

**ACADEMY OF BUSINESS  
ADMINISTRATION**



**2007 INTERNATIONAL  
CONFERENCE  
AUGUST 8 – 12, 2007**

**Hotel Calderon  
Barcelona, Spain**

**WELCOME**

It is our pleasure to welcome all participants to the 2007 International Conference of the Academy of Business Administration.

We would like to take this opportunity to express our appreciation to everyone who contributed their time, energy and expertise to making this conference a success. Each participant's contribution helps the Academy fulfill its mission of disseminating high quality research in the field of business administration.

Each conference owes a large debt to the program committee. The track chairs have done a wonderful job of soliciting and reviewing quality work for this conference. As usual it is a pleasure for us to spend time with old friends and hear what everyone has been up to. At the same time, it is exciting to meet new participants and get to know them and their work. We hope you will join us in making an effort to make our newcomers welcome and encouraging them to come back again and again as many of you have done.

Over the years, we have tried very hard to create a warm and supportive environment in which conference participants can share their work. It is the thoughtful comments of the reviewers and the lively discussions of this work that truly make us proud of this conference.

We hope you enjoy the conference and your stay in the beautiful and historic city of Munich. Given our location, after the conference is over we have no doubt that we will all share warm and lasting memories of Barcelona and the Rambla for some time to come.

Dr. Sam Fullerton  
Conference Chair

Dr. David L. Moore  
Program Chair

# SCHEDULE FOR SPECIAL EVENTS

---

## WEDNESDAY, AUGUST 8

3:00 PM – 5:00 PM                      Registration

## THURSDAY, AUGUST 9

9:00 AM – 1:00 PM                      Registration  
9:00 AM – 9:30 AM                      Coffee Break  
9:30 AM – 11:00 AM                      Competitive Sessions  
11:00 AM – 11:30 AM                      Coffee Break  
11:30 AM – 1:00 PM                      Competitive Sessions  
7:00 PM – 9:00 PM                      Reception

## FRIDAY, AUGUST 10

9:00 AM – 1:00 PM                      Registration  
9:00 AM – 9:30 AM                      Coffee Break  
9:30 AM – 11:00 AM                      Competitive Sessions  
11:00 AM – 11:30 AM                      Coffee Break  
11:30 AM – 1:00 PM                      Competitive Sessions  
1:30 PM – 3:00 PM                      Luncheon

## SATURDAY, AUGUST 11

9:00 AM – 1:00 PM                      Registration  
9:00 AM – 9:30 AM                      Coffee Break  
9:30 AM – 11:00 AM                      Competitive Sessions  
11:00 AM – 11:30 AM                      Coffee Break  
11:30 AM – 1:00 PM                      Competitive Sessions  
1:30 PM – 3:00 PM                      Luncheon

---

---

**SUNDAY, AUGUST 12**

**TRAVEL DAY – HAVE A SAFE AND PLEASANT TRIP HOME AND AS ALWAYS WE HOPE YOU WILL JOIN US IN SAN JUAN, PUERTO RICO, IN DECEMBER FOR THE 2007 GLOBAL TRENDS CONFERENCE; IN KEY WEST, FLORIDA, IN APRIL FOR THE 2008 NATIONAL CONFERENCE OR IN FLORENCE, ITALY NEXT AUGUST FOR THE 2008 INTERNATIONAL CONFERENCE. WATCH THE ABA WEBSITE FOR UPDATED INFORMATION ON ALL CONFERENCES AT [www.lemoyne.edu/ABA](http://www.lemoyne.edu/ABA)**

---

# 2007 PROGRAM COMMITTEE

---

---

## **CONFERENCE CHAIR**

Dr. Sam Fullerton  
Eastern Michigan University

## **PROGRAM CHAIR**

Dr. David L. Moore  
LeMoyne College

---

---

## **TRACK CHAIRS**

### **ACCOUNTING**

Dr. Richard A. L. Caldarola, Troy University

### **BUSINESS COMMUNICATION**

Dr. Frederick J. DeCasperis, Siena College  
Dr. Lillian Chaney, University of Memphis  
Dr. Kathy Hill, Sam Houston State University

### **CONTEMPORARY BUSINESS ISSUES**

Dr. Janis Dietz, University of LaVerne  
Dr. Peter Hackbert, University of Illinois at Urbana-Champaign  
Dr. Vish Iyer, University of Northern Colorado  
Dr. Audrey Mathews, University of California, San Bernardino  
Dr. Sam Fullerton, Eastern Michigan University

### **DECISION SCIENCES/INFORMATION SYSTEMS**

Dr. Sam Fullerton, Eastern Michigan University  
Dr. Peter Yannopoulos, Brock University

