

**ACADEMY OF BUSINESS  
ADMINISTRATION**

**2005 INTERNATIONAL  
CONFERENCE**  
AUGUST 3 - 7, 2005

**Intercontinental Praha  
Prague, Czech Republic**

## WELCOME

It is our pleasure to welcome all participants to the 2005 International Conference of the Academy of Business Administration.

We would like to take this opportunity to express our appreciation to everyone who contributed their time, energy and expertise to making this conference a success. Each participant's contribution helps the Academy fulfill its mission of disseminating high quality research in the field of business administration.

Each conference owes a large debt to the program committee. The track chairs have done a wonderful job of soliciting and reviewing quality work for this conference. As usual it is a pleasure for us to spend time with old friends and hear what everyone has been up to. At the same time, it is exciting to meet new participants and get to know them and their work. We hope you will join us in making an effort to make our newcomers welcome and encouraging them to come back again and again as many of you have done.

Over the years, we have tried very hard to create a warm and supportive environment in which conference participants can share their work. It is the thoughtful comments of the reviewers and the lively discussions of this work that truly make us proud of this conference.

We hope you enjoy the conference and your stay in the beautiful and historic city of Prague. Given our location, after the conference is over we have no doubt that we will all harbor warm memories of Prague for some time to come.

Dr. Sam Fullerton  
Conference Chair

Dr. David L. Moore  
Program Chair

# SCHEDULE FOR SPECIAL EVENTS

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## WEDNESDAY, AUGUST 3

3:00 PM–5:00 PM                      Registration

## THURSDAY, AUGUST 4

9:00 AM –1:00 PM                      Registration  
9:00 AM–9:30 AM                      Coffee Break  
9:30 AM–11:00 AM                      Competitive Sessions  
11:00 AM–11:30 AM                      Coffee Break  
11:30 AM–1:00 PM                      Competitive Sessions  
7:00 PM–9:00 PM                      Reception

## FRIDAY, AUGUST 5

9:00 AM–1:00 PM                      Registration  
9:00 AM–9:30 AM                      Coffee Break  
9:30 AM–11:00 AM                      Competitive Sessions  
11:00 AM–11:30 AM                      Coffee Break  
11:30 AM–1:00 PM                      Competitive Sessions  
6:00 PM–7:00 PM                      Reception  
7:00 PM–9:00 PM                      Awards Banquet

## SATURDAY, AUGUST 6

9:00 AM–1:00 PM                      Registration  
9:00 AM–9:30 AM                      Coffee Break  
9:30 AM–11:00 AM                      Competitive Sessions  
1:30 PM–3:30 PM                      Luncheon

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**SUNDAY, AUGUST 7**

**TRAVEL DAY – HAVE A SAFE AND PLEASANT TRIP HOME AND AS ALWAYS WE HOPE YOU WILL JOIN US IN PALM BEACH, ARUBA, IN DECEMBER FOR THE 2005 GLOBAL TRENDS CONFERENCE; IN SANTA FE, NEW MEXICO, IN APRIL FOR THE 2006 NATIONAL CONFERENCE OR IN MUNICH, GERMANY, NEXT AUGUST FOR THE 2006 INTERNATIONAL CONFERENCE. WATCH THE ABA WEBSITE FOR UPDATED INFORMATION ON ALL CONFERENCES AT [www.lemoyne.edu/ABA](http://www.lemoyne.edu/ABA)**

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# 2005 PROGRAM COMMITTEE

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## CONFERENCE CHAIR

Dr. Sam Fullerton  
Eastern Michigan University

## PROGRAM CHAIR

Dr. David L. Moore  
LeMoyne College

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## TRACK CHAIRS

### ACCOUNTING

Dr. Musa Darayseh, Purdue University - Calumet  
Dr. Richard A. L. Caldarola, Troy University

### BUSINESS COMMUNICATION

Dr. Frederick J. DeCasperis, Siena College  
Dr. Lillian Chaney, University of Memphis  
Dr. Richard Featheringham, Central Michigan University  
Dr. Sara Hart, Sam Houston State University  
Dr. Kathy Hill, Sam Houston State University

### CONTEMPORARY BUSINESS ISSUES

Dr. Fernando Barrio, London, England  
Dr. Nicholas DiMarco, Webster University  
Dr. Mohan K. Menon, University of South Alabama

