

**ACADEMY OF
BUSINESS
ADMINISTRATION**

2008

Global Trends Conference

**Dreams Cancun Resort & Spa
Cancun, Mexico**

December 18 – 23, 2008

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WELCOME

I am pleased to extend a warm welcome to all participants of the 2008 Global Trends 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 2008 Global Trends Conference Program Committee was extremely efficient in performing their duties. My sincere appreciation goes to Dr. Sam Fullerton 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.

We are also pleased to announce that we have a keynote speaker for our luncheon on Saturday. All conference attendees and registered companions are encouraged to enjoy a terrific luncheon that is planned for you while listening to Dr. Susan Aldridge, President of the University of Maryland University College, speak on the important topic of Preparing Knowledge Leaders for the Global World of Work.

We trust that there were no problems related to the change in ownership of the conference hotel. As the Hyatt Regency, management at this hotel was always very accommodating during our previous conferences that were held here. We have every reason to believe that the new ownership and management team of the Dreams Cancun Resort & Spa will be every bit as motivated to provide the level of service that you have come to expect at ABA conferences. I look forward to your feedback and I hope that you enjoy the conference and your stay in the exciting city of Cancun.

Dr. David L. Moore
Conference Chair

A WORD FROM THE PROGRAM CHAIR

Welcome to the 2008 Global Trends 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. David Moore who provides invaluable help to conference attendees and deserves the credit for arranging to hold our conference at this fine venue. 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.

Special thanks are owed to Dr. Susan Aldridge who has taken time away from her position as President of the University of Maryland University College to deliver a keynote address regarding the delivery of the educational product. It has been over ten years since we incorporated a keynote address into the conference agenda, and we are pleased to have Dr. Aldridge perform this important role as the ABA seeks to further enhance the value that you attain by virtue of your participation in the Global Trends Conference.

I hope that you will take advantage of the program planned for you, and I hope that you enjoy your stay in Cancun. Please feel free to contact David Moore 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 Mexico!

Dr. Sam Fullerton
Program Chair

SCHEDULE FOR SPECIAL EVENTS

THURSDAY, DECEMBER 18

3:00 PM - 5:00 PM Registration

FRIDAY, DECEMBER 19

9:00 AM - 1:00 PM Registration

9:00 AM - 9:30 AM Coffee

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

SATURDAY, DECEMBER 20

9:00 AM - 1:00 PM Registration

9:00 AM - 9:30 AM Coffee

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: Keynote Address by Dr. Susan Aldridge, President of
the University of Maryland University College**

SUNDAY, DECEMBER 21

9:00 AM - 1:00 PM Registration

9:00 AM - 9:30 AM Coffee

9:30 AM - 11:00 AM Competitive Session

11:00 AM - 11:30 AM Coffee Break

11:30 AM - 1:00 PM Special Session: Public Administration

1:30 – 2:30 PM Recognition Luncheon

MONDAY, DECEMBER 22 – Travel Day; Have a safe trip home.

2008 PROGRAM COMMITTEE

CONFERENCE CHAIR

Dr. David Moore
LeMoyne College

PROGRAM CHAIR

Dr. Sam Fullerton
Eastern Michigan University

SPECIAL SESSIONS CHAIR

Dr. Sam Fullerton
Eastern Michigan University

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BUSINESS COMMUNICATION

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Prof. Frederick DeCasperis, Siena College

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Dr. S. Altan Erdem, University of Houston – Clear Lake
Dr. Rao Tummala, Eastern Michigan University
Dr. Peter Yannopoulos, Brock University
Dr. Sam Fullerton, Eastern Michigan University

DECISION SCIENCES & INFORMATION SYSTEMS

Dr. Monica Parzinger, St. Mary's University
Dr. Peter Yannopoulos, Brock University
Dr. Jim Bell, University of Central Arkansas

ECONOMICS

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Dr. John Robinson, Webster University

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Dr. David L. Moore, Le Moyne College
Dr. Greg Black, Texas A&M, Corpus Christi
Dr. Sam Fullerton, Eastern Michigan University

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Dr. Audrey Mathews, California State University-San Bernardino

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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 2008 GLOBAL TRENDS CONFERENCE
OF THE ACADEMY OF BUSINESS ADMINISTRATION**

Friday, December 19

9:00 AM - 9:30 AM COFFEE

9:30 AM - 11:00 AM BUSINESS EDUCATION

Meeting Room A Session Chair: Karen Coffman, High Point University

Factors that Influence the Future Degree Aspirations of Business Students in the United States

Gregory S. Black, Texas A&M University – Corpus Christi
Adolfo Benavides, Texas A&M University – Corpus Christi

Do Linked Questions Affect Student Test Performance?

Armand Picou, Texas A&M University – Corpus Christi

Academic Cheating: A Comparison of Responses Between a Large Public University and a Small Private Catholic Institution.

Mary A. Lemons, University of Tennessee, Martin
Monica J. Parzinger, St. Mary's University

Antecedents of the Career Aspirations of Business Students

Gregory S. Black, Texas A&M University – Corpus Christi

Friday, December 19

9:00 AM - 9:30 AM COFFEE

9:30 AM - 11:00 AM ASSESSING OUTCOMES

Meeting Room B Session Chair: David L. Moore, Le Moyne College

Dividends Per Share: A Comparison Study of Firms in Different Industries (2000-2006)

Susan F. Havranek, Le Moyne College

Greg M. Lepak, Le Moyne College

John Consler, Le Moyne College

A Framework for Religious Organizations to Develop a Marketing Orientation and the Resulting Benefits

