 2012  
7:30 AM – 8:30 AM

***Location:  
Brittania Salon***

**Saturday, April 21, 2012**

**8:30-10:00 A.M.**

**Room: Aquitania**

## **FINANCE**

**Track:** Finance

**Track Chair:** Phillip Fuller , Jackson State University

**Session Title:** Dividends and Investments

**Session Chair:** K. Matthew Wong, St. John's University

- 
1. Presentation title: "Analysis on Dividend-Paying Problems of Chinese Listed Corporations and Countermeasures"  
Hongchang Mei, Chongqing Technology and Business University  
Zhiguang Chen, Chongqing Technology and Business University
  2. Presentation title: "The Impact of the Recent Financial Crisis on Dividend Payout Policies in the United States"  
Chuo-Hsuan Lee, SUNY at Plattsburgh  
Edward J. Lusk, SUNY at Plattsburgh/Emeritus  
Chulanga H. Perera, SUNY at Plattsburgh
  3. Presentation title: "Options and Stocks Investing: Comparative View"  
Mohammed Shaki, National University  
Maria Luisa Medrano, Rey Juan Carlos University
  - 4: Presentation title: "Anatomy of a Deal: The Acquisition of Mondavi Winery by Constellation Brands"  
Alon Rozen, ENPC School of International Management  
K. Matthew Wong, St. John's University

---

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



**Saturday, April 21, 2012**

**8:30-10:00 A.M.**

**Room: Board Room**

## **ORGANIZATIONAL BEHAVIOR**

**Track:** Organizational Behavior and Organizational Theory

**Track Chair:** Kayong Holston, Ottawa University

**Session Title:** Global Management Perception and Reflection

**Session Chair:** Kayong Holston, Ottawa University

---

1. Presentation Title: “Improving Chinese – German Business Co-Operation by Analyzing the Gap in Management Perception”

Karin Reinhard, Baden Württemberg Cooperative State University

Paul Fadil, University of North Florida

Victoria Macha – Mindray Medical International Ltd., China

2. Presentation Title: “Providing a model to effectiveness of team work based on Quantum skills and intermediate roles of empowerment and innovation”

Seyed Mohammad Hossein Kamani, Shiraz Payam e Noor University

Altafi, Seddigeh, Shiraz Payam e Noor University

3. Presentation Title: “Managing cross cultural gaps in multicultural workplace”

Kayong Holston, Ottawa University

---

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

**Saturday, April 21, 2012**

**8:30- 10:00 A.M.**

**Room: Regent Room**

## **STUDENT PAPERS**

**Track:** Student Papers I

**Track Chair:** Marty Mattare, Frostburg State University

**Session Title:** Business Issues

**Session Chair:** Marty Mattare, Frostburg State University

---

1. Presentation Title: “Online and Offline Retail Competition: The Effect of Reduced Online Disutility Cost and Price Discount”

Shimi Naurin Ahmad (Doctoral Candidate), Concordia University

2. Presentation Title: “Leading in a Glass House: Discovering Transparent Leadership”

Heather Graham, Illinois State University

Erica Roehm, Illinois State University

Michael Sullivan, University of North Florida

3. Presentation Title: “Transforming Knowledge into Competitive Advantage”

Denise Gates, TAMIU

---

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

**Saturday, April 21, 2012**

**8:30-10:00 A.M.**

**Room: Victoria Room**

**COMMUNICATION AND TECHNOLOGY**

**Panel Presentation**

**Track:** Communication and Technology

**Track Chair:** John C. Tedesco, Virginia Tech University

**Session Title:** Social Media Marketing: An Integrated Marketing Communication Approach for Fostering Brand Awareness, Preference, and Equity

**Session Chair:** Ali Kansa, The University of Texas at San Antonio

**Presenters:**

Richard Alan Nelson, University of Las Vegas

Abdul K. Sinno, Clarke University

Muhammad Rafic Sinno, University of Dubuque

---

This panel will present an overview of the current state of social media marketing with a focus on social marketing-communication approaches used by organizations spanning the technology, health care, tourism, food, and financial services industries. Topics pertaining to public relations, advertising, sales promotion, branding, and audience engagement strategies utilizing social media will be expanded upon throughout the panel discussion and presentation. Audience participation will be encouraged to further discuss the future of social media marketing as a vehicle for fostering brand awareness, preference, and equity.

