Program for the Academy of Business Research

Fall 2011

September 13-15, 2011

Trump Plaza

Atlantic City, NJ
Conference Program*

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*The conference proceedings will be published and indexed by November 1st on our website and print editions will be available on amazon.com for $5.
Sponsors and Supporters

Academy of Business Research would like to thank the following companies and organizations for sponsoring the Fall 2011 Conference:

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Conference Social Activities

Registration: 8:30-3:30 Daily at Highlander D

Tuesday 5:00-6:30 PM
Reception with Cash Bar
Trump Plaza Liquid Bar

Wednesday 12:00 PM
Doctoral Student Luncheon
Evo at Trump Plaza

Thursday 12:00 PM
Meet the Editors Luncheon
Evo at Trump Plaza

Thursday 6:30 PM
Awards Dinner
At the Famous Knife and Fork Restaurant
(next to Hilton on Boardwalk)
Journal Special Editions

*Academy of Business Journal*

The *Academy of Business Journal* will publish a special edition for papers focusing on strategic management in Spring 2012.

**Article submissions are due by October 1.**

*Journal of Applied Financial Research*

The *Journal of Applied Financial Research* will publish a special edition for papers focusing on international banking and finance in Spring 2012.

**Article submissions are due December 1.**
Future Conference Dates

Academy of Business Research
Winter 2011 Meeting
Planet Hollywood Las Vegas, NV
November 14-16

Academy of Business Research
Spring 2012 Meeting
New Orleans, LA
A RARE FIND

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TSX:SLW  NYSE:SLW
9:30 AM Tuesday September 13th

Westminster A

Sponsor: Silver Wheaton
Finance

Session Chair: Prantik Ray, XLRI Jamshedpur India

The Performance of the Faith and Ethical Investment Products: An Empirical Investigation of the Last Decade

Francisca M. Beer, California State University San Bernardino
James P. Estes, California State University San Bernardino
Hisar J. Munte, California State University San Bernardino

The Canadian Asset Backed Commercial Paper Crisis Of 2007

Allen Goss, Ryerson University Canada
Jeffrey Vall, Ryerson University Canada

Corporate Social Performance and Idiosyncratic Volatility

Allen Goss, Ryerson University

Earnings Response Elasticity and Post-Earnings-Announcement Drift

Zhipeng Yan, New Jersey Institute of Technology
Yan Zhao, City College of New York
Wei Xu, New Jersey Institute of Technology
Prantik Ray, XLRI Jamshedpur India
Saurabh Bhat, Yes Bank Limited

9:30 AM Tuesday September 13th
Westminster B
Sponsor: AACSB Biz School Jobs
Marketing

Session Chair: Deborah Sanders, Lehman College

Advertisers Impact on the Ideal Body Size for Women
Deborah Sanders, Lehman College

Empirical Evidence of Portal-to-Vendor Trust Transfer in e-Commerce
Yuan Gao, Ramapo College of New Jersey

The Impact of Warranty on Consumer Choice
John Blewitt, St. Louis University

Separate Checks? An Analysis of Consumer Tipping as a Function of Separating the Bill
John Blewitt, St. Louis University

The Social Marketing of Responsible Alcohol Use to College Students
Amresh Kumar, Susquehanna University
Michael D. Smith, Susquehanna University

Gender Values: How They are Shaping Marketing Decisions in China

Karen H. Tangen, Bethel University
9:30 AM Tuesday September 13th
Westminster C
Sponsor: AACSB Biz School Jobs
Accounting

Session Chair: TBA

Tax Law Reform: What Can Be Learned From The Last 25 Years?
Benjamin Johnson, University of Evansville

Information Foraging In Financial Asset Allocation Decisions
Michaël Dewally, Towson University
Stella Taylor, Towson University

The Asymmetric Market Valuation of Special Items and Accounting Conservatism
Richard Zhe Wang, Eastern Illinois University
Madeline K. Trimble, Eastern Illinois University

Tax Deductions for Education Expenses Involving Travel
William A. Bottiglieri, Iona College
Huldah A. Ryan, Iona College
Using Capacity Analysis to Enhance Revenue Management

Ronald J. Huefner, State University of New York at Buffalo
James A. Largay III, Lehigh University
9:30 AM Tuesday September 13th
Highlander A
Sponsor: CVS Caremark
Health Care

Session Chair: TBA

Use of Heath Care Information Systems at Jeddah Hospital
Kamel Khoualidi, King Abdualziz University

Towards a Dual Process Theory for Service Evaluation
Erik Rolland, University of California Riverside
Raymond A. Patterson, University of Alberta Canada
Paul R. Messinger, University of Alberta Canada
Adam Finn, University of Alberta Canada
Keith F. Ward, St. Edward’s University

Improving Decision Support in Hospital Pharmaceutical Inventory Management
John M. Woosley, Southeastern Louisiana University
Peter Kelle, Louisiana State University
Helmut Schneider, Louisiana State University
Carlos A. Thomas, Southern University at Baton Rouge
Using Structural Equation Models to Assess Sustainability of E-Medicine in Sub-Saharan Africa

Aloyce R. Kaliba, Southern University and A&M College
Stephen R. Isabalija, Southern University and A&M College
Victor M. Mbarika, Southern University and A&M College
The Implementation of Active Learning in Business Classes in the Distance Learning Classroom: The Risk of Negative Synergy and Prescriptions for Solutions

Shannon Jackson, St. Leo University
Mayes Mathews, St. Leo University

Coffee, Complacency, and Competition: A Case Study on the Competitive Strategy of a Student-Run Convenience Store

