

**ACADEMY OF BUSINESS  
ADMINISTRATION**



**2006 INTERNATIONAL  
CONFERENCE**  
AUGUST 16 – 20, 2006

**Platzl Hotel  
Munich, Germany**

**WELCOME**

It is our pleasure to welcome all participants to the 2006 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.

We would also like to give special recognition to James "Bim" Beckman and Josef Neuert of the University of Applied Sciences Fulda (Germany) who have been extremely helpful in our search for a conference hotel and encouraging German scholars to join us here in Munich.

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 Munich. Given our location, after the conference is over we have no doubt that we will all share warm and lasting memories of Munich and the Bavarian Alps 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 16

3:00 PM – 5:00 PM                      Registration

### THURSDAY, AUGUST 17

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 18

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  
1:30 PM – 3:00 PM                      Luncheon

### SATURDAY, AUGUST 19

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  
1:30 PM – 3:00 PM                      Luncheon

## **SUNDAY, AUGUST 20**

TRAVEL DAY – HAVE A SAFE AND PLEASANT TRIP HOME AND AS ALWAYS WE HOPE YOU WILL JOIN US IN PUNTA CANA, DOMINICAN REPUBLIC, IN DECEMBER FOR THE 2006 GLOBAL TRENDS CONFERENCE; IN DENVER, COLORADO, IN APRIL FOR THE 2007 NATIONAL CONFERENCE OR IN BARCELONA, SPAIN NEXT AUGUST FOR THE 2007 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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# 2006 PROGRAM COMMITTEE

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Dr. Sam Fullerton  
Eastern Michigan University

## PROGRAM CHAIR

Dr. David L. Moore  
LeMoyne College

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### BUSINESS COMMUNICATION

Dr. Frederick J. DeCasperis, Siena College  
Dr. Lillian Chaney, University of Memphis  
Dr. Kathy Hill, Sam Houston State University

### CONTEMPORARY BUSINESS ISSUES

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Dr. Vish Iyer, University of Northern Colorado  
Dr. Audrey Mathews, University of California, San Bernardino  
Dr. Sam Fullerton, Eastern Michigan University

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Dr. Peter Yannopoulos, Brock University

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Dr. Bala Maniam, Sam Houston State University

### **FINANCE**

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Dr. Ginette McManus, St. Joseph's University  
Dr. Elias C. Grivoyanis, Yeshiva University  
Dr. Robert J. Sweeney, Wright State University

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Dr. Nicholas DiMarco, Webster University  
Dr. Rita Patel Thakur, University of La Verne  
Dr. Elzbieta Trybus, California State University, Northridge

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Dr. Rama Yelkur, University of Wisconsin, Eau Claire  
Dr. Greg Black, Texas A & M, Corpus Christi  
David L. Moore, LeMoyne.College

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

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

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Casimir Barczyk	Purdue University - Calumet
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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 2006 INTERNATIONAL  
CONFERENCE OF THE ACADEMY OF BUSINESS  
ADMINISTRATION**

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**WEDNESDAY, August 16, 2006**

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

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**THURSDAY, August 17, 2006**

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

**9:00 AM - 9:30 AM          COFFEE**

**9:30 AM - 11:00 AM          Auditors, Currency and Benefits**

**ROOM A                      Session Chair:      Richard A. L. Caldarola  
   Troy University**

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- \*            Auditors' Working Papers, Who Owns Them Anyway?**  
Peter P.F. Chan  
   Hong Kong
  - \*\*           The Pedagogy of Portfolio Optimization and Spreadsheet  
                 Modeling**  
C. Pat Obi  
Raida Abuizam  
   Purdue University - Calumet
  - \*\*\*        A Discriminant Analysis of Asian Financial Crisis of  
                 1997-98**  
Chong Kim  
   LeMoyne College
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## **THURSDAY, August 17, 2006**

**9:00 AM - 9:30 AM      COFFEE**

**9:30 AM - 11:00 AM      Finance I**

**ROOM B                      Session Chair:      **Ginette McManus**  
   **Saint Joseph's University****

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**\*      **Globalization and Its Impact on Japanese Banking and Finance****

Elias C. Grivoyannis  
Yeshiva University  
Andrew Ikpoh  
Seton Hall University  
John Malindretos  
Yeshiva University

**\*\*      **An Examination of Intraday Volatility Around International Cross Listing of Yen Dollar Future Contracts****

Rajeesh Sharma  
Saint Joseph's University  
Zhihong Shi  
State University of New York, Old Westbury

**\*\*\*      **Technical Trading Strategies and Short-term Stock Price Reversals****

Ahmet Tezel  
Ginette McManus  
Saint Joseph's University

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**THURSDAY, August 17, 2006**

**11:00 AM - 11:30 AM      COFFEE**

**11:30 AM - 1:00 PM      Global Management and Marketing**

**ROOM A                  Session Chair:                  M. B. Neace**  
**Mercer University**

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- \*      Factors Influencing Consumer Intentions to Purchase  
         Seasonally Discounted Athletic Footwear in Thailand”**  
Jane Summers  
Atasit Lorterapong  
Melissa Johnson Morgan  
   University of Southern Queensland (Australia)
- \*\*     Social Capital and Strategic Choices of Exporting  
         Entrepreneurs in China: A Social Exchange Perspective  
         in an Inter-Cultural Environment**  
Zhirong Duan  
   University of New South Wales  
M. B. Neace  
   Mercer University
- \*\*\*    The Changing Nature of the Turkish Lira Exchange Rate:  
         A Forecasting Challenge**  
E. James Jennings  
Paul T. McGrath  
   Purdue University - Calumet
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**THURSDAY, August 17, 2006**

