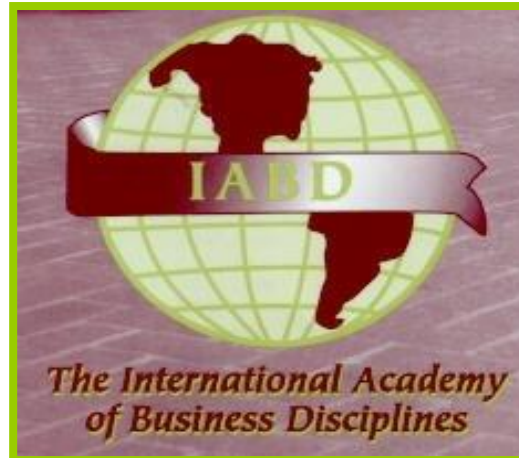


PROGRAM SCHEDULE

25th ANNUAL CONFERENCE OF THE

International Academy of Business Disciplines



**April 11-13, 2013
Atlanta, Georgia, USA**

**THE EMBASSY SUITES ATLANTA
CENTENNIAL OLYMPIC PARK**

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**

THE IMPORTANCE OF RESEARCH TO THE GLOBAL COMMUNITY

TWENTY- FIFTH ANNUAL CONFERENCE OF THE IABD

*** OFFICIAL PROGRAM ***

April 11-13, 2013

Atlanta, Georgia, USA

**THE EMBASSY SUITES ATLANTA
CENTENNIAL OLYMPIC PARK**

PRESIDENT & 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**

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25TH ANNUAL CONFERENCE OF THE IABD

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IABD President's Welcome

Dear friends and colleagues, welcome to the 25th Annual Conference of the International Academy of Business Disciplines in the beautiful city of Atlanta, Georgia. As you are well aware, this is my first year as President of IABD, the organization that we have all come to know and love since its establishment in 1988. I, like many of my colleagues, have benefited from IABD in numerous ways. It gives us the opportunity for service and leadership, as well as a variety of publication options that you will not find in many other organizations. In fact, if you peruse the curriculum vitas of many of our long standing members, you will realize that this organization has been an inseparable part of their professional careers. I am very proud to have been chosen to serve IABD in this new capacity, and I look forward to a productive and fruitful term.

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 our outstanding board of directors, officers, track chairs, and participants from all over the world. It is a wonderful feeling to know that for 25 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, and work together in search of peaceful and constructive solutions to the complicated problems that currently face the world.

I would like to thank our newest Board Member and past President, Ahmad Tootoonchi. He has not only been my close friend for over 20 years, he has been my advisor, confidante, and sounding board during my first year as President. His direction and advice have allowed this transition to be much smoother than it could have been. I believe that IABD will continue to thrive as he serves IABD in his new role: permanent Board Member. Thank you Ahmad for your tireless efforts and for all you have done and continue to do for IABD.

I would like to express my deepest thanks and appreciation to Reza Eftekharzadeh, Louis Falk, Margaret Goralski, Saurabh Gupta, Gregory Payne, Cindi Smatt, Maria Medrano and our Track Chairs for working extraordinarily hard to make this year's conference a success.

I strongly believe in our organization and the commitment of its members. To that end, I promise, you will have all my efforts and energy as we move forward. Let's continue to show our dedication to enhancing global understanding and fostering peace and prosperity as we have for the past 24 years. Please enjoy the 2013 IABD Conference, and do not hesitate to share your ideas or views with our members, our Board of Directors, or myself for the continuous improvement of IABD.

Sincerely,

Paul A. Fadil

Paul A. Fadil

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 2013 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 (\$132 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 at Centennial Olympic Park
267 Marietta Street, Atlanta, Georgia, 30313
Tel: 404-223-2300
<http://embassysuites3.hilton.com/en/index.html>

We strongly encourage you to arrive at the hotel on Wednesday afternoon, **April 10th, 2013**. 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 Atlanta. 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 10, 2013	4:30 PM – 6:00 PM	Legacy F
Thursday, April 11, and Friday, April 12th, 2013	7:30 AM – 4:00 PM	Legacy E & F
Saturday, April 13, 2013	7:30 AM – 12:00 PM	Legacy E & F

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.

2013 BUSINESS RESEARCH YEARBOOK

Chief Editor: Margaret A. Goralski

Associate Editor: Paul LeBlanc

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

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

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

JOURNALS AND PERIODICALS

IABD publishes and/or collaborates in producing:

- *Competitiveness Review*
- *Journal of International Business Disciplines*
- *The International Journal of Commerce and Management*
- *The International Journal of Interdisciplinary Research*
- *The Business Research Yearbook*

NEXT YEAR'S CONFERENCE

2014 is just around the corner. The **26th Annual IABD Conference will be in beautiful downtown San Diego.**

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 25TH ANNUAL CONFERENCE:

- **EARLY BIRD RECEPTION:** Wednesday, April 10th 2013, 5:00 – 6:00 p.m., Legacy F
- **IABD BOARD OF DIRECTORS MEETING:** Wednesday, April 10th, 2013, 6:30 – 8:30 p.m., Legacy A

- **ALL ACADEMY SESSION:**
Thursday, April 11th, 2013, 6:00 – 7:15 p.m., Legacy A, B, & C

- **ALL ACADEMY GALA RECEPTION/DINNER:** Thursday, April 11th, 2013, 7:30 – 9:00 p.m., Legacy A, B, & C

- **IABD OFFICERS LUNCHEON:** Friday, April 12th, 2013, 12:15 – 1:15 p.m., Atrium

AWARDS & RECOGNITIONS



I. 2013 Best Paper Award

FROM A SMALL BRAZILIAN COMPANY TO THE DOMINANT SECTOR PLAYER IN THE WORLD: THE FINANCIAL LESSON OF GROWTH

Ronald Jean Degen, HSM Education, São Paulo, Brazil
rjdegan@gmail.com

K. Matthew Wong, St. John's University, New York
wongk@stjohns.edu

II. 2013 Outstanding Track Chair

Chulguen (Charlie) Yang, Southern Connecticut State

IABD PRESIDENT

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

FORMER IABD PRESIDENTS

Ahmad Tootoonchi President, 2007-2012, Frostburg State University
<tootoonchi@frostburg.edu>

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. 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

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Abbas J. Ali	Indiana University of Pennsylvania
Phillip W. Balsmeier	Centenary College of Louisiana
Hooshang M. Beheshti	Radford University
Robert C. Camp	Indiana University of Pennsylvania
Raymond A. Cox	University of Northern British Columbia

IABD BOARD OF DIRECTORS (CONT'D)

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J. Gregory Payne	Emerson College
Ahmad Tootoonchi	Frostburg State University
Zahid Khairullah	St. Bonaventure University

IABD PROGRAM CHAIR

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

IABD ASSOCIATE PROGRAM CHAIR

Cindi Smatt, University of North Georgia <cindi.smatt@ung.edu>

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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 Eftekharzadeh, St. John's University <eftekhar@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 DIRECTOR OF TECHNOLOGY