### DECISION SCIENCES/INFORMATION SYSTEMS

Dr. Sam Fullerton, Eastern Michigan University

### ECONOMICS

Dr. Bala Maniam, Sam Houston State University  
Dr. Harjit Arora, LeMoyne College

### FINANCE

Dr. Chong Kim, LeMoyne College  
Dr. Ginette McManus, St. Joseph's University

## **MANAGEMENT**

Dr. John Seffel, University of the Incarnate Word  
Dr. Janis Dietz, University of La Verne  
Dr. Rita Thakur, University of La Verne  
Dr. James A. (Bim) Beckman, University of Applied Sciences, Fulda (Germany)  
Dr. John J. Lucas, Purdue University - Calumet

## **MARKETING**

Dr. S. Altan Erdem, University of Houston, Clearlake  
Dr. Sam Fullerton, Eastern Michigan University  
Dr. William Trombetta, St. Joseph's University  
David L. Moore, LeMoyne.College

## **NON-PROFIT, PUBLIC SECTOR AND PUBLIC ADMINISTRATION**

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

# REVIEWERS

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Peter Ammermann	California State University - Long Beach
Nader Asgary	State University of New York - Geneseo
Felix Ayadi	Fayetteville State University
Bonni Baker	Siena College
Joseph Banas	Webster University
Casimir Barczyk	Purdue University - Calumet
James D. Bell	Southwest Texas State University
James Bradshaw	Brigham Young University - Hawaii
Tim Brotherson	Montana State University - Billings
Rich Brown	Freed-Hardeman University
Les Carlson	Clemson University
Lillian Chaney	The University of Memphis
Amitava Chaterjee	Fayetteville State University
Sanjib Chowdhury	University of Tennessee - Martin
Nancy Csapo	Central Michigan University
Musa Darayseh	Purdue University - Calumet
Barbara D. Davis	University of Memphis
Frederick Decasperis	Siena College
Carl Dresden	Coastal Carolina University
Alev Efendioglu	University of San Francisco
Philip Empey	Purdue University - Calumet
S. Altan Erdem	University of Houston - Clear Lake
Richard Featheringham	Central Michigan University
Shawnta Friday	Florida A & M University
Sam Fullerton	Eastern Michigan University
Sally Gilfillan	Longwood College
Catherine Green	The University of Memphis
John S. Green	Texas A & M University
George Gekas	Algoma University
Dale Gust	Central Michigan University
Vish Iyer	University of Northern Colorado
Joe James	Sam Houston State University
Robert Joy	Central Michigan University
Gwen Rowe Kelley	University of the District of Columbia
Darla Lang	Sam Houston State University
Hadley Leavell	Sam Houston State University
Mary Lemons	University of Tennessee - Martin
Bala Maniam	Sam Houston State University
Jeannette S. Martin	The University of Mississippi
Audrey L. Mathews	California State University - San Bernardino

Mike McCullough	University of Tennessee - Martin
Ginette McManus	St. Joseph's University
Mohan Menon	University of South Alabama
David L. Moore	LeMoyne College
Linda Nottingham,	Mississippi State University
Augustine Nwabuzor	Florida A & M University
Ferdinand Nwafor	Florida A & M University
Monica Parzinger	Clemson University
Robert Pollock	Purdue University - Calumet
Gary Renz	Webster University
Mitchell Rice	Texas A & M University
Neil Ridler	University of New Brunswick
Anthony Rodriguez	Texas A&M International University
Joseph Rosetti	Siena College
Mary Ellen Rosetti	Hudson Valley Community College
Shomir Sil	Purdue University - Calumet
Susan Switzer	Central Michigan University
Rita Thakur	University of La Verne
Larry Thomas	Central Michigan University
Annette Tolson	Florida A & M University
Leslie Toombs	University of Texas - Tyler
Dimirtios Tsoukalas	Purdue University - Calumet
Luc Vallee	University of Montreal
Elaine Waples	Purdue University - Calumet
Brian Watts	California State University - San Bernardino

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**YOUR PROGRAM COMMITTEE IS PLEASED TO PRESENT  
YOUR PROGRAM FOR THE 2005 INTERNATIONAL  
CONFERENCE OF THE ACADEMY OF BUSINESS  
ADMINISTRATION**

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**WEDNESDAY, August 3, 2005**