Linda A. Hall, State University of New York at Fredonia
Susan McNamara, State University of New York at Fredonia
Jayanti Bandyopadhyay, Salem State University

The Importance of Key Financial Concepts as Identified by Secondary Students

Geana W. Mitchell, Alabama A&M University
Christal C. Pritchett, Auburn University
Bonnie M. Banks, Alabama A&M University
Michelle Watkins, Alabama A&M University
Navigating AACSB’s Intellectual Contributions and Assurance of Learning Landmines: A Blueprint For Business Schools

Gerry Nkombo Muuka, Murray State University

The Creation of Bullying-Resistant Schools

Patrick O’Halloran, New York City College of Technology

Comparative Analysis of Credit Card Debt among Undergraduate Students – The Case of City Tech Hospitality Management Students at the City University of New York

Amit Mehrotra, New York City College of Technology
John Anka, New York City College of Technology
12:30 PM Tuesday September 13th
Westminster B
Sponsor: AACSB Biz School Jobs
Operations Management

Session Chair: Seyed Mohammad Seyed Hosseini, IUST

A New CRM Performance Evaluating Procedure by Combined BSC, AHP and DEMATEL Approach

Seyed Mohammad Seyed Hosseini, Iran University of Science and Technology
Ahmad Ebrahimi Taleghani, Iran University of Science and Technology
Anahita Maleki, Iran University of Science and Technology

Analytical Network Process to Evaluate the Socio-Economical Analysis of Renewable Energy Resources

G.R. Shahriari, Iran University of Science & Technology
S.M. Hosseinalipor, Iran University of Science & Technology
S.M. Seyedhosseini, Iran University of Science & Technology

Supply Chain Management, Dynamic Capability, and Firm Value

Xun Li, Nichols State University
Qun Wu, SUNY Oneonta
The Development of the Internet of Things in China: An Evaluation of the Knowledge Inflow Mechanisms via Multinational Corporations (MNC)

Benjamin Khoo, New York Institute of Technology
Shu Yang, New York Institute of Technology

Impact of Technology Change Management and Sustainability on Management Information Systems

Srinivas Nowduri, Bloomsburg University of Pennsylvania

Application of ANP Methodology in Selection of Advanced Manufacturing Technologies

Sharon M. Ordoobadi, University of Massachusetts Dartmouth
12:30 PM Tuesday September 13th
Westminster C
Sponsor: Southern Journal of Business and Economics
Economics

Session Chair: Lucy J. Reuben, Duke University

The Housing Wealth Boom and Bust:
Identifying the Bubble through the Permanent Income Hypothesis

Ryan R. Brady, United States Naval Academy
Derek Stimel, Menlo College

Illegal Corporate Behavior:
Analyzing the Effectiveness of the 2002 Sarbanes-Oxley Act

Brian K. Harte, State University of New York at Canton

Corporate Social Responsibility and Investor Response in the Post-Sarbanes-Oxley Era

Brian K. Harte, State University of New York at Canton
Umesh Kumar, State University of New York at Canton

Minority Banks and Regulatory Enforcement of FIRREA Section 308

John A. Cole, North Carolina A&T State University
Lucy J. Reuben, Duke University
An Empirical Estimation of the Intra-Industry Trade Between the United States and Selected Industrialized and Developing Nations

Adolfo Benavides, Tarleton State University
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12:30 PM Tuesday September 13th
Highlander A
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Accounting

Session Chair: TBA

**Corruption Across Cultures**

Anis Triki, Brock University
Darlene Bay, Brock University
Gail Lynn Cook, Brook University

**Tunisia**

Anis Triki, Brock University
Darlene Bay, Brock University
Gail Lynn Cook, Brook University

**Tax Law Reform: What Can Be Learned From The Last 25 Years?**

Benjamin Johnson, University of Evansville

**Information Foraging in Financial Asset Allocation Decisions**

Stella Taylor, Towson University
12:30 PM Tuesday September 13th
Highlander B
Sponsor: European Financial Management Association
Investments

Session Chair: Brian K. Harte, State University of New York at Canton

Time-Variable and Nonlinear Phenomenon of Stock Market

Rongbin Wu, China

Financial Centers and the Choice of Auditors:
When Do Legal Traditions Matter? Evidence from Emerging Markets

Omar Farooq, Al Akhawayn University in Ifrane, Morocco
Naima Fakir, Al Akhawayn University in Ifrane, Morocco

Financial Centers, Analyst Following, and Dividend Policy:
Evidence from an Emerging Market

Omar Farooq, Al Akhawayn University in Ifrane, Morocco
Zineb Kamri, Al Akhawayn University in Ifrane, Morocco

Mutual Fund Companies and the African American Investors

Philip Gibson, Texas Tech University
Earnings Response Elasticity and Post-Earnings-Announcement Drift

Zhipeng Yan, New Jersey Institute of Technology
Yan Zhao, City College of New York
Wei Xu, New Jersey Institute of Technology

Dividend Initiation during Financial Turmoil
Ge Zhang, William Patterson University
2:30 PM Tuesday September 13th
Highlander A
Sponsor: SSRN
Management

Session Chair: TBA

Agency Costs in Family Businesses: Evidence from Analyzing Cost Behavior Patterns of Listed Family-Controlled Philippine Firms
Arnel Onesimo O. Uy, De La Salle University Philippines

Promoting African-American Entrepreneurship
Lucy J. Reuben, Duke University

The Most Sustainable Car
W. Richard Sherman, Saint Joseph’s University
Kathleen Campbell, Temple University

