Program Committee

Conference Chair
Wali I. Mondal
National University

Program Chair A. Gregory Stone
Regent University

Proceedings Editors Jake Zhu
Cal State University, San Bernardino

ASBBS Fellow Chair William J. Kehoe
University of Virginia

Hospitality Chair: Carol Sullivan
Seattle University
Lisa Flynn
SUNY Oneonta
Alan Deck
Bellarmine University

CPE Credit Chair Carol Sullivan
Seattle University

Technical Support
Matthew Parcher
CONFERENCE REGISTRATION SCHEDULE

ROYAL HALL A
THURSDAY, FEBRUARY 19
11:00AM - 7:00PM

FRIDAY, FEBRUARY 20
7:30AM - 5:00PM

SATURDAY, FEBRUARY 21
7:30AM-10:00AM

CONTINENTAL BREAKFAST
7:00-8:00AM     FRIDAY-SATURDAY

RECEPTION
5:00-7:00PM      THURSDAY-FRIDAY

ASBBS BANQUET
6:00-8:30PM     SATURDAY, FEBRUARY 21

KEYNOTE SPEECH

Intercultural Competence in Leadership Education: Keys to Educating Global Leaders

JUSTIN A. IRVING
BETHEL UNIVERSITY
From the Conference Chair

Dear Colleague,

Welcome to the 16th Annual Conference of ASBBS. This conference program contains information regarding the date and time of your presentation. Please note the date and time of your presentation. The program will be updated in January containing other information, notably Best Paper Awards in each track. Please contact me before December 31 at mondal@asbbs.org if you detect any spelling errors in your name or affiliation. Note that titles of some papers may have been abbreviated for convenience; use the complete title at the time of your presentation and publication.

All registered participants are welcome to the 16th Annual ASBBS Banquet to be held in the evening of Saturday, February 21. Like past years, the Thematic Paper Competition Committee received a number of excellent papers for keynote speech. The Committee wishes to thank all authors for their scholarly work. The paper *Intercultural Competence in Leadership Education: Keys to Educating Global Leaders* submitted by Justin A. Irving of Bethel University was selected by the Thematic Paper Competition Committee for this year’s Keynote Speech. We will also recognize the recipients of *Best Papers* selected by Track Chairs, the *Best Papers of Track Chairs* selected by the Conference Chair and the *Distinguished Service Awards* (all to be announced later) in the Banquet. A sign-up sheet will be available at the Conference Desk to help us order the exact number of dinners.

A conference of this magnitude is the work of many people. I would particularly like to thank my colleagues Jake Zhu and Pani Chakrapani for editing the *Conference Proceedings* and the *ASBBS eJournal*, Greg Stone for working as the Program Chair, Carol Sullivan for working as the CPE Coordinator and as the Managing Editor of our new refereed *Journal of Business and Accounting* and Bill Kehoe for chairing the ASBBS Fellows Committee and the Thematic Paper Competition Committee. The Track Chairs are the primary contact points for conference papers culminating into the conference program. With the help of these distinguished academics, we have been able to assemble 96 competitive sessions in 54 interdisciplinary tracks. I thank each Track Chair for many hours of service in reviewing each proposal and helping me put together the conference program. Finally, I thank each of you for your participation and for making this conference a success.

Happy holidays

Wali I. Mondal
Best Papers for ASBBS 16th Annual Meeting

Upon review by the Track Chairs, the Conference Chair and anonymous referees, the following papers received the Best Paper Award for the ASBBS 16th Annual Meeting. Authors of the Best Papers will be recognized at the ASBBS Banquet to be held in the evening of February 21 at the conclusion of the 16th Annual Meeting.

<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Institution(s)</th>
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</thead>
<tbody>
<tr>
<td>How Robust is the Effect of Foreign Aid on Growth</td>
<td>Ali, Abdiweli M.</td>
<td>Niagara University</td>
</tr>
<tr>
<td></td>
<td>Isse, Hodan S.</td>
<td>State University of New York at Buff</td>
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<tr>
<td>The Impact of Changes in Money Supply on the Relative Price of Capital Goods and Raw Materials</td>
<td>Allen, Larry</td>
<td>St. John's University</td>
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<td>Aydin, Recai</td>
<td>Sam Houston State University</td>
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<td>Natarajan, Vivek S.</td>
<td>Lamar University</td>
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<tr>
<td>The Supreme Court Expands the Scope of Civil RICO Claims Holding</td>
<td>Aquilio, Mark</td>
<td>St. John's University</td>
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<tr>
<td>The Relationship between FDI and Human Capital: Evidence from Chinese Provincial Data</td>
<td>Baliamoune-Lutz, Mina</td>
<td>University of North Florida</td>
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<td>Ju, Jing Yi</td>
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<td>The Impacts of the Shift to Electronic Trading</td>
<td>Barnett, Abigail</td>
<td>Sam Houston State University</td>
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<td>Maniam, Bala</td>
<td>Lamar University</td>
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<td>Subramaniam, Geetha</td>
<td>Universiti Technologi Mara</td>
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<td>On the Optimality of Fines When Enforcement is Risky</td>
<td>Bootheway, Giles</td>
<td>St. Bonaventure University</td>
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<td>The Undergraduate Blogosphere: Academic Class Activity and Perceptions</td>
<td>Case, Carl J.</td>
<td>St. Bonaventure University</td>
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<td>King, Darwin L.</td>
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<tr>
<td>The Effects of Innovative Pedagogy on Students’ Learning Outcomes in Relation to Learning Styles</td>
<td>Cheng, Joselina</td>
<td>University of Central Oklahoma</td>
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<td>Moyers, Kelly</td>
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<tr>
<td>Management Goes to the Movies</td>
<td>Dunphy, Steven M.</td>
<td>Indiana University Northwest</td>
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<td>Briggs, Charles</td>
<td>North Dakota State University</td>
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<tr>
<td>Determinants of Debt and Dividend Decisions: Trade-Off Vs Pecking Order</td>
<td>Farrell, Caitlin A.</td>
<td>Longwood University</td>
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<td>Bacon, Frank W.</td>
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<tr>
<td>Overtime Exemptions: Are Your Managerial and Professional Workers Really Exempt?</td>
<td>Findley, Henry</td>
<td>Troy University</td>
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<td>Vardaman, Lee</td>
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<td>Fretwell, Cherie</td>
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<td>Walker, Eva-Dodd</td>
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<td>Garrott, Steve</td>
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<tr>
<td>Which Interest Rate Seems Most Related to Business Investment?</td>
<td>Heim, John J. Rensselaer Polytechnic Institute</td>
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<tr>
<td>Aggregate Fund Flows and Market Returns in the Retail and Institutional Fund Markets</td>
<td>Humphrey, Jacquelyn E. Benson, Karen L. Brailsford, Timothy J. University of Queensland, Australia</td>
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<tr>
<td>The Day-of-the-Week Effect on the Santiago Stock Exchange of Chile</td>
<td>Kamath, Ravindra Liu, Chinpiao Cleveland State University</td>
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<tr>
<td>The Development of the United States Auditor’s Opinion</td>
<td>King, Darwin L. Case, Carl J. St. Bonaventure University</td>
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<tr>
<td>A New Excess Profits Tax?</td>
<td>King, Teresa T. Georgia College &amp; State University Cecil, H. Wayne Florida Gulf Coast University</td>
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<tr>
<td>Grade Expectations: Evidence of Cognitive Biases in Students’ Academic Self Assessment in the Introductory Finance Course</td>
<td>Marcis, John G. Burney, Robert B. Boyles, Gerald V. Coastal Carolina University Eason, James F. University of North Carolina at Asheville</td>
<td></td>
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<tr>
<td>A Multi-Year Test of the Implications of a Developing Theory of Intertemporal Stewardship</td>
<td>McCuddy, Michael K. Pirie, Wendy L. CFA Institute</td>
<td></td>
</tr>
<tr>
<td>Redefining American Cuisine; How Culture Engages Community and the Meal</td>
<td>Mills, Richard Rudd, Denis Robert Morris University</td>
<td></td>
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<tr>
<td>The Creation of Unsustainable Global Growth and Its Consequences to the Greening of America</td>
<td>Mitry, Darryl J. Smith, David E. National University</td>
<td></td>
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<tr>
<td>Gender Orientation of College Majors: Do Gender Stereotypes Exist among High School and College Students?</td>
<td>Pinar, Musa McCuddy, Michael K. Saunders, Chelsea Boersma, Lauren Valparaiso University</td>
<td></td>
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<tr>
<td>The Budgeting Process: A Realistic Approach Including Activity-Based Costing and Model For a Non-Profit Organization</td>
<td>Pineno, Charles J. Shenandoah University</td>
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<tr>
<td>Compensatory or Conspicuous Consumption: Bling It On</td>
<td>Purinton, Elizabeth F. Marist College</td>
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<tr>
<td>Capital Budgeting Considerations in Not-for-Profit Environments</td>
<td>Schrader, Richard W. Selvy, Patricia M Bellarmine University</td>
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<tr>
<td>Mediating Effect of Strategic Processes in Affecting Firm Market Performance</td>
<td>Sheppeck, Mick Militello, Jack</td>
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<tr>
<td>Leadership and Mentoring: How Different Are They?</td>
<td>Shoaf, Mark</td>
<td>University of Saint Thomas</td>
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<td>Britt, Margaret M.</td>
<td>Mount Vernon Nazarene University</td>
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<td>A Response to Poverty: Thinking Outside the (Collection) Box</td>
<td>Skinner, David L.</td>
<td>Mount Vernon Nazarene University</td>
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<tr>
<td>A Comparative Analysis of University-level Students’ Perception of Inflation in the United Kingdom and the United States</td>
<td>Stinner, Robert</td>
<td>Robert Morris University</td>
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<td>Flanegin, Frank R.</td>
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<td>The Examination of Dual Agency and its Impact on Pricing</td>
<td>Waller, Louise</td>
<td>Longwood University</td>
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<td>Bacon, Frank</td>
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<td>Culture Match: Both Employees and Corporation Benefit</td>
<td>White, Gayle Webb</td>
<td>Southern Arkansas University</td>
</tr>
<tr>
<td>Idiocentrism Vs Allocentrism: Cross-Cultural Differences in Consumer Revenge Behavior</td>
<td>Zourrig, Haithem</td>
<td>Université du Québec à Montréal, Canada</td>
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<td>Chebat, Jean-Charles</td>
<td>HEC Montreal, Canada</td>
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<td>Toffoli, Roy</td>
<td>Université du Québec à Montréal, Canada</td>
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</tbody>
</table>

**Outstanding Service Award**

ASBBS recognizes the following colleagues for their Outstanding Service to the organization and to the profession during the period of the 16th Annual Conference. Recipients of the Outstanding Service Award will be recognized at the ASBBS Banquet to be held in the evening of February 21 at the conclusion of the 16th Annual Meeting.

**Camey, John P.**  
University of Central Oklahoma

**Garceau, Linda R.**  
East Tennessee State University

**Johnston, Charles**  
Midwestern State University

**Koyame-Marsh, Rita O**  
Florida Memorial University

**Spritzer, Allan D.**  
East Tennessee State University
Friday  8:00 – 9:30  

Track: Legal Studies III - All Other Areas  
Chair: Atherton, Susan C.  
Suffolk University

Session: Legal Issues in Business  
Chair: Kurbjeweit, Brian H.  
University of Redlands

Mortgage Crisis, Derivatives and Economic Chaos  
Le Vine, Saul S.  
Pace University
Magaldi, Arthur M.  
Pace University

The Future of Legal and Business Thinking: A Four Quadrant Approach  
Kurbjeweit, Brian H.  
University of Redlands

The Standard for Determining the Legality of Vertical Price Restraints  
Magaldi, Arthur M.  
Pace University
Le Vine, Saul S.  
Pace University

Predatory Bidding Schemes in the United States and European Union  
Taylor, Ronald L.  
Metropolitan State College
Traylor, Whitney C.  
Metropolitan State College
McVicker, Elizabeth R.  
Metropolitan State College
Friday  8:00 – 9:30  Sampan A

Track: Management V - Management Education  
Chair: Chelte, Anthony  
Midwestern State University  

Session: Creative Approaches to Management Education  
Chair: Bultena, Charles D.  
Midwestern State University  

Management Goes to the Movies  
Dunphy, Steven M.  
Indiana University Northwest  

Using Unconventional Means to Teach Leadership and Power to OB Students: ‘The Death of Captain Waskow’ and ‘Letter from Birmingham Jail’  
Jolly, James P.  
Idaho State University  
Marrs, Mary Beth  
University of Missouri  

Are You Overtreating? Lessons Learned from Goldilocks and the Three Bears  
Brown, Paula E.  
Northern Illinois University  

Delivering an Online Course with Adobe Connect  
Mainstone, Larry E.  
Valparaiso University  

Overcoming Technology Barriers in Adult Online Learning Environments with Modular Instructional Design  
Pickett, Michael C.  
National University
Friday  8:00 – 9:30  

**Track: Finance Education**  
Chair: **Flanegin, Frank R.**  
Robert Morris University

**Session: Grades and Assessment in Finance Education**  
Chair: **Biktimirov, Ernest, N.**  
Brock University

*When in Rome, Do as the Romans Do: Using Spanish Proverbs for Teaching Finance to Hispanic Students*  
**Biktimirov, Ernest, N.**  
Brock University

*Learning Levels and Learning Outcomes: Efficacy of In-Class versus E-Education*  
**Fendler, Richard**  
Georgia State University  
**Shrikhande, Milind**  
Georgia State University

*Grade Expectations: Evidence of Cognitive Biases in Students’ Academic Self Assessment in the Introductory Finance Course*  
**Marcis, John G.**  
Coastal Carolina University  
**Burney, Robert B.**  
Coastal Carolina University  
**Boyles, Gerald V.**  
Coastal Carolina University  
**Eason, James F.**  
University of North Carolina at Asheville
Friday 8:00 – 9:30