Saurabh Gupta, University of North Florida <s.gupta@unf.edu>

IABD DIRECTOR OF CONFERENCE PROMOTION

Maria Luisa Medrano

IABD AUDIT COMMITTEE

Hooshang M. Beheshti, Radford University <hbehesht@runet.edu>

Abbas J. Ali, Indiana University of Pennsylvania <aaali@iup.edu>

IABD MEMBERSHIP COMMITTEE

Reza Eftekharzadeh, St. John's University <eftekhar@stjohns.edu>

TRACK CHAIRS OF THE 2013 IABD ANNUAL CONFERENCE

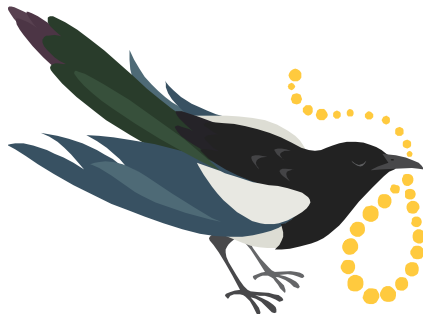
1. Accounting Theory	Rodney A. Oglesby, Drury University
2. Accounting History	Darwin L. King, St. Bonaventure University
3. Advertising & Marketing Communication	Louis K. Falk, Univ. of Texas at Brownsville
4. Applied Management Science & DSS	Zahid Khairullah, St. Bonaventure University
5. Communication and Technology	John C. Tedesco, Virginia Tech University
6. Cross-Cultural Communication	Raquel Casino, Independent Comm. Consult.
7. Cross-Cultural Marketing	Ziad Swaidan, University of Houston-Victoria
8. Cross-Cultural Psychology	C. Dominik Güss, University of North Florida
9. Economics	Dale Steinreich, Drury University
10. Emotional Intelligence & Mindfulness	Chulguen Yang, Southern Connecticut State
11. Entrepreneurship & Small Business	Marty Mattare, Frostburg State University
12. Ethical & Social Issues	Carolyn Ashe, Univ of Houston – Downtown
13. Finance	Phillip Fuller, Jackson State University
14. Global Corp PR, Responsibility & Culture	Enric Ordeix-Rigo, Ramon Llull University
15. Health Communication & Public Policy	J. Gregory Payne, Emerson College
16. Human Resources Management	Kaushik Chaudhuri, Symbiosis International U
17. Information Systems	Saurabh Gupta, University of North Florida
18. Interdisciplinary Studies	Nada Farhat, Tufts University Medical School
19. Instructional and Pedagogical Issues	Amiso M. George, Texas Christian University
20. International Business	Philemon Oyewole, Howard University
21. Leadership	John Fisher, Utah Valley University
22. Managerial Accounting	Majidul Islam, Concordia University
23. Management of Diversity	Chynette Nealy, Univ of Houston – Downtown
24. Manufacturing and Service	Mohammad Z. Bsar, National University

25. Marketing	Felix Abeson, Coppin State University
26. Marketing Research	Talha D. Harcar, Penn State – Beaver
27. Operations Management	Shakil Rahman, Frostburg State University
28. Organizational Behavior & Theory	Kayong Holston, Ottawa University
29. Organizational Comm. & Crisis Mgmt.	Reza Eftekharzadeh, St. John's University
30. Political Comm. & Public Affairs	John King, East Tennessee State University
31. Project & Knowledge Management	Michael Baechle, Baden Wurttemberg Cooperative State University Arthur Kolb, Univ. of Applied Sciences-Kempen
32. Public Relations & Corp. Comm.	Bonita Dostal Neff, Valparaiso University
33. Service Marketing	Paloma Bernal Turnes, Univ. Rey Juan Carlos
34. Social Media	Karin Reinhard, Baden Wurttemberg Cooperative State University Kaye McKinzie, University of Central Arkansas
35. Sport Business	Brian Larson, Widener University
36. Strategic Management	Crystal Owen, University of North Florida
37. Strategic Marketing	Harold W. Lucius, Rowan University
38. Student Papers	Marty Mattare, Frostburg State University
39. Sustainability	Robert Page, Connecticut State University
40. Tourism, Travel, & Hospitality	Nathan K. Austin, Morgan State University

PAPER REVIEWERS FOR THE 2013 IABD CONFERENCE

Anna Pogrzeba, DHBW Ravensburg, Germany
Antoni Noguero, Autonomous University of Barcelona (Barcelona, Catalonia-Spain)
Ashrafee Hussain, Memorial University, St. John's
Azam N. Foda, Decizens, Inc.
Carolyn Ashe, University of Houston-Downtown
Chuck A. Lubbers, University of South Dakota
Chulguen (Charlie) Yang, Southern Connecticut State University
Daniel W. Smith, Penn State University
Durrifa H. Z. Khairullah, St. Bonaventure University
Enric Ordeix, Ramon Llull University (Barcelona, Catalonia-Spain)
Eric Russell, Utah Valley University
Felix Abeson, Coppin State University
Firhana Saiffee, Western University
Gregory Payne, Emerson College Boston
Hakan Murat Altintas, Uludag University
Hani Tadros, Concordia University, Montreal
Hassan Badkoobehi, National University
Jim Downey
Jordi Botey, Ramon Llull University (Barcelona, Catalonia-Spain)
Jordi Xifra, University Pompeu Fabra (Barcelona, Catalonia-Spain)
Josep Rom, Ramon Llull University (Barcelona, Catalonia-Spain)
Kaushik Chaudhuri, SCMHRD, Symbiosis International University
Louis K. Falk, University of Texas at Brownsville
Majidul Islam, Concordia University, Montreal
Margaret Mitchell, Central Connecticut State University
Mark McMurtrey
Marvin Butler, Farris Wood, LLC
Michael Coolsen, Shippensburg University
Michael Mitchell, International School of Management, Paris
Mohammed K. Shaki, National University
Nathan K. Austin, Morgan State University
Nazifah Mamujee, St. Clare Hospital
Nicholas J. Hill, Jackson State University
Nicolas Hamelin, Al Akhawayn University
Nirosh Kuruppu, Sultan Qaboos University, Muscat
Olabisi Gwamna, Independent Consultant
Paul B. Gwamna, Iowa Wesleyan College
Paul Fadil, University of North Florida
Phillip Fuller, Jackson State University
Rabiz N. Foda, Hydro One Networks, Inc.
Ric Jensen - Montclair State University
Ron McGaughey
Stevina Evuleocha, Cal State University, Bay Area
Talha Harcar, Penn State University
Teddi A. Joyce, University of South Dakota
Xavier Ginesta, University of Vic (Barcelona, Catalonia-Spain)
Zahid Y. Khairullah, St. Bonaventure University
Ziad Swaidan, University of Houston-Victoria

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



Wednesday, April 10, 2013

5:00 PM – 6:00 PM

Location:

Legacy F

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



Wednesday, April 10, 2013
6:30 PM – 8:30 PM

***Location: Legacy A
Reception & Dinner***

**** Breakfast ****



Thursday, April 11, 2013

7:30 AM – 8:30 AM

***Location:
Ruth Chris Steakhouse***

Thursday, April 11, 2013

8:30- 10:00 A.M.