An Alternative Approach for Case Analysis and Discussion: From Academic Templates to a Strategic Thinking
Stan Bazan, Western Connecticut State University
2:30 PM Tuesday September 13th
Highlander B
Sponsor: Silver Wheaton
Finance

Session Chair: Ryan R. Brady, United States Naval Academy

Financial and People Perspectives of Acquisition-Restructuring Cycle on Firm Performance

Gloryson Chalil, Jamshedpur University India
P C Padhan, Jamshedpur University India
Karthik C, Jamshedpur University India

Relationship-Specific Investments and Executive Compensation

Chao-Jung Chen, Chung Yuan Christian University Taiwan
Chung-Yuan Hsu, National Chengchi University


Mahdy F. Elhusseiny, California State University Bakersfield
Ashraf M. Attia, State University of New York at Oswego
Khalid A Almurshidee, Qassim University

International Diversification: Simple or Optimal Strategies?

Zhipeng Yan, New Jersey Institute of Technology
Yan Zhao, City College of New York
Industry Herding and Momentum

Zhipeng Yan, New Jersey Institute of Technology
Yan Zhao, City College of New York
2:30 PM Tuesday September 13th
Westminster A
Sponsor: European Financial Management Association
Investments

Session Chair: TBD

Dynamic Linkages between Oil Prices and Equity Markets of Asia Pacific Rim
Arshad Hassan, Mohammad Ali Jinnah University Islamabad Pakistan
Zafar Moeen Nasir, Pakistan Institute of development Economics Islamabad Pakistan

Managerial Turnover and Mutual Fund Performance
Liquan Wang, St. Ambrose University

Portfolio Choices by Mutual Fund Managers
Liquan Wang, St. Ambrose University

Realized Forward Premium in the Repo Market
Seth Kopchak, Franklin and Marshall College

Mexican Equity Reactions to US Monetary Surprises
Seth Kopchak, Franklin and Marshall College
Herding Behavior in Bank Lending: Evidence from U.S. Commercial Banks

Chen Liu, Queen’s University Canada
Strategic Logic, Cognitive Order And Perceived Uncertainty: Testing Decision-Making Rationale In A Business Simulation

Jun Lin, SUNY at New Paltz

Management Decision Making Process Psycho-Morphological Overview

Prosper Ayawei, Vision Family Church

Nonfatal Occupational Injuries and Illnesses: A Comparison of Hispanic vs. Non-Hispanic Workers in the United States

Dene T. Hurley, Lehman College, City University of New York
Angela R. Lebbon, Lehman College, City University of New York

Past Generations: HOPE (Helping Others Persevere and Excel) for Young People Transitioning Into Adulthood in the 21st Century, Since It Now Takes Longer

James E. Pittman, Southern University at New Orleans
Biruk Alemayehu, Southern University at New Orleans
The Pursuit of Education: Why First Year Students at Historical Black Institutions Dropped Out of College Their Second Semester After Attending their First Semester

James E. Pittman, Southern University at New Orleans
Biruk Alemayehu, Southern University at New Orleans
8:00 AM Wednesday September 14th
Westminster B
Sponsor: Silver Wheaton
Financial Economics

Session Chair: Ellis B. Heath, Valdosta State University

**Did the Economic Stimulus Act Really Stimulate the Economy?**

Frank Aquilino, Montclair State University
Agatha E. Jeffers, Montclair State University

**Disclosures of Material Weakness by Japanese Firms after the Passage of the 2006 Financial Instruments and Exchange Law**

Anna Chernobai, Syracuse University
Yukihiro Yasuda, Tokyo Keizai University

**Real Assets Liquidity and the Clientele Effect**

Anna Chernobai, Syracuse University
Ekaterina Chernobai, California State Polytechnic University

**Credit Variables and Their Relationship in the Macroeconomy**

Ellis B. Heath, Valdosta State University

**The Recent Financial Crisis and Successes in Economic Policies**

Sazlıye Gaziouglu, Middle East Technical University
Vote with Your Feet—Effect of Tax Burden on Net Domestic Migration

Xiaojing (Joanne) MA, Holy Family University
Qiang PAN, The University of Pennsylvania

8:00 AM Wednesday September 14th
Highlander A
Sponsor: Silver Wheaton
Accounting

Session Chair: A. Rief Kanan, State University of New York at New Paltz

A Comparative Study of Corporate Accounting Malfeasance and Restatements and an Analysis of its Financial and Market Impact

Liz Washington Arnold, The Citadel
Peter Harris, New York Institute of Technology
An Examination of LIFO and a Critique of its Shortcomings
Peter Harris, New York Institute of Technology

Accounting and Ethical Aspects Of The Foreign Corrupt Practices Act

Richard Hunter, Seton Hall University

Quality Assurance Standards and Procedures Applied to Forensic and Valuation Services (FVS)

A. Rief Kanan, State University of New York at New Paltz
8:00 AM Wednesday September 14th

Highlander B

Sponsor: European Financial Management Association

Investments

Session Chair: Tansu Barker, Brock University Canada

**Profits and Financial Leverage and Corporate Governance**

Umar R Butt, McMaster University Canada

**Examining the Impact of Alternative Globalization Index Weights**

Tansu Barker, Brock University Canada

**Corporate Governance and Company Performance in China**

Anthony Moung Yin Chan, Ryerson University
SOX Generated Changes In Board Composition: Have They Impacted Dividend Payouts?