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

**REGISTRATION**

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## THURSDAY, August 4, 2005

9:00 AM - 1:00 AM      REGISTRATION

9:00 AM - 9:30 AM      COFFEE

9:30 AM - 11:00 AM    Marketing I

ROOM A                      Session Chair:    Ahmed Ghoneim  
King A-Aziz University (Kingdom of  
Saudi Arabia)

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\*                      **Organizational Uncertainty and Absenteeism: A  
Relationship Manifested Through Sick Leave Usage**

James Lohr

Nova Southeastern University

\*\*                      **The Interaction of Trust, Relational Selling and Team  
Sales in B2B Sales Success**

Richard A. L. Caldarola

Troy State University

\*\*\*                      **The Influence of Sales Promotion on Consumers' Store  
Choice**

Susana Marques da Cunha

Jose Crespo de Carvalho

ISCTE Business School Lisbon (Portugal)

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**THURSDAY, August 4, 2005**

**9:00 AM - 9:30 AM          COFFEE**

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

**ROOM B                      Session Chair:      Harjit Arora  
   LeMoyne College**

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**\*                      Practicing Diversity as a System for Life Long Learning:  
                                 Making a Contribution to Business and Public  
                                 Administration**

Kirsten Kim Loutzenhizer  
Barry University

**\*\*                      Human Rights and the Business Curriculum**

John Betton  
University of Wisconsin, La Crosse

**\*\*\*                    Increasing Globalization and its Impact on the U. S.  
                                 Higher Education**

John J. Considine  
Harjit Arora  
LeMoyne College

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## **THURSDAY, August 4, 2005**

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

**COFFEE**

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

**Business Communications**

**ROOM A**

**Session Chair: Lillian Chaney  
University of Memphis**

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- \* **Do Learning Styles and Skills Influence Student Perceptions of Client Based Learning**  
Amy L. Parsons  
Elzbieta Lepkowska-White  
Skidmore College
  - \*\* **The Effects of Communication Skills on Personal Power**  
Charles F. Day  
Nova Southeastern University
  - \*\*\* **Demographic Differences in Students' Knowledge of Office Politics**  
Catherine G. Green  
Lillian H. Chaney  
The University of Memphis
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## **FRIDAY, August 5, 2005**

**9:00 AM - 1:00 AM          REGISTRATION**

**9:00 AM - 9:30 AM          COFFEE**

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

**ROOM A                      Session Chair:      Ahmed Ghoneim  
King A-Aziz University (Kingdom of  
Saudi Arabia)**

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- \*      **Advertising Ethics: A Field Study on Turkish Consumers**  
Elif Akagün Ergin  
Handan Özdemir  
Çankaya University (Turkey)
  
  - \*\*     **The Theory of Marketing in Developing Countries**  
Rodney Oudan  
Elmira College
  
  - \*\*\*   **Ethnography in Marketing Research**  
Kimberly Porter Martin  
University of LaVerne
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**FRIDAY, August 5, 2005**

**9:00 AM - 9:30 AM            COFFEE**

**9:30 AM - 11:00 AM       Leadership, Job Satisfaction and Spillover Effects**

**ROOM B                      Session Chair:     Kirsten Kim Loutzenhiser**  
**Barry University**

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**\*            Split Leadership Structure and Board Effectiveness:  
                 Evidence from Turkey**

Zeynep Gokakin

Istanbul Bilgi University (Turkey)

Erkan Uysal

Capital Markets Board of Turkey (Turkey)

**\*\*           Career Anchors: Distribution and Impact on Job  
                 Satisfaction**

Nira Danziger

Rony Valency

The College of Management Rishon Lezion (Israel)

**\*\*\*        Do Export Spillover Effects Really Exist**

David Stewart

Memorial University

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## **FRIDAY, August 5, 2005**

**11:00 AM - 11:30 AM      COFFEE**

**11:30 AM - 1:00 PM      Exchange Rates, Earnings and E-Commerce**

**ROOM B                      Session Chair:      Malik Mirza  
   Queensland University of Technology  
   (Australia)**

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**\*      Empirical Testing of Random Walk of Euro Exchange Rates: Evidence from the Emerging Markets**

Osamah M Al-Khazali

American University of Sharjah (U. A. E.)