Room: Salon I

Cross-Cultural Marketing

Track: Cross-Cultural Marketing
Track Chair: Ziad Swaidan, University of Houston-Victoria
Session Title: Culture and Consumer Ethics
Session Chair: Mohammed K. Shaki, National University

-
1. Presentation Title: "The Limitations of Common- law Environmental Protections in the U.S.A"
Hassan Badkoobehi, National University/San Diego
Ziad Swaidan, University of Houston-Victoria
 2. Presentation Title: "Consumer Ethics of Hispanics in the USA"
Ziad Swaidan, University of Houston-Victoria
 3. Presentation Title: "Husband's Perceptions of Their Spouses' Dominance in The Buying Process: A Study of Latin American Countries"
Talha D. Harcar, The Pennsylvania State University at Beaver
Daniel W. Smith, Penn State University at Beaver
John E. Spillan, University of North Carolina at Pembroke

Discussants: Hassan Badkoobehi, National University/San Diego
Mohammed K. Shaki, National University

Thursday, April 11, 2013

8:30-10:00 A.M.

Room: Salon II

**INFORMATION SYSTEMS/
OPERATIONS MANAGEMENT**

Track: Information Systems
Operations Management

Track Chair: Saurabh Gupta, University of North Florida
Shakil Rahman, Frostburg State University

Session Title: Individuals and Information Systems/
Operations Management

Session Chair: Saurabh Gupta, University of North Florida
Shakil Rahman, Frostburg State University

-
1. Presentation Title: "IT Substitution Attitude, Ambivalence And Intention"
Liqiong Deng, Richards College of Business, University of West Georgia
 2. Presentation Title: "Do We Matter? Individual differences in End-User Training"
Saurabh Gupta, University of North Florida
 3. Presentation Title: "Working under constraints: Teaching IT Courses When Syllabus are outdated and contain Overlapping and Limited content"
Azad Ali, Indiana University of Pennsylvania
 4. Presentation Title: "Evolution of ERP Systems: Is embedding ERP Software into Business program creating a competitive advantage?"
Shakil M. Rahman, Frostburg State University
Sara H. Rahman, Cornell University

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

Thursday, April 11, 2013

8:30- 10:00 A.M.

Room: Salon IV

INTERNATIONAL BUSINESS

Track: International Business

Track Chair: Philemon Oyewole, Howard University

Session Title: Trade and Consumption Patterns in India, China, and Africa

Session Chair: Durriya H. Z. Khairullah, Saint Bonaventure University

1. Presentation Title: "In the Heart of Africa: A World Away from Poverty, the Luxury Market Thrives"

Deirdre Bird, Providence College
Helen Caldwell, Providence College

2. Presentation Title: "Networking and Internationalization of SMEs: A Comparative Approach"
Jean-Michel Quentier, ESC Bretagne Brest (Brittany Business School) France

3. Presentation Title: "The Surge in India China Trade: An Extended Gravity Model Analysis"
Vijay Vemuri, Prairie View A&M University
Shahid Siddiqi, Long Island University

4. Presentation Title: "Cultural Values and Decision-Making in China"
Durriya H. Z. Khairullah, Saint Bonaventure University
Zahid Y. Khairullah, Saint Bonaventure University

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

Thursday, April 11, 2013

8:30- 10:00 A.M.

Room: Salon V

SPORT BUSINESS

Track: Sport Business

Track Chair: Brian Larson, Widener University

Session Title: Sport Business

Session Chair: Ric Jensen, Montclair State University

1. Presentation Title: "Did We Score a Touchdown or Not? Views of Quality: Perception Differences Between Fans and Service Providers in NFL Service Quality"
Brian V. Larson, Widener University
Ric Jensen, Montclair State University
 2. Presentation Title: "The Role of Information Source, Scheduling and Interest in Game Day Activities on Attendance of Collegiate Sporting Events"
Charles A. Lubbers, University of South Dakota
Teddi A. Joyce, University of South Dakota
 3. Presentation Title: "Why We Should Get Our Students Out of the Classroom and in the Game: What We Can Learn from Involving College Students in NFL Game Day Research."
Ric Jensen, Montclair State University
 4. Presentation Title: "Using Econometrics to Build a Better Baseball Team"
Jason Kester, Drury University
Rodney A. Oglesby, Drury University
Dale Steinreich, Drury University
-

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

****Refreshments****



Thursday, April 11, 2013

10:00 AM – 10:30 AM

***Location:
Legacy E & F***

Thursday, April 11, 2013

10:30-12:00 Noon

Room: Salon I

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

Track: Advertising and Marketing Communication/
Political Communication & Public Affairs

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

Session Title: Social Media Strategies

Session Chair: Carol H. Stewart, Southern Connecticut State University

1. Presentation Title: "Communicating Through Social Media During a Campus Crisis"
Christina M. Jackson, University of Nebraska at Kearney
 2. Presentation Title: "Using Social Media to Expand Your Business"
Louis K. Falk, University of Texas at Brownsville
Hy Sockel, DIKW Management Group
 3. Presentation Title: "Social Media and Healthcare: Analyzing Online Marketing Strategies In
the Healthcare Industry"
Carolynn McMahan, University of North Florida
-

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

Thursday, April 11, 2013

10:30 A.M - 12:00 Noon

Room: Salon II

APPLIED MANAGEMENT SCIENCE & DECISION SUPPORT SYSTEMS

Track: Applied Management Science & Decision Support Systems

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

Session Title: Applications for Decision Making - I

Session Chair: Seyed Mohammad Seyed Hosseini, Iran University of Science and Technology

-
1. Presentation Title: "Determining the Critical Value Stream in Multiple Production Streams by Using Stochastic Analysis"
Seyed Mohammad Seyed Hosseini, Iran University of Science and Technology
Ahmad Ebrahimi Taleghani, Iran University of Science and Technology
Seyed Mohammad Ghoreyshi, Iran University of Science and Technology
 2. Presentation Title: "Monitoring Multinomial Logistic Profiles in Phase I Using Log-Linear Models"
R. Noorossana, Iran University of Science and Technology
M. R. Nayebpour, DeVry University
H. Izadbakhsh, Kharazmi University
 3. Presentation Title: "A Pricing Approach for Used Products in the Closed –Loop Supply Chain Network Design Problem"
Esmaeil Keyvanshokoo, Iran University of Science and Technology
Hassan Badkoobehi, National University
Elnaz Kabir, Khaje Nasir Toosi University of Technology

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

Thursday, April 11, 2013

10:30 A.M - 12:00 Noon

Room: Salon IV

**INTERDISCIPLINARY STUDIES/
CROSS CULTURAL COMMUNICATION**

Track: Interdisciplinary Studies

Track Chair: Nada Farhat, Tufts University Medical School
Raquel Casino, 3P Product Placement Production

Session Title: Communication Branding

Session Chair: Gregory Payne, Emerson College
Nuno da Silva Jorge, Escola Superior de Comunicacao Social

