

ACADEMY OF BUSINESS ADMINISTRATION

**2012
International Conference**

**Holiday Inn Munich - City Centre
Munich, Germany
August 1 - 5, 2012**

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WELCOME

I am pleased to extend a warm welcome to all participants of the 2012 International 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 2012 International Conference Program Committee was extremely efficient in performing their duties. My sincere appreciation goes to Dr. David L. Moore 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 Munich and the Bavarian Alps.

Dr. Sam Fullerton
Conference Chair

A WORD FROM THE PROGRAM CHAIR

Welcome to the 2012 International 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. Sam Fullerton 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 Munich. Please feel free to contact 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 Germany!

Dr. David L. Moore
Program Chair

SCHEDULE FOR SPECIAL EVENTS

WEDNESDAY, AUGUST 1

3:00 PM - 5:00 PM Registration

THURSDAY, AUGUST 2

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, AUGUST 3

11:00 AM - 1:00 PM Registration

11:00 AM - 11:30 AM Coffee Break

11:30 AM - 1:00 PM Competitive Sessions

1:30 – 2:30 PM Luncheon

SATURDAY, AUGUST 4

11:00 AM - 1:00 PM Registration

11:00 AM - 11:30 AM Coffee Break

11:30 AM - 1:00 PM Competitive Sessions

1:30 – 2:30 PM Luncheon

SUNDAY, AUGUST 5 – Travel Day. Have a safe trip home.

2012 PROGRAM COMMITTEE

CONFERENCE CHAIR

Dr. Sam Fullerton
Eastern Michigan University

PROGRAM CHAIR

Dr. David L. Moore
Le Moyne College

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**
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Dr. Turken Onder, Marmara University **TURKEY**
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Dr. Jeffrey Kantor, Ariel University Centre of Samaria **ISRAEL**

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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. Harash Sachdev, Eastern Michigan University
Dr. Jaquel Johnson, 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

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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
Dr. John Robinson, Webster University

MARKETING

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Dr. Sam Fullerton, Eastern Michigan University
Dr. Melissa Johnson Morgan, University of Southern Queensland (Australia)
Dr. Angelica Bahl, Metropolitan State University of Denver
Dr. David L. Moore, Le Moyne College
Dr. Larry Neale, Queensland University of Technology (Australia)

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Dr. Mitchell Rice, Texas A&M University
Dr. Audrey Mathews, California State University-San Bernardino
Dr. Brenda Marina, Georgia Southern University
Dr. Bill Trombetta, St. Joseph's University

REVIEWERS

James "Bim" Beckman	University of Applied Sciences, Fulda (Germany)
Greg Black	Metropolitan State University of Denver
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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
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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 2012 INTERNATIONAL CONFERENCE
OF THE ACADEMY OF BUSINESS ADMINISTRATION**

WEDNESDAY, AUGUST 1

3:00 PM - 5:00 PM Registration

THURSDAY, AUGUST 2

9:30 AM - 11:00 AM HEALTH, MACROECONOMICS AND FINANCE

**Meeting Room A Session Chair: Judith A. Kamnikar, Auburn
University Montgomery**

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- **Geographical Influences On Determinants Of Aboriginal Health In Canada: An Economic Study**
Yasmine AmirKhalkhali
Queen's University (Canada)
Kathryn Kimery
Saint Mary's University (Canada)
 - **On Forecasting Macroeconomic Aggregates Using Time-Series Models with Non-Spherical Disturbances**
Samad AmirKhalkhali
Sal AmirKhalkhali
Saint Mary's University (Canada)
 - **Financial Sustainability/Condition Of The USA States Before And After The Recession Of 2007 - 2009**
Judith A. Kamnikar
Auburn University Montgomery
Edward G. Kamnikar
Troy University Montgomery
Keren H. Deal
Auburn University Montgomery
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THURSDAY, AUGUST 2

11:00 AM - 11:30 AM COFFEE

11:30 AM - 1:00 PM STOCK PRICES, LAW AND DIVERSITY

**Meeting Room A Session Chair: William J. Carnes, Metropolitan State
University of Denver**

- **The Impact of the Family Smoking Prevention and Tobacco Control Act of 2009 on the Stock Prices of Tobacco Companies**
Ginette M. McManus, Saint Joseph's University
Claire Gilmore, King's College
Rajneesh Sharma, Saint Joseph's University
Ahmet Tezel, Saint Joseph's University

 - **Overview And Critical Analysis Of Traditional Legal Theory On The Question Of 'Full' Compensation As An International Law Requirement**
Mansour al Saeed
Kuwait

 - **Expanding The Definition Of Diversity: Lessons From Ancient Times**
William J. Carnes
Madison Holloway
Metropolitan State University of Denver
-

Luncheon – 1:30 PM – 3:00 PM Location TBA

FRIDAY, AUGUST 3

11:00 AM - 11:30 AM COFFEE

11:30 AM - 1:00 PM MICROECONOMIC ISSUES AND MANAGERIAL ECONOMICS

Meeting Room A

Session Chair: James 'Bim' Beckman, University of Applied Sciences, Fulda (Germany)

- **How to Create Lifelong Learning for Aging Workforces in Times of Severe Demographic Change.**
Dagmar Preißing
Fulda University of Applied Sciences (Germany)
- **Family Firms and their Governance: Organizational Impacts and Family Business Governance Structures**
Irina Kohler
Fulda University of Applied Sciences (Germany)
- **Demographic Change in Europe: Private & Public Responses.**
James Beckman
Thomas R. Hummel
Fulda University of Applied Sciences (Germany)

Luncheon Today 1:30 PM Location TBA

SATURDAY, AUGUST 4

11:30 AM - 1:00 PM ADVERTISING, DEALS AND CHOICES

Meeting Room A

Session Chair: James 'Bim' Beckman, University of Applied Sciences, Fulda (Germany)

- **Coulda, Woulda, Shoulda: How Effective Are Web References In Print Advertisements?**
Elzbieta Lepkowska-White
A. Ceylan
A. Parsons
L. Kirschner
Skidmore College

 - **The Firm as a Function of Deals**
Demetri Kantarelis
Assumption College

 - **Germany Experience-Based Choice: How the World Functions.**
James Beckman
Achim Opel
Fulda University of Applied Sciences (Germany)
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Luncheon Today 1:30 PM Location TBA

SUNDAY, AUGUST 5

Travel Day – Have a safe and comfortable trip home.

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