

ACADEMY OF BUSINESS ADMINISTRATION

**2010
International Conference**

**Hanza Hotel
Riga, Latvia
August 4 - 8, 2010**

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WELCOME

I am pleased to extend a warm welcome to all participants of the 2010 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 and the Art Nouveau architecture and the old town area of Riga.

Dr. Sam Fullerton
Conference Chair

A WORD FROM THE PROGRAM CHAIR

Welcome to the 2010 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, 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 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 Riga. 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 Latvia!

Dr. David L. Moore
Program Chair

SCHEDULE FOR SPECIAL EVENTS

THURSDAY, AUGUST 5

3:00 PM - 5:00 PM Registration

FRIDAY, 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

1:30 – 2:30 PM Luncheon

7:00 PM - 9:00 PM Reception

SATURDAY, AUGUST 7

1:30 – 2:30 PM Luncheon

SUNDAY, AUGUST 8 – Travel Day; Have a safe trip home.

2010 PROGRAM COMMITTEE

CONFERENCE CHAIR

Dr. Sam Fullerton
Eastern Michigan University

PROGRAM CHAIR

Dr. David L. Moore
Le Moyne College

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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**
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Companies, Kuwait, Po Box 33494 Rawda 73455 **KUWAIT**
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Dr. Jeffrey Kantor, Bar-Ilan University **ISRAEL**

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Dr. Rebecca Gatlin-Watts, University of Central Arkansas

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Dr. Sam Fullerton, Eastern Michigan University

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Dr. Monica Parzinger, St. Mary's University

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Dr. Larry Neale, Queensland University of Technology (Australia)

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Dr. Audrey Mathews, California State University-San Bernardino

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Aileen Smith	Stephen F. Austin State University
Ahmet Tezel	Saint Joseph's University
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Rama Yelkur	University of Wisconsin – Eau Claire

**YOUR PROGRAM COMMITTEE IS
PLEASED TO PRESENT YOUR PROGRAM
FOR THE 2010 INTERNATIONAL CONFERENCE
OF THE ACADEMY OF BUSINESS ADMINISTRATION**

THURSDAY, AUGUST 5

3:00 PM - 5:00 PM Registration

FRIDAY, AUGUST 6

9:30 AM - 11:00 AM MICROECONOMICS & MANAGERIAL ECONOMICS

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

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- **Collaboration, Learning & Communication Across
International Strategic Alliances**
 Enrico Lobrigo, Hamburg School Of Business Administration
 (Germany)

 - **Organizational Virtue & The Realities Of International
Existence**
 Anna Ptak, Silesian University Of Technology
 (Poland)
 James Beckman, University Of Applied Sciences, Fulda
 (Germany)

 - **Balanced Scorecard: International Quantification Of
Personnel Management**
 James Beckman
 Thomas Hummel
 University Of Applied Sciences, Fulda (Germany)
 Wilhelm Schmeisser, University Of Applied Sciences, Berlin
 (Germany)

 - **Negative Vs. Positive Identity Of International Organizations: A
Comparative Study**
 Agata Stachowicz-Stanusch
 Anna Ptak
 Silesian University Of Technology (Poland)
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FRIDAY, AUGUST 6

11:00 AM - 11:30 AM COFFEE

11:30 AM - 1:00 PM POT POURRI

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

- **Fifty Years Of International Business Education: Some Lessons For The Future**
Achim Opel
James Beckman
University Of Applied Sciences, Fulda (Germany)

- **Generic Costing Framework for Software Projects Based on Software Building Blocks and Standards**
L. Edelist
R. Gelbard
J. Kantor
Ariel University (Israel)

- **Smoking Motivations in Poland: Looking at the Past and Presence**
Elzbieta Lepkowska-White, Skidmore College (USA)
Joanna Bialkowska, Hospital Poliklinika (Poland)

Luncheon Today 1:30 PM Location TBA

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

SATURDAY, AUGUST 7

Luncheon Today 1:30 PM Location TBA

SUNDAY, AUGUST 8

Travel Day – Have a safe and comfortable trip home.

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