-
1. Presentation Title: "Twitter: A New Era of WOM Communication"
Mafalda Eiró-Gomes, Escola Superior de Comunicacao Social
Maria Joa Santos, Escola Superior de Comunicacao Social
 2. Presentation Title: "Public Speaking, Pupils, and Prezi! Oh My!"
Jennifer Summary, Southern Illinois University
 3. Presentation Title: "Developing a Communication and Public Affairs Model for City Branding"
Dora Rodriguez, Emerson College
 4. Presentation Title: "The Power of Branded Entertainment"
Raquel Casino, 3P Product Placement Production
M. Ebiçlioğlu, 3P Product Placement Production
 5. Presentation Title: "A Case Study in Nation Branding: Jamaica"
Sheryl-Ann Thomas, Emerson College

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

Thursday, April 11, 2013

10:30 A.M- 12:00 Noon

Room: Salon V

STRATEGIC MANAGEMENT

Track: Strategic Management

Track Chair: Crystal Owen, University of North Florida

Session Title: Strategic Management

Session Chair: Crystal Owen, University of North Florida

1. Presentation Title: "The Tensions of Stability: A True Paradox"

Lawrence E. Zeff, University of Detroit Mercy

Mary A. Higby, University of Detroit Mercy

2. Presentation Title: "Board Performance: An Empirical Investigation from the Concept of Board Power"

Pingying Zhang, University of North Florida

Paul Fadil, University of North Florida

Crystal L. Owen, University of North Florida

3. Presentation Title: "Sustainability Initiatives: Lifecycle Tradeoffs"

Robert A. Page, Southern Connecticut State University

Mary A. Page, Organizational Performance Systems

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

****Lunch Break****



Thursday, April 11, 2013

12:00 Noon – 1:30 PM

Thursday, April 11, 2013

1:30-3:00 P.M.

Room: Salon I

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

Track: Advertising and Marketing Communication/
Political Communication & Public Affairs

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

Session Title: Advertising and Creativity

Session Chair: Christina M. Jackson, University of Nebraska at Kearney

1. Presentation Title: "Advertising and Product Involvement: A Gender Difference Approach to Visualized Advertisements"
Po-Lin Pan, Arkansas State University
Juan Meng, University of Georgia
 2. Presentation Title: "Improving the Media Mix: How Including Promotional Products Enhances Advertising Impact"
H. Paul LeBlanc III, The University of Texas at San Antonio
Ali M. Kanso, The University of Texas at San Antonio
Richard Alan Nelson, The University of Nevada, Las Vegas
 3. Presentation Title: "Novelty, Resolution and Elaboration/Synthesis Dimensions of Ad Creativity in Turkey"
Ali Atif Bir. Bahcesehir University
H. Kemal Suher. Bahcesehir University
Şafak Şahin. Bahçeşehir University
-

Discussant: Charles A. Lubbers, University of South Dakota

Thursday, April 11, 2013

1:30- 3:00 P.M.

Room: Salon II

APPLIED MANAGEMENT SCIENCE & DECISION SUPPORT SYSTEMS

Track: Applied Management Science & Decision Support Systems

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

Session Title: Applications for Decision Making – 2

Session Chair: Hassan Badkoobehi, National University

1. Presentation Title: “Effect of Estimation Error on the Phase II Monitoring of Simple Linear Profiles”

R. Noorossana, Islamic Azad University-South Tehran Branch

Mozhdeh Aminmadani, Islamic Azad University-South Tehran Branch

M. R. Nayebpour, DeVry University

2. Presentation Title: “Vital Value Drives in Supply Chain”

Seyed Mohammad Seyed Hosseini, Science and Research Branch, Islamic Azad University

Golriz Gashti, Islamic Azad University

3. Presentation Title: “Decision-Making in Vietnam: A Case Study of Vietnamese Companies”

Durriya H. Z. Khairullah, St. Bonaventure University

Kathleen M. Premo, St. Bonaventure University

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

Thursday, April 11, 2013

1:30-3:00 P.M.

Room: Salon IV

ETHICAL AND SOCIAL ISSUES

Panel Presentation

Track: Ethical and Social Issues

Track Chair: Carolyn Ashe, University of Houston-Downtown

Session Title: Ethical Awareness

Session Chair: Carolyn Ashe, University of Houston-Downtown

Panel Title: “Should Calories Count? Is It Ethical to Include Calorie Counts On Menus”

Panelists: Amiso George, Texas Christian University
Hamid Abdul Khan, Our Lady of the Lake University
Louis Falk, University of Texas at Brownsville
John Mark King, East Tennessee State University

Thursday, April 11, 2013

1:30-3:00 P.M.

Room: Salon V

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

TRACK: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Valparaiso University

Session Title: The Complexity of Leadership: Measurement, Mentoring, and Emotions

Session Chair: Andi Stein, California State University, Fullerton

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1. Presentation Title: "The Disaster Press Conference: Form and Function"
John R. Fisher, Utah Valley University
 2. Presentation Title: "Leading the Future Leaders: A Survey of Mentoring Methods"
Elizabeth D. Kerns, Central Washington University
Amiee J. Shelton, Roger Williams University
 3. Presentation Title: "Public Relations, Emotional Intelligence, and the Business Thank-You Note"
Tim Howard, California State University, Sacramento
Heidi Nye, California State University, Long Beach

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

****Refreshments****



Thursday, April 11, 2013

3:00 PM – 3:30 PM

***Location:
Legacy E & F***

Thursday, April 11, 2013

3:30-5:00 P.M.

Room: Salon I

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

Track: Advertising and Marketing Communication/
Political Communication & Public Affairs

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

Session Title: Media and Branding

Session Chair: Po-Lin Pan, Arkansas State University

1. Presentation Title: "Talking Heads: How Broadcast Media Frame the Public Relations Industry"

Samara Litvack, Eastman Chemical Company
John Mark King, East Tennessee State University

2. Presentation Title: "Image Restoration Strategies and Apologia in Action: Netflix: A Case Study"

Carol H. Stewart, Southern Connecticut State University

3. Presentation Title: "Identification of Terms for Branding the United States"

Charles A. Lubbers, University of South Dakota
Lisa T. Fall, University of Tennessee
Scott A. Christen, University of Tennessee

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

Thursday, April 11, 2013

3:30-5:00 P.M.

Room: Salon II

MANAGERIAL ACCOUNTING

Track: Managerial Accounting

Track Chair: Majidul Islam, Concordia University, Canada

Session Title: Multidisciplinary Research & Managerial Accounting in context of Global Economy

Session Chair: Majidul Islam, Concordia University, Canada

1. Presentation Title: "A Comparison of Students' Performance in an Online Introductory Managerial Accounting Course within Classroom Setting"
Ibrahim Aly, Concordia University
 2. Presentation Title: "Sustainability Through the Use of Resources: An Investigation into Customer Services of Financial Institutions"
Yi-Feng Yang, Shu-Te University
Cheng-Se Hsu, Shu-Te University
Majidul Islam, Concordia University
 3. Presentation Title: "Materiality Disclosure and Litigation Risks: A Canadian Perspective"
Raymond Cox, University of Northern British Columbia.
Ajit Dayanandan, University of Northern British Columbia.
Han Donker, University of Northern British Columbia.
 4. Presentation Title: "Marketing Mix, Service Quality, and Loyalty in the perspectives of Customer-Centric View of Balanced Scorecard Approach"
Yi-Feng Yang, Shu-Te University
Majidul Islam, Concordia University
Yu-Jia Hu, Fortune Institute of Technology
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Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 11, 2013

3:30-5:00 P.M.