Track: Management IV - Quality Management
Chair: Maguad, Ben
Andrews University

Session: Quality Issues in Management
Chair: Cruz, Albert P.
National University

Quality Assurance in African Higher Education: Vision and Mission Perspectives
Neema-Aboki, Peter
Makerere University

Quality-Based Strategy and TQM Human Resource Practices as Predictors of Customer-Focus Implementation: An Empirical Investigation
Mady, Mohamed Taufeeq
Kuwait University

Using QFD to Integrate the Voice of the Customer into the Academic Planning Process
Maguad, Ben
Andrews University

Intuition: An Often Overlooked Component in Organizational Decision-Making
Ben, Lillie K.
Walden University
Cruz, Albert P.
National University

Profs: Don’t Retire – Job Share! A Case Study Example
Lifton, Don
Ithaca College
Friday  8:00 – 9:30   Jade

Track: Accounting IV - Accounting Education
Chair: Martinis, Karen
Central Washington University

Session: Issues in Teaching Accounting
Chair: Ament, Joseph D.
Roosevelt University

**Explaining Gains and Losses as Errors in Estimates**
Richardson, Keith W.
Bellarmine University
Deck, Alan B
Bellarmine University

**Consolidated Statements and Related Disclosures When a Non-Controlling Interest is Present: A Teaching Note**
Brenner, Vincent C.
Stetson University
Copeland, Richard W.
Stetson University

**Demonstrating Process Costing: A Hands-On Teaching Tool for the Calculation of Equivalent Units**
Bolt, Cynthia E.
The Citadel

**The Challenge to Accounting Educators of Teaching GAAP and IFRS during the Transition Period**
Adopted by the Securities and Exchange Commission
Ament, Joseph D.
Roosevelt University
Friday  8:00 – 9:30  

Samurai

**Track: MIS II – Information Systems**  
**Chair: Meinert, David B.**  
Missouri State University  

**Session: Research in MIS Education**  
**Chair: Yoon, Myung-Ho**  
Northeastern Illinois University  

*The Undergraduate Blogosphere: Academic Class Activity and Perceptions*  
**Case, Carl J.**  
St. Bonaventure University  
**King, Darwin L.**  
St. Bonaventure University  

*The Impact and Integration of IT Systems in Education*  
**Yoon, Myung-Ho**  
Northeastern Illinois University  

*Information Systems Utilized for Unethical Conduct*  
**Campbell, Elizabeth A.**  
Central Michigan University  

*Using Iterative Bi-directional Gap Analysis to Minimize Missing and Extraneous Objectives, Requirements and Tasks in IT Project Management*  
**Meinert, David B.**  
Missouri State University
Friday 8:00 – 9:30

Track: Accounting II - Audit and Forensic Accounting
Chair: Claypool, Gregory A.
Youngstown State University

Session: Perspectives on Reporting, Earnings Management, and Integrity
Chair: Pineno, Charles J.
Shenandoah University

The Changing Public Reports by Management and the Auditors of Publicly Held Corporations: A Comparative Study of a Retail Industry and a Hotel Service Industry
Pineno, Charles J.
Shenandoah University
Tyree, L. Mark
Shenandoah University

Improper Capitalization and the Management of Earnings
Ryerson, Frank E.
Macon State College

A Criminological Perspective of Academic Dishonesty
Antenucci, Joseph
Youngstown State University
Tackett, James
Youngstown State University
Wolf, Fran
Youngstown State University
Claypool, Gregory A.
Youngstown State University

Fraud in the Not-for-Profit Organizations: Profiteering at the Expense of Others
Atkinson, MaryAnne
Central Washington University
Bi, Kefei
Central Washington University
Gierlasinski, Norman
Central Washington University
Sullivan, Carol
Seattle University
Friday  8:00 – 9:30  

Track: Finance IV - International Finance  
Chair: Maniam, Bala  
Sam Houston State University  

Session: International Capital Markets, Terms of Trade and Board Structure  
Chair: Jesmin, Rubayat  
University of Dhaka, Bangladesh  

International Differences in Board Structure  
Millet-Reyes, Benedicte  
Monmouth University  
Zhao, Ronald  
Monmouth University  

The Day-of-the-Week Effect on the Santiago Stock Exchange of Chile  
Kamath, Ravindra  
Cleveland State University  
Liu, Chinpiao  
Cleveland State University  

Financing the Small Scale Industries in Bangladesh: The Much Talked About but Less Implemented Issue  
Jesmin, Rubayat  
University of Dhaka, Bangladesh  

Argentine Financial Crisis: Lessons Learned  
Hyat, Syed A.  
Central Connecticut State University  
Hyat, Syed Afzal  
New York City Department of Education
Friday 9:30-11:00

Track: Educational Leadership
Chair: Richards, Jan
National University
Session: K-12 School Environments
Chair: Smedley, Linda
National University

The Drop-out Crisis in our Schools—The Who, What, Why, and What Needs to be Done!
Marandos, Sam
National University

School Psychologists: Educational Leaders for Tomorrow
Smedley, Linda
National University

Predictors of Success of Gifted and Talented Schools: An Attitude, Interest, Values and Behavioral Approach
Deviney, David
Tarleton State University
Mills, LaVelle
West Texas A&M University
Gerlich, R. Nicholas
West Texas A&M University
Friday 9:30-11:00

Marketing IV: International Marketing
Chair: Camey, John P.; University of Central Oklahoma
Session Chair: Camey, John P.; University of Central Oklahoma

The Creation of Unsustainable Global Growth and Its Consequences to the Greening of America
Mitry, Darryl J.
Norwich University
Smith, David E.
National University

Focus Group Interviews as the Foundation for Constructing a Quantitative Study of Chinese Women’s Image and Appearance-Related Products
Kaigler-Walker, Karen
Woodbury University
Gilbert, Zelda L.
Woodbury University

The Customer-Company Identification Framework: Implications for Foreign Service Providers Entering Eastern Europe
Genchev, Stefan E.
University of Central Oklahoma
Gray, Gordon T.
University of Central Oklahoma
Titkina, Daria
University of Central Oklahoma

International Marketing Aspects of Food Consumption among Young Adults in Turkey
Korkmaz, Sezer
Gazi University, Turkey
Eser, Zeliha
Baskent University, Turkey
Ermec, Aysegul
Gazi University, Turkey
Friday 9:30-11:00  Sampan B

Track: Economics II – International Economics
Chair: Baliamoune-Lutz, Mina
University of North Florida

Session: Issues in International Economics
Chair: McGrath, Paul
Purdue University Calumet

Chaos and Nonlinearities in Bilateral Exchange Rates of the Dollar
Adrangi, Bahram
University of Portland
Allender, Mary
University of Portland
Chatrath, Arjun
University of Portland

Selecting Alternative Energy Source: Methods Adopted by Brazil, Venezuela and the United States
Thompsom, Forrest
Florida A&M University
Nkansah, Paul
Florida A&M University
Marshall, Clifford
Florida A&M University

Central Bank Announcements and the U.S. Dollar/Euro Bid-Ask Currency Spread
McGrath, Paul
Purdue University Calumet

How Falling Exchange Rates Have Affected the U.S. Economy and Trade Deficit
Heim, John J.
Rensselaer Polytechnic Institute
Friday  9:30-11:00  

Pearl

Track: Accounting II - Audit and Forensic Accounting
Chair: Claypool, Gregory A.
Youngstown State University

Session: Fraud and Control
Chair: Rim, S. Thomas
National University

Strengthening Internal Control in Federal Government
Ahadiat, Nas
California State Polytechnic State University

Correlation between Accounting Fraud and Corporate Governance Systems
Rim, S. Thomas
National University

A Faculty Perspective Regarding the Importance of Auditing Topics in a Contemporary Auditing Course
Blouch, William E.
Loyola College in Maryland
Ulrich, Thomas A.
Loyola College in Maryland
Michenzi, Alfred R.
Loyola College in Maryland

Meeting Diverse Information Needs with Fast Close
Ramaswamy, Vinita
University of St. Thomas
Leavins, John
University of St. Thomas
Friday  9:30-11:00  

Track: Accounting IV - Accounting Education  
Chair: Martinis, Karen  
Central Washington University  

Session: Issues in Ethics, Curriculum, and CPA Exam  
Chair: Porter, Mattie C.  
University of Houston – Clear Lake  

Evaluations of an Ethics Curriculum Using DIT-2 Results: A Longitudinal Analysis  
Buchan, Howard  
SUNY Oneonta  
Flynn, Lisa  
SUNY Oneonta  

An Analysis of Changes in CPA Exam Content Specifications  
Francia, Arthur J.  
University of Houston  
Porter, Mattie C.  
University of Houston – Clear Lake  

Strategically Preparing Master of Accountancy Students for Careers in Public Accounting  
Bailey, James A.  
Central Washington University  
Martinis, Karen  
Central Washington University  

Who Cheats? A Re-examination and Extension of Current Research  
Weber, James E.  
St. Cloud State University  
Yoshimoto, Gary  
St. Cloud State University  
Smith, James A.  
St. Cloud State University  
Bohnen, Howard W.  
St. Cloud State University
Friday  9:30-11:00  Samurai

Track: Finance IV - International Finance
Chair: Maniam, Bala
Sam Houston State University

Session: Current Issues in International Finance
Chair: Grandmont-Gariboldi, Nicole
St. Thomas University

International Momentum Strategies: A Genetic Algorithm Approach
Pavlova, Ivelina
University of Houston Clear Lake
Parhizgari, A.M.
Florida International University

Trends in Bank Recapitalization in Nigeria and Implications for capital Market Development
Ezirim, Chinedu B.
University of Port Harcourt, Nigeria
Muoghalu, Michael I.
Pittsburg State University
Adebajo, Rose Uyoyou
University of Port Harcourt, Nigeria
Airhunuoje, Ayo
Access bank PLC, Nigeria

On the Significance of Real Estate Investment Trust Funds in International Portfolios
Grandmont-Gariboldi, Nicole
St. Thomas University

Hamid, Sheikh A.
Southern New Hampshire University
Friday  9:30-11:00  Koko

Track: Interdisciplinary V - International Business
Chair: Walecki, Julius M.
University of La Verne

Session: International Aid and Business Climate
Chair: Bridwell, Larry
Pace University

American International Aid and its Unique Potential for Nation Building Emphasizing Economic Growth via Vibrant Civil Society Processes
Bridwell, Larry
Pace University

Changing Business Climates: Elevating the Role of Geographic Space Through Sustainable Development
Walecki, Julius M.
University of La Verne

A Transdisciplinary Andragogy for Leadership Development in a Postmodern World: A Critical Review and Analysis
Saunders, Elaine
University of South Africa

The Plight of the Poor in Mexico: Post NAFTA
Maskooki, Kooros
Western New Mexico University
Baxter, Paula
San Juan College
Friday 9:30-11:00  

Track: Economics V - All Other Areas  
Chair: Amato, Louis H.  
University of North Carolina at Charlotte

Session: Pricing and Profits  
Chair: Lovett, Marvin G.  
University of Texas at Brownsville

Predatory Pricing: Current Trends and Future Issues  
Kamp, Brad  
University of South Florida

The Effects of Green Marketing on Profit Rates for Select Firms  
Amato, Louis H.  
University of North Carolina at Charlotte  
Amato, Christie H.  
University of North Carolina at Charlotte

Auction Pricing: A Case Study Assessing the Price Elasticity of Demand Based on Supply and the Revenue Equivalence Theorem  
Lovett, Marvin G.  
University of Texas at Brownsville  
Jones, Irma S.  
University of Texas at Brownsville

The Credit Crunch and the Impact on the U.S. Economy and Global Markets: How Damaging will it be?  
Ashley, Clyde  
Wilson, Krystal D.  
Florida A&M University
Friday 11:00-12:30

Track: Accounting VIII - Accounting History
Chair: King, Darwin L.
St. Bonaventure University

Session: Accounting History Issues
Chair: Johnson, Roxanne T.
University of Scranton

A New Excess Profits Tax?
King, Teresa T.
Georgia College & State University
Cecil, H. Wayne
Florida Gulf Coast University

The End of World War II – What Happened When the Men Came Home: The Societal Implications for the Accounting Profession
Johnson, Roxanne T.
University of Scranton
Grambo, Ron
University of Scranton

Accounting for Stock Options: Examining FASB’s Due Process Through the Years in the Development of a Controversial Standard
Vogel, Thomas J.
Canisius College

The Development of the United States Auditor’s Opinion
King, Darwin L.
St. Bonaventure University
Case, Carl J.
St. Bonaventure University
Friday 11:00-12:30 Sampan A

Track: Management V - Management Education
Chair: Chelte, Anthony
Midwestern State University

Session: Management Education in the Classroom
Chair: Fallah, Neema

Uncommon Knowledge: The Effect of Bringing Educational Theorists to the Management Classroom
Stuart, Barbara
University of Denver
Sullivan, Erin A.
Colorado Department of Education

Strategy Tool Construction for Improving the Application of Strategic Frameworks
Wayne, Kevin T.
Rivier College

Managing Global Viewpoints in Business Classrooms
Moyers, Kelly
University of Central Oklahoma
Feng, Becky
University of Central Oklahoma

Effectiveness of Interactive Technology in Business education
Humphries, Sarah A.
Georgia College and State University
Whelan, Catherine
Georgia College and State University
Friday 11:00 – 12:30 Sampan B

Track: Educational Leadership
Chair: Richards, Jan
National University

Session: Higher Education Issues
Chair: Richards, Jan
National University

*How Effective are Online and Blended Instructions for School Administrator Education Preparation?*
Tyler, Clifford
National University
Scharf, Robert
National University

*Nine Wonders of the Teaching World*
Richards, Jan
National University
Koeller, Marilyn
National University
Schubert-Irastorza, Cynthia
National University

*A Comparative Analysis of Graduate Student Writing Using Criterion*
Cheng, Joselina
University of Central Oklahoma
Divoky, James
University of Akron

*Prospective Teachers and Experienced Teachers’ Dispositions: How do they Compare and What Needs to be Done for Growth to Take Place?*
Marandos, Sam
National University
Friday  11:00-12:30

