

ACADEMY OF BUSINESS ADMINISTRATION

**2009
Global Trends Conference**

**Hyatt Regency
Cancun, Mexico**

December 18 – 22, 2009

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WELCOME

I am pleased to extend a warm welcome to all participants of the 2009 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 2009 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 special session on educating tomorrow's business leaders in the global environment. Everyone is encouraged to come listen to and interact with Dr. Susan Aldridge, President of the University of Maryland University College, Dr Phyllis Okepie, System Vice President of Graduate Studies at National American University, and Dr. Douglas Viehland, Executive Director of the Association of Collegiate Business Schools and Programs (ACBSP).

The Hyatt Regency has always been very accommodating during our previous conferences that were held here. We have every reason to believe that this high level of service will continue. 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 2009 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, no conference would 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. Despite the small size of this conference, several submissions were rejected. We will not compromise quality in any effort to increase the number of participants.

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

FRIDAY, DECEMBER 18

3:00 PM - 5:00 PM Registration

SATURDAY, DECEMBER 19

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	Competitive Session
7:00 PM - 9:00 PM	Reception

SUNDAY, DECEMBER 20

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: Educating Tomorrow's Business Leaders in the Global Environment
1:30 - 2:30 PM	Luncheon

MONDAY, 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	Competitive Session
1:30 - 2:30 PM	Recognition Luncheon

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

2009 PROGRAM COMMITTEE

CONFERENCE CHAIR

Dr. David L. Moore
Le Moyne College

PROGRAM CHAIR

Dr. Sam Fullerton
Eastern Michigan University

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Dr. Sam Fullerton

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Rita Thakur University of La Verne
Peter Yannopoulos Brock University
Rama Yelkur University of Wisconsin – Eau Claire
James Zarick High Point University

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

Saturday, December 19

9:00 AM - 9:30 AM COFFEE

9:30 AM - 11:00 AM Managing Information and Organizational Culture

Meeting Room A Session Chair: Monica Parzinger, St. Mary's University

- **The Relationship between Information and Communication Technologies and Human Resources Management: Evidence from Spain**
Carmen Galve-Górriz, University of Zaragoza (Spain)
Ana Gargallo-Castel, University of Zaragoza (Spain)

- **A Systems Dynamic Model to Analyze the Influence of Financial Resources on the Percentage of Franchised Units**
Rosa M^a Mariz-Pérez, University of La Coruña (Spain)
M^a Teresa García-Alvarez, University of La Coruña (Spain)

- **A Exploration of Organizational Culture: A Pilot Study**
Monica J. Parzinger, St. Mary's University
Mary A. Lemons, University of Tennessee, Martin

Saturday, December 19

11:00 AM - 11:30 AM COFFEE BREAK

11:30 AM - 1:00 PM Sports Marketing

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

- **Relative Influence of Spectator Motivation Factors on Sport Consumption Behaviors: Wheelchair Rugby Event**
Kevin K. Byon, University of Southern Mississippi
Michael Cottingham, University of Southern Mississippi
- **Understanding Sport Tourist Consumption Behavior through Examining Destination Image**
Kevin K. Byon, University of Southern Mississippi
James J. Zhang, University of Florida
Young-whan Choi, Nam Seoul University
- **A Descriptive Marketing Research Study of a Minor League Franchise Utilizing Demographic, Psychographic and Attitudinal Information**
John Considine, Le Moyne College

Reception tonight: Location TBA

Sunday, December 20

9:00 AM - 9:30 AM

COFFEE

9:30 AM - 11:00 AM

Global Issues in Business

**Meeting Room A
Denver**

Session Chair: Bill Carnes, Metropolitan State College of

- **Impact of Gender and Using Information and Communications Technologies in Spain**
Ana Gargallo-Castel, University of Zaragoza (Spain)
Luisa Esteban-Salvador, University of Zaragoza (Spain)
Javier Pérez-Sanz, University of Zaragoza (Spain)
- **Internet Law as a Potential Catalyst for Growth of Caribbean E-Commerce: Jamaica's Statute as a Model**
Stephen Blythe, New York Institute of Technology
- **Mergers and Acquisitions: Trends and Perspectives**
Josh Varnado, Sam Houston State University
Bala Maniam, Sam Houston State University

Sunday, December 20

11:00 AM - 11:30 AM COFFEE BREAK

**11:30 AM - 1:00 PM SPECIAL SESSION: Educating Tomorrow's Business
Leaders In the Global Environment**

Meeting Room A Moderator: Richard Caldarola, Troy University

PANAL MEMBERS

Susan Aldridge, President
University of Maryland University College

**Phyllis Okrepkie, System Vice President of Graduate Studies and Dean of the
Graduate School**
National American University

Douglas Viehland, Executive Director
Association of Collegiate Business Schools and Programs (ACBSP)

Luncheon today: Location to be Announced

Monday, December 21

9:00 AM - 11:30 AM

COFFEE

9:30 AM - 11:00 AM

Potpourri

**Meeting Room A
of**

**Session Chair: Stephen Blythe, New York Institute
Technology**

- **Organizational Learning: A Team Learner Style
Quadrant Perspective**
Velma Lee, Le Moyne College
John Child, University of Birmingham
- **The Effect of Receiving TARP Funds on Bank Stock
Prices**
Dan J. Jordan, Dominican University of California
Douglas Rice, Golden Gate University
Jacques Sanchez, Bank of the West
Donald H. Wort, California State University, East Bay
- **The Initial Statistical Evaluation of the New Approach to
Diversity**
William J. Carnes, Metropolitan State College of Denver
Madison Holloway, Metropolitan State College of Denver
J. Andrew Brown, Metropolitan State College of Denver

Monday, December 21

11:00 AM -11:30 AM COFFEE BREAK

11:30 AM - 1:00 PM Integrated Marketing Communications

Meeting Room A Session Chair: Sheila Sasser, Eastern Michigan University

- **The Facet Metatheoretical Approach for Marketing Communications Research**
Jacob Hornik, Recanati Graduate School of Business (Israel)
- **Creativity and the IMC Campaign Client Adoption Process: What's Hot and What's Not?**
Sheila L. Sasser, Eastern Michigan University
Scott Koslow, University of Waikato (New Zealand)
- **A Psychographic Profile of High School Athletes**
Sam Fullerton, Eastern Michigan 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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