

# **ACADEMY OF BUSINESS ADMINISTRATION**

**2013  
Global Trends Conference**

**Windward Passage Hotel  
Charlotte Amalie, St. Thomas, USVI  
December 18-22, 2013**

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ADMINISTRATION**

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## **WELCOME**

I am pleased to extend a warm welcome to all participants of the 2013 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 2013 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.

I look forward to your feedback and I hope that you enjoy the conference and your stay and the many sights and attractions of St. Thomas.

Dr. David Moore  
Conference Chair

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

Welcome to the 2013 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, 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, a conference 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. Special thanks go to the Department of Marketing and the College of Business at Eastern Michigan University and the School 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.

I hope that you will take advantage of the program planned for you, and I hope that you enjoy your stay in St. Thomas. 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 St. Thomas!

Dr. Sam Fullerton  
Program Chair

# SCHEDULE FOR SPECIAL EVENTS

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## **THURSDAY, December 19**

**5:00 – 7:00 PM            Registration**

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

## **FRIDAY, December 20**

**9:00 AM – 1:00 PM        Registration**

**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**

## **SATURDAY, December 21**

**9:00 AM - 1:00 PM        Registration**

**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**

**SUNDAY, December 22 – Local Culture Day to enjoy sights & sounds of St. Thomas**

**MONDAY, December 23 - Travel Day. Have a safe trip home.**

# 2013 PROGRAM COMMITTEE

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## CONFERENCE CHAIR

Dr. Sam Fullerton  
Eastern Michigan University

## PROGRAM CHAIR

Dr. David L. Moore  
Le Moyne College

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## INTERNATIONAL COORDINATORS

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**  
Professor Ramadan Alsharrah, Secretary General, Union of Investment  
Companies, Kuwait, Po Box 33494 Rawda 73455 **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. Jeffrey Kantor, Ariel University Centre of Samaria **ISRAEL**

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## TRACK CHAIRS

### ACCOUNTING

Dr. Richard Caldarola, Troy University

### BUSINESS COMMUNICATION

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

### CONTEMPORARY BUSINESS

Dr. Bill Carnes, Metropolitan State University of Denver  
Dr. S. Altan Erdem, University of Houston – Clear Lake  
Dr. Harash Sachdev, Eastern Michigan University  
Dr. 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 “Bim” Beckman, University of Applied Sciences Fulda (Germany)

## **FINANCE**

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

## **MANAGEMENT**

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

## **MARKETING**

Dr. Sam Fullerton, Eastern Michigan University  
Dr. Dexter Davis, University of Tennessee at Martin  
Dr. James Zarick, Forsyth Technical Community College  
Dr. Gregory Black, Metropolitan State University – Denver  
Dr. Cataldo Zuccaro, University of Quebec in Montreal  
Dr. David L. Moore, Le Moyne 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, Fulda (Germany)
Greg Black	Metropolitan State University of Denver
Dallas Brozik	Marshall 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
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
Monica Parzinger	St. Mary’s University
Mitchell Rice	Texas A&M 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 2013 GLOBAL TRENDS CONFERENCE  
OF THE ACADEMY OF BUSINESS ADMINISTRATION**

**THURSDAY, December 19**

**REGISTRATION – 5:00 PM – 7:00 PM**

**Welcome Reception – 7:00 PM – 9:00 PM Location TBA**

**FRIDAY, December 20**

**9:00 AM – 12:00 PM    REGISTRATION**

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

**Meeting Room A**

**Session Chair:            Dallas Brozik, Marshall University**

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**Explaining Bank Market-to-Book Ratios: Fundamentals No Longer Apply**

Dan J. Jordan, Western Washington University  
Elizabeth Capener, Dominican University of California  
Christopher Walker, Northeastern University  
Donald H. Wort, California State University, East Bay

**The Economic Effects of the Relationship between Kuwait Stock Exchange and the Capital Markets Authority in Kuwait**

Hamad Alfouzan, College of Business Studies, The Public Authority of Applied Education & Training State of Kuwait

**Department of Defense Budget Sequestration: Effective Fiscal Control or Jeopardizing the U.S. Military and National Defense**

Theodore P. Byrne, California State University, Dominguez Hills

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**FRIDAY, December 20**

**11:00 AM – 11:30 AM COFFEE BREAK**

**11:30 AM - 1:00 PM ETHICS & EDUCATION**

**Meeting Room A**

**Session Chair: J. Barry Shaw, Schreiner University**

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**Defining Ethics**

Dallas Brozik, Marshall University

Christopher M. Cassidy, Sam Houston State University

**Consumer Ethics in South Korea: An Assessment of Attitudes Regarding an Array of Questionable Consumer Actions**

Jungki Lee, University of Korea

Sam Fullerton, Eastern Michigan University & North-West University (RSA)

**Experiential Learning through Sport: Student Expectations and Post-event Perceptions**

Dexter Davis, The University of Tennessee at Martin

J. Barry Shaw, Schreiner University

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**Luncheon Today 1:30 PM Location TBA**

**SATURDAY, December 21**

**9:00 AM – 12:00 PM    REGISTRATION**

**9:30 AM - 11:00 AM    MARKETING**

**Meeting Room A**

**Session Chair:                    Ugar Yavas, East Tennessee State University**

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**Marketing and Sales: Identifying Best Practices**

Kristin Watson, Metropolitan State University at Denver

**The Impact of Negative Emotions and Alienation of Business Customer Complaining Behavior**

Martin Savard, University of Quebec at Outaouais

Cataldo Zuccaro, University of Quebec in Montreal

**Spectator Perception of Service Quality Attributes Associated with Shanghai Formula One: Importance and Performance Analysis Approach**

Kevin K. Byon, University of Georgia

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**SATURDAY, December 21**

**11:00 AM – 11:30 AM COFFEE BREAK**

**11:30 AM - 1:00 PM CONTEMPORARY ISSUES IN MANAGEMENT  
AND MARKETING**

**Meeting Room A**

**Session Chair: Ugar Yavas, East Tennessee State University**

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**Employee Voice and Organizational Due Process: The Most Recent Evidence-Based Research**

Douglas M. McCabe, Georgetown University

**Implications for Healthcare Strategy and Marketing after Norman, Oklahoma PHO**

William Trombetta, St. Joseph's University

**Research Methodologies for Strategic Management in Transition Economies**

Peter Geib, Minnesota State University Moorhead

Odile Streed, Concordia College

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**Luncheon Today 1:30 PM Location TBA**

# NOTES

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