Track: Marketing II: E-Commerce and Technology
Chair: Combs, Howard
San Jose State University

Session: Marketing Tactics and Brands
Chair: Mishra, Debi
SUNY, Binghamton

An Exploratory Study of the Use of the Traditional and Emerging Marketing Tactics to Build Brands Online
Dickey, Irene J.
University of Dayton
Lewis, William F.
University of Dayton

Managing and Measuring Online Brand Value
Merz, Michael A
San Jose State University
Czerwinski, David
San Jose State University
Amblee, Naveen
Graduate School of Culture and Technology, KAIST

Influence of E-Commerce Rivalry between State-Owned Banks and Private Banks on Environment: A System Dynamic Approach
Mahmoudi, Mohammad
Sharif University of Technology, Iran
Jafari, Masoud
Saharif University of Technology, Iran

The Economic Value of Product Pre-Announcement Signals
Mishra, Debi
SUNY, Binghamton
Friday  11:00-12:30

Track:  Economics I: General Economics  
Chair:  Kondeas, Alexander G.  
Greensboro College

Session:  Macroeconomic and Monetary Issues  
Chair:  Heim, John J.  
Rensselaer Polytechnic Institute

Which Interest Rate Seems Most Related to Business Investment?  
Heim, John J.  
Rensselaer Polytechnic Institute

Monetary Policy Mistakes  
Cosgrove, Michael  
University of Dallas

Credit Union and Commercial Bank Failures  
Kondeas, Alexander G.  
Greensboro College

The Impact of Changes in Money Supply on the Relative Price of Capital Goods and Raw Materials  
Allen, Larry  
Lamar University  
Aydin, Recai  
Lamar University  
Natarajan, Vivek S.  
Lamar University
Friday 11:00-12:30  

**Samurai**

**Track, Finance I – Corporate Finance**  

**Chair: Krishnan, V. Sivarama**  
University of Central Oklahoma

**Chair: Gritta, Richard D.**  
University of Portland

*The Importance of the Operating Ratio in Air Transportation as a Measure of Profit Volatility*  

**Gritta, Richard D.**  
University of Portland  
**Seal, James**  
University of Portland

*Badla Financing and stock Market Volatility: Some Evidence from KSE*  

**Rashid, Abdul**  
International Islamic University, Pakistan

*Complexity in Corporate Financial Reporting: Recommendations for Improvement*  

**Said, Hassan A.**  
Austin Peay State University

*Optimizing Construction Time and Cost in an Inflationary Environment Using Genetic Algorithm Approach*  

**Banki, Mohammadtaghi**  
Amirkabir University of Technology, Iran  
**Niknam, Mehrdad**  
Amirkabir University of Technology, Iran  
**Arabi, Soheil**  
University of Tehran, Iran
Friday 11:00-12:30

Track: Economics V - All Other Areas
Chair: Amato, Louis H.
University of North Carolina at Charlotte

Session: Contemporary Economic Issues
Chair: Fadaei, Reza
National University

An Analysis of Gender Wage Gap in Turkey
Gunalp, Burak
Hacettepe University, Turkey
Cilasun, Seyit Mumin
Atilim University, Turkey

How Responsive are Cash Rental Rates for Agricultural Land: A Preliminary Analysis
Bridges, Deborah
University of Nebraska at Kearney

United States Energy Policy: Where Are We Headed?
Fuller, Jack A.
West Virginia University

Globalization and Poverty: Comparative Analysis of Bangladesh and Nigeria
Gold, Kafilah Lola
Kwara State College of Education, Nigeria

Sustainable Development and SMEs
Uzoma, Nwagbara Victor
Pan African Academy, Namibia
Friday  11:00-12:30  Osaka

Track: MIS II – Information Systems
Chair: Meinert, David B.
Missouri State University

Session: Research in MIS
Chair: Snyder, Rell
National University

*Trust in Online Gambling Industry: We Don’t Trust You, but Please Take Our Money*
**Haried, Peter**
University of Wisconsin – La Crosse

*The Information Technology Age and E-Government Services*
**Snyder, Rell**
National University
**Moraveck, Cassandra**
Argosy University

*E-commerce and Inventory Management*
**Snyder, Rell**
National University
**Hamdan, Basel**
Argosy University

*The Use and Security of Data in the Higher Education Environment*
**Jacobson-Schulte, Patrick**
College of Saint Benedict/Saint John’s University
**Schmidt, Mark B.**
St. Cloud State University
**Yoshimoto, Gary**
St. Cloud State University
Friday 12:30-2:00

Track: Management II: Strategic Management
Chair: Capps III, Charles J.
Sam Houston State University

Session: Strategic Management
Chair: Capps III, Charles J.
Sam Houston State University

A Taxonomy of Social Diversity for Strategic Management
Rutledge, Arthur L.
Mercer University
Tillery, Kenneth R.
Middle Tennessee State University

Measuring Strategic Alignment: Do You Hear What I Hear?
Gabrovskas, Katerina
University of Central Oklahoma
Clinton, M. Suzanne
University of Central Oklahoma
Epstein, Robert H.
University of Central Oklahoma
Epstein, Dana
Opinion Technology Corporation

Mediating Effect of Strategic Processes in Affecting Firm Market Performance
Sheppeck, Mick
University of Saint Thomas
Militello, Jack
University of Saint Thomas

Presentation of Research Findings that Challenge Current Alignment Models
Militello, Jack
University of Saint Thomas
Sheppeck, Mick
University of Saint Thomas
Sailors, John
University of Saint Thomas
Friday 12:30-2:00  Sampan A

**Track: Economics I: General Economics**
**Chair: Kondeas, Alexander G.**
Greensboro College

**Session: Microeconomics: Policies and Prospects**
**Chair: Tenkorang, Frank**
University of Nebraska at Kearney

*Price Elasticity of Demand for the University of Southern Mississippi: 2000-4*

**Denson, Chad**
Delta State University

*Using Hedonic Pricing Analysis to Assess “Under-priced” and “Over-priced” Long Term Care Insurance Policies*

**Paringer, Lynn**
California State University, East Bay

*EPA Policy Exchange in a Current Market-Political Economy: The Parallel-Political Marketplace Approach*

**Apaiwongse, Tom Suraphol**
Clark Atlanta University

*Acreage Demand Response over Time – Implications for the 2008 Farm Bill*

**Tenkorang, Frank**
University of Nebraska at Kearney  
**Bridges, Deborah**
University of Nebraska at Kearney

*The Demand for and Prices of Single Family Dwelling Units in Hawaii*

**Lucas, Ernesto C.**
Hawaii Pacific University
Friday 12:30-2:00

Track: Marketing II: E-Commerce and Technology
Chair: Combs, Howard
San Jose State University

Session: Current Issues in E-Commerce
Chair: Hazen, Samuel
Tarleton State University

Integrated Marketing Communication and Its Significance for E-Business
Pjero, Elenica
University Ismail Qemali

Furthering the Integration of Online Marketing in the Grocery Industry through Business Model and Value Assessment
Dickey, Irene J.
University of Dayton
Lewis, William F.
University of Dayton

A Study of the Effects of Situational Factors and Shopping Values on Bidding Satisfaction in On-Line Auctions
Chang, Chia-Chi
National Chiao Tung University
Chen, Chi-Wen
National Chiao Tung University

Establishing a Model for E-Payment System Development in Iran: A System Dynamics Approach
Mahmoudi, Mohammad
Sharif University of Technology, Iran
Jafari, Masoud
Saharif University of Technology, Iran
Afrasiabi, M. Hadi
Sharif University of Technology, Iran
Friday 12:30-2:00  

**Pearl**

**Track: Accounting VI: Financial Accounting**  
**Chair: Whitten, Linda**  
Skyline College

**Session: Financial Reporting: Looking to the Future**  
**Chair: Morris, Joseph L.**  
Southeastern Louisiana University

*Financial Statement Presentation: A new Look for the New Millennium*  
**Ward, Dan R.**  
The University of Louisiana at Lafayette  
**Ward, Suzanne P.**  
The University of Louisiana at Lafayette

*How Fair is Fair Value*  
**Beeler, Jessie**  
Millsaps College  
**Evans, Ashley**  
Millsaps College  
**Turner, Karen**  
University of Northern Colorado

*Market-to-Market Accounting Rules: Response to the 2008 Credit Crises*  
**Morris, Joseph L.**  
Southeastern Louisiana University

*A Profile of the Corporate Treasurer*  
**Apap, Antonio**  
University of West Florida
Friday  12:30-2:00  

Jade

Track:  Finance III - Real Estate  
Chair:  Waller, Bennie D.  
Longwood University

Session:  Real Estate: Agency and Pricing  
Chair:  Gaskins, John  
Longwood University

The Impact of Listing Agent Characteristics on the Residential Sales Process  
Olsen, David  
Longwood University  
Waller, Bennie  
Longwood University

GIS: Another tool for the Appraisal Toolbox.  
Gaskins, John  
Longwood University

Increasing the Objectiveness in the Selection of Comparables in the Residential Appraisal Process  
Nichols, Cory  
Longwood University

The Examination of Dual Agency and its Impact on Pricing  
Waller, Louise  
Longwood University  
Bacon, Frank  
Longwood University
Friday 12:30-2:00

Samurai

Track: Interdisciplinary V - International Business
Chair: Walecki, Julius M.
University of La Verne

Session: Free Trade and Global Education
Chair: Huff, Kendra
Texas A&M University, Kingsville

Globalization and Business Education: FDI in the South
Bush, Nancy
Wingate University

The Formative Evaluation of Free Trade Agreements: Assessing the Consequences of the North American Free Trade Agreement upon Mexico
Gonzales, David
University of Texas at Brownsville
Lovett, Marvin G.
University of Texas at Brownsville

NAFTA: A Contrast of Opinions
Huff, Kendra
Texas A&M University, Kingsville

Economic Integration in Asia and Europe
Chakraborty, Debasish
Central Michigan University
Friday 12:30-2:00

Track: Marketing IX - All Other Areas
Chair: Kritz, Gary H.
Seton Hall University

Session: Issues in Consumer Behavior
Session Chair: Kritz, Gary H.
Seton Hall University

Exploring Auctions
Camey, John P.
University of Central Oklahoma

Compensatory or Conspicuous Consumption: Bling It On
Purinton, Elizabeth F.
Marist College

The Effect of Mood on Product Trial: A New Beginning
Kritz, Gary H.
Seton Hall University
Lozada, Héctor R.
Seton Hall University
Friday 12:30-2:00

Track: Finance I – Corporate Finance
Chair: Krishnan, V. Sivarama
University of Central Oklahoma

Session: Jung, Minje
University of Central Oklahoma

*Determinants of Debt and Dividend Decisions: Trade-Off Vs Pecking Order*
Farrell, Caitlin A.
Bacon, Frank W.
Longwood University

*Discounted Payback Period: Some Extensions*
Bhandari, Shyam
Bradley University

*Can Agency Cost of Debt be Reduced Without Explicit Protective Covenants?*
Jung, Minje
University of Central Oklahoma

*Rethinking the Role of Capital in a Financial Services Firm*
Nelson, David T.
Bentley University
Friday 2:00 – 3:30  Fuji

Track: Marketing IX - All Other Areas
Chair: Kritz, Gary H.
Seton Hall University

Session: Advertising & New Product Development
Session Chair: Goodwin, Stephen A.
Illinois State University

Using a New Advertising Medium for Products of Varying Consumer Popularity: The Effect of Peel-and-Taste Advertising on Product Feelings and Likelihood of Purchase

Browning, Leigh
West Texas A&M University

Westermann, Lori
West Texas A&M University

Gerlich, R. Nicholas
West Texas A&M University

The New Integrated Marketing Communications (IMC) and the Role of Online Promotion

Laric, Michael V.
University of Baltimore

Lynagh, Peter M.
University of Baltimore

The Concept and Measurement of Perceived Risk: An Application in the Context of the New Product Development Process

Goodwin, Stephen A.
Illinois State University
Friday 2:00 – 3:30

Track: Accounting I - Managerial Accounting
Chair: Deck, Alan B
Bellarmine University

Session: Management Accounting and Industry
Chair: Myers, Joan
Le Moyne College

Traditional Versus Activity-Based Product Costing Methods:
A Field Study In A Defense Electronics Manufacturing
Myers, Joan
Le Moyne College

Strategic Cost Structure Choice In The Transportation Industry And Its Implication For Organizational Development And Growth In The People’s Republic Of China
MacArthur, John B
University of North Florida

Diffusion of Management Accounting Innovations: Measurement Issues
Yakhou, Mehenna
Georgia College and State University

The nature of Managerial Accounting Information
Kren, Leslie
University of Wisconsin-Milwaukee
Friday  2:00 – 3:30  

Sampan B

Track: MIS II – Information Systems
Chair: Meinert, David B.
Missouri State University

Session: Legal and Administrative Issues in MIS
Chair: Wheeler, David
Suffolk University

Factors affecting Camera Mobile Phone before E-Shopping in the Arab world: Test of the Applicability of TAM 2
Rouibah, Kamel
Kuwait University

Designing a Globalization Ready Database
Wang, Jiangping
Webster University

Legal Ramifications of Expectations of Web Site Promises and the Definition of Help
Wheeler, David
Suffolk University
Atherton, Susan C.
Suffolk University

E-Personalization and Online Privacy Features: The Case with Travel Websites
Lee, JungKook
Indiana University Purdue University Columbus
Lehto, Xinran
Purdue University
Friday  2:00 – 3:30  Pearl

Track: Accounting VI: Financial Accounting
Chair: Whitten, Linda
Skyline College

Session: Financial Reporting: Current Issues
Chair: Ward, Dan R.
The University of Louisiana at Lafayette

*The Effect of Earning Characteristics on Firms’ Discretionary Disclosure Decisions*
**Wilcox, William**
Bradley University
**Berry, Kevin Thomas**
University of Alaska Fairbanks
**Park, Yonpae**
Savannah State University