Room: Salon IV

ETHICAL AND SOCIAL ISSUES

Track: Ethical and Social Issues

Track Chair: Carolyn Ashe, University of Houston-Downtown

Session Title: Ethical Awareness

Session Chair: Carolyn Ashe, University of Houston-Downtown

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1. Presentation Title: "The Ethics Teacher Must Be an Authentic Leader for Students To Achieve Significant Learning Experience"
Hamid Abdul Khan, Our Lady of the Lake University
 2. Presentation Title: "Corporate Social Responsibility in Saudi Arabia"
Abbas J. Ali, Indian University of Pennsylvania
Abdulrahman Al-Aali, King Saud University, Riyadh, Saudi Arabia
 3. Presentation Title: "Facebook Ethics: Social Movement or Social Dysfunction"
Carolyn Ashe, University of Houston-Downtown

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

Thursday, April 11, 2013

3:30- 5:00 P.M.

Room: Salon V

HEALTH COMMUNICATION

Track: Health Communication

Track Chair: Gregory Payne, Emerson College

Session Title: State of Affairs in Health Communication

Session Chair: Mafalda Eiró–Gomes, Escola Superior de Comunicacao Social, Lisbon, Portugal

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1. Presentation Title: “Global Narrative Initiative: Defining the Non communicable Disease Narrative”
Abigail Capobianco, Emerson College
 2. Presentation Title: “Navigating Family Cancer Communication: Communication Strategies of Female Cancer Survivors in South Central Appalachia.”
Kathryn Duvall, East Tennessee State University
Kelly Dorgan, East Tennessee State University
 3. Presentation Title: “Health Care Public Policy: Framing the Health Care Divide”
John C. Tedesco, Virginia Tech University

Discussants: Nada Farhat, Tufts University Medical School
Gregory Payne, Emerson College
Mafalda Eiró–Gomes, Escola Superior de Comunicacao Social, Lisbon, Portugal

Thursday, April 11, 2013

6:00 PM –7:15 PM

Room: Legacy A, B & C

All Academy Session

“Sustainability and Innovation”

Session Chair: Raymond Cox, University of Northern British Columbia

Topic: “Sustainability vs. Competitiveness”
Presenter: Robert C. Camp, Indiana University of Pennsylvania

Topic: “The Innovation Challenge”
Presenter: Joe Horton, University of Central Arkansas

Topic: “Scholars and Social Responsibility”
Presenter: Abbas J. Ali, Indiana University of Pennsylvania

Topic: “Sustainability Tradeoffs and the Role of Social Media”
Presenter: Robert A. Page, Southern Connecticut State University

Commentator: Shahid Siddiqi, Long Island University

****All Academy Gala ****

Dinner and Reception



Thursday, April 11, 2013
7:30 PM – 9:00 PM

Location:
Legacy A, B, & C

Keynote Speaker:
Jason M. Morwick

Jason M. Morwick is a full-time teleworker and writer who writes about teleworking, leading in the virtual workplace, and business-process improvement. He is co-author of the book [Making Telework Work: Leading People and Leveraging Technology for High-impact Results](#) (Nicholas Brealey Publishing, 2009), a guide for managers and leaders on creating a case for telework and managing teleworkers. He has published in journals, magazines, and websites such as Quality Progress, Review of Business, Business Journal, Strategic HR Review, American Business Review, iSixSigma Magazine, and [isixsigma.com](#). Jason is also the co-author of [Gridiron Leadership: Winning Strategies and Breakthrough Tactics](#) (Praeger, 2009) and contributing author to Six Sigma Software Quality Improvement (McGraw-Hill, 2011).

Jason is a graduate of the United States Military Academy at West Point and earned an MBA from Regis University. He is on the Advisory Board for the nonprofit organization, the Telework Coalition ([www.TelCoa.org](#)) and speaks frequently at conferences, webcasts, and gatherings to promote telework.

**** Breakfast ****



Friday, April 12, 2013
7:30 AM – 8:30 AM

***Location:
Ruth Chris Steakhouse***

Friday, April 12, 2013

8:30-10:00 A.M.

Room: Salon I

COMMUNICATION AND TECHNOLOGY

Panel Presentation

Track: Communication and Technology

Track Chair: John C. Tedesco, Virginia Tech University

Session Title: The Mobile Professor: Classroom in a Pocket

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

Presenters:

Abdul K. Sinno, Clarke University, Communication Department
Muhammad Rafic Sinno, University of Dubuque, School of Business

Friday, April 12, 2013

8:30-10:00 A.M.

Room: Salon II

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: Margaret Goralski, Quinnipiac University

1. Presentation Title: "Examining the Human Factor of Entrepreneurial Success: Mindset and Emotional Endurance"
Margaret Goralski, Quinnipiac University
Kenneth J. Dupin, Virginia Tech
 2. Presentation Title: "Accordant Theory of Worker Well-Being"
Judy R. Van Doorn, Troy University
Howard J. Paris, Troy University
Suzanne Tew-Washburn, Troy University
 3. Presentation Title: "Teaching Personal Empowerment: Now More Than Ever"
Robert A. Page, Southern Connecticut State University
Chulguen (Charlie) Yang, Southern Connecticut State University
Kaylene Williams, California State University, Stanislaus
 4. Presentation Title: "Embodied Presence and Managerial Reflection"
Gregory E. Robbins, Southern Connecticut State University
 5. Presentation Title: "Lifeplace: Mindfulness and the Meaning Marketplace"
Michael J. Mitchell, International School of Management, Paris
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Discussants: Robert A. Page, Southern Connecticut State University

Friday, April 12, 2013

8:30-10:00 A.M.

Room: Salon IV

MARKETING RESEARCH

Track: Marketing Research

Track Chair: Talha Harcar, Pennsylvania State University at Beaver

Session Title: Consumer Behavior Research

Session Chair: Erdener Kaynak, Pennsylvania State University at Harrisburg

1. Presentation Title: "Determinants of Payment Methods at Grocery Stores: An Empirical Investigation"

Talha D. Harcar, Pennsylvania State University at Beaver
Erdener Kaynak, Pennsylvania State University at Harrisburg
Mustafa Ali Harcar, Wal-Mart

2. Presentation Title: "Consumer Ethnocentrism, Brand Transgression, and Consumer Behavior"

Ross B. Steinman, Widener University
Brittany T. Wolfrom, Widener University

3. Presentation Title: "Fix It: How Consumers Service Recovery Expectations Affect Satisfaction and Repurchase Intentions"

Akins T. Ogungbure, Troy University

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

Friday, April 12, 2013

8:30-10:00 A.M.

