ACADEMY OF BUSINESS ADMINISTRATION

2011 Global Trends Conference

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

December 18 – 22, 2011
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
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

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

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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Dr. James “Bim” Beckman, University of Applied Sciences GERMANY
Dr. David Taylor, University of Waikato, NEW ZEALAND
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Dr. Alejzy Nowak, Warsaw University  POLAND
Dr. Jeffrey Kantor, Bar-Ilan University  ISRAEL

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
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<td>James “Bim” Beckman</td>
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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

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)
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.
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

**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
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
Wednesday, December 21

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

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

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
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

**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

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.
## AUTHOR, SPEAKER & SESSION CHAIR INDEX

<table>
<thead>
<tr>
<th>Author</th>
<th>Session</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ramadan Alsharrah</td>
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<td>12</td>
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<tr>
<td>Angelica Bahl</td>
<td>16, 17</td>
<td>14</td>
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<td>Joanne Bialkowska</td>
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<td>Gregory S. Black</td>
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