*An Evaluation of Earnings Restatement after the SOX of 2002: Descriptive Statistics*
**Yun, J. K.**
Molloy College
**Kim, John J.**
Molloy College

*The Proposed Conceptual Framework: Convergence on Objectives, Qualitative Characteristics, and Constraints*
**Ward, Dan R.**
The University of Louisiana at Lafayette
**Ward, Suzanne P.**
The University of Louisiana at Lafayette
Friday  2:00 – 3:30  

Track: Interdisciplinary II - Business Cases  
Chair: Merrill, Gregory B.  
National University  

Session: Cases in Interdisciplinary Competence and Microentrepreneurship  
Chair: Pisnar, Mary  
Baldwin Wallace College  

*Mapping Interdisciplinary Competence: A Dynamic Linked Case Approach*  
Pisnar, Mary  
Baldwin Wallace College  
Krueger, David  
Baldwin Wallace College  
Kuznik, Susan  
Baldwin Wallace College  
Mohan, Narasimha  
Baldwin Wallace College  

*Microentrepreneurship: How to Succeed with Less*  
Mondal, Wali I.  
National University
Friday  2:00 – 3:30  Samurai

Track: Accounting IX – Governmental/Non-Profit
Chair: Hall, Steven
Texas A&M University- Corpus Christi

Session: Rules and Regulations of Non-Profit Organizations
Chair: Hall, Steven
Texas A&M University- Corpus Christi

Nonprofit Governance and Accountability - Appeals for Ethical Leadership
Smith, Pamela C.
The University of Texas at San Antonio

The Effects of Nonprofit Organization-Specific Factors on Governmental Support to Nonprofit Organizations
Marudas, Nicholas P.
Auburn University, Montgomery
Jacobs, Fred A.
Auburn University, Montgomery

Determinants of Early Adoption of GASB 45 by Cities
Campbell, Annhenrie
California State University Stanislaus
Lindsay, David H.
California State University Stanislaus
Tan, Kim
California State University Stanislaus

Economic Effects on the Efficiency of Charitable Organizations
Bramhandkar, Alka
Ithaca College
Healy-Burress, Joanne
Ithaca College
Friday  2:00 – 3:30

Track: Finance V: Finance Education
Chair: Flanegin, Frank R.
Robert Morris University

Session: Finance Education Illustrated
Chair: Flanegin, Frank
Robert Morris University

A Course Design Using Online Curricular Tools for Assurance of Learning
Fratto, Vickie
Robert Morris University

The 2008 U.S. Financial Crisis: A Teaching Outline
Shank, Todd
University of South Florida

An Application of Deal or No Deal to the Financial Classroom
Lamb, Reinhold P.
University of North Florida
Zuber, Richard A.
UNC Charlotte

Illustrating Time Value Principles Using Examples from Organized Crime
Byers, Steven S.
Idaho State University
Friday 2:00 – 3:30

Track: Accounting III - Tax
Chair: Aquilio, Mark
St. John’s University

Session: Current Tax Topics and Tax Planning Strategies
Chair: Aquilio, Mark
St. John’s University

*The Supreme Court Rules on the Deductibility of Investment Fees Incurred by a Trust*
Aquilio, Mark
St. John’s University

*The Mechanics and Unsupported Grounds of the Alternative Minimum Tax*
Hagen, Willis W. II
University of Wisconsin – Oshkosh

*Beware of Over-taxation on Incentive Stock Options*
Fanguy, Ronnie
Nicholls State University
Chiasson, Michael
Nicholls State University
Breaux, Kevin
Nicholls State University

*Teachable Moments: Using Tax Breaks for College Education Expenses as Examples of Various Concepts in the Individual Tax Course*
Simpson, Rick
Southeastern Louisiana University
Friday 3:30 – 5:00

Marketing IX - All Other Areas
Chair: Kritz, Gary H.
Seton Hall University

Session: Issues in Services Marketing, Statistics, & Satisfaction
Chair: Flynn, Lisa M.
State University of New York at Oneonta

The Net Promoter Score (NPS): Valid Customer Satisfaction Analysis Rubric or Another Marketing Gimmick
Stone, A. Gregory
Regent University
Flynn, Lisa M.
State University of New York at Oneonta

Re-examination of Recovery Paradox and Double Deviation: A Framework of Negative-Discrepancy-Induced Sensitivity
Liu, Yi-Fen
National Sun Yat-Sen University, Taiwan
Jou, Jacob Y.H.
National Sun Yat-Sen University, Taiwan
Ling, I-Ling
National Chiayi University, Taiwan

Hubbard, Raymond
Drake University
Meyer, C. Kenneth
Drake University
Friday 3:30 – 5:00

**Track: Accounting I - Managerial Accounting**

Chair: Deck, Alan B  
Bellarmine University

**Session: Current Issues in Management Accounting**

Chair: Fahnestock, Robert T.  
University of West Florida

*The Budgeting Process: A Realistic Approach Including Activity-Based Costing and Model For a Non-Profit Organization*  
**Pineno, Charles J.**  
Shenandoah University

*Managerial Accounting: A Demonstration of Equivalent Units in Process Costing*  
**Bolt, Cynthia E.**  
The Citadel

*Capital Budgeting Considerations in Not-for-Profit Environments*  
**Schrader, Richard W.**  
Bellarmine University  
**Selvy, Patricia M**  
Bellarmine University

*Accounting for Leases: Is There a Viable Solution?*  
**Fahnestock, Robert T.**  
University of West Florida
Friday  3:30 – 5:00  

Sampan B

Track: Marketing VIII - Professional Selling  
Chair: Conrad, Craig A.  
Western Illinois University

Session: Sales, Technologies and Markets  
Chair: Conrad, Craig A.  
Western Illinois University

Real Estate Agents in this Economy  
Peyton, Reginald  
Christian Brothers University  
Pitts, Sarah  
Christian Brothers University  
Lewis, Gilda  
Christian Brothers University

Personal Selling in an Era of Mobile Technologies  
Singh, Mandeep  
Western Illinois University  
Kenny, James T.  
Western Illinois University  
Conrad, Craig A.  
Western Illinois University

Opt-in Selling: Anatomy of the Mobile Marketing Sales Function  
Conrad, Craig A.  
Western Illinois University  
Singh, Mandeep  
Western Illinois University

Sales Presentations and Sales Effectiveness: A Qualitative Study  
Cicala, John E.  
The University of Memphis  
Bush, Alan J.  
The University of Memphis
Friday 3:30 – 5:00

Track: Management VI - Business Ethics
Chair: Dennis, Bryan S.
University of South Carolina Beaufort

Session: Current Issues in Business Ethics
Chair: Fitzpatrick, Thomas A.
Saint Anselm College

The Future of CEO Compensation: Stewardship Ethics May Guide Board Decisions
Atherton, Susan C.
Suffolk University

A Multi-Year Test of the Implications of a Developing Theory of Intertemporal Stewardship
McCuddy, Michael K.
Valparaiso University
Pirie, Wendy L.
CFA Institute

Corporations Involve Employees in Programs Promoting Social Responsibility
White, Gayle Webb
Southern Arkansas University

The Social and Economic Impact of Corruption on Nations and Multinational Corporations
Fitzpatrick, Thomas A.
Saint Anselm College
Friday 3:30 – 5:00  

**Jade**

**Track: Marketing Track VI - Marketing and Management of Health Care**  
**Chair:** Ginn, Gregory O.  
University of Nevada Las Vegas

**Session: Issues in Global Health Sourcing**  
**Chair:** Ashley, Clyde  
Florida A&M University

*Marketing of Healthcare Services in Selected Private Hospitals: An Empirical Study*  
**Chada, Suresh K.**  
Punjab University

*Human Resource Management Issues in Global Health Sourcing*  
**Ginn, Gregory O.**  
University of Nevada Las Vegas  
**Brockshus, Kristin**  
University of Nevada Las Vegas

*Evaluation of the Effectiveness of Health Care Proposals of Senator McCain and Senator Obama*  
**Ashley, Clyde**  
Florida A&M University  
**Robinson, Ashley**  
Florida A&M University
Friday  3:30 – 5:00  Samurai

Track: Interdisciplinary I - Issues in Globalization of Business
Chair: Kehoe, William J.
University of Virginia

Session: Eclectic Issues in Globalization of Business
Chair: Whitten, Linda K.
Skyline College

Globalization and the Future of Business Education
Bauerly, Ron
Western Illinois University
Dobson, Joe
Western Illinois University

Innovating Business Educators: Requisite Values for the New Global Instructor
Oster, Gary
Regent University

In Search of Excellent E-Hybrid Models for Traditional Brick-and-Mortar Higher Education Institutions
Cheng, Joselina
University of Central Oklahoma

WTO’s Doha Round: Seeking Closure during Challenging Economic Times
Kehoe, William J.
University of Virginia
Whitten, Linda K.
Skyline College
Friday 3:30 – 5:00 Koko

**Track: Finance Education**
**Chair:** Flanegin, Frank R.
Robert Morris University

**Session: Educational Tools for Teaching Finance**
**Chair:** Baily, Barrie
Monmouth University

*On The Relationship between Exam Performance and On-Line Homework Performance In Introductory Corporate Finance*
**Pashley, Mary M.**
Tennessee Tech University

*Accuracy and Cost of US Financial Data*
**Bailey, Barrie**
Monmouth University
**Flanegin, Frank**
Robert Morris University
**Racic, Stanko**
Robert Morris University
**Rudd, Denis**
Robert Morris University

*A Comparative Analysis of University-level Students’ Perception of Inflation in the United Kingdom and the United States*
**Stinner, Robert**
Robert Morris University
**Flanegin, Frank R.**
Robert Morris University

*Eminent Contemporary Asian Contributors to the Finance Research: Notes from History and a Recent Survey*
**Prasad, Rose, M**
Central Michigan University
**Prasad, S. B.**
Central Michigan University
Friday 3:30 – 5:00  

Track: Educational Leadership  
Chair: Richards, Jan  
National University  

Session: Education: A Worldview  
Chair: Ramakrishnan, Kumoli  
University of South Dakota  

Emancipating the African Women through Education: Changing the Stereotypes of Kenyan Women in the 21st Century Era  
Mbuva, James  
National University  

Tangled Webs and Tightropes: Faculty Roles in Globalized 21st Century!  
Naik, Bijayananda  
University of South Dakota  
Ramakrishnan, Kumoli  
University of South Dakota  

An analysis of First-Year Academic Performance in the Department of management of Atilium University, Turkey: Could Education in English Be a Determinant?  
Cilasun, Seyit Mumin  
Bilir, Seda  
Atilim University, Turkey  

Quality Improvement of Teacher Training in Tunisia  
Rabai, Latifa  
University of Tunis  
Loukil, Faten  
University of Tunis  
Taleb, Hassen  
University of Tunis
Saturday February 21

Registration
7:30AM  10:00AM

Continental Breakfast
7:00AM  8:00AM

Banquet
6:00PM  8:30PM

KEYNOTE SPEECH

Intercultural Competence in Leadership Education: Keys to Educating Global Leaders

JUSTIN A. IRVING
BETHEL UNIVERSITY
Saturday 8:00 – 9:30

Track: Management III - Organizational Behavior
Chair: Benson, Philip G.
New Mexico State University

Session: The Decision Making Process
Chair: Benson, Philip G.
New Mexico State University

Analytic Versus Intuitive Decision Making Among Private and Public Sector Employees
Bultena, Charles D.
Midwestern State University
Rains, Lauren
Midwestern State University
Harmel, Bob
Midwestern State University
Patterson, Mike C.
Midwestern State University

Sustainability in Not-For-Profit Organizations: An Empirical Study of Volunteer Motivation
Phillips, Laura C.
Abilene Christian University
Phillips, Mark H.
Abilene Christian University

Performance Appraisal Fairness and Citizenship Behavior: Exploring Organizational Justice in the College of Arts and Sciences at the University of the Philippines Manila
Bernardas, Jan Michael Alexeandre C.
University of the Philippines Manila
Saturday 8:00 – 9:30  Sampan A

Track: Accounting III - Tax
Chair: Aquilio, Mark
St. John's University

Session: A Potpourri of Tax Topics
Chair: Silliman, Benjamin
St. John's University

The Supreme Court Expands the Scope of Civil RICO Claims Holding That There Is Not a First Party Reliance Requirement for Plaintiffs in Lawsuits Based on Mail Fraud
Aquilio, Mark
St. John's University

Tax Policy at the Agenda Phase: An Early Glimpse of the Tax Legislation under the Obama Administration and the 111th Congress
Silliman, Benjamin
St. John's University

The First-Time Homebuyer Credit
Smith, Sheldon R.
Utah Valley University
Saturday  8:00 – 9:30  Sampan B

Track: Management X - All Other Areas
Chair: Baugher, Dan
Pace University

Session: Current Management Issues
Chair: Jones, Irma S.
University of Texas at Brownsville

The Role of Employee Resource Groups for Gay, Lesbian, Bisexual, and Transgendered Employees in Corporate America Today
Hollier, Gerald D.
University of Texas at Brownsville

An Effective Method of Teaching Empathy to Undergraduate Leadership Students
Hallock, Dan
University of North Alabama
Lawrence, Mark
University of North Alabama
Hallock, Jennifer
University of North Alabama

A Survey of Grant Writing Courses within Business Administration Curriculum
Blankenship, Dianna
Texas Center for the Judiciary
Jones, Irma S.
University of Texas at Brownsville
Lovett, Marvin G.
University of Texas at Brownsville
Saturday 8:00 – 9:30

Track: Marketing I - Marketing Strategy
Chair: Comish, Ray
McNeese State University

Session: Research in Marketing Strategy
Chair: Demirdjian, Z. S.
California State University, Long Beach

Relationship Marketing: A Critical Evaluation of Research Streams
Ganguli, Shirshendu
Bentley University
Eshghi, Abdolreza
Bentley University
Bechwati, Nada Nasr
Bentley University

