

ACADEMY OF BUSINESS ADMINISTRATION

**2013
International Conference**

**Park Atlantic Lisboa
Lisbon, Portugal
August 14 - 17, 2013**

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2013 International Conference

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WELCOME

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

Dr. Sam Fullerton
Conference Chair

A WORD FROM THE PROGRAM CHAIR

Welcome to the 2013 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 Lisbon. 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 Portugal!

Dr. David L. Moore
Program Chair

SCHEDULE FOR SPECIAL EVENTS

WEDNESDAY, AUGUST 14

3:00 PM - 5:00 PM Registration

THURSDAY, AUGUST 15

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

7:00 - 9:00 PM Reception

FRIDAY, AUGUST 16

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 17

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 18 – Travel Day. Have a safe trip home.

2013 PROGRAM COMMITTEE

CONFERENCE CHAIR

Dr. Sam Fullerton
Eastern Michigan University

PROGRAM CHAIR

Dr. David L. Moore
Le Moyne College

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Companies, Kuwait, Po Box 33494 Rawda 73455 **KUWAIT**
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Dr. Rebecca Gatlin-Watts, University of Central Arkansas

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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

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

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

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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. Audrey Mathews, California State University-San Bernardino
Dr. Brenda Marina, Georgia Southern University
Dr. Bill Trombetta, St. Joseph's University

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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 INTERNATIONAL CONFERENCE
OF THE ACADEMY OF BUSINESS ADMINISTRATION**

WEDNESDAY, AUGUST 14

3:00 PM - 5:00 PM Registration

THURSDAY, AUGUST 15

9:30 AM - 11:00 AM EXECUTIVE/SENIOR LEADERSHIP: ISSUES AND DEVELOPMENTS

Meeting Room A

**Session Chair: Scott Jackson Dantley
 Coppin State University**

-
- **Transformational Leadership Approach in Higher Education: Connecting the Dots to Campus and Community Stakeholders**
 Brenda Riddick, California State University, Dominguez Hills

 - **Women and Minority Executive Leadership in U.S. Cabinets**
 Reginald Vance, Learning Infrastructure United States
 Department of Veterans Affairs Learning University

 - **Stress Management and Professional Balance in the Workplace**
 Katina January – Vance, Howard University
-

THURSDAY, AUGUST 15

11:00 AM - 11:30 AM COFFEE

**11:30 AM - 1:00 PM PUBLIC POLICY ISSUES IN BUSINESS, HEALTH, AND
TEACHER EDUCATION PREPARATION**

Meeting Room A

**Session Chair: Mitchell F. Rice
Texas A&M University**

-
- **U.S. Infrastructure Policy and the Business-Economic Growth Dynamic: The Interface between Public Policy and Business Development**
Lenneal J. Henderson, University of Baltimore

 - **Raising the Bar: Aligning and Elevating Teacher Preparation and the Teaching Profession**
Scott Jackson Dantley, Coppin State University

 - **A Comparison of Portugal and US Health Disparities: Implications for Public Policy**
Jeffrey J. Guidry, Texas A&M University

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

FRIDAY, AUGUST 16

**9:30 AM - 11:00 AM CORPORATE COMMUNICATION MANAGEMENT, GLASS
CEILINGS AND MANUFACTURING**

Meeting Room A

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

-
- **Deriving an Operational Measure of Corporate Communication Management & Evaluation: An Overview of an Emerging Research Field**
Irina Kohler, University of Applied Sciences, Fulda (Germany)
 - **The Glass Ceiling: does Germany Need a Women's Quota?**
Dagmar Preißing, University of Applied Sciences, Fulda (Germany)
 - **How is German Manufacturing Likely to Fare Globally Against Lower Cost Competitors?**
James Beckman
Thomas Hummel
University of Applied Sciences, Fulda (Germany)
-

FRIDAY, AUGUST 16

11:00 AM - 11:30 AM COFFEE

11:30 AM - 1:00 PM SOCIAL EQUITY AND PUBLIC ADMINISTRATION

Meeting Room A

Session Chair: Lenneal Henderson, University of Baltimore

- **The Role of Government in Sustaining Social Equity: Avenues for Access, Diversity and Inclusion**
Rajade Berry-James, North Carolina State University

- **Interpersonal Communication Strategies for the African American Business Major: Tips for Speaking Mandarin Chinese Abroad**
Delindus Brown, South Carolina State University
Chia-Wen Huang, South Carolina State University

- **Understanding the Concept of Social Equity in Public Administration**
Mitchell Rice, Texas A&M University

Luncheon Today 1:30 PM Location TBA

SATURDAY, AUGUST 17

9:30 AM - 11:00 AM FINANCE, ECONOMICS AND BUDGETS

Meeting Room A

**Session Chair: Ginette M. McManus
 Saint Joseph's University**

-
- **Market Timing Tool: CAPE vs P/E**
 Ginette M. McManus
 Rajneesh Sharma
 Ahmet Tezel
 Saint Joseph's University

 - **Economic And Political Impact Of The Greek Debt Crisis On
 Germany And Greece**
 Nikos Orphanoudakis, Webber International University

 - **U.S. Government 2013 Budget Sequestration: Congress' Fix
 for the Federal Aviation Administration's Work Furlough**
 Theodore P. Byrne
 California State University, Dominguez Hills
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SATURDAY, AUGUST 17

11:00 AM - 11:30 AM COFFEE

11:30 AM - 1:00 PM DECISION MAKING, CULTURE AND DIVERSITY

Meeting Room A

**Session Chair: William J. Carnes
Metropolitan State University of Denver**

- **Measuring Rational Behaviour And Efficiency In Management Decision Making Processes – Theoretical Framework, Model Development And Preliminary Experimental Foundations**
Josef Neuert, Fulda University (Germany)
Christopher A. Hoeckel, University of Latvia (Latvia)
Manuel Woschank, University of Latvia (Latvia)

 - **The Similarities And Differences Between Culture And Diversity**
William J. Carnes
Madison Holloway
Metropolitan State University of Denver
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Luncheon Today 1:30 PM Location TBA

SUNDAY, AUGUST 18

Travel Day – Have a safe and comfortable trip home.

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