

ACADEMY OF BUSINESS ADMINISTRATION

**2009
International Conference**

**Holiday Inn Express
Paris - Canal de la Villette - France
August 5 – 9, 2009**

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WELCOME

I am pleased to extend a warm welcome to all participants of the 2009 International Conference of the Academy of Business Administration.

I would like to take this opportunity to express my appreciation to everyone who contributed their time, energy, and expertise to make this conference a success. Each participant's contribution is a valuable asset in helping the Academy fulfill its mission of disseminating high quality research.

Each conference has as its backbone the program committee. No conference could be held without the diligent work of the Program Chair and the Track Chairs; the 2009 International Conference Program Committee was extremely efficient in performing their duties. My sincere appreciation goes to Dr. David L. Moore who served in the role of Program Chair; he is to be commended for continuing to assume an important leadership role in the ABA and for exhibiting professionalism in the planning and implementation of the Conference program. We are also very grateful for the continued contributions of our track chairs and their reviewers; it is their diligence that helps assure a successful conference. In this era of reduced budgets and travel reluctance, they have all worked hard to develop an excellent program while maintaining high expectations on the part of the presenters.

Each of the aforementioned individuals has made important contributions in helping the ABA achieve its goal of excellence, and I would again like to thank everyone for being a part of the continuous progress of the ABA.

I look forward to your feedback and I hope that you enjoy the conference and your stay in the exciting city of light, Paris.

Dr. Sam Fullerton
Conference Chair

A WORD FROM THE PROGRAM CHAIR

Welcome to the 2009 International Conference of the Academy of Business Administration.

I am certain that you will find the sessions interesting and enlightening. I am very pleased with the number of participants who will be presenting papers, participating in the special sessions, and assisting in the day-to-day operations of the conference, especially in light of the short window of opportunity provided to prospective authors. Your willingness to devote your time and energy is a sign that our efforts were a good investment.

While the participants are the lifeblood of the conference, I would be remiss if I failed to acknowledge the incredibly important contributions of those individuals who have served as track chairs and reviewers. Without these individuals, a conference of this size would not be possible, so I thank each of these individuals for helping to make this conference a reality. I'm also grateful to have the able assistance and tireless efforts of Dr. Sam Fullerton who provides invaluable help to conference attendees. Special thanks go to the Department of Marketing and the College of Business at Eastern Michigan University and the Department of Business Administration at Le Moyne College for their support and understanding. Everyone is working hard in this era of declining travel budgets to attract quality research and stage a conference that provides good value for the registration fees and valuable insight into the business and public administration disciplines.

I hope that you will take advantage of the program planned for you, and I hope that you enjoy your stay in Paris. Please feel free to contact Sam Fullerton or me if you have any questions. We want to make your stay one which will encourage you to participate in our future conferences. Welcome to France!

Dr. David L. Moore
Program Chair

SCHEDULE FOR SPECIAL EVENTS

WEDNESDAY, AUGUST 5

3:00 PM - 5:00 PM Registration

THURSDAY, AUGUST 6

9:00 AM - 1:00 PM Registration
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 7

9:00 AM - 1:00 PM Registration
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 – 2:30 PM Recognition Luncheon

SATURDAY, AUGUST 8

9:00 AM - 1:00 PM Registration
9:30 AM - 11:00 AM Competitive Session
11:00 AM - 11:30 AM Coffee Break
11:30 AM - 1:00 PM Competitive Sessions
1:30 – 2:30 PM Luncheon

SUNDAY, AUGUST 9

9:00 AM - 1:00 PM Registration
9:30 AM - 11:00 AM Competitive Session
11:00 AM - 11:30 AM Coffee Break
11:30 AM - 1:00 PM Competitive Sessions

MONDAY, AUGUST 10 – Travel Day; Have a safe trip home.

2009 PROGRAM COMMITTEE

CONFERENCE CHAIR

Dr. Sam Fullerton
Eastern Michigan University

PROGRAM CHAIR

Dr. David L. Moore
Le Moyne College

INTERNATIONAL COORDINATORS

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Dr. David Taylor, University of Waikato, **NEW ZEALAND**
Dr. Malik Mirza, Queensland University of Technology **AUSTRALIA**
Dr. Bun Wong Kim, Dongguk University **KOREA**
Dr. Christo Bischoff, University of Potchefstroom **REPUBLIC OF SOUTH AFRICA**
Professor Ramadan Alsharrah, Secretary General, Union of Investment
Companies, Kuwait, Po Box 33494 Rawda 73455 **KUWAIT**
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BUSINESS COMMUNICATION

Prof. Frederick DeCasperis, Siena College
Dr. Rebecca Gatlin-Watts, University of Central Arkansas

