

ACADEMY OF BUSINESS ADMINISTRATION

**2011
International Conference**

**Holiday Inn London/Kensington Forum
London, England
August 3 - 7, 2011**

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WELCOME

I am pleased to extend a warm welcome to all participants of the 2011 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 and the many sights and attractions of London.

Dr. Sam Fullerton
Conference Chair

A WORD FROM THE PROGRAM CHAIR

Welcome to the 2011 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. 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 London. 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 England!

Dr. David L. Moore
Program Chair

SCHEDULE FOR SPECIAL EVENTS

WEDNESDAY, AUGUST 3

3:00 PM - 5:00 PM Registration

THURSDAY, AUGUST 4

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 5

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

SATURDAY, 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

SUNDAY, AUGUST 7 – Travel Day. Have a safe trip home.

2011 PROGRAM COMMITTEE

CONFERENCE CHAIR

Dr. Sam Fullerton
Eastern Michigan University

PROGRAM CHAIR

Dr. David L. Moore
Le Moyne College

INTERNATIONAL COORDINATORS

Dr. James "Bim" Beckman, University of Applied Sciences **GERMANY**
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**
Dr. Daniel Tixier, ESSEC, Cergy **FRANCE**
Dr. Ahmed Ghoneim, Cairo University **EGYPT**
Dr. Turken Onder, Marmara University **TURKEY**
Dr. Faud Najig Al-Shaikh, Yarmouk University **JORDAN**
Dr. Jeffrey Kantor, Ariel University Centre of Samaria, **ISRAEL**

TRACK CHAIRS ACCOUNTING

Dr. Richard Caldarola, Troy University

BUSINESS COMMUNICATION

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

CONTEMPORARY BUSINESS

Dr. Bill Carnes, Metropolitan State College of Denver
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 “Bim” 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

MANAGEMENT

Dr. Bill Carnes, Metropolitan State College of Denver
Dr. Mary Lemons, University of Tennessee - Martin
Dr. Rita Thakur, University of La Verne
Dr. John Robinson, Webster University

MARKETING

Dr. David L. Moore, Le Moyne College
Dr. James Zarick, High Point University
Dr. Melissa Johnson Morgan, University of Southern Queensland (Australia)
Dr. Larry Neale, Queensland University of Technology (Australia)

PUBLIC ADMINISTRATION & NON-PROFIT ORGANIZATIONS

Dr. Mitchell Rice, Texas A&M University
Dr. Audrey Mathews, California State University-San Bernardino
Dr. Brenda Marina, Georgia Southern University

REVIEWERS

James “Bim” Beckman	University of Applied Sciences, Fulda (Germany)
Jim Bell	University of Central Arkansas
Greg Black	Metropolitan College of Denver
Dallas Brozik	Marshall University
Richard Caldarola	Troy University
John J. Considine	Le Moyne College
Melinda Costello	Siena College
Christopher Coyne	Saint Joseph's University
Frederick DeCasperis	Siena College
Janis Dietz	University of La Verne
S. Altan Erdem	University of Houston, Clear Lake
Sam Fullerton	Eastern Michigan University
Rebecca Gatlin-Watts	University of Central Arkansas
Demetri Kantarelis	Assumption College
Marios Katsioloudes	Coastal Carolina University
Chong Kim	Le Moyne College
Greg Lepak	Le Moyne College
Mary Lemons	University of Tennessee - Martin
Bala Maniam	Sam Houston State University
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 2011 INTERNATIONAL CONFERENCE
OF THE ACADEMY OF BUSINESS ADMINISTRATION**

WEDNESDAY, AUGUST 3

3:00 PM - 5:00 PM Registration

THURSDAY, AUGUST 4

9:30 AM - 11:00 AM Marketing

Meeting Room A Session Chair: Lawrence C. Soley, Marquette University

-
- **Perceived Visibility and Engagement of Advertising Disclosures**
Alex Wang
University of Connecticut-Stamford

 - **The Impact of the Internet on Travel Agencies**
Jeffrey Kantor
Hila Levi
Itay Matz
Zeev Shtudiner
Ariel University Center of Samaria (Israel)