**11:00 AM - 11:30 AM      COFFEE**

**11:30 AM - 1:00 PM      Issues in Business Education**

**ROOM B                      Session Chair:      John Waltman  
   Eastern Michigan University**

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**\*\*      The Merlanti Business Ethics Program: One Answer to  
         the Challenge of Infusing Ethics into the COB Curriculum**  
         John Waltman  
         Sandra Defebaugh  
         Eastern Michigan University

**\*\*\*      School of Management Policy on Distance Learning**  
         Deborah L. Thinnes  
         Purdue University - Calumet

**\*\*\*\*      Innovations in Addressing AACSB's Ethics Requirement**  
         John Waltman  
         Eastern Michigan University

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**THURSDAY, August 17, 2006**

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

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**FRIDAY, August 18, 2006**

**9:00 AM - 9:30 AM**      **COFFEE**

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

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

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- \*      **Sponsorship in Fast Moving Consumer Goods – Does Packaging Endorsement Contribute to Brand Attitude?**  
Frances Woodside  
Jane Summers  
Melissa Johnson Morgan  
   University of Southern Queensland (Australia)
  
  - \*\*      **Price Lining Strategy in Sports Marketing: Case of the Pittsburgh Pirates**  
Conway Lackman  
Ron Dick  
John Lanasa  
   Duquesne University
  
  - \*\*\*      **Sports Consumption Behaviour among Generation Y in Mainland China**  
Melissa Johnson Morgan  
Jane Summers  
Graham Jocusen  
   University of Southern Queensland (Australia)
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**FRIDAY, August 18, 2006**

**11:00 AM - 11:30 AM      COFFEE**

**11:30 AM - 1:00 PM      Macroeconomics & Growth**

**ROOM A                      Session Chair:      James “Bim” Beckman  
   University of Applied Sciences, Fulda  
   (Germany)**

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**\*                      Spending on Education when Future is Uncertain**  
Sarah Ghosh  
Satyajit Ghosh  
   University of Scranton

**\*\*                      Bologna: Harmonizing European Business Education  
   With the Global Corporate World**  
Ramona Kosarek  
Madeleine Mueller  
   University of Applied Sciences, Fulda (Germany)

**\*\*\*                      More Research on How Smaller German Companies  
   Compete Globally**  
Dietrich Schaupp  
   Universtiy of West Virginia, Morgantown  
James Beckman  
   University of Applied Sciences, Fulda (Germany)

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## **SATURDAY, August 19, 2006**

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

**COFFEE**

**9:30 AM - 11:00 AM  
ROOM B**

**Pot Pourri I**

**Session Chair:**

**Elias C. Grivoyannis  
Yeshiva University**

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- \* Applying Drucker's "Five Most Important Questions" to Tocqueville's "Science of Associations:" How to Make Nonprofits More Effective and Democracy Stronger**  
Constance Rossum  
University of La Verne
  - \*\* The Degree Of Cointegration Between EU And Eastern European Financial Market Returns: Conclusions For Investors And The Economic Development Of The Eastern Region**  
André Tomfort  
University of Applied Sciences - Berlin/Berlin School of Economics (Germany)
  - \*\*\* An Investigation of US and Emerging Markets Co-movements - Using Exchange Traded Funds**  
Fahimeh Rezayat  
California State University - Dominguez Hills
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**SATURDAY, August 19, 2006**

**11:00 AM - 11:30 AM      COFFEE**

**11:30 AM - 1:00 PM      Pot Pourri II**

**ROOM A                  Session Chair:      Louis C.H. Fourie  
   University of the Western Cape (South  
   Africa)**

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\*        **The Power of Quick Response in Research and  
   Development: Foundations Make it Happen in the VA**  
   Gustavo Godoy  
   South Florida Veterans Affairs Foundation for  
   Research and Education, Inc.

\*\*       **An Overview of Information Systems Integration in  
   Criminal Justice Systems**  
   Bongazana Mahlangu  
   Louis C.H. Fourie  
   University of the Western Cape (South Africa)

\*\*\*     **The Feasibility Of Automated Traceability In Fruit Export  
   Chains In South Africa**  
   Louis C.H. Fourie  
   University of the Western Cape (South Africa)  
   René Olivier  
   University of Stellenbosch (South Africa)

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**SATURDAY, August 19, 2006**

1:30 PM - 3:00 PM      Luncheon

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**SUNDAY, August 20, 2006**

**TRAVEL DAY** – HAVE A SAFE AND PLEASANT TRIP HOME AND AS ALWAYS WE HOPE YOU WILL JOIN US AT ONE OF THE UPCOMING ABA CONFERENCES IN PUNTA CANA, DOMINICAN REPUBLIC IN DECEMBER, 2006, OR DENVER, COLORADO IN APRIL, 2007, OR BARCELONA, SPAIN, IN AUGUST, 2007. WATCH THE ABA WEBSITE FOR UPDATED INFORMATION ON ALL CONFERENCES AT [www.lemoyne.edu/aba](http://www.lemoyne.edu/aba)

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