Evangelos P. Koumanakos

National Bank of Greece (Greece)

**\*\*      The Development and Exploratory of an E-Commerce Model**

Kerry Chipp

University of Witwatersrand (South Africa)

**\*\*\*      Earnings Persistence and the Value of Accounting Accruals in Emerging Markets**

Farshid Navissi

University of Auckland (New Zealand)

Malik Mirza

Queensland University of Technology (Australia)

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**FRIDAY, August 5, 2005**

**6:00 PM–7:00 PM      Reception**  
**7:00 PM–9:00 PM      Awards Banquet**

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**SATURDAY, August 6, 2005**

**9:00 AM - 11:00 AM      REGISTRATION**

**9:00 AM - 9:30 AM      COFFEE**

**9:30 AM - 11:00 AM      Finance and Economics**

**ROOM A                      Session Chair:      Elias Grivoyannis**  
**Yeshiva University**

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**\*            Calendar Anomoly in the Greek Stock Market: Stochastic Dominance Analysis**

Osamah M. Al-Khazali  
American University of Sharjah (U. A. E.)  
Evangelos P. Koumanakos  
National Bank of Greece (Greece)  
Chong Soo Pyun  
University of Memphis

**\*\*            9 - 11 Revisited: An Analysis of Trading Anomolies**

Pat Obi  
Purdue University - Calumet

**\*\*\*            The Liquidity Trap Dilemma in Japan: An Econometric Investigation**

Elias Grivoyannis  
John Malindretos  
Yeshiva University

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## SATURDAY, August 6, 2005

9:00 AM - 9:30 AM COFFEE

9:30 AM - 11:00 AM      **Small Business and Entrepreneurship**

ROOM B                      **Session Chair:      Prasad Kakumanu  
University of Scranton**

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\*      **Ghanian Entrepreneurs: The Characteristics, Motivation  
for Business Ownership, Perceived Success Factors and  
Problems**

Hung Manh Chu  
Charles McGee  
Cynthia Benning  
West Chester University

\*\*      **National Differences in Levels of Women's Participation  
in Entrepreneurship: Theoretical Considerations**

C. Christopher Baughn  
Kent E. Neupert  
Boise State University  
Ben-Leng Chua  
The Chinese University of Hong Kong (People's  
Republic of China)

\*\*\*      **Outsourcing: Its Benefits, Drawbacks and Other Related  
Issues**

Prasad Kakumanu  
Anthony Portanova  
University of Scranton

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**SATURDAY, August 6, 2005**

**11:00 AM - 11:30 AM      COFFEE**

**11:30 AM - 1:00 PM      Finance and Lean Operations**

**ROOM A                      Session Chair:      Elias Grivoyannis  
   Yeshiva University**

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**\*                      Sigma and Lean Operations**  
Elzbieta Trybus  
California State University, Northridge

**\*\*                      Ownership of Residential Property in Regional Housing  
   Markets**  
Andrew Narwold  
University of San Diego

**\*\*\*                      The Odds Ratio and the Relative Risk: Tools for  
   Conformity with EEOC Legislation**  
Elias C. Grivoyannis  
Yeshiva University

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**SATURDAY, August 6, 2005**

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

**COFFEE**

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

**Marketing III**

**ROOM B**

**Session Chair: Jane Summers  
University of Southern Queensland  
(Australia)**

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- \* **The Impact of Structure on Marketing Success in  
Australian Rules Football Clubs**  
Melissa Johnson Morgan  
Jane Summers  
Kristy West  
University of Southern Queensland (Australia)
- \*\* **Why Some Pay for Pleasure When Others Do Not: A  
Preliminary Study of  
Skaters**  
Jared L. Young  
Jane Summers  
Melissa Johnson Morgan  
University of Southern Queensland.
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**SATURDAY, August 6, 2005**

**1:30 PM - 3:00 PM**

**Luncheon**

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**SUNDAY, August 7, 2005**

**TRAVEL DAY – HAVE A SAFE AND PLEASANT TRIP HOME AND AS ALWAYS WE HOPE YOU WILL JOIN US IN PALM BEACH, ARUBA, IN DECEMBER, 2005, OR SANT FE, NEW MEXICO, IN APRIL, 2006, OR MUNICH, GERMANY, IN AUGUST, 2006. WATCH THE ABA WEBSITE FOR UPDATED INFORMATION ON ALL CONFERENCES AT [www.lemoyne.edu/aba](http://www.lemoyne.edu/aba)**

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