An Investigation of the Factors Impacting Customers’ Willingness to Adopt Internet Banking in Thailand
Chatcawanwan, Yuttapong
Assumption University
Chaipoopirutan, Sirion
Assumption University
Combs, Howard
San Jose State University

Consumer Perceptions of Automobile Rental Service Quality
Ainscough, Thomas L.
Trocchia, Philip J.
Gum, John
University of South Florida, St. Petersburg

Marketing in the Cradle of Civilization: The “Riverine” Triangle Vs. The Fertile Crescent
Demirdjian, Z. S.
California State University, Long Beach
Saturday 8:00 – 9:30  

Track: Marketing III - Marketing Education  
Chair: Pinar, Musa  
Valparaiso University  

Session: Marketing Education and Student Learning  
Chair: Tielman, Robert J.  
Ashford University  

*M-Learning: A Summary of Current Literature on the Utilization of Mobile Technologies and the Opportunities for Converging With Online Learning in Higher Education*  
Tielman, Robert J.  
Ashford University  

*Student Roles and Expectations in the Distance Education Delivery Process*  
Paden, Nita  
Northern Arizona University  

*Podcasting in Marketing Capstone: Client Project Value and Student Career E-Portfolio Builder*  
Fontenot, Renée J.  
Georgia College & State University  

*Monitoring Ethics in Business Education: A Learning Experience*  
Santandreu, Juan R  
Lander University  
Shurden, Michael C.  
Lander University  
Shurden, Susan B.  
Lander University
Saturday 8:00 – 9:30 Samurai

Track: Finance VII - All Other Areas
Chair: Skinner, David L.
Mount Vernon Nazarene University

Session: Current Issues in Business Finance
Chair: Denson, Chad
Delta State University

Performance of Community Banks: A Case Study of Oklahoma
Krishnan, V. Sivarama
University of Central Oklahoma

Value Line’s #1 Timeliness and High Safety Portfolio
Denson, Chad
Delta State University
Denson, Grant
Finance Academy

Lattice-based Pricing of Index Options under a GARCH Framework
Gray, Philip
The University of Queensland, Australia
McPhee, Alana
Goldman Sachs

A Long-Term Debt Plus Risk Equity Premium Model to Estimate the Cost of Equity Capital for Small Closely Held Firms
Boudreaux, Denis O.
University of Louisiana
Rao, SP Uma
University of Louisiana
Underwood, Jim
University of Louisiana
Saturday 8:00 – 9:30  Koko

**Track: Interdisciplinary III - Service and Experiential Learning**
Chair: Fountain, Patrick D. “Pat”
East Central University

Session: Learning Through Participation
Chair: Cheng, Joselina
University of Central Oklahoma

_The Effects of Innovative Pedagogy on Students’ Learning Outcomes in Relation to Learning Styles_
Cheng, Joselina
University of Central Oklahoma
Moyers, Kelly
University of Central Oklahoma

_Business School Internships: Sources and Resources_
Rothman, Miriam
University of San Diego
Lampe, Marc
University of San Diego

_Mr. Greens Furniture: An Experiential Introduction to Business_
Fountain, Patrick D. “Pat”
East Central University

_A Model for Integrating Service Learning into the Marketing Classroom_
Gray, Deborah M
Central Michigan University
Saturday 8:00 – 9:30  Osaka

Track: Interdisciplinary VIII: Hospitality and Tourism
Chair: Rudd, Denis
Robert Morris University

Session: Cuisines and More
Chair: Flanegin, Frank R.
Robert Morris University

*Identifying Training Needs of Hispanic Foodservice Employees” A Qualitative Approach*

**Erdem, Mehmet**
University of Nevada, Las Vegas.

**Hertzman, Jean**
University of Nevada, Las Vegas.

**Kitterlin, Miranda**
University of Nevada, Las Vegas.

*Economic Impacts of Appalachian Festivals*

**Hackbert, Peter**
Berea College.

*Redefining American Cuisine; How Culture Engages Community and the Meal*

**Mills, Richard**
Robert Morris University

**Rudd, Denis**
Robert Morris University
Saturday  9:30 – 11:00  Fuji

Track: Management III - Organizational Behavior  
Chair: Benson, Philip G.  
New Mexico State University

Session: Current Issues in Organizational Behavior  
Chair: Huat Bin, Ang (Andy)  
University of Auckland, New Zealand

Core Self-Evaluations as a Moderator of the Stressor-Strain-Satisfaction Relationship Among Rural Farm Managers in New Zealand  
Huat Bin, Ang (Andy)  
University of Auckland, New Zealand

Digging Archeology: Archival Research, Case Study Development, and the gendering of Organizational Culture  
Mills, Albert J.  
Saint Mary’s University, Canada  
Mills, Jean Helms  
Saint Mary’s University, Canada

Ghosts in Hallways: Unseen Actors and Organizational Change  
MacAulay, Doreen  
Saint Mary’s University, Canada  
Yue, Anthony R.  
Saint Mary’s University, Canada  
Thurlow, Amy  
Mount Saint Vincent University, Canada
Saturday 9:30 – 11:00

Track: Accounting III - Tax
Chair: Aquilio, Mark
St. John’s University

Session: Employee, Family and Tax
Chair: Cano, Cynthia Rodriguez
Georgia College and State University

Employee vs Contractor: Controversial Battlegrounds, The Courts Rule
Chiasson, Michael
Nicholls State University
Breaux, Kevin
Nicholls State University
Mauldin, Shawn
Nicholls State University

A Maximum Tax Credit Effect Analysis of the R&D Expenditure Management Policy
Lin, Yu-Cheng
Feng-Chia University
Hsiao, Tzy-Yih
Feng-Chia University
Lin, Fang-Chi
National Cheng Kung University
Kuo, Hui-Chen
Feng-Chia University

Family Structure Choice: Taxation as an Incentive to Change
Cano, Cynthia Rodriguez
Georgia College and State University
Khanna, Aman
Georgia College and State University
Saturday 9:30 – 11:00 Sampan B

Track: Management V - Management Education
Chair: Chelté, Anthony
Midwestern State University

Session: Assessment of Business Education
Chair: Bechard, Bonnie
Plymouth State University

Strategic Planning Related to Business management and Competitive Collegiate Chess: A Comparative Analysis and Business Administration Extra-Curricular Implications
Fernandez, Daniel
University of Texas at Brownsville
Lovett, Marvin G.
University of Texas at Brownsville

The Essentials of Program Assessment: Enhancing Student Learning and Meeting Accreditation Requirements
Bechard, Bonnie
Plymouth State University

Teaching Business as a Calling
Drops, George
National University

Globalization – Cross Cultural Management and Value Orientation in Management Education
Dash, Itilekha
International School of Business and Media, India
Sharma, Vikas
International School of Business and Media, India
Saturday    9:30 – 11:00    Pearl

Track: Psychology
Chair: Martin, Daniel
California State University, East Bay

Session: Psychological Issues in Management
Chair: Sahrawat, Shrutti
Indraprastha College, India

Loneliness in the Twilight years
Sahrawat, Shrutti
Indraprastha College, India

Adherence to Social Dominance Orientation and Corporate Social Responsibility
Martin, Daniel
California State University, East Bay

Reality, Duplicity and the Binary, Ternary Paradoxes
Capps III, Charles J.
Sam Houston State University

Spirituality, Religiosity and Predictors of Ethical Workplace Behaviors: The Impact of Gender
Wishniewsky, Gary
California State University, East Bay
Martin, Daniel
California State University, East Bay

Hardships Faced by Adult Learners Enrolled in a Psychology Graduate Program and its Effects on Their Overall Quality of Life
Longoria, Cindy
Argosy University
Nungaray, Felicitas
Argosy University
Saturday 9:30 – 11:00  

**Track: Marketing III - Marketing Education**  
**Chair:** Pinar, Musa  
Valparaiso University  

**Session: Marketing Education at Home and Abroad**  
**Chair:** Jackson, Michael  
Oklahoma City University  

*Evaluating Brand Promise from the Student Perspective: First and Last Years*  
**Rodgers, Jacci**  
Oklahoma City University  
**Jackson, Michael**  
Oklahoma City University  

*Problems and Prospects of Higher Education in India under the WTO Regime*  
**Mishra, Ganesh Prasad**  
Birla Institute of Technology, India  
**Lata, Kusum**  
Birla Institute of Technology, India  

*Is Sales Promotion What the Textbooks Say? A Clarification*  
**Tat, Peter K.**  
University of Memphis  

*A Comparison of the Ethical Attitudes of Minority Accounting and Marketing Students*  
**Elliott-Brownell, Wede**  
Southern University  
**Darby, Mary Alice**  
Southern University  
**Albert, Katrece**  
Southern University  

*Gender Orientation of College Majors: Do Gender Stereotypes Exist among High School and College Students?*  
**Pinar, Musa**  
Valparaiso University  
**McCuddy, Michael K.**  
Valparaiso University  
**Saunders, Chelsea**  
Valparaiso University  
**Boersma, Lauren**  
Valparaiso University
Saturday 9:30 – 11:00

**Samurai**

**Track: Marketing VII – The Entertainment Industry**
**Chair: Rolston, Clyde Phillip**

**Session: The Record Companies and the Music Industry**
**Chair: Tappan, Timothy N.**
Belmont University

*Elvis: Dead and Loving it - The Influence of Attraction, Nostalgia, and Risk in Dead Celebrity Attitude Formation*

**Hart, Phillip J.**
University Of Memphis;
**Cicala, John E.**
University Of Memphis,
**Evans, Jr., Robert Dale**
University Of Memphis,
**Sherrell, Dan L.**
University Of Memphis

*One Step Forward Two Steps Back – Nashville Music Publishers Prepare for the Future*

**Elliott, James I.**
Belmont University
**Tappan, Timothy N.**
Belmont University

*360° Contracts in the Music Industry: A Logical Partnership, or Exploitation by a Different Name?*

**Wangler, Kim L.**
Appalachian State University

*The Applied Dynamics of Organizational Size and Structure within the Record Companies and their Relationship to Learning and Financial Performance*

**Herrera, David A.**
Belmont University
Saturday 9:30 – 11:00  
Koko

Track: Interdisciplinary III - Service and Experiential Learning  
Chair: Fountain, Patrick D. “Pat”  
East Central University

Session: Experiential Learning: Applied Issues  
Chair: Stuart, Barbara  
University of Denver  

What do the Big Red Truck, “The Apprentice” and $5 have in Common? Experiential Learning  
Hackley, Carol Ann  
University of the Pacific

Experiential Learning Opportunities: Academic Enrichment or Busy Work?  
Bryant, Sandra S.  
Regent University

Service Learning in a Business School Classroom: A Case Study  
Stuart, Barbara  
University of Denver
Saturday 9:30 – 11:00

Track: Interdisciplinary VIII: Hospitality and Tourism
Chair: Rudd, Denis
Robert Morris University

Session: Economic Issues in Tourism
Chair: Mills, Richard
Robert Morris University

*Foreign Exchange Rates: Are They Important? A Lodging Industry Example*

**Bailey, Barrie**
Monmouth University

**Flanegin, Frank R.**
Robert Morris University

**Racic, Stanko**
Robert Morris University

**Rudd, Denis**
Robert Morris University

*Evolution and Development of Metrocasinos*

**Rudd, Denis**
Robert Morris University

**Mills, Richard**
Robert Morris University

*Potential Evolutionary Paths of Economic Regulations in the Restaurant Industry in a Post Bush Political Environment*

**Reiland, Ralph**
Robert Morris University

**Rudd, Denis**
Robert Morris University

*A Comparison of Chinese and American Tourist Satisfaction in Thailand*

**Poosiripong, Chanidawan**
Assumption University.

**Chaipoopirutana, Sirion**
Assumption University

**Combs, Howard**
San Jose State University.
Saturday 11:00 – 12:30  Fuji

**Track: Management VIII - Leadership**  
Chair: Stone, A. Gregory  
Regent University

**Session: Global Leadership Perspective**  
Chair: McCloskey, Mark W.  
Bethel University

*Intercultural Competence in Leadership Education: Keys to Educating Global Leaders*  
**Irving, Justin A.**  
Bethel University

*The 4r Model of Leadership: A Virtue-Based Curricular Model for Business Education in a Global Context*  
**McCloskey, Mark W.**  
Bethel University

*A Life Narrative and Game Theory Approach: Opting Leadership Style*  
**Shakeri, Majid**  
Tehran University  
**Samkhani, Sara**  
Tehran University  
**Farhangi, Aliakbar**  
Tehran University  
**Zade, Ezatollah Asghari**  
Tehran University

*Listening as Critical Management Skill: Establishing the Need to Build an Empirical Base*  
**Flynn, Jan**  
Georgia College and University
Saturday 11:00 – 12:30

Track: Accounting VI: Financial Accounting
Chair: Whitten, Linda
Skyline College

Session: Management Perspectives of Disclosures and Equity
Chair: Carpenter, Brian W.
University of Scranton

*The Equity in Athletics Disclosure Act: Is the Accounting Information Resulting in More Equity?*

*Carl, Lee*
University of St. Thomas

*Prachyl, Cheryl*
University of Texas at Arlington

*Sullivan, Carol*
Seattle University

*Global Accounting Principles for a Global Economy: The Changing Landscape of Financial Reporting*

*Carpenter, Brian W.*
University of Scranton

*Mahoney, Daniel P.*
University of Scranton

*Accounting for Common Interest Realty Associations*

*Beeler, Jesse*
Millsaps College

*Daniels, Roger*
College of Charleston

*Spade, Thomas*
College of Charleston

*A Model to Determine an Executive Housing Allowance as a Form of Compensation*

*Secrest, Thomas W.*
Coastal Carolina University
Saturday 11:00 – 12:30

Track: Management V: Management Education
Chair: Chelte, Anthony
Midwestern State University

Session: Leadership and Other Topics in Management Education
Chair: Coulter, John M.
Western New England College

Driving Continuous Improvement through Complementary Leadership
Chelte, Anthony F.
Midwestern State University
Coulter, John M.
Western New England College