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Dr. Bill Carnes, Metropolitan State College of Denver
Dr. S. Altan Erdem, University of Houston – Clear Lake
Dr. Rao Tummala, Eastern Michigan University
Dr. Sam Fullerton, Eastern Michigan University

DECISION SCIENCES & INFORMATION SYSTEMS

Dr. Karen Coffman, High Point University
Dr. Monica Parzinger, St. Mary’s University

ECONOMICS

Dr. James Beckman, University of Applied Sciences Fulda (Germany)

FINANCE

Dr. Bala Maniam, Sam Houston State University
Dr. Donald H. Wort, California State University – East Bay
Dr. Ginette McManus, St. Joseph’s University

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Dr. Mary Lemons, University of Tennessee - Martin
Dr. Rita Thakur, University of La Verne
Dr. John Robinson, Webster University

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Dr. Greg Black, Texas A&M, Corpus Christi
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Dr. Larry Neale, Queensland University of Technology (Australia)

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Dr. Lucinda Deason, The University of Akron
Dr. Mitchell Rice, Texas A&M University
Dr. Audrey Mathews, California State University-San Bernardino

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James “Bim” Beckman	University of Applied Sciences, Fulda (Germany)
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Audrey Mathews	California State University - San Bernardino
Sandra McKay	Southeastern Louisiana University
Ginette McManus	Saint Joseph's University
David L. Moore	Le Moyne College
Douglas O'Bannon	Webster University
John Orr	Webster University
Monica Parzinger	St. Mary's University
Mitchell Rice	Texas A&M University
John Robinson	Webster University
Joseph Rosetti	Siena College
Carolin Schellhorn	St. Joseph's University
Charles Seifert	Siena College
Aileen Smith	Stephen F. Austin State University
Ahmet Tezel	Saint Joseph's University
Rita Thakur	University of La Verne
Peter Yannopoulos	Brock University
Rama Yelkur	University of Wisconsin – Eau Claire

**YOUR PROGRAM COMMITTEE IS
PLEASED TO PRESENT YOUR PROGRAM
FOR THE 2009 INTERNATIONAL CONFERENCE
OF THE ACADEMY OF BUSINESS ADMINISTRATION**

WEDNESDAY, AUGUST 5

3:00 PM - 5:00 PM Registration

THURSDAY, AUGUST 6

9:30 AM - 11:00 AM Marketing, Perceptions and Innovation

**Meeting Room A Session Chair: David Stewart, Memorial University
(Canada)**

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- **To Visit or Not to Visit? Consumer Perceptions of Art Museums**
Elzbieta Lepkowska-White
Abby Goldenthal
Skidmore College

 - **Are Short-Term Marketing Actions Necessary for Long-Term Market Gain? Market Evolvment and Persistent Marketing Effects**
Fang Wang
Wilfrid Laurier University (Canada)
Xiao-Ping (Steven) Zhang
Ryerson University (Canada)

 - **A Functional Approach To Innovation: A Sectoral Application**
David Stewart
Memorial University (Canada)
-

THURSDAY, AUGUST 6

11:00 AM - 11:30 AM COFFEE

11:30 AM - 1:00 PM Finance and Forecasts

Meeting Room A Session Chair: Chong Y. Kim, Le Moyne College

- **The Functions and Dynamics of the Turkish Board: A Preliminary Study**
Zeynep Özsoy
Istanbul Bilgi University (Turkey)

 - **On the Forecasting Performance of Restricted Variants of Principal Component Methods in a Structural Model with Non-Gaussian Disturbances**
Samad AmirKhalkhali
Sal AmirKhalkhali
Saint Mary's University, (Canada)

 - **Globalization Of Equity Markets In Emerging Asian Economies**
Chong Y. Kim
Le Moyne College
-

Cocktail Reception Tonight – 7:00 PM – 9:00 PM
Location TBA

FRIDAY, AUGUST 7

9:30 AM - 11:00 AM MACROECONOMICS & GROWTH

Meeting Room A Session Chair: Bim Beckman, University of Applied Sciences, Fulda (Germany)

- **European Banking: from Medieval Times to the Surge of International Banking and the Introduction of New Products**
Johannes Diegelmann
Nina Schaefer
University of Applied Sciences, Fulda (Germany)

 - **European Banking: A Brave New World without Transparency or Comprehension**
Carina Ingerl
Franziska Loesel
University of Applied Sciences, Fulda (Germany)

 - **Prospect Theory and the Absence of Perceived Risk: No Financial Wolves in Sight**
Bim Beckman
University of Applied Sciences, Fulda (Germany)
Norton Marks
California State University, San Bernardino
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FRIDAY, AUGUST 7