John J. Considine, Le Moyne College

The September Phenomenon of U.S. Equity Market

Anthony Yanxiang Gu, State University of New York, Geneseo

Friday, December 19

11:00 AM - 11:30 AM COFFEE BREAK

11:30 AM - 1:00 PM MARKETING AND ORGANIZATIONAL LEARNING

Meeting Room A Session Chair: Gregory Black, Texas A&M University

Measuring Advertising Effectiveness to Create Brand Equity: Evidence from Individual Firms

Fang Wang, Wilfrid Laurier University (Canada)

Xiao-Ping (Steven) Zhang, Ryerson University (Canada)

Classification and Prediction in Customer Scoring

Cataldo Zuccaro, University of Quebec in Montreal

Organizational Learning: A Team Learner Style Quadrant Perspective

Velma Lee, Le Moyne College

Friday, December 19

11:00 AM - 11:30 AM COFFEE BREAK

11:30 AM - 1:00 PM TRAVEL, TOURISM, AND SPORTS MARKETING

Meeting Room B Session Chair: Sam Fullerton, Eastern Michigan University

Tourism in Small Islands at the Crossroads of Economic, Social, and Environmental Issues
Maud Tixier, ESSEC Business School (France)

The Impact of Volunteerism on Perceptions of a Sport
Dexter J. Davis, Niagara University

Lessons in the Management of Exceptionality: The Case of the International Alpine Ski Resort of Courchevel
Daniel Tixier, ESSEC Business School (France)

Reception tonight: Location TBA

Saturday, December 20

9:00 AM - 9:30 AM COFFEE

**9:30 AM - 11:00 AM EXAMINING FINANCIAL CONSIDERATIONS IN A
VOLATILE MARKET**

Meeting Room A Session Chair: Richard Caldarola, Troy University

Price Discrimination and Revenue Management: An Ethical and Perceptual Framework

Robert D. Winsor, Loyola Marymount University

***The Effect of Monetary Policy Changes on Stock Market: The Experience of the US Markets
(1979 – 2007)***

Chong Kim, Le Moyne College

An Examination of Bear Market Mergers: Evidence from 2001

Dan J. Jordan, Dominican University of California

Jacques Sanchez, Bank of the West

Donald N. Wort, California State University, East Bay

Saturday, December 20

9:00 AM - 9:30 AM COFFEE

**9:30 AM - 11:00 AM GLOBAL ISSUES: EXPORTING AND MULTINATIONAL
OPERATIONS**

Meeting Room B Session Chair: Daniel Tixier, ESSEC

Identifying Technologically Sophisticated Export Markets for Manufactured Products

Roberto Gamarra, Lewis University

MNC Global Strategies: Subsidiary Development for Expansion

Jifu Wang, University of Houston, Victoria

Cross-Functional Strategies for Technological Learning through Exporting

Roberto Gamarra, Lewis University

Saturday, December 20

11:00 AM - 11:30 AM COFFEE BREAK

**11:30 AM - 1:00 PM FINANCIAL AND ACCOUNTING DIMENSIONS IN A
VOLATILE ENVIRONMENT**

Meeting Room A Session Chair: Anthony Yanxiang Gu, State University of New York,
Geneseo

The September Phenomenon of U.S. Equity Market

Anthony Yanxiang Gu, State University of New York, Geneseo
John Simon, Governors State University

Foreign Market Opportunity Analysis with OMOI/Gravity Hybrid Model

Dr. Shirley Ye Sheng, Barry University

Applying Auditing Standards Electronically

Dr. Peter P.F. Chan, Hong Kong Shue Yan University (Hong Kong)

Saturday, December 20

11:00 AM - 11:30 AM COFFEE BREAK

11:30 AM - 1:00 PM LEARNING & LEADERSHIP

Meeting Room B Session Chair: David L. Moore, Le Moyne College

Global Relevance: The Neglected Area of Management Education

Zaida Martinez
Brian Toyne
St. Mary's University

The Leading Business Schools and the Financial Crisis

Kimmo Alajoutsijärvi, University of Oulu (Finland)

An Exploration of Emotional Intelligence, Cognitive Intelligence, and Leadership

Richard A.L. Caldarola, Troy University

Luncheon today: Location to be Announced
Keynote Speaker: Dr. Susan Aldridge,
President of University of Maryland University College
Topic: Preparing Knowledge Leaders for the Global World of Work

Dr. Aldridge's speech will cover some of the ways we can use both distance technology and intercollegiate collaboration to enhance our collective efforts to 1) recruit a more international business education faculty; 2) ensure a more relevant and inclusive business education curriculum and delivery system; and 3) conduct the research we need to support existing business education programs, while also suggesting new possibilities.

Sunday, December 21

9:00 AM - 11:30 AM COFFEE

9:30 AM - 11:00 AM HEALTH CARE & DIVERSITY

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

ROI In Healthcare Marketing: Is That All There Is?

Bill Trombetta, St. Joseph's University

Allocation of Healthcare Resources to Improve Health Status Indicators

Prasad Kakumanu, University of Scranton

Changing Organizational Culture Using a New Approach to Diversity: Enhancing Diversity Delivery

William J. Carnes, Metropolitan State College of Denver

Madison Holloway, Metropolitan State College of Denver

Sunday, December 21

11:00 AM -11:30 AM COFFEE BREAK

11:30 AM - 1:00 PM PUBLIC ADMINISTRATION

Meeting Room A Session Chair: Mitchell F. Rice, Texas A&M University

Identifying and Coping with the ‘Professional Victim’ Syndrome in Public Leadership
Brenda Marina, Georgia Southern University

Examining Science Performance of Students using Comparisons in the US and Latino Countries: Implications for Policy Development
Scott Jackson Dantley, Coppin State University

English-Only Legislation and the Delivery of Public Services
Lucinda M. Deason, University of Akron
Philip C. Aka, Chicago State University

Today we will have a luncheon for all conference attendees and registered companions. 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.

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