---

**Commentator:** Ali Kansa, The University of Texas at San Antonio

## **\*\*Refreshments\*\***



Saturday, April 21, 2012

10:00 AM – 12:00 NOON

***Location:  
Brittania Salon***

**Saturday, April 21, 2012**

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

**Room: Aquitania**

## **FINANCE**

**Track:** Finance

**Track Chair:** Phillip Fuller , Jackson State University

**Session Title:** Portfolio Evaluation and Teaching

**Session Chair:** Phillip Fuller, Jackson State University

- 
1. Presentation Title: "The Use of Conventional Shape Ratio vs. Adjusted Shape Ratio in Portfolio Evaluation"  
Ibrahim Affaneh, Indiana University of Pennsylvania
  2. Presentation Title: "Investing with Foreign Currency Options"  
Mohammed Shaki, National University  
Maria Luisa Medrano, Rey Juan Carlos University
  3. Presentation Title: "Teaching College Students Effective Ways to Eliminate or Lower Indebtedness"  
Amir A. Jassim, California State University, Fresno
  4. Presentation Title: "Teaching Adventures and Misadventures of an Online Virgin"  
Phillip Fuller, Jackson State University
- 

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

**Saturday, April 21, 2012**

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

**Room: Board Room**

## **LEADERSHIP**

**Track:** Leadership

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

**Session Title:** Leadership Variables

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

- 
1. Presentation Title: "Workplace Punishment Guidelines for the 21<sup>st</sup> Century"  
C. W. Von Bergen, Southeastern Oklahoma State University  
Diane Bandow, Troy University
  2. Presentation Title: "The Need for Fire Service Professional Development"  
R. Jeffery Maxfield, Utah Valley University  
John R. Fisher, Utah Valley University
  3. Presentation Title: "Impression Management"  
Doula Zaharopoulos, Grand Canyon University
- 

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

**Saturday, April 21, 2012**

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

**Room: Regent Room**

## **STUDENT PAPERS**

**Track:** Student Papers II  
**Track Chair:** Marty Mattare, Frostburg State University  
**Session Title:** Communication Issues  
**Session Chair:** Marty Mattare, Frostburg State University

---

1. Presentation Title: “BP’s Deepwater Horizon Oil Spill: A Crisis Communication Plan”  
Michelle Chamberlain, University of Texas at San Antonio
  2. Presentation Title: “A Practical Solution to Auto-Ranking of Suppliers in Immediate Supply Net Coordination”  
Javad Soroor, Shiraz University of Technology  
Sara Sajjadi, Payam Noor University
  3. Presentation Title: “AT&T® ‘Texting and Driving ... It Can Wait™’ Campaign: Major Case Study”  
Adam Mahan, University of Texas at San Antonio
- 

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

## **AWARDS & RECOGNITIONS**



- I. **2012 Best Paper Award**
- II. **David Twomey Best Student Paper**
- III. **2012 Outstanding Track Chair**





**College of Business**

**AACSB Accredited Business Programs**

Undergraduate Degrees in

Accounting, Business Administration, and Economics

Master of Business Administration  
Designed for Traditional and Non-traditional Students

Disseminating Meaningful and Timely Research to the  
Academic, Business, Not-for-profit, and  
Governmental Organizations

\*\*\*\* Facilitating Business and Economic Development \*\*\*\*



College of Business  
Frostburg State University  
101 Braddock Road  
Frostburg, MD 21532-2303

Frostburg Campus: (301-687-4019) - Hagerstown Campus: 240-527-2712  
[fsubusiness@frostburg.edu](mailto:fsubusiness@frostburg.edu)

78249  
210/458-4350 (<http://colfa.utsa.edu>)