11:00 AM - 11:30 AM COFFEE BREAK

11:30 AM - 1:00 PM MICROECONOMICS & MANAGERIAL ECONOMICS

Meeting Room A Session Chair: Bim Beckman, University of Applied Sciences, Fulda (Germany)

- **Research-oriented Human Resource Development at German and Austrian Universities of Applied Sciences**
Josef Neuert
Mariya Lebedeva
Matthias Stengel
University of Applied Sciences, Kufstein (Austria)

- **Employee Representation And Labour Costs: What Works In Europe Has Not Done So In Detroit**
Bim Beckman
Thomas Hummel
University of Applied Sciences, Fulda (Germany)

- **Ethics- and Value-Based Conflict Management: Development of an Integrative Mediation Model and Empirical Evidence from a Quasi-Field Experiment**
Josef Neuert
Mariya Lebedeva
Markus Spriestersbach
University of Applied Sciences, Kufstein (Austria)

Today we will have a Luncheon for all conference attendees and registered companions, at 1:30 location TBA. We will recognize those attendees who merit special attention by the ABA. Be sure to join us as we talk about the past and the future.

SATURDAY, AUGUST 8

9:30 AM - 11:00 AM Pot Pourri

Meeting Room A Session Chair: Maud Tixier, ESSEC (France)

- **The Impact on Longitudinal Research by Generational Differences**
Madison Holloway
William J. Carnes
Metropolitan State College of Denver

 - **Do Workplace Perceptions Reflect Reality?**
Frederick J. DeCasperis
Siena College

 - **Biotech May Begin From A Test Tube - An Entrepreneur Starts A Stem Cell Laboratory To Culture Caterpillar Fungus**
Peter P.F. Chan
Hong Kong Shue Yan University (China)

 - **The Image Of High-End Ski Resorts In The Media**
Maud Tixier
ESSEC (France)
-

SATURDAY, AUGUST 8

11:00 AM – 11:30 AM Coffee Break

11:30 AM - 1:00 PM Pot Pourri II

Meeting Room A **Session Chair:** Sam Fullerton, Eastern Michigan University

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- **Measuring the Effects of Creative Advertising: Consensus or Contentious?**
Mark Kilgour
University of Waikato (New Zealand)
Sheila L. Sasser
Eastern Michigan University
Scott Koslow
University of Waikato (New Zealand)
 - **Reaching a Retirement Wealth Target: A New Asset Allocation Strategy**
Ginette McManus
St. Joseph's University
 - **Developing Bio Technology In The Midst Of Financial Tsunami In Two Ways – (1) Getting Creative Minds Together In A “Thinkers Conference” And (2) Putting Vulture Capital To Work**
Peter P.F. Chan
Hong Kong Shue Yan University (China)
 - **Sports Sponsorship in a Floundering Economy: An Assessment of Spending and Intentions in 2009**
Sam Fullerton
Eastern Michigan University
Melissa Johnson Morgan
University of Southern Queensland (Australia)

Luncheon Today 1:30 PM Location TBA

SUNDAY, AUGUST 9

9:30 AM - 11:00 AM Marketing

Meeting Room A Session Chair: Grigorios N. Karimalis, The American
College of Greece (Greece)

- **The Effect Of Partnership, Supply Chain Management On Supplier's And Manufacturer's Performance: An Empirical Investigation In Taiwan's Business**
Jerome Dauw-Song Zhu
Sarah Sheau-Hwa Chen
National Dong-Hwa University (Taiwan)

 - **Measuring Product Placements' Efficacy: Watching *Friends* in Greece**
Ilias E. Hristodoulakis
Christos N. Galanis
Grigorios N. Karimalis
The American College of Greece (Greece)

 - **Investigating the Use of Mail Questionnaires in Cross-Cultural Surveys: An Empirical Study**
Ilias E. Hristodoulakis
Grigorios N. Karimalis
The American College of Greece (Greece)
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SUNDAY, AUGUST 9

11:00 AM – 11:30 AM Coffee Break

11:30 AM - 1:00 PM Management

Meeting Room A **Session Chair:** John Davies, Victoria University of Wellington (New Zealand)

- **Yellow to White: The Bleaching Effect of Leadership on Culture**
Pak Hong Wong
Wilfrid Laurier University (Canada)

 - **National Culture and Diffusion of Electronic Commerce: Preliminary Results from China and Canada**
Kathryn M. Kimery
Samad Amirkhalkhali
Saint Mary's University (Canada)

 - **Management Theory, Management Practice And Moral Behavior: A Systems Perspective**
John Davies
Vicky Mabin
Victoria University of Wellington (New Zealand)
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