Rethinking Management Education: Strengthening the Development of Leadership in Business and Healthcare Management Programs
Beck-Jones, Juanda J.
Florida A&M University
Harper, Vera J.
Florida A&M University

Operations Management through the Eyes of Employers: What Key Words Will Get You Hired?
Kramer, S.
Loyola College in Maryland
De Vader, Christie
Loyola College in Maryland

Defining Character in Leadership: An Integrative Inquiry of What Undergraduate Students Say!
Bryant, Sandra S.
Regent University
Saturday 11:00 – 12:30 Pearl

**Track: Marketing I - Marketing Strategy**
**Chair: Comish, Ray**
McNeese State University

**Session: Brand Name and Strategic Advantage**
**Chair: Deviney, David**
Tarleton State University

*Wal Mart: Taking the Lead in Environmental Sustainability for Strategic Advantage*
**Desborde, Rene**
Kentucky State University

*Identification of Demographic Groups with Attachment to Their Pets*
**Reid, Jane S.**
Youngstown State University
**Anderson, Cynthia E.**
Youngstown State University

*Adapting Marketing Strategies to Customer Buying Processes in the Contest of Customer Importance to the Firm*
**Rader, Charles**
McNeese State University
**Comish, Ray**
McNeese State University
**Turpin, Lonnie**
McNeese State University

*What’s in a (Brand) Name?*
**Mason Kevin**
Arkansas Tech University
**Batch, Alice**
Arkansas Tech University
Saturday 11:00 – 12:30

Track: Accounting IV - Accounting Education
Chair: Martinis, Karen
Central Washington University

Session: Student Performance
Chair: Bailey, James
Central Washington University

Engaging Students in an Accounting Class
Martinis, Karen
Central Washington University
Bailey, James
Central Washington University

Evaluating Student Performance Without Exams
Titard, Pierre L.
Southeastern Louisiana University

Effect of Distributed Learning on Student Performance in Accounting
Whelan, Catherine
Georgia College & State University
Goings, Douglas
Georgia College & State University
Humphries, Sarah A.
Georgia College and State University
Saturday 11:00 – 12:30

Track: Management VII – Supply Chain and Project Management
Chair: Bsat, Mohammad Z.
National University

Session: Current Issues in Supply Chain and Project Management
Chair: Bsat, Mohammad Z.
National University

Managing Risk in Pharmaceutical Global Supply Chain Outsourcing: Applying Analytic Hierarchy Process Model
Enyinda, Chris I.
Alabama A&M University
Briggs, Charles
North Dakota State University
Bachkar, Khalid
North Dakota State University

Clarity of Project Target Tradeoffs
Rauniar, Rupak
University of St. Thomas
Rawski, Greg
University of Evansville

An Examination of the Impact of Technology Demand Receptivity on Supplier Selection in the Manufacturing Industry
Bsat, Mohammad Z.
National University

Real Options in R&D Project Management: An Illustration of Dynamic Capabilities
Street, Jeffrey N.
Idaho State University
Saturday 11:00 – 12:30

**Track:** Management IX - Emerging Trends: Innovation and Creativity  
**Chair:** Zomorrodian, Asghar  
Union Institute & University

**Session:** Learning Innovations: Course, Classroom, & Process  
**Chair:** Zomorrodian, Asghar  
Union Institute & University

*College Credit on a Free Lunch: Development and Implementation of an Innovative Interdisciplinary Honors Course*  
**Foote, D.A.**  
Middle Tennessee State University

*Instantiating Innovation: A Classroom Case Study*  
**Stuart, Barbara**  
University of Denver

*An Experiential, Equine-Assisted Approach to Learning*  
**Hagen, Janet**  
University of Wisconsin Oshkosh

*The Effect of Organizational Change on Team Creativity, Job Satisfaction, Organizational Commitment and Work Performance*  
**Chen, Angela Shin-yih**  
National Chung-Hsing University, Taiwan  
**Hou, Yu-Hsiang**  
Chung-Shan Institute of Science and Technology, Taiwan  
**Fan, Kai-Tang**  
National Chung-Hsing University, Taiwan
Saturday 11:00 – 12:30

Track: Economics III - Economic Education
Chair: Hayden, Eric W.
University of Massachusetts Boston

Session: Issues in Economic Education
Chair: Hayden, Eric W.
University of Massachusetts Boston

How to Effectively Use an Undergraduate Teaching Assistant in an Introductory Economics Course
Enz, Michael J.
Framingham State College
Tierney, James E.
University of California, Irvine

Forecasting Student Evaluation of Faculty
Merrill, Gregory
National University
Mondal, Wali I.
National University

A Historical Analysis of Economic Impact: A Case Study of U.S. and Brazil
Mavrokordatos, Pete
University of Phoenix
Stascinsky, Stan
Tarrant County College
Michael, Andrew
North Central University

Economic Literacy: What do Our College Students Know?
Rittenhouse, Mary
University of Nebraska, Kearney
Bridges, Deborah
University of Nebraska, Kearney
Tenkorang, Frank
University of Nebraska, Kearney
Saturday 12:30 – 2:00  Fuji

Track: Legal Studies II - Employment, Contracts and Technology
Chair: Boller, Harvey R
Loyola University Chicago

Session: Issues in Employment and Copyright Law
Session Chair: Boller, Harvey R
Loyola University Chicago

When It’s Over, Is It Really Over? Consensual Relationships and Sexual Harassment
Massengill, Douglas
Loyola University Chicago

The Impact of Work for Hire Doctrine and Confidentiality Agreements on Creativity in the Workplace: The “Barbie v. Bratz” Cases
Slay, Cheryl L
Belmont University
Slay, Holly S.
Seattle University

Reasonable Accommodations for Religious Beliefs under Title VII
Boller, Harvey R
Loyola University Chicago
Saturday 12:30 – 2:00  Sampan A

Track: Finance II - Investments
Chair: Carroll, Carol
University of Alabama

Session: Rates and Flows
Chair: Spohn, Karen O.
Rivier College

Mutual Fund Cash Flows and Foreign Exchange Rates
Adams, John C.
University of North Florida
Hartsfield, Reid
University of North Florida

Aggregate Fund Flows and Market Returns in the Retail and Institutional Fund Markets
Humphrey, Jacquelyn E.
University of Queensland, Australia
Benson, Karen L.
University of Queensland, Australia
Brailsford, Timothy J.
University of Queensland, Australia

An Examination of Faith Based versus Secular Funds in the Arena of Socially Responsible Investing
Spohn, Karen O.
Rivier College

An Empirical Investigation of Relationship among Gold and Oil Prices and Equity Markets
Hasan Arshad
M. A. Jinnah University, Pakistan
Durrani, Tahir Khan
M.A. Jinnah University, Pakistan
Saturday 12:30 – 2:00  Sampan B

Track: Economics IV - Growth and Development
Chair: Koyame-Marsh, Rita O
Florida Memorial University

Session: Economic Growth
Chair: Ali, Abdiweli M.
Niagara University

How Robust is the Effect of Foreign Aid on Growth
Ali, Abdiweli M.
Niagara University
Isse, Hodan S.
State University of New York at Buffalo

Impact of Fishery and Manufacturing Industries on The Bahamas Economic Growth
Hamilton, Patrick S
State University of New York at Canton
Mafoua-Koukebene, Edouard B.
State University of New York at Canton

Globalization of the Anglo-Saxon Model of Higher Education: Implications for Growth and Development of the Knowledge Economy
Azizova, Zarrina
Oklahoma State University
Wang, Meng
Oklahoma State University-Tulsa
Wanger, Stephen P.
Oklahoma State University

The Relationship between FDI and Human Capital: Evidence from Chinese Provincial Data
Balamoune-Lutz, Mina
University of North Florida
Ju, Jing Yi
University of North Florida
Saturday 12:30 – 2:00  Pearl

Track: Marketing V – Research and Development
Chair: Pellegrino, Robert J.
Florida Memorial University

Session: Current Research in Marketing and Management
Chair: Eser, Zeliha
Baskent University, Turkey

Cross Cultural Comparison of Crisis Impacts on Consumer and Their Adjustment Behavior: A Retrospective
Eser, Zeliha
Baskent University, Turkey

Launching a New MBA Program in a Highly Competitive Environment: Market Research and Strategies for Success
Pellegrino, Kimberly C.
Florida Memorial University
Pellegrino, Robert J.
Florida Memorial University

Exploring the Optimum Culture for Service Firms
Webster, Cynthia
Mississippi State University

A Comparative Study of MBA Programs Offering Career Services: Enhancing Student Learning and Meeting Career Goals
White, Andrew
Plymouth State University
Bechard, Bonnie
Plymouth State University
Saturday 12:30 – 2:00

Track: Accounting IV - Accounting Education
Chair: Martinis, Karen
Central Washington University

Session: Current Issues in Accounting Education
Chair: Atkinson, MaryAnne
Central Washington University

Agile Development Methods: An Introduction for AIS Educators
Atkinson, MaryAnne
Central Washington University

Opportunities in International Accounting Education Presented by the Current Financial Crisis
Simms, John E.
University of St. Thomas

A Study of the Affect of Tai Chi Chuan Practice on the Learning of Intermediate Accounting
Kass-Shraibman, Frimette
Brooklyn College of the City University of New York

Legal Issues Associated with Faculty Grading
Bates, Homer, L.
University of North Florida
Waldrup, Bobby E.
University of North Florida
Saturday 12:30 – 2:00
Samurai

Track: Interdisciplinary VI - Multicultural Issues
Chair: Fountain, Usha K.
East Central University

Session: Cross-Cultural Differences
Chair: Zourrig, Haithem
Université du Québec à Montréal, Canada

The Karam Festival of the Oraon Tribals of India: A socio-religious Analysis
Reetu Raj Ekka, Reetu, R.
Indraprastha College for Women, India

Men and Women at Work: A Study on Sex as a Variable in Understanding Communication Competence in Philippine Organizations
Bernadas, Jan Michael Alexandre C
University of Philippines
Gutierrez, Jarmaine G.
University of the Philippines

Idiocentrism Vs Allocentrism: Cross-Cultural Differences in Consumer Revenge Behavior
Zourrig, Haithem
Université du Québec à Montréal, Canada
Chebat, Jean-Charles
HEC Montreal, Canada
Toffoli, Roy
Université du Québec à Montréal, Canada

IGBO Women in Business Enterprise and Education
Nwanna-Nzewunwa, Oledinma P.
University of Port Harcourt, Nigeria
Saturday 12:30 – 2:00  Koko

Track: Management VIII - Leadership
Chair: Stone, A. Gregory
Regent University

Session: The Context of Leadership
Chair: Sparks, William L.
Queens University of Charlotte

Fear: The Shadow Side of Leadership
Sparks, William L.
Queens University of Charlotte

Virtue as a Foundational Element in Global Business Education
McCloskey, Mark W.
Bethel University

Leader Perception of Competitive Advantage: A Regional Survey of Manufacturing, Healthcare and Education
Wayne, Kevin T.
Rivier College

Leadership and Mentoring: How Different Are They?
Shoaf, Mark
Mount Vernon Nazarene University
Britt, Margaret M.
Mount Vernon Nazarene University
Saturday 12:30-2:00 Osaka

Track: MIS IV - Virtual Teams, Groups and Communities
Chair: Zapatero, Enrique G.
Norfolk State University

Session: Current Topics in Virtual Learning
Chair: Zapatero, Enrique G.
Norfolk State University

Show me the Money! Directions in Developing Compensation Policies for Online Course Development and Delivery
Clinton, M. Suzanne
University of Central Oklahoma
Gabrovska, Katerina
University of Central Oklahoma

Paper title: An Interactive Assurance of Learning Networked Environment (IAOLNE) for Collaborative Student Learning and Real-Time Assessment: An Experimental Design
Zapatero, Enrique G.
Norfolk State University
Stanley-Brown, Josephine
Norfolk State University
Cinar, Murat
Norfolk State University
Jones, Dorothy L.
Norfolk State University

Diversity-Based Interestingness Measures for Association Rule Mining
Huebner, Richard A.
Norwich University

Continuous Improvement of Technology and the Quality of Education
Fadai, Reza
National University
AACSB Workshop

SATURDAY 1:00

Faculty Intellectual Contributions under the 2009 AACSB International Accreditation Standards
Spritzer, Allan D.
Garceau, Linda R.
East Tennessee State University
Saturday  2:00 - 3:30  Sampan A

Track:  Finance II - Investments
Chair:  Carroll, Carol
University of Alabama

Session: Stock Market Efficiency
Chair:  Griggs, Frank T.
Grand Valley State University

Persistence of the “Compass Rose” in the Stock Market  
Griggs, Frank T.  
Grand Valley State University

The Impacts of the Shift to Electronic Trading  
Barnett, Abigail  
Sam Houston State University  
Maniam, Bala  
Sam Houston State University  
Subramaniam, Geetha  
Universiti Technologi Mara

The Impact of Stock Split Announcements on Stock Price:  A Test of Market Efficiency  
Garcia de Andoain, Carlos  
Longwood University  
Bacon, Frank W.  
Longwood University
Saturday 2:00 - 3:30 Sampan B

Track: Management X - All Other Areas
Chair: Baugher, Dan
Pace University

Session: Strategic Priorities, Capabilities, and Sources of Policy Conflict in Organizations
Chair: Browning, Michelle
National University

An Analysis of Values, Mission and Vision Statements within AACSB Accredited Schools of Business
Browning, Michelle
National University

Does the Source of Policy Conflict in Diversified Firms Differ as a Function of Industry Sector?
Baugher, Dan
Pace University
Bucar, Branko
Pace University
Weisbord, Ellen
Pace University

Competitive Capabilities of Thai Logistics Industry
Athikomrattanakul, Pongchai
King Mongkut’s University of Technology Thonburi
Boonpattarakan, Tarida
Bangkok University and King Mongkut’s University of Technology

Role of Emotional Intelligence in Managing Stress and Anxiety at Work Place
Kumar, Sunil
Gautam Buddha University, India
Rooprai, Yashpal Kaur
GNIT, India
Saturday 2:00 - 3:30

