

**ACADEMY OF  
BUSINESS  
ADMINISTRATION**

**2014  
Global Trends Conference**

**ACADEMY OF BUSINESS ADMINISTRATION  
The Reach, Key West, FL  
December 16 - 20, 2014**

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## **WELCOME**

I am pleased to extend a warm welcome to all participants of the 2014 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 2014 Global Trends Conference Program Committee was extremely efficient in performing their duties. My sincere appreciation goes to Dr. Dexter Davis who served in the role of Program Chair; he is to be commended for assuming 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 Dr. David L. Moore and Dr. Sam Fullerton who work tirelessly year after year to ensure the success of all ABA conferences. 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 Key West.

Dr. J. Barry Shaw  
Conference Chair

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

Welcome to the 2014 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 L. Moore and Dr. Sam Fullerton who provide invaluable help to conference attendees. Special thanks go to the Department of Marketing and the College of Business at Eastern Michigan University, the School of Business Administration at Le Moyne College, the Department of Management at the College of Business and Public Affairs at the University of Tennessee, Martin and Schreiner University 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 Key West. Please feel free to contact Dexter Davis, David Moore, Sam Fullerton 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 Key West!

Dr. Dexter Davis  
Program Chair

# SCHEDULE FOR SPECIAL EVENTS

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## **TUESDAY, December 16**

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

## **WEDNESDAY, December 17**

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

**7:00 PM – 9:00 PM      Reception**

## **THURSDAY, December 18**

**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**

## **FRIDAY, December 19**

**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 20**

**Travel Day. Have a safe trip home.**

# 2014 PROGRAM COMMITTEE

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## CONFERENCE CHAIR

Dr. J. Barry Shaw  
Schreiner University

## PROGRAM CHAIR

Dr. Dexter Davis  
University of Tennessee, Martin

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## INTERNATIONAL COORDINATORS

Dr. James “Bim” Beckman, University of Applied Sciences **GERMANY**  
Dr. Faud Najig Al-Shaikh, Yarmouk University, **JORDAN**  
Professor Ramadan Alsharrah, Secretary General, Union of Investment Companies,  
**KUWAIT**  
Dr. Jeffrey Kantor, Ariel University, **ISRAEL**  
Dr. Bun Woong Kim , College of Social Sciences, Dongguk University, **KOREA**  
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Dr. Turken Onder, Marmara University **TURKEY**  
Dr. Larry Neale, Queensland University, **AUSTRALIA**

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Elizabeth D., Capener, Dominican University of California

### BUSINESS COMMUNICATION

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

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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  
Dr. David L. Moore, Le Moyne College

### 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

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Dr. Mary Lemons, University of Tennessee - Martin  
Dr. Rita Thakur, University of La Verne

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Dr. David L. Moore, Le Moyne College  
Dr. Cataldo Zuccaro, University of Quebec in Montreal (Canada)  
Dr. Gregory Black, Metropolitan State University – Denver  
Dr. Larry Neale, Queensland University of Technology (Australia)  
Dr. Martin Savard University of Quebec at Outaouais (Canada)

## **PUBLIC ADMINISTRATION & NON-PROFIT ORGANIZATIONS**

Dr. Mitchell Rice, Texas A&M University  
Dr. Audrey Mathews, California State University-San Bernardino

## **SPORTS BUSINESS**

Dr. J. Barry Shaw, Schreiner University  
Dr. Dexter Davis, University of Tennessee at Martin  
Chair: Dr. Kevin Byon, The University of Georgia  
Dr. James Zarick, Forsyth Technical Community College  
Dr. Sam Fullerton, Department of Marketing, Eastern Michigan University

## REVIEWERS

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Greg Black  
Dallas Brozik  
Frederick DeCasperis  
Janis Dietz  
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Sam Fullerton  
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Monica Parzinger  
Mitchell Rice  
Ahmet Tezel  
Rita Thakur  
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Marshall University  
Siena College  
University of La Verne  
University of Houston, Clear Lake  
Eastern Michigan University  
University of Central Arkansas  
Assumption College  
Le Moyne College  
University of Tennessee - Martin  
Sam Houston State University  
California State University - San Bernardino  
Southeastern Louisiana University  
Saint Joseph’s University  
Le Moyne College  
St. Mary’s University  
Texas A&M University  
Saint Joseph's University  
University of La Verne  
Brock University  
University of Wisconsin – Eau Claire



**YOUR PROGRAM COMMITTEE IS  
PLEASED TO PRESENT YOUR PROGRAM  
FOR THE 2014 GLOBAL TRENDS CONFERENCE  
OF THE ACADEMY OF BUSINESS ADMINISTRATION**

**TUESDAY, December 16**

**REGISTRATION – 3:00 PM – 5:00 PM**

**WEDNESDAY, December 17**

**9:00 AM – 12:00 PM REGISTRATION**

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

**THURSDAY, December 18**

**9:00 AM – 12:00 PM REGISTRATION**

**Meeting Room A Student Perceptions and Sports Business**

**Session Chair: John G. Marcis, Coastal Carolina University**

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**The Relationship between Sportscape Elements,  
Spectator Emotion, and Behavioral Intention:  
Moderating Role of Team Identification**  
William (Woo Yang) Jang, University of West Georgia

**Validating the Metadiscrete Experiential Learning Model:  
The Skyhawk Sales Force Case Study**  
Dexter Davis, University of Tennessee, Martin

**Perceptions of Markets and Fairness by Millennial  
Students**  
John G. Marcis, Coastal Carolina University

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**THURSDAY, December 18**

**11:00 AM – 11:30 AM COFFEE BREAK**

**11:30 AM - 1:00 PM**

**Meeting Room A      Sports Business**

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

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**Relationship between Emotion, Satisfaction, Team Identification and Behavior:Examining the Moderating Role of Team Identification using Latent Moderated Structural Equations (LMS)**

Brian (Hyung Il) Kim, University of West Georgia

**A Study of the Determinants of Churn in the Wireless Telophony Industry**

Cataldo Zucarro, University of Quebec at Montreal (Canada)

**Game Day Promotion and Spectator Attendance in Minor League Baseball: A Case Study**

J. Barry Shaw, Schreiner University

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

**FRIDAY, December 19**

**11:00 AM – 12:00 PM REGISTRATION**

**11:00 AM – 11:30 AM COFFEE BREAK**

**11:30 AM - 1:00 PM    MARKETING**

**Meeting Room A        Potpourri**

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

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**Communication Skills and the Executive Speakers Series (ESS) at South Carolina State University: Tools and Testimony for the Undergraduate Business Major**  
Delindus Brown, South Carolina State University  
Ann Winstead, South Carolina State University

**Shareholder Activism and Shareholder Resolutions -- The Issue of Labor Rights**  
Doug McCabe, Georgetown University

**Africa: Emerging Healthcare Market: The Real Deal or Just "Meh"?**  
Bill Trombetta, St Joseph's University

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

**SATURDAY, December 20**

**Travel Day            Have a safe trip home and we hope to see you again next year.**

# NOTES

# NOTES

# NOTES



# NOTES

# **AUTHOR, SPEAKER & SESSION CHAIR INDEX**

Delindus Brown	.....	13
Dexter Davis	.....	6, 11
William (Woo Yang) Jang	.....	11
Brian (Hyung Il) Kim	.....	12
John G. Marcis	.....	11
Doug McCabe	.....	13
J. Barry Shaw	.....	6,12
William Trombetta	.....	13
Ann Winstead	.....	13
Cataldo Zuccaro	.....	12