Room: Salon V

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

Track: Advertising and Marketing Communication/
Political Communication & Public Affairs

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

Session Title: Case Studies from the Middle East

Session Chair: Gregory Payne, Emerson College

1. Presentation Title: "How NGOs Including Amnesty International and Human Rights Watch Leveraged Social Media to Raise Awareness about Political Bloggers Arrested in the United Arab Emirates"
Keith Tomasek, University of Western Ontario
 2. Presentation Title: "A Global Campaign for the Government of Dubai's Bid for Expo 2020"
Jeff Hiseley, ASDA'A Burson-Marsteller, Dubai, United Arab Emirates
 3. Presentation Title: "Voting Rights, Rolls Royce and Breast Cancer Awareness Campaigns in The United Arab Emirates"
John Mark King, East Tennessee State University
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Discussant: Enric Ordeix-Rigo, Ramon Llull University, Barcelona

****Refreshments****



Friday, April 12, 2013

10:00 AM – 10:30 NOON

Location:
Legacy E & F

Friday, April 12, 2013

10:30 A.M- 12:00 Noon

Room: Salon I

FINANCE

Track: Finance

Track Chair: Phillip Fuller, Jackson State University

Session Title: Financial Growth and Failure

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

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1. Presentation title: "SMEs Default Prediction Model: An Analysis of the Existing Literature"
Seyed Amir E. Khorasgani, Middlesex University
 2. Presentation title: "The Impact of Macroeconomic Factors on the Economic Growth: Empirical Analysis"
Mohammed Shaki, National University
Maria Luisa Medrano, University Rey Juan Carlos
 3. Presentation title: "From a Small Brazilian Company to a Dominant Sector Player in the World: The Financial Lesson of Growth"
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.

Friday, April 12, 2013

10:30 A.M- 12:00 Noon

Room: Salon II

SOCIAL MEDIA

Track: Social Media

Track Chair: Karin Reinhard, Baden Wuerttemberg Cooperative State University
Kaye McKinzie, University of Central Arkansas

Session Title: Social Media

Session Chair: Karin Reinhard, Baden Wuerttemberg Cooperative State University
Ravensburg, Germany

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1. Presentation Title: "Virtual Communities: How Gender, Self-confidence, Motivation and Social Involvement Impact on Avatar Choice"
Karin Reinhard, Baden Wuerttemberg Cooperative State University
Lars Satow, Baden Wuerttemberg Cooperative State University
 2. Presentation Title: "Shouting Out on the Street Corner: Social Media"
Roy Whitehead, University of Central Arkansas
Kaye McKinzie, University of Central Arkansas
 3. Presentation Title: "Employers' use of social media for background checks"
Kaye McKinzie, University of Central Arkansas
Catherine Crisp, University of Arkansas at Little Rock

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

Friday, April 12, 2013

10:30 A.M- 12:00 Noon

Room: Salon IV

**INTERDISCIPLINARY STUDIES/
CROSS CULTURAL COMMUNICATION**

Track: Interdisciplinary Studies

Track Chair: Nada Farhat, Tufts University Medical School

Session Title: Public Diplomacy and Nation Branding

Session Chair: Gregory Payne, Emerson College
Mafalda Eiró–Gomes, Escola Superior de Comunicacao Social

1. Presentation Title: “Grassroots Campaign in the USA: Would it be Possible in Portugal?”

Luís Pimenta, Escola Superior de Comunicacao Social

Nuno da Silva Jorge, Escola Superior de Comunicacao Social

Sara Farinha, Escola Superior de Comunicacao Social

2. Presentation Title: “Media Endarkenment – A Process Counter to Enlightenment.”

Olga Lazitskaya, Emerson College

3. Presentation Title: “The Emerson Polling Project: Engaging Students in Civic Engagement”

Spencer Kimball, Emerson College

Felix Chen, Emerson College

Grey Van de Mark, Emerson College

Caroline Fothergill, Emerson College

4. Presentation Title: “The Rosarito Film Festival; A Case Study in Public Diplomacy”

Schang Gao, Emerson College

Pella Papastoitsi, Emerson College

Chang Xiang, Emerson College

Kang Zhang, Emerson College

Zheng Wenjing, Emerson College

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

Friday, April 12, 2013

10:30 A.M -12:00 Noon

Room: Salon V

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Valparaiso University

Session Title: PR, Hype, Hyperturbulence and Crisis Response in Entertainment

Session Chair: Carol Ames, California State University, Fullerton

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1. Presentation Title: "Reputation: Perceptions are Critical and Advice is Often Needed"
Bonita Dostal Neff, Valparaiso University
 2. Presentation Title: "Using Controversy to Boost TV Ratings"
Philippe Perebinossoff, California State University, Fullerton
 3. Presentation Title: "When Good Girls Go Bad: Is the Publicity Worth the Price?"
Andi Stein, California State University, Fullerton
 4. Presentation Title: "The Celebrity Crisis Public Relations Cycle"
Carol Ames, California State University, Fullerton
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Discussants: The Session Chair will coordinate a discussion among all present.

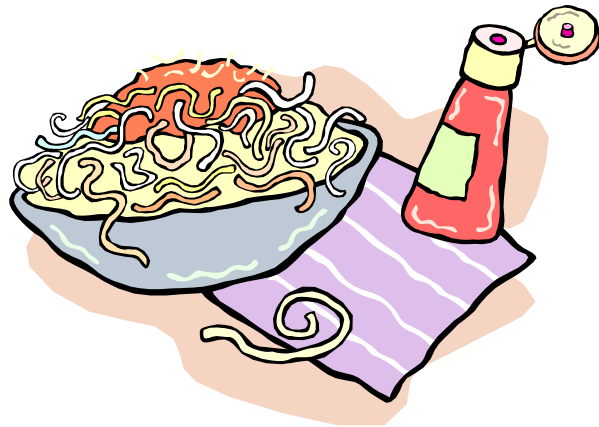
****Lunch Break****



Friday, April 12, 2013

12:00 Noon – 1:30 PM

****Track Chairs Luncheon ****



Friday, April 12, 2013
12:00 Noon – 1:30 PM

Location:
Atrium

NOTE:
This luncheon is for all IABD Officers.

Friday, April 12, 2013

1:30-3:00 P.M.

Room: Salon I

INSTRUCTIONAL AND PEDAGOGICAL ISSUES

Track: Instructional and Pedagogical

Track Chair: Amiso M. George

Session Title: Student Assessment and Evaluation

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

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1. Presentation Title: "Prior Student Attitudes and Student Evaluations."
James E. Weber, St. Cloud State University
Howard Bohnen, St. Cloud State University
James A. Smith, St. Cloud State University
 2. Presentation Title: "Andragogical Assessment in Management Education"
Diane Bandow, Troy University
Tish Matuszek, Troy University
Dennis Self, Troy University
 3. Presentation Title: "Exploring Cultural Differences in Young Women's Technology Attitudes and Assessment: What Are the Implications?"
Kellye L. Jones, Clark Atlanta University
 4. Presentation Title: "Enhancing Business Verbal Communication Skills: Applying Sales Education Techniques."
George A. Kirk, Southern University
 5. Presentation Title: "Bridging the Gap Between Teaching and Research: An Experiment for Scaling Up Research Skills in India."
Manju Singh, Symbiosis International University
Mohika Singh, Lady Sri Ram College, New Delhi

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

Friday, April 12, 2013

1:30-3:00 P.M.