### **ECONOMICS**

Dr. James "Bim" Beckman, University of Applied Sciences, Fulda, Germany  
Dr. Bala Maniam, Sam Houston State University

### **FINANCE**

Dr. Bala Maniam, Sam Houston State University  
Dr. Ginette McManus, St. Joseph's University  
Dr. Elias C. Grivoyanis, Yeshiva University  
Dr. Robert J. Sweeney, Wright State University

### **MANAGEMENT**

Dr. Mary Lemons, University of Tennessee, Martin  
Dr. Nicholas DiMarco, Webster University  
Dr. Rita Patel Thakur, University of La Verne  
Dr. Elzbieta Trybus, California State University, Northridge

### **MARKETING**

Dr. Sam Fullerton, Eastern Michigan University  
Dr. Rama Yelkur, University of Wisconsin, Eau Claire  
Dr. Greg Black, Texas A & M, Corpus Christi  
David L. Moore, LeMoyne.College

### **NON-PROFIT, PUBLIC SECTOR AND PUBLIC ADMINISTRATION**

Dr. Audrey L. Mathews, California State University - San Bernardino  
Dr. Mitchell Rice, Texas A & M University

# REVIEWERS

---

Peter Ammermann	California State University - Long Beach
Nader Asgary	State University of New York - Geneseo
Felix Ayadi	Fayetteville State University
Bonni Baker	Siena College
Joseph Banas	Webster University
Casimir Barczyk	Purdue University - Calumet
James D. Bell	Southwest Texas State University
James Bradshaw	Brigham Young University - Hawaii
Tim Brotherson	Montana State University - Billings
Rich Brown	Freed-Hardeman University
Les Carlson	Clemson University
Amitava Chatterjee	Fayetteville State University
Sanjib Chowdhury	University of Tennessee - Martin
Nancy Csapo	Central Michigan University
Musa Darayseh	Purdue University - Calumet
Barbara D. Davis	University of Memphis
Frederick Decasperis	Siena College
Carl Dresden	Coastal Carolina University
Alev Efendioglu	University of San Francisco
Philip Empey	Purdue University - Calumet
S. Altan Erdem	University of Houston - Clear Lake
Richard Featheringham	Central Michigan University
Shawnta Friday	Florida A & M University
Sam Fullerton	Eastern Michigan University
Sally Gilfillan	Longwood College
Catherine Green	The University of Memphis
John S. Green	Texas A & M University
George Gekas	Algoma University
Dale Gust	Central Michigan University
Vish Iyer	University of Northern Colorado
Joe James	Sam Houston State University
Robert Joy	Central Michigan University
Gwen Rowe Kelley	University of the District of Columbia
Darla Lang	Sam Houston State University
Hadley Leavell	Sam Houston State University
Mary Lemons	University of Tennessee - Martin
Bala Maniam	Sam Houston State University
Jeannette S. Martin	The University of Mississippi
Audrey L. Mathews	California State University - San Bernardino
Mike McCullough	University of Tennessee - Martin

Ginette McManus	St. Joseph's University
Mohan Menon	University of South Alabama
David L. Moore	LeMoyne College
Linda Nottingham,	Mississippi State University
Augustine Nwabuzor	Florida A & M University
Ferdinand Nwafor	Florida A & M University
Monica Parzinger	Clemson University
Robert Pollock	Purdue University - Calumet
Gary Renz	Webster University
Mitchell Rice	Texas A & M University
Neil Ridler	University of New Brunswick
Anthony Rodriguez	Texas A&M International University
Joseph Rosetti	Siena College
Mary Ellen Rosetti	Hudson Valley Community College
Shomir Sil	Purdue University - Calumet
Susan Switzer	Central Michigan University
Rita Thakur	University of La Verne
Larry Thomas	Central Michigan University
Annette Tolson	Florida A & M University
Leslie Toombs	University of Texas - Tyler
Dimirtios Tsoukalas	Purdue University - Calumet
Luc Vallee	University of Montreal
Elaine Waples	Purdue University - Calumet
Brian Watts	California State University - San Bernardino



---

**YOUR PROGRAM COMMITTEE IS PLEASED TO PRESENT  
YOUR PROGRAM FOR THE 2007 INTERNATIONAL  
CONFERENCE OF THE ACADEMY OF BUSINESS  
ADMINISTRATION**

---

---

**WEDNESDAY, August 8, 2007**

**3:00 PM - 5:00 PM      REGISTRATION**

---

---

## THURSDAY, August 9, 2007

9:00 AM - 1:00 PM      REGISTRATION

9:30 AM - 11:00 AM      **Managing Reinvention in Public Administration's  
Technical Fields – A Panel**