Timothy Gordon Coville, St. John’s University

Studying Merger Activity Using Rank Shift Analysis Of Market Capitalizations: A Suggested Approach

Suma Damodaran, XLRI Jamshedpur School of Management
Uday Damodaran, XLRI Jamshedpur School of Management
8:00 AM Wednesday September 14th
Highlander C
Sponsor: Cabells
Education

Session Chair: TBA

Challenges Creating Student Engagement in the Classroom:
The Role of Trust, Need Relevance and the Self Fulfilling
Prophecy in Developing Classroom Participation in
The Business School Curriculum

Frank Bellizzi, Quinnipiac University

Experiential Learning and Community Economic Development
in Appalachian Communities: A Teaching Note

Peter H. Hackbert, Berea College

An Assessment of the Contribution of Alienation
To the Motivation and Cheating Model

Kenneth J. Smith, Salisbury University
Patricia L. Derrick, Salisbury University
Herman Manakyan, Salisbury University

Determinants of Father-Child Time Allocation

Dmitri M. Medvedovski, Bethel University
Kirk C. Allison, University of Minnesota
Use of Magazine-Based Assignments to Facilitate Entrepreneurial Learning

Vinod Shastri, SIBM, Lavale, Pune
Anil Kshatriya, SIBM, Lavale, Pune
8:00 AM Wednesday September 14th
Highlander D
Sponsor: AACSB Biz School Jobs
Marketing

Session Chair: Theresa Billiot, Fort Hayes State University

Do Hypertext and Hypermedia Web Sites Evoke Traditional WOM for Brands?
Theresa Billiot, Fort Hayes State University
Ann Rodriguez, Texas Tech University

A Theoretical Analysis of Signal Theory and the Role of the Salesperson
Eve M. Vespoli, Cleveland State University
Lukas P. Forbes, Western Kentucky University

Green Consumer Behavior
Rajyalakshmi Nittala, Andhra Univeristy

Marketing Mattresses: A Content Analysis
Barbara Olsen, SUNY Old Westbury
Costas Hadjicharalambous, SUNY Old Westbury

Scaling up in Small Scale Enterprises:
Case Study of Two Indian Organizations
Pingali Venugopal, XLRI India
10:00 AM Wednesday September 14th
Westminster A
Sponsor: Planet Hollywood Las Vegas
Management Information Systems

Session Chair: Johndavid Kerr, Harris-Stowe State University

Identifying Cost Savings in Sustainability Reporting
Joseph Byer, Missouri Western State University
Stephen Butler, Missouri Western State University

Valuating New Product Development Project With Stochastic Volatility Model
Chengru Hu, State University of New York at Canton

Towards an Epistemological Definition of the Research Front of Information and Society
Thomas Virgona, Pace University

The Mediating Influence of Shared IT Knowledge On Process Design and Management
Patrick Jeffers, University of Manhattan

Computer Clouding: Privacy and Legal Issues
Joe Teng, Harris-Stowe State University
Johndavid Kerr, Harris-Stowe State University
70/30 Analysis for Capital Project Selection with Multiple Objectives

Donald P. Cram, State University of New York - Oswego

10:00 Wednesday September 14th

Westminster B

Sponsor: Silver Wheaton

International Finance

Session Chair: TBA

Volatility Linkage Across Global Equity Markets

Liang Ding, Alvernia University
Xiaoling Pu, Kent State University

Econometric Modeling of Brazilian Income and Consumption

Eli Hadad Junior, Universidade Prespeteriana Mackenzie
Emerson Fernandes Marçal, Universidade Prespeteriana Mackenzie

Firm Growth and Financial Choices in Pennsylvania Firms—An Empirical Study about the Pecking Order Theory

Enyang Guo, Millersville University
Gary Leinberger, Millersville University

The Role of Collateral in the Terms of Relationship Lending in UK SMEs
Valuating New Product Development Project
With Stochastic Volatility Model

Chengru Hu, State University of New York at Canton

10:00 AM Wednesday September 14th
Westminster C
Sponsor: European Financial Management Association
Hedge Funds and Derivatives

Session Chair: Richard E. Hurley, University of Connecticut

Market Opening: An Empirical Example

Chengru Hu, State University of New York at Canton
Biqing Huang, Angelo State University

Hedge Funds – The Rules – The Rewards – The Risks

Richard E. Hurley, University of Connecticut
P. Hurley, Utica College
Evidence from Banks in Developed and Emerging Countries

Mohamed Rochdi Keffala, University Claude Bernard Lyon, France
Christian de Peretti, University Claude Bernard Lyon, France
Chia-Ying Chan, Yuan Ze University, Taiwan

Ethics: Fiction or Reality – the case of AIG

Uche Nwabueze, University of Houston Victoria
10:00 AM Wednesday September 14th
Highlander B
Sponsor: CVS Caremark
Health Care

Session Chair: TBA

Neutral Networks
Mohamed EL Etribi, Kaplan University

An Investigation into Predictive Analytic Models in Healthcare
Somewar Kesh, University of Central Missouri

Pigskin, Tailgating and Pollution:
Estimating the Environmental Impact of Sporting Events

M. Taylor Rhodes, University of North Carolina Greensboro

Health Service Managers’ Assessment of Organizational Readiness for the Demographic Transition

Gavin J. Putzer, University of Georgia

Physicians and Innovations Factors Influencing Smartphone Use

Gavin J. Putzer, University of Georgia
Yangil Park, Georgia Southwestern State University
Needs Hierarchy, Motivational Factors and Entrepreneurship in Bangladesh
Mostofa Haque, Litmus Communications Ltd
1:00 PM Wednesday September 14th
Highlander A
Sponsor: Silver Wheaton
Finance