Pearl

Track: Marketing I - Marketing Strategy
Chair: Comish, Ray
McNeese State University

Session: Marketing Strategy and Value Creation
Chair: Wheeler, David R.
Suffolk University

The Airline Industry: Who is Providing Leadership that Sustains Value?
Wood, Ronald
SUNY, Empire State College

Commitment: A Different Segmentation Variable for Service Industry
Ozdogan, F. Bahar
Baskent University, Turkey

Impact of Product Shelf Positioning on Consumer Buying Behavior
Shabbir, Muhammad Shahbaz
International Islamic University, Pakistan
Ramay, Muhammad Ismail
International Islamic University, Pakistan
Sheikh, Rauf Ahmad
International Islamic University, Pakistan

Grass Roots Marketing Innovations
Wheeler, David R.
Suffolk University

Challenges of Women Marketing Managers in an Islamic Republic: Reflections from a Summer Teaching in Tehran
Safavi, Farrokh
Western Washington University
Saturday 2:00 - 3:30  

Track: Management I - Human Resources
Chair: Findley, Henry
Troy University

Session: HR Legal Issues
Chair: Findley, Henry
Troy University

Overtime Exemptions: Are Your Managerial and Professional Workers Really Exempt?
Findley, Henry
Vardaman, Lee
Fretwell, Cherie
Moten, Sebrena
Walker, Eva-Dodd
Garrott, Steve
Troy University

The Americans with Disabilities Act (ADA) Amendments of 2008
Calvasina, Gerald E.
Southern Utah University

Fragrance in the Workplace is the New Second-Hand Smoke
De Vader, Christie
Loyola College in Maryland
Barker, Paxson
University of Maryland
Saturday 2:00 - 3:30  Samurai

Track: Interdisciplinary VI - Multicultural Issues
Chair: Fountain, Usha K.
East Central University

Session: Diversity, Image and Poverty
Chair: Lavin, Angeline
University of South Dakota

Multicultural and Multidimensional Education: Preparing Teacher Ed. Candidates for Diverse Classrooms
Fountain, Usha K.
East Central University

Findings from a Workplace Wellness Program in Rural Georgia
Gibbison, Godfrey A.
Georgia Southern University

Exploration of Diversity Concentration for the Master of Human Resources and Organizational Development Degree Program
Helm-Stevens, Roxane
Azusa Pacific University
Brown, Kneeland
Azusa Pacific University
Wallace, Gregory
Azusa Pacific University

Does Image Matter? Female and Male Student Perceptions of the Impact of the Female Professor’s Attire
Lavin, Angeline
University of South Dakota
Carr, David L.
University of South Dakota
Davies, Thomas
University of South Dakota

A Response to Poverty: Thinking Outside the (Collection) Box
Skinner, David L.
Mount Vernon Nazarene University
Saturday 2:00 - 3:30  Koko

Track: Public Administration
Chair: Fitzpatrick, Thomas A.
Saint Anselm College

Session: Public Administration Issues
Chair: Davodi-Far, Maryam
National University

What College Students Think about Social Security: A Pilot Study
Rupert, Abby
Federal Reserve Bank of Cleveland
Toncar, Mark F.
Youngstown State University

Social Security: A Simple, Empirically Validated, Need-Based Solution
Rosacker, Robert E.
Mt. Marty College
Rosacker, Kristen M.
U of Wisconsin, La Crosse

Is Sustainable Development a Tool to Create Social Equity?
Davodi-Far, Maryam
National University

Strategic Alliance Governance in Zimbabwe: Policy and Strategy
Naicker, Visvanathan
University of Western Cape, Zimbabwe
Saungweme, Percy
University of Stellenbosch, Zimbabwe
Saturday 3:30 – 5:00  

**Fuji**

**Track: Management IX - Emerging Trends: Innovation and Creativity**  
**Chair: Zomorrodian, Asghar**  
Union Institute & University

**Session: Innovation, Change, and Transformative Leadership**  
**Chair: Thomas, Earl**  
Middle Tennessee State University

*Idea Contests: A Model for Stimulating Creativity and Opportunity Recognition*  
**Hackbert, Peter**  
Berea College

*The Erosion of Innovation Attributes*  
**Stone, A. Gregory**  
Regent University

*Conducting Workshops for Practitioners on Charismatic and Transformational Leadership: Recognition and Understanding of the Concepts on Stages Large and Small*  
**Thomas, Earl**  
Middle Tennessee State University

*Transformation/Innovation or Patchwork? New Role of Government in Leading the Market Economy/Implications for Public Policy and Leadership*  
**Zomorrodian, Asghar**  
Union Institute & University
Saturday 3:30 – 5:00

Track: Finance II - Investments
Chair: Carroll, Carol
University of Alabama

Session: Investment Costs and Returns
Chair: Kjetsaa, Richard
Fairleigh Dickinson University

A Liquidity Parking Explanation for the Turn-of-the-Month Regularity
Burnett, John E.
University of Alabama in Huntsville
Carroll, Carol
University of Alabama

Noise Traders and the Recent Ban on Short Selling Troubled Firms
Ulibarri, Carlos A.
New Mexico Tech

Investment Costs and Returns of Growth Mutual Funds
Kjetsaa, Richard
Fairleigh Dickinson University
Kieff, Maureen
Fairleigh Dickinson University

On the Optimality of Fines When Enforcement is Risky
Bootheway, Giles
St. Bonaventure University
Saturday 3:30 – 5:00 Sampan B

Track: Accounting VII - Behavioral Accounting
Chair: Coulter, John M.
Western New England College

Session: Behavioral Accounting Potpourri
Chair: Collins, Mary
LeMoyne College

Diversity on Corporate Boards: Do Different Viewpoints Increase Firm Value?
Lee, Sharon
Western New England College

The Impact of the Concentration of Managerial Ownership on the Usage of Independent Contractors in Operations
Chan, H. Leon
San Diego State University
De Boskey, David G.
San Diego State University
Whittenberg, Gerald E.
San Diego State University

Managers’ Self-Reported Budget Performance and Satisfaction with Perceived Organizational Rewards
Collins, Mary
LeMoyne College

The Integration of I.O.U.S.A. Topics into the Curriculum
Fernandez, Ramon
University of St. Thomas
Porter, Mattie
University of Houston, Clear Lake
Sullivan, Carol
Seattle University
Saturday 3:30 – 5:00

Track: Economics IV - Growth and Development
Chair: Koyame-Marsh, Rita O
Florida Memorial University

Session: Current Issues in Economics and Finance
Chair: Arnold, Clyde
Northern State University

Barriers to Adoption of Hybrid Cars in the Midwest: Focusing on Generation Y
Florenthal, Bela
Butler University
Grossman, Peter
Butler University

Smartmoney Week: A Collaborative Effort Toward Increasing Community Financial Literacy
Rittenhouse, Mary
University of Nebraska at Kearney

Long-Run Relationships Between Economic Growth, Exchange rates, and Interest Rates in an Oil-Dependent Economy: The Case of Nigeria
Ezirim, Chinedu B.
University of Port Harcourt, Nigeria
Muoghalu, Michael I.
Pittsburg State University
Elike, Uchenna
Alabama A&M University
Aguwamba, S.M.
Igbinedion University, Nigeria
Saturday 3:30 – 5:00

Jade

Track: Management I - Human Resources
Chair: Findley, Henry
Troy University

Session: HR Issues
Chair: White, Gayle Webb
Southern Arkansas University

The Impact of Operations Tempo (OPTEMPO) on Intentions to Depart the U.S. Air Force: Does the Increase of OPTEMPO Cause Action?
Olsen, Nathan
Heilmann, Sharon.
U.S. Air Force Academy

The Influence of Pension Plan Type on Formal Company Training
O’Halloran, Patrick A.
Monmouth University

Culture Match: Both Employees and Corporation Benefit
White, Gayle Webb
Southern Arkansas University

Women Employees’ Perception of the Effect of Supervisor Gender on Their Visibility Enhancement for Career Advancement in Kenya
Kavoo-Linge, Teresia
North-West University of South Africa

Rensburg, Willie Van
North-West University of South Africa

Sikalieh, Damary
United States International University
Saturday 3:30 – 5:00

Track: Marketing VII – The Entertainment Industry
Chair: Rolston, Clyde Phillip

Session: Current Issues in The Music and Sports Industry
Chair: Bursik, Paul
St. Norbert College

The Democratization of Music: Music by the People, of the People, for the People
Rolston, Clyde Phillip
Belmont University
Tappan, Timothy N.
Belmont University

How Independent Artists and Record Labels Are Thriving In the New Digital Paradigm
Browne, Pamela G.
Talan Browne Entertainment

Competing for Female Student Soccer Players: Exploring Factors that May Influence a Canadian University Choice
McAllister, Ashley
University of New Brunswick

Shannahan, Kirby L.J.
University of New Brunswick
Dupuis, Rachelle J.
University of New Brunswick
Cameron, Andy
University of New Brunswick

Impatience and Arbitrage in the Trading Markets for NFL Draft Picks
Bursik, Paul
St. Norbert College
Quinn, Kevin
St. Norbert College
Saturday 3:30 – 5:00 Koko

**Track: Entrepreneurship**
**Chair: McDaniel, Bruce A.**
University of Northern Colorado

**Session: Entrepreneurship and Social Entrepreneurship**
**Chair: McDaniel, Bruce A.**
University of Northern Colorado

*Steve Jobs*
**Finkle, Todd A.**
University of Akron

*Passing over the Baton: Is the New Generation Ready and Willing*
**Audet, Josee**
University of Laval

*The Social Entrepreneurship of the Original Schumpeter*
**McDaniel, Bruce A.**
University of Northern Colorado

*Entrepreneurship in the Native Indian Communities*
**Hackbert, Peter H.**
Berea College
Saturday 3:30 – 5:00

Track: Finance VII - All Other Areas
Chair: Skinner, David L.
Mount Vernon Nazarene University

Session: Risk Management
Chair: Lin, Jason
Truman State University

A Geometric Approach for Empirical Analysis of Credit Risk
Alireza, Bahiraie
Institute for Mathematical Research, University Putra Malaysia
Azhar, A. K. M.
Graduate School of Management, University Putra Malaysia

An Inquiry into Strict Compliance of International Chamber of Commerce Trade Rules Prior to Financing
Sakchutchawan, Sut
Waynesburg University

The Demographics of Non-Participation
Hibbert, Ann Marie
West Virginia University

An Analysis of the Effects of the U.S. Housing Market on the Rest of the World
Lin, Jason
Truman State University
Sung, Jane
Truman State University

Corporate Restructuring: A Process Perspective
Chen, Jenny
Alliant International University
A

Adams, John C. ......................................................... 81
Adeyemo, Akinwali .................................................. 81
Adejumo, Adekunle A. ........................................ 78
Adrar, Nacer ....................................................... 82
Afrasiabi, M. Hadi .................................................... 33
Agwu, Blessing ...................................................... 98
Ahmad, Faisal ....................................................... 82
Ahmad, Qasim ....................................................... 78
Ahmad, S. .............................................................. 78
Ahmad, Syed ......................................................... 78
Ahmad, Zia ............................................................ 78
Ainscough, Thomas L. ........................................... 59
Airehunowo, Ayo ................................................... 20
Albert, Katreee ..................................................... 68
Ali, Abdiweli M. .................................................... 4, 82
Alireza, Bahirae .................................................... 102
Allen, Larry ............................................................ 4, 27
Allender, Mary ........................................................ 17
Amato, Christie H. ............................................... 75
Amato, Louis H. ..................................................... 44
Amblee, Naveen ..................................................... 26
Amer, Joseph D. .................................................... 11
Anderson, Cynthia E. ............................................ 75
Antenucci, Joseph ................................................ 13
Apaiwongse, Tom Suraphol .................................... 32
Arap, Antonio .......................................................... 34
Aquilo, Mark .......................................................... 4, 46, 57, 65
Arabi, Soheil .......................................................... 28
Arnold, Clyde ....................................................... 98
Ashley, Clyde ......................................................... 22, 51
Atheyton, Susan C. ................................................. 7, 41, 50
Athikornratnamakul, Pongchail ................. 90
Atkinson, MaryAnne ............................................... 13, 84
Aude, Josee ........................................................... 101
Aydin, Recai ........................................................... 4, 27
Azhar, A. K. M. ..................................................... 102
Azizova, Zarrina ................................................... 82

B

Bachkar, Khalid ..................................................... 4, 77
Bacon, Frank .......................................................... 4, 6, 35, 38, 89
Bailey, Barrie ....................................................... 53, 71
Bailey, James ........................................................ 19, 76
Bailey, James A .................................................... 19
Baily, Barrie ........................................................... 53
Balamoune-Lutz, Mina ........................................... 4, 17, 82
Banki, Mohammadtaghi ....................................... 28
Barker, Paxson ....................................................... 92
Barnett, Abigail .................................................... 89
Batch, Alice ............................................................ 75
Bates, Homer L. ..................................................... 84
Bauery, Ron ........................................................... 52
Beaugh, Dan ........................................................... 58, 90
Baxter, Paula .......................................................... 21
Bechard, Bonnie .................................................... 66, 83
Bechwati, Nada Nasr ............................................. 59
Beck-Jones, Juanda J. .......................................... 74
Beeler, Jesse ........................................................... 73
Beeler, Jessica ........................................................ 34
Ben, Lillie K ............................................................ 10
Benson, Karen L .................................................... 5, 81
Benson, Philip G ..................................................... 56, 64
Bernadas, Jan Michael Alexandre C .......... 85
Berry, Kevin Thomas ............................................. 42
Bhandari, Shyam ................................................... 38
Bi, Kefei ................................................................. 13
Biktimirov, Ernest N. ............................................ 9
Billir, Seda ............................................................. 54
Blankenship, Dianna .............................................. 58
Blouch, William E .................................................. 18
Boersma, Lauren .................................................. 5, 68
Bohnken, Howard W. .......................................... 19
Boller, Harvey R. ................................................. 80
Bolt, Cynthia E ....................................................... 11, 48
Boompattarakankar, Tarida ................................ 90
Boothway, Giles ................................................... 7, 96
Boudreaux, Denis O. ............................................ 61
Boyles, Gerald V .................................................... 5, 9
Brailsford, Timothy J ............................................. 5, 81
Bramhandkar, Alka ................................................. 44
Breaux, Kevin ....................................................... 46, 65
Brenner, Vincent C ................................................ 11
Bridges, Deborah .................................................. 29, 32, 79
Bridwell, Larry ...................................................... 21
Briggs, Charles ..................................................... 4, 77
Britt, Margaret M. ................................................ 6, 86
Brockshus, Kristin .................................................. 51
Brown, Kneeland ................................................... 93
Brown, Paula E ...................................................... 8
Browne, Pamela G ............................................... 100
Browning, Leigh .................................................... 39
Browning, Michelle ............................................... 90
Bryant, Sandra S ................................................... 70, 74
Bsat, Mohammad Z ............................................... 77
Bucar, Branko ....................................................... 90
Buchan, Howard ................................................... 19
Bultena, Charles D ............................................... 8, 56
Burnett, John E ..................................................... 96
Burney, Robert B ................................................... 5, 9
Bursik, Paul ........................................................... 100
Bush, Alan J ........................................................... 49
Bush, Nancy ........................................................... 36
Byers, Steven S ..................................................... 45

