

**ACADEMY OF  
BUSINESS  
ADMINISTRATION**

**2011  
Global Trends Conference**

**Tamarindo Diria Beach & Golf Resort  
Tamarindo, Guanacaste, Costa Rica**

**December 18 – 22, 2011**

**ACADEMY OF BUSINESS ADMINISTRATION**

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## **WELCOME**

I am pleased to extend a warm welcome to all participants of the 2011 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 represents 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 2011 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 have heard nothing but positive comments about the Tamarindo Diria Beach & Golf Resort. So we have every reason to believe that the high level of service typically associated with our conference hotels will continue. I look forward to your feedback and I hope that you enjoy the conference and your stay in the exciting Costa Rica.

Dr. David L. Moore  
Conference Chair



## **A WORD FROM THE PROGRAM CHAIR**

Welcome to the 2011 Global Trends Conference of the Academy of Business Administration. I am certain that you will find the sessions interesting and enlightening. While I would like to see our number of participants increase, I am pleased with the number of participants who will be presenting papers, participating in the special session, 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, 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 (the recently retired) 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. We have two special sessions that look to be very insightful, so we encourage everyone to attend. Also, please plan on attending the two luncheons and the reception that we have scheduled for you. I hope that you all enjoy your stay in Costa Rica. 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 Costa Rica!

Dr. Sam Fullerton  
Program Chair

# SCHEDULE FOR SPECIAL EVENTS

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## SUNDAY, DECEMBER 18

**3:00 PM - 5:00 PM            Registration**

## MONDAY, 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**

**1:30 – 2:30 PM                Welcome Luncheon**

## TUESDAY, 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: Issues in Education**

**7:00 PM - 9:00 PM            Reception**

## WEDNESDAY, 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**

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

# 2011 PROGRAM COMMITTEE

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## CONFERENCE CHAIR

Dr. David Moore  
LeMoyne College

## PROGRAM CHAIR

Dr. Sam Fullerton  
Eastern Michigan University

## SPECIAL SESSIONS CHAIR

Dr. Mitch Rice  
Texas A&M University

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## INTERNATIONAL COORDINATORS

Mr. Peter Wyer, DuMontfort University ENGLAND  
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  
Dr. Ramadan Al-Sharrah, Public Authority of Applied Education & Training 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. Alejzy Nowak, Warsaw University POLAND  
Dr. Jeffrey Kantor, Bar-Ilan University ISRAEL

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## TRACK CHAIRS

### ACCOUNTING

Dr. Richard Caldarola, Troy University

### BUSINESS COMMUNICATION

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



### **CONTEMPORARY BUSINESS**

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

### **ECONOMICS**

Dr. James Beckman, University of Applied Sciences

### **FINANCE**

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

### **MANAGEMENT**

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

### **MARKETING**

Dr. Rama Yelkur, University of Wisconsin – Eau Claire  
Dr. David L. Moore, Le Moyne College  
Dr. Greg Black, Metropolitan State College of Denver  
Dr. Sam Fullerton, Eastern Michigan University  
Dr. Sheila Sasser, Eastern Michigan University  
Dr. James Zarick, Forsyth Technical College  
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



## REVIEWERS

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James “Bim” Beckman	University of Applied Sciences
Jim Bell	University of Central Arkansas
Greg Black	Texas A&M – Corpus Christi
Dallas Brozik	Marshall University
Richard Caldarola	Troy University
Bill Carnes	Metropolitan State College of Denver
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
James Zarick	High Point University

**YOUR PROGRAM COMMITTEE IS  
PLEASED TO PRESENT YOUR PROGRAM  
FOR THE 2011 GLOBAL TRENDS CONFERENCE  
OF THE ACADEMY OF BUSINESS ADMINISTRATION**

**Monday, December 19**

**9:30 AM - 11:00 AM**

**Session: Marketing**

**Meeting Room A**

**Session Chair:** Ramadan Al-Sharrah, Public Authority of Applied  
Education & Training KUWAIT

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***The Relationship Between Recalls and Trust***