Session Chair: Yen-Sheng Lee, Bellevue University

**Corporate Governance and Firm Investment Strategies**

Manohar Singh, The Pennsylvania State University- Great Valley School

**Irreversibility, Uncertainty, and Wealth Impact of New Product Announcement**

Chengru Hu, State University of New York at Canton
Biqing Huang, Angelo State University
Xiaowei Liu, St. Ambrose University

**New Liquidity Measurement: Mechanical Approach**

Luluk Kholisoh, Gunadarma University, Jakarta, Indonesia

**Representativeness and Style Investing: Evidence from Value Trading Strategy**

Yen-Sheng Lee, Bellevue University
Risk Management and Agency Issues:
Role of the Put Option in Corporate Bonds

Manish Tewari, State University of New York, Brockport

Too Big or Too Stealthy To Fail?
A Study of Systemic Risk Exposures of U.S. Bank Holding Companies

Prakash K. Pai, The University of Texas of the Permian Basin

Creating Entry Barriers in A Commoditized Market:
A Case Study of a Petroleum Company in India

Pingali Venugopal, XLRI, Jamshedpur, India
Ashutosh Shukla, XLRI, Jamshedpur, India
1:00 PM Wednesday September 14th
Highlander B
Sponsor: AACSB Biz School Jobs
Marketing

Session Chair: Dawn Valentine, Georgia Southwestern State University

Standardization/Adaptation of International Marketing Tactics and Strategies: A Critical Review of SELECTED Literature and Proposed Future Research Directions

Philip J. Boutin, Jr., University of Tennessee

Consumer Xenocentrism: A Conceptual Model

Carol Esmark, University of Tennessee

General Systems, Functionalism, Marketing Systems, Macromarketing and Complex Adaptive Systems
Semantics Jungle or an Evolution?

Aline Melo Silva, Florida Atlantic University

Facebook Advertising Effectiveness

Aline Melo Silva, Florida Atlantic University
1:00 PM Wednesday September 14th
Highlander C
Sponsor: Cabells
Education

Session Chair: Jennifer Edmonds, Wilkes University

The Balanced Scorecard – A Strategic Measure of Corporate Performance in Nigerian Manufacturing Industry

Emma I Okoye, Nnamdi Azikiwe University Awka
Cletus O. Akenbor, Nnamdi Azikiwe University Awka

Ethics In Online Learning: Is A Code Of Conduct Required?

Phillip D. Coleman, Western Kentucky University

Learning Style Preferences of Undergraduate Business Majors

Jennifer Edmonds, Wilkes University
Dean Frear, Wilkes University

Cultural Diversity And Students’ Preferred Learning Styles

Mary T. Galvan, North Central College
Experiences Using Social Media to Enhance Undergraduate Business Students Experiences in Research Activities

James A. Griesemer, Mount Saint Mary College
3:00 PM Wednesday September 14\textsuperscript{th}

Highlander A

Sponsor: Finance

European Financial Management Association

Session Chair: Meifang Xiang, University of Wisconsin Whitewater

The Impact of Financial Sophistication on Demand for Disability Insurance

Janine K. Scott, Texas Tech University

Abnormal Excess Risk-Adjusted Returns in U.S. Stocks Based on Acceleration in Returns

Sinha Siddharth, University of Chicago

Pricing of Idiosyncratic Risk in Developed Financial Market

Chengru Hu, State University of New York at Canton
Biqing Huang, Angelo State University

Evolution of Firm Value

Hui Wang, Louisiana State University

Privatization, Credit Application, and Credit Constraint in Eastern Europe and Central Asia

Meifang Xiang, University of Wisconsin Whitewater
3:00 PM Wednesday September 14th
Highlander B
Sponsor: AACSB Biz School Jobs
Marketing and Communications

Session Chair: Anthony DiPrimio, Holy Family University

The Double Bind in Organizational Communications
Anthony DiPrimio, Holy Family University

Gaining Competitive Advantage through Marketing Strategies in Container Terminal (Case Study on Shahid Rajaee Port in Iran)

Alireza Miremadi, Sharif University of Technology
Hossien Cheraghi, Sharif University of Technology

The Impact of Expectation & Perception on Customer Satisfaction in Airline Industry (A Case Study of Mahan Air)

Alireza Miremadi, Sharif University of Technology
Dariush Rafati, Sharif University of Technology
Peyman Shokrollahi, Sharif University of Technology

Service Quality Drivers of Word-of-Mouth Advertising

Trevor A. Smith, University of the West Indies
Theoretical Developments, Enhancing Relevancy, And Improving Analytics in the Teaching of Pricing

Jitendra K. Tewari, Northeastern State University
3:00 PM Wednesday September 14th
Highlander C
Sponsor: SSRN
Management

Session Chair: TBA

Director’s Fiduciary Duties and Social Interest Of Corporation: An Historical Comparative Starting Analysis for an Univocal Theory

Sara Frazzin, University of Pescara Italy

Labor Unions In The 21st Century: Value Or Value-Less

Karen Hiltz, Ferrum College

Explaining Behavior in Organizations: The Fundamental Explananda of Management Research

Lee Jarvis, Florida Atlantic University

A Comparison of Strategic Involvement of Training Professionals Employed in Small, Medium and Large Firms

Vichet Sum, University of Maryland Eastern Shore
The Role of the Transparency on the Managed of International Interaction in the Globalization Process

Emine Kiziltas Uzunali, University of Akdeniz Turkey
3:00 PM Wednesday September 14th
Westminster A
Sponsor: Cabells
Education