Room: Salon II

**CROSS CULTURAL PSYCHOLOGY/
ORGANIZATIONAL BEHAVIOR AND ORGANIZATIONAL THEORY**

Track: Cross Cultural Psychology
Organizational Behavior and Organizational Theory

Track Chair: C. Dominik Güss, University of North Florida
Kayong Holston, Ottawa University

Session Title: Organizational Culture

Session Chair: C. Dominik Güss, University of North Florida

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1. Presentation Title: "Creativity and Culture"
C. Dominik Güss, University of North Florida
Ma. Teresa Tuason, University of North Florida
 2. Presentation Title: "Can Cultural Values Increase Creativity: A Two-Country Comparison"
Junior Badibanga, University of North Florida
Smit Shah, University of North Florida
C. Dominik Güss, University of North Florida
 3. Presentation Title: "Improving German-U.S.-American Business Co-Operation by Analyzing
The Gap In Managers' Person Perception"
Karin Reinhard, Baden Württemberg Cooperative State University
Jutta Schirmer, Voralberg University of Applied Sciences, Germany
 4. Presentation Title: "Exploring Public Sector Organization Culture: The Balbec Housing
Department Case"
Bruce Fortado, University of North Florida
Paul Fadil, University of North Florida

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

Friday, April 12, 2013

1:30-3:00 P.M.

Room: Salon IV

**INTERDISCIPLINARY STUDIES/
CROSS CULTURAL COMMUNICATION**

Track: Interdisciplinary Studies

Track Chair: Nada Farhat, Tufts University Medical School

Session Title: Intercultural Communication

Session Chair: Gregory Payne, Emerson College
Raquel Casino, 3P Product Placement Production

1. Presentation Title: "Twin Siblings' Communication Patterns"
Jennifer Summary, Southern Illinois University
 2. Presentation Title: "Innovative Approaches to 'Teaching Effectiveness' for 'Significant Learning Outcomes' in a Classical Interdisciplinary Course "
Hamid Abdul Khan, Our Lady of the Lake University
 3. Presentation Title: "May 4th, 1970: Lessons learned for this generation"
Jordan Rummel, Emerson College
 4. Presentation Title: "The Emerson College Polling Society: A Case Study in Political Communication"
Spencer Kimball, Emerson College
Gregory Payne, Emerson College
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Discussants: The Session Chair will coordinate a discussion amongst all present.

Friday, April 12, 2013

1:30-3:00 P.M.

Room: Salon V

HEALTH COMMUNICATION

Track: Health Communication

Track Chair: Gregory Payne, Emerson College

Session Title: State of Affairs in Health Communication

Session Chair: Mafalda Eiró–Gomes, Escola Superior de Comunicacao Social, Lisbon, Portugal

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1. Presentation Title: “Omnibus Survivorship Narratives: Multiple Morbidities among Female Cancer Survivors in South Central Appalachia”
Kathryn Duvall, East Tennessee State University
Kelly Dorgan, East Tennessee State University
 2. Presentation Title: “Perspectives & Trends in Health Communications”
Diane McFarland, Buffalo State College
 3. Presentation Title: “Challenges & Comforts in Care Giving: Keeping the Connections”
Janice Payne, LA Program
Nada Farhat, Tufts University Medical School
 4. Presentation Title: “Cultural and Health Challenges in Bridging the Gap in Elementary Education”
Neil Harris, Bird Street After School Program, Boston

Discussants: Nada Farhat, Tufts University Medical School
Gregory Payne, Emerson College
Mafalda Eiró–Gomes, Escola Superior de Comunicacao Social, Lisbon, Portugal

****Business Meeting****

State of IABD Address



OPEN TO ALL PARTICIPANTS

Friday, April 12, 2013

3:15 PM – 4:00 PM



Refreshments Served

Location:
Legacy E & F

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



Saturday, April 13, 2013
7:30 AM – 8:30 AM

***Location:
Ruth Chris Steakhouse***

Saturday, April 13, 2013

8:30-10:00 A.M.

Room: Salon I

COMMUNICATION AND TECHNOLOGY

Track: Communication and Technology
Track Chair: John C. Tedesco, Virginia Tech University
Session Title: Communication and Technology
Session Chair: John C. Tedesco, Virginia Tech University

1. Presentation title: "Twitter Posting on Government Websites"
James D. Harder, Virginia Tech
 2. Presentation title: "Blogging and Stakeholders: New Means to Assess Their Perceptions"
Roxana Maiorescu, Purdue University
 3. Presentation title: "Small, Community-Based Nonprofits' Barriers to Leveraging
Communication Technology for Managing Critical Stakeholder Relationship"
Steve Matuszak, Virginia Tech
 4. Presentation title: "Approaches to Interactive TV in a Milieu That Does Not Exist: An
Overview Through Net Generation's Use of Computer and TV"
Oğuzhan Özcan, Yıldız Technical University
M. İlker Berkman, Bahcesehir University
Şafak Şahin, Bahcesehir University
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Discussants: The Session Chair will coordinate a discussion amongst all present.

Saturday, April 13, 2013

8:30-10:00 A.M.

Room: Salon II

GLOBAL PR, CORPORATE RESPONSIBILITY AND CULTURE

Track: Global PR, Corporate Responsibility And Culture

Track Chair: Enric Ordeix, Ramon Llull University

Session Title: Creating Opinion and Leadership

Session Chair: Hooshang M. Beheshti, Radford University

1. Presentation Title: "Gaining Legitimacy by Civil Engagement."
Albert Llorens, Ramon Llull University, Catalonia/Spain
 2. Presentation Title: "The Aggressive Pursuit of Growth and the Risky Consequences of Success: The Toyota Phenomenon"
Enric Ordeix, Ramon Llull University, Barcelona, Catalonia/Spain
Josep Rom, Ramon Llull University, Barcelona, Catalonia/Spain
Jordi Botey, Ramon Llull University, Barcelona, Catalonia/Spain
 3. Presentation Title: " Prolegomenon for the History of the PR Firms in Portugal"
Sara Farinha, Escola Superior de Comunicação Social, Lisboa, Portugal
Mafalda Eiró-Gomes, Escola Superior de Comunicação Social, Lisboa, Portugal
 3. Presentation Title: "Sport and the International Image of the Middle Eastern Countries"
Xavier Ginesta, University of Vic, Barcelona, Catalonia/Spain.
Jordi de San Eugenio, University of Vic, Barcelona, Catalonia/Spain.
Carles Grau, University of Vic, Barcelona, Catalonia/Spain
 4. Presentation Title: "Advocacy and International Public Relations: A Historic Review"
Antoni Noguero, Autonomous University of Barcelona, Barcelona, Catalonia/Spain
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Discussants: Gregory Payne, Emerson College
Antoni Noguero, Autonomous University of Barcelona
John King, East Tennessee State University

Saturday, April 13, 2013

8:30- 10:00 A.M.