ROOM A      **Session Chair:      Audrey Mathews  
California State University, San  
Bernardino**

---

- \*      **States' Fiscal Innovations Or "Smoke And Mirrors"**  
Audrey Mathews  
California State University, San Bernardino
  
  - \*\*      **Collaboration Lifecycles: A Critical Analysis Of  
"Successful Strategic Alliances" Between Businesses  
And Nonprofit**  
Constance Rossum  
University of La Verne
  
  - \*\*\*      **Privatization; Has The Affair Ended?**  
Michael Clarke  
California State University, San Bernardino
  
  - \*\*\*\*      **Innovations In Public Administration Education Utilizing  
Self-Assessment Tools And Performance Measures**  
Mitchell F. Rice  
Texas A & M University
  
  - \*\*\*\*\*      **Celtic Tiger To Celtic Fox: An Irish Foresight Tale**  
David Stewart  
Memorial University of Newfoundland (Canada)
-















---

## **SATURDAY, August 11, 2007**

**11:00 AM - 11:30 AM      COFFEE**

**11:30 AM - 1:00 PM      Macroeconomics & Growth**

**ROOM A                      Session Chair:      James "Bim" Beckman  
University of Applied Sciences, Fulda (Germany)**

---

**\*                      The Political Situation In Cuba And Its Impact On  
Foreign Investors**  
Stefanie Lurz  
Sabine Gleinig  
University of Applied Sciences, Fulda (Germany)

**\*\*                      Global Warming: Germany's Possible Response for its  
'First Love' the Automobile**  
Verena Spiske  
Katharina Barth  
University of Applied Sciences, Fulda (Germany)

**\*\*\*                      Global Warming: Germany's Possible Response For Its  
'Other Love', Foreign Travel**  
Susann Engelmann  
James 'Bim' Beckman  
University of Applied Sciences, Fulda, (Germany)

---

---

## **SATURDAY, August 11, 2007**

**1:30 PM - 3:00 PM      Luncheon**

---

---

**SUNDAY, August 12, 2007**

**TRAVEL DAY – HAVE A SAFE AND PLEASANT TRIP HOME AND AS ALWAYS WE HOPE YOU WILL JOIN US IN SAN JUAN, PUERTO RICO, IN DECEMBER FOR THE 2007 GLOBAL TRENDS CONFERENCE; IN KEY WEST, FLORIDA, IN APRIL FOR THE 2008 NATIONAL CONFERENCE OR IN FLORENCE, ITALY NEXT AUGUST FOR THE 2008 INTERNATIONAL CONFERENCE. WATCH THE ABA WEBSITE FOR UPDATED INFORMATION ON ALL CONFERENCES AT [www.lemoyne.edu/ABA](http://www.lemoyne.edu/ABA)**

---

## Presenters Index

Sal AmirKhalkhali.....	16
Katharina Barth.....	17
James 'Bim' Beckman.....	5, 16, 17
Richard Caldarola.....	16
Peter P. F. Chan.....	13, 15
Anindya Chatterjee.....	15
Michael Clarke .....	10
Alina Mihaela Dima.....	11
Nico M. Elema.....	14
Susann Engelmann.....	17
Louis C.H. Fourie.....	14
Sam Fullerton.....	2, 5, 6, 7
Issam Ghazzawi.....	14
Sabine Gleinig.....	17
Kim Goldenberg.....	11
Fred Hebein.....	16
Amir Heiman.....	15
David R. Hopkins.....	11
Demetri Kantarelis.....	12
Thanos D. Kantarelis.....	12
Fahri Karakaya.....	15
Chong Y. Kim.....	12
Moon K. Kim.....	12
Oded Lowengart.....	15
Stefanie Lurz.....	17
Audrey Mathews.....	6, 7, 10
Atefeh S. McCampbell.....	13
Ginette McManus.....	6, 8, 12
Jacqueline McMillan.....	11
David L. Moore.....	2, 5, 6, 8
Arun Mukhopadhyia.....	16
Luminița Nicolescu.....	11
Achim Opel.....	16
Zeynep Ozsoy.....	13
Richard Parker.....	15
Susan Pfoutz .....	11
Alina Irina Popescu .....	11
Mitchell F. Rice .....	6, 8, 10
Constance Rossum.....	10
Rajneesh Sharma.....	12
Fathi Sokkar.....	11
Verena Spiske.....	17
Robert J. Sweeney.....	6, 11
Ahmet Tezel.....	12
Rita Thakur.....	6, 8, 14
Erkan Uysal.....	13

**NOTES**



**NOTES**



**NOTES**