Session Chair: TBA

Learning Styles and Student Performance: An Investigation Into the Possible Adaptability of Learning Style Dimensions and Academic Success

Craig A. Latshaw, St. John’s University
Sylvia D. Clark, St. John’s University
Paschal Onwuabenu, St. John’s University

A Case Study of the Young Women’s Christian Association of the U.S.A: Social Capital, Leadership and Governance

Rita D. Marinho, Towson University
Deborah J. Leather, Stevenson University

The Application of Business Principles to the Formation and Operation of a Graduate Program in Student Affairs

Richard Parsells, St. Edwards University

The Gap Between Corporate Needs and The Performance of College Graduates

Tami Moser, Southwestern Oklahoma State University
Patsy Parker, Southwestern Oklahoma State University
Economic and Social Factors Influencing Undergraduate Student Enrollment For Both Private and Public Institutions in United States
Doina G. Vlad, Seton Hill University
Gaining Competitive Advantages on E-CRM in Financial Institutions in Iran through B2B Model

Alireza Miremadi, Sharif University of Technology
Mansoor Aminilari, Islamic Azad University, Shiraz Branch
Rozita Shahbaz Keshvari, Sharif University of Technology

Coal Production by Longwall Mining – A Study and Analysis of Equipment Breakdown Cause Patterns

Dr. B. Krishna Reddy, Osmania University

Supply Chain Effectiveness Enhancement Through Cost Reduction – Some Strategic issues

Hemalatha Reddy K, Osmania University
B. Krishna Reddy, Osmania University
Systems Planning and Project Planning: Is Integration Needed?
Paul H. Rosenthal, California State University Los Angeles

Minds of the Margin are not Marginal Minds: Inclusive Innovation for Stimulating Sustainable and Distributed Growth
Anil k Gupta, Indian Institute of Management

Empathetic Innovations for Sustainable Communities: Heuristics for Extremely Affordable Innovations
Anil k Gupta, Indian Institute of Management
3:00 PM Wednesday September 14th
Westminster C
Sponsor: AACSB Biz School Jobs
Accounting

Session Chair: Peter Harris, New York Institute of Technology

**Standardization of Reporting Oil Reserves Values**
Comparative Study of U.S. GAAP vs. IFRS Standards
Ali Naggar, West Chester University of Pennsylvania
Tahany Naggar, West Chester University of Pennsylvania

**An Algorithmic Approach to the Calculation of Deferred Taxes**
John A. Rude, Bloomsburg University PA

**Why in the World Do Accounting Textbooks . . . .?**
John A. Rude, Bloomsburg University PA

**Desperate for Deductions**
Janis Weber, University of Louisiana at Monroe
Promoting Sustainable Tax Compliance
In The Informal Sector In Nigeria

Pius V.C. Okoye, Nnamdi Azikiwe University Nigeria
Emma Okoye, Nnamdi Azikiwe University Nigeria
Cletus O. Akenbor, Nnamdi Azikiwe University Nigeria
3:00 PM Wednesday September 14th
Highlander D
Sponsor: SSRN
Management

Session Chair: Scott A. Jeffrey, Monmouth University

Sustainability, Complex Adaptive Systems and Strategy
Herbert Rau, Utica College

Outsourcing: Pre- and Post- Economic Meltdown
Huldah A. Ryan, Iona College
Charles J. Cante, Iona College
Vincent Calluzzo, Iona College
Fred Reill, Iona College

The State of Tangible Incentive Research: 1990 – 2010
Scott A. Jeffrey, Monmouth University

Design and Contingency in Human Resource Management Research
Andrew C. King, University of Virginia
Eugene Z. Geh, University of Virginia
Research and Technology in Japan:  
Why Japanese Firms Tend To Be So Competitive

A. Shabayek, Lane College

Backshoring: What Will It Take To Bring Jobs Back To The USA

Anthony Fabrizio, Curry College
Posting Open Positions on Big Job Boards and Not Reaching the Right Candidates?

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BizSchoolJobs is the online job board that makes it easy to find high-quality, professional candidates with business education experience. Through our job posting products, you get direct access to the world’s largest network of business school professionals.
8:00 AM Thursday September 15th
Westminster A
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Marketing

Session Chair J. Barry Dickinson, Holy Family University

The Relationship Between Market-Based Assets, Business Process Capabilities and Customer Perceived Value

J. Barry Dickinson, Holy Family University

An Exploratory Study of Factors Affecting Consumer International Online Shopping Behavior

Pingjun (June) Jiang, La Salle University

Shelf Placement and Brand Packaging: Effect on Consumer Unplanned Purchases

Amna Munir, Khadim Ali Shah Bukhari Institute of Technology

Consumer Centrism: An Integrative Model

Mark Davies, Heriot-Watt University Scotland
Chris Manolis, Xavier University
Mel Prince, Southern Connecticut State University
Robert Winsor, Loyola Marymount
Evaluating the SDC Mergers and Acquisitions Database

Beau Barnes, Texas Tech University
Nancy Harp, Texas Tech University
Derek Oler, Texas Tech University

The Equity Premium Puzzle: A Resolution Based on the Implied Growth Rate (IGR) in Equities

Andreas Christofi, Monmouth University
Donald Moliver, Monmouth University
Petros Christofi, Duquesne University

Market Timing and Earnings Management

Moustafa Fadl, Rhode Island College

The Impact of Trading Volume on Next Day Stock Returns in the DJIA 2007-2009

Steven C. Gold, Rochester Institute of Technology
Inductive Exploration On The Effect Of Economic and Non-Economic Factors On CEO Compensation