 - **Differences in Verbally- and Visually-Elicited Responses to Advertisements**
Lawrence C. Soley
Marquette University
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THURSDAY, AUGUST 4

11:00 AM - 11:30 AM COFFEE

11:30 AM - 1:00 PM POT POURRI

Meeting Room A

Session Chair: Elzbieta Lepkowska-White, Skidmore College

-
- **Strategic Marketing Partnering By Two-Year Community College Administrators To Host Baccalaureate Degree Programs**
Ingeborg Kendall Maranto
University of La Verne
 - **Branding Costa Rica As An Ecotourist Destination: Challenges And Opportunities**
Elzbieta Lepkowska-White
Mikhail Reutski
Skidmore College
 - **Addressing the Needs of International Students at a Small Liberal Arts College**
Elzbieta Lepkowska-White
Aylin Ceylan
Ali Shareef
Skidmore College
-

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

FRIDAY, AUGUST 5

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

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

- **Corporate Sustainability Indicators: Measuring the Immeasurable**
Irina Kohler, University of Applied Sciences Fulda (Germany)

 - **The Challenge of Developing Working Competence in Times of Severe Demographic Change**
Dagmar Preißing, University of Applied Sciences Fulda (Germany)
James Beckman, University Of Applied Sciences, Fulda (Germany)

 - **Rethinking Microfinance in Africa: Commercialization Versus Human and Economic Capital**
Serge Patrice Messomo
University of Buea, (Cameroon)
James Beckman
University Of Applied Sciences, Fulda (Germany)
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FRIDAY, AUGUST 5

11:00 AM - 11:30 AM COFFEE

11:30 AM - 1:00 PM MICROECONOMIC ISSUES AND MANAGERIAL ECONOMICS

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

- **A View on Team Performance and Behavioral Economics, Linked to a Brief Laboratory Pre-test**
Anreas Michael Giesa, University of Riga (Latvia) and
University of Applied Sciences, Kufstein (Austria)
- **Employee Suggestion Programs in Germany: Status Quo and the 20€ Program**
Stephanie Lurz, University of Bamberg, (Germany)
- **Corporate Social Responsibility: The Perspective of German SME's**
James Beckman
Thomas Hummel
University Of Applied Sciences, Fulda (Germany)

Luncheon Today 1:30 PM Location TBA

SATURDAY, AUGUST 6

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

Meeting Room A Session Chair: Judith A. Kamnikar, Auburn University

-
- **Effectiveness of Logistical Preparedness in Response to Natural Disasters**
Fahti Sokka, Eastern Michigan University
 - **Boardroom Diversity in Turkish Banking Sector: Still a Male Club**
Zeynep Ozsoy
Istanbul Bigli University, Turkey
 - **Measuring Financial Performance of the States**
Judith A. Kamnikar, Auburn University
Edward G. Kamnikar Troy University,
Keren H. Deal, Auburn University
 - **The Evolution of Performance Reporting By State and Local Governments: Results Leading To Thousands of Ignored Reports**
Edward G. Kamnikar, Troy University,
Judith A. Kamnikar, Auburn University
-

SATURDAY, AUGUST 6

11:00 AM - 11:30 AM COFFEE

11:30 AM - 1:00 PM POT POURRI

Meeting Room A Session Chair: C.B. Ridler, University of New Brunswick (Canada)

- **Inventors and Thinkers**
Peter P.F. Chan
(Hong Kong)

- **Relationships Among Web Interactivity, Website Preference, And Future Patronage**
Soyoung Kim
University of Georgia
Peter P.F. Chan
(Hong Kong)

- **Reflections On B-Schools In North America And Opportunities For The 21st Century**
J. Colin, St. Mary's University (Canada)

- **Environmental Sustainability; Can It Also Be Profitable? A Case Study of Finfish Cage Culture in Canada**
C.B. Ridler, University of New Brunswick (Canada)

Luncheon Today 1:30 PM Location TBA

SUNDAY, AUGUST 7

Travel Day – Have a safe and comfortable trip home.

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