Magdoleen T. Ierlan, Le Moyne College

***Promotional Strategies: What Works for Religious Organizations***

John J. Considine, Le Moyne College

***Sustainable Development: A Communication Issue for European And North  
American High-End Mountain Resorts?***

Daniel Tixier, ESSEC (France)

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**Monday, December 19**

**11:00 AM - 11:30 AM      COFFEE BREAK**

**11:30 AM - 1:00 PM      Session: Issues in Accounting and Finance**

**Meeting Room A      Session Chair: Donald H. Wort, California State Univ., East Bay**

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***A Quarterly Explanatory Model of United States Inflation: 1946-2010***

Manuel G. Russon, St. John's University

Kaushal Shah, St. John's University

***Predictability of Big Day and Profitability Thereafter***

Anthony Gu, State University of New York, Geneseo

***Does Good Corporate Governance Increase the Market Valuation of Investments in R&D?***

Jintiya Jinarat, The Eastern University of Management and Technology

Dan Jordan, Dominican University of California

Donald H. Wort, California State University, East Bay

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**Welcome Luncheon**

**Watch for signage and plan on enjoying one of the terrific lunches for which the ABA is widely known.**

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**Tuesday, December 20**

**9:30 AM - 11:00 AM**

**Session: Issues in the Health Care Arena**

**Meeting Room A**

**Session Chair: Bill Trombetta, St. Joseph's University**

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***China: Cracking the Code***

Jarrod Longcor, Rib-X Pharmaceuticals

Tim Masturzo, Biogen Idec

Kelly Matty, Genentech

***Bringing API Manufacturing Jobs Back to the US: What's a Man's Reach for if not to Exceed His Grasp***

Bill Trombetta, St. Joseph's University

***Smoking Motivations: College Students in Poland and the US***

Elzbieta Lepkowska-White, Skidmore College

Amy L. Parsons, King's College

Joanna Bialkowska, Warmińsko-Mazurski University Hospital

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**Tuesday, December 20**

**11:00 AM - 11:30 AM      COFFEE BREAK**

**11:30 AM - 1:00 PM      Special Session: Issues in Education**

**Meeting Room A      Moderator: Brenda L. H. Marina, Georgia Southern University**

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***Student Self-Assessment and Communications Skills: Examining the Impact of Speaker Credibility during the Rosenwald Schools Initiative of 1917-1968***

Delindus Brown, South Carolina State University

***The Business of Alternative Preparation Programs: A Diverse Trend in Education***

Jaquel Johnson, Georgia Southern University

***Academe's Glass Ceiling, a Trend or Tradition: A Cross-Cultural Analysis***

Brenda L. H. Marina, Georgia Southern University

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**Reception Tonight: Location TBA**

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**Wednesday, December 21**

**9:30 AM - 11:00 AM      Session: Potpourri**

**Meeting Room A      Session Chair: Gregory S. Black, Metropolitan State College of  
Denver**

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***Creativity in Current Business Practice***

Angelica Bahl, Metropolitan State College of Denver  
Nancy Frontczak, Metropolitan State College of Denver

***Leadership Philosophy: An Evolution***

Kristin Watson, Metropolitan State College of Denver  
Gregory S. Black, Metropolitan State College of Denver

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**Wednesday, December 21**

**11:00 AM -11:30 AM            COFFEE BREAK**

**11:30 AM - 1:00 PM            Session: Business Education**

**Meeting Room A                Session Chair:** Gregory S. Black, Metropolitan State College of  
Denver

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***Challenges in Improving Student Learning Outcomes:  
The Need for Strategic Planning Framework***

W. Wossen Kassaye, Metropolitan State College of Denver

Gregory S. Black, Metropolitan State College of Denver

Angelica Bahl, Metropolitan State College of Denver

***An Investigation of Accounting Students' General Distrust of Corporations***

Rafik Z. Elias, California State University, Los Angeles

Magdy S. Farag, California State University, Pomona

***Examining Racial and Ethnic Gaps In Standardized Tests:  
Evidence From The NLSY 1997 Cohort***

Jonathan Sandy, University of San Diego

Kevin Duncan, Colorado State University – Pueblo

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**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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# NOTES

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