Jooh Lee, Rowan University
Berhe Habte-Giorgis, Rowan University
8:00 AM Thursday September 15th
Westminster C
Sponsor: Silver Wheaton
Finance

Session Chair: TBA

**Social Security: Restoring Solvency**

Donald L. Crooks, Wagner University
John J. Burbridge, Elon University
Cathyann D. Tully, Wagner University

**The Puzzle of Idiosyncratic Risk**

Daniel Singer, Towson University

**Financial Development, Liberalization and Technical Efficiency in Indian Banking: A Stochastic Frontier Analysis**

Aditi Bhattacharyya, Sam Houston State University
Sudeshna Pal, Georgia College and State University

**Does Market Volatility Affects Hedge Effectiveness? An Empirical Investigation of Time-Invariant and Time-Varying Hedges During Period of Financial Crisis in Indian Futures Market**

Sanjay Kumar Thakur, SJMSOM, IIT Bombay, India
SVD Nageswara Rao, SJMSOM, IIT Bombay, India
Liquid Assets Financing

Grzegorz Michalski, Wroclaw University of Economics
8:00 AM Thursday September 15th
Highlander A
Sponsor: AACSB Biz School Jobs
Marketing

Session Chair: TBA

Blurring the Boundaries of Business Disciplines: How Linking Business Principles Leads to Global Prosperity
Becky L. Smith, York College of Pennsylvania

International Entrepreneurship
A Discipline about the Globalization of Small Entrepreneurial Firms
Falih M. Alsaaty, Bowie State University

An Evaluation of the Strategic Alliances among the U.S. Companies
Husniye A. Badoglu, Iona College

The Effects of Personality Traits on Ethical Sensitivity
Costas Hadjicharalambous, SUNY, College at Old Westbury
Lynn Walsh, SUNY, College at Old Westbury
WIRELESS MERIDIAN: Strategy & Analysis for Municipal Wireless Project

Seungjae Shin, Mississippi State University, Meridian
Dustin Odom, Mississippi State University, Meridian
8:00 AM Thursday September 15th
Highlander B
Sponsor: Cabells
Education

Session Chair: Kalpana Pai, Texas Wesleyan University

Challenges of Teaching Online (e-Learning)
Anil Aggarwal, University of Baltimore

Assessment of Undergraduate Business Students Cultural Learning Outcome through Short Term Experience Abroad: A Systematic analysis of Pre-and Post Travel Reflection Assignments
Chi Anyansi –Archibong, North Carolina A&T State University, Kimberly McNeil, North Carolina A&T State University

Incorporating the Macro Economy into the Teaching of Company Valuation: A Simple Model
Ed Boyer, Temple University

Using Data Envelopment Analysis to Evaluate the Performance of Elementary Schools in Texas
Kalpana Pai, Texas Wesleyan University
Differences in Students’ Attitudes of the Market System

John G. Marcis, Coastal Carolina University
   Alan B. Deck, Bellarmine University
   Daniel L. Bauer, Bellarmine University

Student Perceptions of Active Learning Assignments
   in a Consumer Finance Course

John G. Marcis, Coastal Carolina University
   Alan B. Deck, Bellarmine University
   Daniel L. Bauer, Bellarmine University
10:00 AM Thursday September 15th

Highlander A

Sponsor: Silver Wheaton

Finance

Session Chair: Edwin Duett, Eastern Kentucky University

The True Pension Deficit?

Edwin Duett, Eastern Kentucky University

Too Big to Fail: Effect of Size on Stock Returns During a Crisis

Ravi Jain, University of Massachusetts Lowell
Dev Prasad, University of Massachusetts Lowell

Incorporating the Macro Economy into the Teaching of Company Valuation: A Simple Model

Edward Boyer, Temple University
Howard Keen, Temple University

Portfolio Performance; A Scenario Analysis of Portfolio Optimization and Alpha Investigation

Abraham Mulugetta, Ithaca College
Rachel Hart, Ithaca College
The Value of Good: Do Top Corporate Citizen Firms Dare to Care in Hard Times?

Pamela E. Queen, Morgan State University
10:00 AM Thursday September 15th
Highlander B
Sponsor: SSRN
Management

Session Chair: TBA

Identifying Inter and Intra-Nation Differences and Similarities in Perception of Work Values of Individuals Within Six Latin-American Countries

Ratan J. S. Dheer, Florida Atlantic University

The Fundamental Explananda of Management

Ratan J. S. Dheer, Florida Atlantic University

Privatization of Czech Telecom – A Case Study

Zuzana Buzzell, Southern New Hampshire University

Innovative Deviance: An Investigation of the Relationships between Social Control, Creativity and Innovation in Organizations

Parul Acharya, University of Central Florida
Regina Taylor, University of Central Florida
An Organization of the Field of Management: Paradigms or Schools of Thought

Heather R. Parola, Florida Atlantic University
10:00 AM Thursday September 15th
Westminster A
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Management

Session Chair: TBA

Attributes That Best Describe Successful Leaders: A Perceptual Analysis

Martha C. Spears, Winthrop University
Darrell F. Parker, University of South Carolina Upstate

The Impact of Stereotype Threat In Manual Labor Settings on Hispanic and African American Female Participants

Jennifer Flanagan, Texas A&M University – Commerce
Raymond Green, Texas A&M University – Commerce

Event Crowd Management in the Personal Technology Age: A TV Show within a Top Security Facility

Zuzana Buzzell, Southern New Hampshire University
Robert Gustafson, California State University Northridge
Joan Giglione, University of Redlands
The Moderation Effect of Self-Regulated Learning on the Relationship of Work Stress and Organizational Socialization within Newcomer Employees

Ruey-Gwo Chung, Hsuiping University of Technology Taiwan
Ting-Hao Hsieh, Hsuiping University of Technology Taiwan
Yu-Lin Tain, National Changhua University of Education, Taiwan

Forty Years Later: What Have We Learned About Motivation?