C

Calvasina, Gerald E ............................................... 92
Cameron, Andy ....................................................... 100
Camey, John P ...................................................... 6, 16, 37
Campbell, Annhenrie ........................................... 44
Campbell, Elizabeth A .......................................... 12
Cano, Cynthia Rodriguez ...................................... 65
Capps III, Charles J ............................................... 31, 67
Carl, Lee ................................................................. 73
Carpenter, Brian W. ............................................. 73
Carroll, Carol ....................................................... 81, 89, 96
Case, Carl J ............................................................ 4, 5, 12, 23
Cecil, H. Wayne .................................................... 5, 23
Chada, Suresh K .................................................... 51
Chaipoopritutan, Sirion ......................................... 59
Chaipoopritutan, Sirion ......................................... 71
Chakraborty, Debasish........................................36
Chan, H. Leon ................................................. 97
Chang, Chia-Chi ............................................... 33
Chhatrawanwan, Yuttapong ................................. 59
Chattrath, Arjun............................................... 17
Chebat, Jean-Charles .......................................... 6, 85
Chelte, Anthony ................................................. 8, 24, 66, 74
Chen, Angela Shin-yih ......................................... 78
Chen, Chi-Wen .................................................... 33
Chen, Jenny ......................................................... 102
Cheng, Joselina ................................................. 4, 25, 52, 62
Chiasson, Michael ............................................. 46, 65
Cicale, John E. .................................................... 49
Cicale, John E. .................................................... 69
Cilsan, Seyit Mumin ............................................. 29, 54
Cinar, Murat ....................................................... 87
Claypool, Gregory A. ........................................... 13, 18
Clinton, M. Suzanne ........................................... 31, 87
Collins, Mary ...................................................... 97
Combs, Howard ............................................... 26, 33, 59, 71
Comish, Ray ....................................................... 59, 75, 91
Conrad, Craig A. ................................................ 49
Copeland, Richard W. ......................................... 11
Cosgrove, Michael ............................................. 27
Coultier, John M. ................................................ 74, 97
Cruz, Albert P. .................................................... 10
Czerwinska, David ............................................. 26

D

Daniels, Roger .................................................... 73
Darby, Mary Alice ............................................... 68
Dash, Tikehka ..................................................... 66
Davies, Thomas .................................................. 93
Davodi-Far, Maryam .......................................... 94
De Boskey, David G. .......................................... 97
De Vader, Christie ............................................... 74, 92
Deck, Alan B. ..................................................... 11, 40, 48
Demirdjian, Z. S. ................................................ 59
Dennis, Bryan S. .................................................. 50
Denson, Chad .................................................... 32, 61
Denson, Grant .................................................... 61
Desbordes, Rene ................................................ 75
Deviney, David .................................................. 15, 75
Dickey, Irene J. ................................................... 26, 33
Divoky, James .................................................... 25
Dobson, Joe ....................................................... 52
Drops, George .................................................... 66
Dupuy, Steven M. ............................................... 4, 8
Dupuis, Rachelle J. ............................................. 100
Durrani, Tahir Khan ........................................... 81

E

Eason, James F. .................................................. 5, 9
Ellick, Uchenna ................................................ 98
Elliott, James L .................................................. 69
Elliott-Browne, Wede ......................................... 68
Enyinda, Chris I. ................................................. 4, 77
Enz, Michael J. ................................................... 79
Epstein, Dana .................................................... 31
Epstein, Robert H. ............................................. 31
Erdem, Mehmet .................................................. 63
Ermec, Aysegul ................................................. 16
Eser, Zelih ......................................................... 16, 83
Eshghi, Abdolreza .............................................. 59
Evans, Ashley .................................................... 34
Evans, Jr., Robert Dale ....................................... 69
Ezirim, Chinedu B. ............................................. 20, 98

F

Fadai, Reza ....................................................... 29, 87
Fahnestock, Robert T. ......................................... 48
Fallah, Neema ................................................... 24
Fan, Kai-Tung ................................................... 78
Fanguy, Ronnie ................................................. 46
Farhangi, Aliakbar ............................................. 72
Farrell, Caitlin A. ................................................ 4, 38
Fendler, Richard ............................................... 9
Feng, Becky ....................................................... 24
Fernandez, Daniel ............................................. 66
Fernandez, Ramon ............................................ 97
Findley, Henry .................................................. 92, 99
Finkle, Todd A. ................................................... 101
Fitzpatrick, Thomas A. ....................................... 50, 94
Flanagan, Frank R. ............................................ 6, 9, 45, 53, 63, 71
Florenthal, Bela ................................................ 98
Flynn, Jan ......................................................... 72
Flynn, Lisa ......................................................... 19, 47
Fontenot, Renee J. ............................................. 60
Foote, D.A. ......................................................... 78
Fountain, Patrick D. “Pat” ................................... 62, 70
Fountain, Usha K. ............................................. 85, 93
Francia, Arthur J. ............................................... 19
Fratto, Vickie ..................................................... 45
Fretwell, Cherie .................................................. 4, 92
Fuller, Jack A. .................................................... 29

G

Gabrowska, Katerina ....................................... 31, 87
Ganguli, Shirshendu .......................................... 59
Garceau, Linda R. ............................................... 6, 88
Garcia de Andoain, Carlos ................................. 89
Garrott, Steve ................................................... 4, 92
Gaskins, John .................................................... 35
Gencev, Stefan E. ................................................ 16
Gerlich, R. Nicholas ............................................ 15, 39
Gibbison, Godfrey A. ......................................... 93
Gierlinski, Norman ............................................. 13
Gilbert, Zelda L. ............................................... 16
Ginn, Gregory O. ............................................... 51
Going, Douglass ............................................... 76
Gold, Kaflilah Lola ............................................. 29
Gonzales, David ................................................ 36
Goodwin, Stephen A. ....................................... 39
Grambo, Ron ..................................................... 23
Grandmont-Gariboldi, Nicole ............................. 20
Gray, Deborah M. ............................................. 62
Gray, Gordon T. ................................................ 16
Gray, Philip ....................................................... 61
Griggs, Frank T. ................................................ 89
Grutta, Richard D. ............................................. 28
M

MacArthur, John B. ........................................ 40
MacAulay, Doreen .................................... 64
Mady, Mohamed Taufeeq ................................. 10
Mafoua-Koukebene, Edouard B. ......................... 82
Magaldi, Arthur M. ..................................... 7
Maguad, Ben ............................................. 10
Mahmoudi, Mohammad .................................. 26, 33
Mainstone, Larry E. ................................... 8
Maniam, Bala ............................................ 4, 14, 20, 89
Marandos, Sam .......................................... 15, 25
Marcis, John G. ......................................... 5, 9
Marrs, Mary Beth ........................................ 8
Marshall, Clifford ........................................ 17
Martin, Daniel ........................................... 67
Martinis, Karen .......................................... 11, 19, 76, 84
Marudas, Nicholas P. ................................... 44
Maskoiki, Kooros ........................................ 21
Mason Kevin ............................................. 75
Massengill, Douglas .................................... 80
Mauldin, Shawn ......................................... 65
Mavrokdatos, Pete ...................................... 79
Mbua, James ............................................. 54
McAllister, Ashley ...................................... 100
McCloskey, Mark W. ................................... 72, 86
McCuddy, Michael K. ................................... 5, 50, 68
McDaniel, Bruce A. ..................................... 101
McGrath, Paul ........................................... 17
McPhee, Alana ........................................... 61
McVicker, Elizabeth R. .................................. 7
Meinerd, David B. ...................................... 12, 30, 41
Merrill, Gregory ........................................ 43, 79
Merrill, Gregory B. ...................................... 43
Merz, Michael A. ........................................ 26
Meyer, C. Kenneth ....................................... 47
Michael, Andrew ......................................... 79
Michenzi, Alfred R. ..................................... 18
Militello, Jack .......................................... 5, 31
Millet-Reyes, Benedicte .................................. 14
Mills, Albert J. .......................................... 64
Mills, Jean Helms ....................................... 64
Mills, LaVelle ............................................ 15
Mills, Richard .......................................... 5, 63, 71
Mishra, Debi ............................................. 26
Mishra, Ganesh Prasad ................................... 68
Mitry, Darryl J. ......................................... 5, 16
Moham, Narasimha ...................................... 43
Mondal, Wali I. .......................................... 43, 79
Moraveck, Cassandra .................................. 30
Morris, Joseph L. ....................................... 34
Moten, Sebrena ......................................... 4, 92
Moyers, Kelly ........................................... 4, 24, 62
Muoghalu, Michael I. ................................... 20, 98
Myers, Joan .............................................. 40

N

Naicker, Visvanathan .................................... 94
Naik, Bijayananda ...................................... 54
Natarajan, Vivek S. ..................................... 4, 27
Neema-Aboki, Peter .................................... 10

Nelson, David T. ......................................... 38
Nichols, Cory ............................................ 35
Niknam, Mehrdad ........................................ 28
Nkansah, Paul ........................................... 17
Nungaray, Felicitas ...................................... 67
Nwanna-Nzewunwa, Oledimma F. ...................... 85

O

O’Halloran, Patrick A. .................................... 99
Olsen, David ............................................. 35
Olsen, Nathan ........................................... 99
Oster, Gary ............................................... 52
Ozdogan, F. Bahar ...................................... 91

P

Padden, Nita ............................................. 60
Farhizgari, A.M. ......................................... 20
Farzinger, Lynn ......................................... 32
Park, Yongae ............................................ 42
Pasley, Mary M. ......................................... 53
Patterson, Mike C. ...................................... 56
Pavlova, Ivelina ......................................... 20
Pellegrino, Kimberly C. ................................ 83
Pellegrino, Robert J. .................................... 83
Peyton, Reginald ......................................... 49
Phillips, Laura C. ........................................ 56
Phillips, Mark H. ........................................ 56
Pickett, Michael C. ....................................... 8
Pinar, Musa .............................................. 5, 60, 68
Pineno, Charles J. ....................................... 5, 13, 48
Pirie, Wendy L. .......................................... 5, 50
Pisnar, Mary ............................................. 43
Pitts, Sarah ............................................... 49
Pjero, Elenia ............................................. 33
Poosiripong, Chanidawan ................................. 71
Porter, Mattie ........................................... 19, 97
Porter, Mattie C. ......................................... 19
Prachyl, Cheryl .......................................... 73
Prasad, Rose M. ......................................... 53
Prasad, S. B. ............................................. 53
Purinton, Elizabeth F. ................................... 5, 37

Q

Quinn, Kevin ............................................ 100

R

Rabai, Latifa ............................................. 54
Racic, Stanko ............................................ 53, 71
Rader, Charles .......................................... 75
Rains, Lauren ............................................ 56
Ramakrishnan, Kumoli .................................. 54
Ramaswamy, Vinita ...................................... 18
Ramay, Muhammad Ismail ............................. 91
Rao, SP Uma ............................................ 61
Rashid, Abdul ........................................... 28
Rauniar, Rupak .......................................... 77
Rawski, Greg ............................................ 77
Waller, Bennie D. ......................................................... 35
Waller, Louise ......................................................... 6, 35
Wang, Jiangping ....................................................... 41
Wang, Meng ............................................................. 82
Wanger, Stephen P. ................................................... 82
Wangler, Kim L. ........................................................ 69
Ward, Dan R. ............................................................ 34, 42
Ward, Suzanne P. ..................................................... 34, 42
Wayne, Kevin T. ....................................................... 24, 86
Weber, James E. ....................................................... 19
Weber, Cynthia ........................................................ 83
Weisbord, Ellen ......................................................... 90
Westermann, Lori ..................................................... 39
Whelan, Catherine ................................................... 24, 76
White, Andrew ......................................................... 83
White, Gayle Webb .................................................. 6, 50, 99
Whitten, Linda .......................................................... 34, 42, 52, 73
Whittenberg, Gerald E. ............................................. 97
Wilcox, William ....................................................... 42

Wilson, Krystal D. ..................................................... 22
Wisniewsky, Gary ..................................................... 67
Wolf, Fran ................................................................. 13
Wood, Ronald .......................................................... 91

Y

Yakhou, Mehenna ..................................................... 40
Yoon, Myung-Ho ....................................................... 12
Yoshimoto, Gary ..................................................... 19, 30
Yue, Anthony R. ...................................................... 64
Yun, J. K. ................................................................. 42

Z

Zapatero, Enrique G. .................................................. 87
Zhao, Ronald ........................................................... 14
Zourrig, Haithem ..................................................... 6, 85
Zuber, Richard A. ..................................................... 45