

ACADEMY OF BUSINESS ADMINISTRATION

**2012
Global Trends Conference**

**Holiday Inn Resort Aruba
Palm Beach, Aruba**

December 18 – 22, 2012

WELCOME

I am pleased to extend a warm welcome to all participants of the 2012 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 2012 Global Trends Conference Program Committee was extremely diligent 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 efforts that help 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 renovations and other updates at the Holiday Inn 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 on the exciting island of Aruba.

Dr. David L. Moore
Conference Chair

A WORD FROM THE PROGRAM CHAIR

Welcome to the 2012 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 some of our long-term members 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 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 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 full advantage of the program that is planned for you. Also, please plan on attending the reception that we have scheduled for you as it represents a terrific opportunity to interact with other attendees on an informal basis. I hope that you all enjoy your stay in Aruba. Please feel free to contact David Moore or me (or Barry Shaw who knows Aruba quite well) if you have any questions. We want to make your stay one which will encourage you to participate in our future conferences. Welcome to Aruba!

Dr. Sam Fullerton
Program Chair

SCHEDULE OF EVENTS

TUESDAY, DECEMBER 18

3:00 PM - 5:00 PM Registration

WEDNESDAY, DECEMBER 19

9:00 AM - 1:00 PM Registration
9:30 AM - 11:00 AM Competitive Session
11:00 AM - 11:30 AM Coffee Break
11:30 AM - 1:00 PM Competitive Session

THURSDAY, DECEMBER 20

9:00 AM - 1:00 PM Registration
9:30 AM - 11:00 AM Competitive Session
11:00 AM - 11:30 AM Coffee Break
11:30 AM - 1:00 PM Competitive Session
3:30 – 5:30 PM Reception – Iguana Pool Bar

FRIDAY, DECEMBER 21

Local Culture Day – Take the opportunity to explore the island. There are good restaurants, casual restaurants, tourist shopping, and more up-market shopping in towards the cruise ship docking areas. Sit on the waterfront and have lunch. Regardless of your decision, enjoy the opportunities that Aruba presents.

2012 PROGRAM COMMITTEE

CONFERENCE CHAIR

Dr. David Moore
LeMoyne College

PROGRAM CHAIR

Dr. Sam Fullerton
Eastern Michigan University

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
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Dr. Daniel Tixier, ESSEC, Cergy FRANCE
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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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Dr. Richard Caldarola, Troy University

BUSINESS COMMUNICATION

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

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Dr. S. Altan Erdem, University of Houston – Clear Lake
Dr. Harash Sachdev, Eastern Michigan University
Brenda Marina, Georgia Southern University
Dr. Sam Fullerton, Eastern Michigan University

DECISION SCIENCES & INFORMATION SYSTEMS

Dr. Monica Parzinger, St. Mary's 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

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Dr. Rita Thakur, University of La Verne
Dr. Bill Carnes, Metropolitan State University of Denver

MARKETING

Dr. James Zarick, Forsyth Technical Community College
Dr. David L. Moore, Le Moyne College
Dr. Greg Black, Metropolitan State College of Denver
Dr. Sam Fullerton, Eastern Michigan University
Dr. Cataldo Zuccaro, University of Quebec in Montreal (Canada)
Dr. Dexter Davis, York College of Pennsylvania
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

James “Bim” Beckman	University of Applied Sciences
Jim Bell	University of Central Arkansas
Greg Black	Metropolitan State College of Denver
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
Mary Lemons	University of Tennessee - Martin
Bala Maniam	Sam Houston State University
Audrey Mathews	California State University - San Bernardino
Ginette McManus	Saint Joseph’s University
David L. Moore	Le Moyne College
Monica Parzinger	St. Mary’s University
Mitchell Rice	Texas A&M University
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	Forsyth Tech Community College

**YOUR PROGRAM COMMITTEE IS
PLEASED TO PRESENT YOUR PROGRAM
FOR THE 2012 GLOBAL TRENDS CONFERENCE
OF THE ACADEMY OF BUSINESS ADMINISTRATION**

Wednesday, December 19

9:30 AM - 11:00 AM Consumer Response to New Initiatives

Meeting Room A Session Chair: Barry Shaw, Schreiner College

Coulda, Woulda, Shoulda: How Effective Are Web References in Print Advertising?

Elzbieta Lepkowska-White, Skidmore College

Aylin Ceylan, Skidmore College

Amy Parsons, Skidmore College

Laura Kirschner, Skidmore College

A Study of the Impact of Monetary Versus Non Monetary Rewards in Service Recovery: The Case of Wireless Telephony

Cataldo Zuccaro, University of Quebec in Montreal

Martin Savard, Status Marketing

Lionel Colombel, Université d'Auvergne

Online Recommendation Systems: Consumer Perspective

Elzbieta Lepkowska-White, Skidmore College

Elaine Burns, Skidmore College

Wednesday, December 19

11:00 AM - 11:30 AM COFFEE BREAK

11:30 AM - 1:00 PM Diversity in Business & Education

Meeting Room A Brenda Marina, Georgia Southern University

Religion and Educational Leader: A Womanist Perspective

Brenda L. H. Marina, Georgia Southern University

Marketing the Mass Communication Curriculum at Historically Black Colleges and Universities

Delindus R. Brown, South Carolina State University

***Marketing and Recruiting Student-Athletes at NCAA Division III Institutions:
A Case Study***

J. Barry Shaw, Schreiner University

Haley A. Powers, Schreiner University

Jasmin A. Copeland, Schreiner University

Mercedes N. Corona, Schreiner University

Thursday, December 20

9:30 AM - 11:00 AM Global Issues

Meeting Room A Session Chair: Barry Shaw, Schriener University

China – The Quintessential Emerging Market: A Pharmaceuticals Sector Perspective
William Trombetta, St. Joseph's University

A Comparison of the Financial Characteristics of U.S. and Japanese Electric and Electronic Equipment Manufacturing Firms

Ilhan Meric, Rider University
Linguo Gong, Rider University
Radharao Chaganti, Rider University
Gulser Meric, Rowan University

Economic and Political Impact of the Greek Debt Crisis on Germany And Greece
Nikos Orphanoudakis, Webber International University

Thursday, December 20

11:00 AM - 11:30 AM COFFEE BREAK

11:30 AM - 1:00 PM SESSION: Issues in Higher Education

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

Assessment Gone Wild: Do as I Say, Not as I Do

Mary Lemons, The University of Tennessee-Martin

Scholars vs. Practitioners: The Great Divide

Kristin R. Watson, Metropolitan State University of Denver

Wossen Kassaye, Metropolitan State University of Denver

Angelica Bahl, Metropolitan State University of Denver

New Zealand University Students' Attitudes towards Online Delivery of Classes

Sam Fullerton, Eastern Michigan University

Roger Brooksbank, Waikato University (New Zealand)

Christo Bisschoff, North-West University (Republic of South Africa)

Reception Tonight: Iguana Pool Bar

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