C. E. Wynn Teasley, University of West Florida
10:00 AM Thursday September 15th
Westminster B
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MIS

Session Chair: TBA

**Distribution Resource Planning: A Necessary Link in ERP-Controlled Supply Chain Operations**

Chrwan-jyh Ho, Oklahoma State University

**IT as a Catalyst for Team-Teaching: Integration Across the MIS and Finance Curriculum**

Theresa Atanga Wansi, Marymount University
Michelle (Xiang) Liu, Marymount University

**Supply Chain Management in the Food Industry: The Case of Sub-Saharan African Countries**

Theresa Atanga Wansi, Marymount University
Jonathan U. Elimimian, Albany State University
Caroline N. Elimimian, Wal Mart

**Improving Business Performance with Web 2.0 Technologies**
C. Matt Graham, University of Maine
Nory Jones, University of Maine
1:00 PM Thursday September 15th
Trump Ballroom
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Toyota, Tylenol, and 2010
Special Panel Session

Diane Holtzman
Assistant Professor, Business Studies (Marketing)
Richard Stockton College of NJ

Evonne J. Kruger
Associate Professor, Business Studies (Management)
Richard Stockton College of NJ

Chris Malone
Chief Advisory Officer, Relational Capital Group
Richard Stockton College of NJ

Whiton S. Paine
Associate Professor, Business Studies (Marketing)
Richard Stockton College of NJ

John Pearlstein
Assistant Professor, Business Studies (Management)
Richard Stockton College of NJ

Karen L. Stewart
Professor, Business Studies (Marketing)
Richard Stockton College of NJ
3:00 PM Thursday September 15th
Highlander A
Sponsor: AACSB Biz School Jobs
Marketing

Session Chair:
Hendrikus E.J.M.L. van Bulck, University of South Carolina Sumter

**Gender Effects on Product Placement Advertising**
Ruwan Adikaram, Florida Atlantic University

**Evolution of Consumer Behavior over the Last Two Decades (1990 – 2010)**
Ruwan Adikaram, Florida Atlantic University

**Toward an Understanding of Online Word-of-Mouth Message Content and the Booking Intentions of Lodging Consumers**
Gerry Van Loon, Nova Southeastern University

**Advertising in the Context of Mergers and Acquisitions**
Monica Fine, Coastal Carolina University
GCC Consumer’s Attitudes of Local Products vs. Products Made in Western Countries

Abdulla M. Alhemoud, New York Institute of Technology

An Investigation of Factors Influencing Electronic Exchange

Chris Myers, Texas A & M University – Commerce
Christine Alexander, Texas A & M University – Commerce
UGENT GREETINGS!!
Trust and Reputation in the Context of Internet Confidence Emails

Bistra Nikiforova, University of New England
Deborah Gregory, University of New England

Second Lives, Third Places:
Exploring the Virtual “Hang-Outs” of New Consumers

Ronald Kuntze, University of Tampa
Erika Matulich, University of Tampa
Daniel Reynolds, University of Tampa

Global Brands in China:
Expanding Our Insights into Chinese Consumers

Al Rosenbloom, Dominican University
James Haefner, University of St. Francis
Joong-won Lee, California State University, Northridge
Innovative Marketing Strategy:
Targeting Surrogate Consumers in Advertising to Children

Theresa Atanga Wansi, Marymount University
Jonathan U. Elimimian, Albany State University
Caroline N. Elimimian, Wal Mart
Relating Patient Satisfaction to Insurance Coverage: A Comparison of Market Based and Government Sponsored Health Care

Josef Bohm, New York City College of Technology

The Economics of Direct-To-Consumer Advertising in An Era of Increasing Cost of Health Care

Theresia Atanga Wansi, Marymount University
Jonathan U. Elimimian, Albany State University
Caroline N. Elimimian, Wal Mart

Compare the Effects of Children’s Medical Insurance on the Medical Services Utilization and Health

Shishu Zhang, University of Incarnate Word

An Investigation into Predictive Analytic Models in Healthcare

Kevin J. Shanahan, Mississippi State University
Colleen Carter Harris, University of Texas Tyler
Janice Greenslade, New Mexico State University
Catalytic Team Members:  
An Exploration of the “Battier” Effect  

Craig B. Caldwell, Butler University  
Jerry Toomer, Butler University  

Infusing a Fashion Curriculum into a  
21st Century Business School Program  

Natalie W. Nixon, Philadelphia University  
Leslie Samoni, Philadelphia University  
Nioka Wyatt, Philadelphia University
3:00 PM Thursday September 15th
Westminster A
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Accounting

Session Chair: TBA

Impact of Sustainability Issues on Corporate
Financial Reporting & Ethical Behavior

Agatha E. Jeffers, Montclair State University
Laurence A. De Gaetano, Montclair State University

The Inevitable Expansion of Auditors Responsibilities

Agatha E. Jeffers, Montclair State University
Sidney Askew, City University of New York

Hunting For Bounty And Finding Moral Autonomy:
The Dodd-Frank Act Expansion of Whistle Blower Protections

Marion S. Mogielnicki, Montclair State University

One Europe – No Borders and the Invisible Lines That Divide

K. Morris (Moshe) Speter, Mercy College
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