Room: Salon IV

LEADERSHIP

Track: Leadership

Track Chair: John Fisher, Utah Valley University

Session Title: Leadership

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

1. Presentation Title: "Strands of Practice: A Model for Business School Leadership."
Henry Hein, Southern Connecticut State University
Sousan Arafeh, Southern Connecticut State University
 2. Presentation Title: "Leader Self-Concept Socialization in Women"
Patricia Matuszek, Troy University Montgomery
Diane Bandow, Troy University Atlanta
Dennis Self, Troy University
 3. Presentation Title: "Emergency Service Leader Perceptions of Legitimacy"
John Fisher, Utah Valley University
R. Jeffery Maxfield, Utah Valley University
 4. Presentation Title: "The Leadership Progression to 'Lifeplace'"
Michael J. Mitchell, International School of Management
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Discussants: The Session Chair will coordinate a discussion amongst all present.

Saturday, April 13, 2013

8:30-10:00 A.M.

Room: Salon V

**HUMAN RESOURCE MANAGEMENT/
MANAGEMENT OF DIVERSITY**

Track: Human Resource Management
Management of Diversity

Track Chair: Kaushik Chaudhuri, Symbiosis International University
Chynette Nealy, University of Houston-Downtown

Session Title: Human Resource Management
Management of Diversity

Session Chair: Kaushik Chaudhuri, Symbiosis International University

1. Presentation Title: "Analyzing a Performance Problem Related to Hiring"
Margaret E. Mitchell, Central Connecticut State University
 2. Presentation Title: "Impact of HPWS on Commitment and Working Life of Mid-level Japanese Managers- An Empirical Study"
Kaushik Chaudhuri, SCMHRD, Symbiosis International University
 3. Presentation Title: "How does destructive criticism affect employees? Moderating role of self-confidence"
Mehmet Ferhat Özbek, University of Gumushane, Gumushane, Turkey
 4. Presentation Title: "The Differences of Perceptions towards Homosexuals between Staff of Communication Sector and the Other Sectors"
İdil Karademirlidağ, Bahcesehir University
-

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

****Refreshments****



Saturday, April 13, 2013

10:00 AM – 10:30 AM

***Location:
Legacy E & F***

Saturday, April 13, 2013

10:30 A.M- 12:00 Noon

Room: Salon I

**ENTREPRENEURSHIP/
FINANCE**

Track: Entrepreneurship
Finance

Track Chair: Marty Mattare, Frostburg State University
Phillip Fuller, Jackson State University

Session Title: Entrepreneurship/Diversification

Session Chair: Phillip Fuller, Jackson State University

-
1. Presentation Title: "Does National Culture Play a Role in Entrepreneurs' Openness to Experience?"
Eren Ozgen, Troy University
 2. Presentation Title: "The Importance of a City Business Incubator to the Community's Businesses"
Marty Mattare, Frostburg State University
Cathy Ashley-Cotleur, Frostburg State University
Christopher M. Masciocchi, Frostburg State University
 3. Presentation Title: "A Campus Startup: Using a Student-Run Trade Show and Business Plan Competition as Part of a University Entrepreneurship Program"
Marty Mattare, Frostburg State University
 4. Presentation Title: "International Diversification: A Case Study of the Vietnamese Stock Markets"
William Cheng, Troy University/Global Campus
 5. Presentation Title: "Should Real Estate be Included in Your IRA?"
Phillip Fuller, Jackson State University
Richard Russell, Jackson State University

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

Saturday, April 13, 2013

10:30 A.M- 12:00 Noon

Room: Salon II

MANUFACTURING AND SERVICE

Track: Manufacturing and Service
Track Chair: Mohammad Z. Bsat, National University
Session Title: Supply Chain Management
Session Chair: Mohammed Shaki, National University

1. Presentation Title: "Business Reengineering a Tool for Small Business"
Ralf Wilhelms, Lake Superior State University
 2. Presentation Title: "The Role of Strategic Management System in Organizational Performance"
Mohammed Shaki, National University
Maria Luisa Medrano, University Rey Juan Carlos
 3. Presentation Title: "Supply Chain Management in the Fashion Industry"
Jennifer McKenna, California State University
-

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

Saturday, April 13, 2013

10:30 A.M -12:00 Noon

Room: Salon IV

**INTERDISCIPLINARY STUDIES/
CROSS CULTURAL COMMUNICATION**

Track: Interdisciplinary Studies

Track Chair: Nada Farhat, Tufts University Medical School
Raquel Casino, 3P Product Placement Production

Session Title: Public Diplomacy and Nation Branding

Session Chair: Gregory Payne, Emerson College
Mafalda Eiró–Gomes, Escola Superior de Comunicacao Social

1. Presentation Title: “Global Prospective in Public Diplomacy”
Peter Hall, Emerson College Alum

2. Presentation Title: “Cross Cultural Civic Engagement; 2012 Baja Meets Boston Art Festival”
Abigail Capobianco, Emerson College
Alyssa Doyle, Emerson College
Danielle Kerins, Emerson College
Valeria Rubinski, Emerson College

3. Presentation Title: “The Catalan Telethon: Much More than Charity”
Mireia Aymerich Torres, Catalunya Radio

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

Saturday, April 13, 2013

10:30 A.M -12:00 Noon

Room: Salon V

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Valparaiso University

Session Title: Examining Public Relations Within Complex Cultural and Diversity Issues

Session Chair: Bryan Reber, University of Georgia

-
1. Presentation Title: "Social Media as the New Water Cooler: Examining the NLRB's Stance on Social Media and Workers' Rights"
Cayce Myers, University of Georgia
 2. Presentation Title: "Where Are You From in PR?: The Impact of Country of Origin on Organization-Public Relationship"
Nadine Billgen, University of Georgia
 3. Presentation Title: "Enhancing Corporate Communication by Increasing Educational Diversity Within Investor Relations: An Exploratory Study"
David E. Scholla, Jr., University of Georgia
 4. Presentation Title: "Martha Stewart: The Journey Through a Crisis"
Justin Pettigrew, University of Georgia

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

Saturday, April 13, 2013

10:30 A.M -12:00 Noon

Room: Boardroom

HEALTH COMMUNICATION

Panel Presentation

Track: Health Communication

Track Chair: Gregory Payne, Emerson College

Panel Title: “Lessons in Public Diplomacy - Grass roots experiences versus mediated reality in the Case of Kazakhstan”

Panelists: Mark Rizzo, Emerson College
Caitlin Collins, Emerson College
Rebekka Hohenboken, Emerson College
Pella Papastoitsi, Emerson College

**International Academy of Business Disciplines
Registration Form – 2013 IABD Conference,
April 11 - 13, 2013, Atlanta, GA**



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	Prior to 3/15/2013	After 3/15/2013	Enter Amount
Cash or Check Registration and One Year Membership	\$265	\$275	\$
Credit Card Registration and One Year Membership	\$265	\$275	
Student Registration	60	65	
Fee for the Printed version of BRY (optional)	50	60	
Total Registration Fee Enclosed			\$

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- 50% refund for registration cancelled before **March 15, 2013– 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
eftekh@stjohns.edu

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