

# **ACADEMY OF BUSINESS ADMINISTRATION**

**2005  
GLOBAL TRENDS CONFERENCE**

**Holiday Inn Sun Spree Resort  
Palm Beach, Aruba**

**December 18 – December 22, 2005**

## **WELCOME**

We are pleased to extend a warm welcome to all participants of the 2005 Global Trends 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 make this conference a success. It is truly a global conference in that we have participants from several countries and much of the research to be discussed has a global perspective. Each participant's contributions are valuable assets 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 successful without the diligent work of the Program Chairs and the Track Chairs; the 2005 Global Trends Conference Program Committee was extremely efficient in performing their duties. We are also very grateful for the continued contributions of our reviewers; it is their diligence that helps insure 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 we would again like to thank everyone for being a part of the continuous progress of the ABA. We hope that you enjoy the conference and your stay in the exciting city of Palm Beach, Aruba.

Dr. David L. Moore and Dr. Sam Fullerton  
Conference Co-Chairs

## **A WORD FROM THE PROGRAM CO-CHAIRS**

Welcome to the 2005 Global Trends Conference of the Academy of Business Administration. We are certain that you will find the sessions interesting and enlightening. We are very pleased with the number of participants who will be presenting papers, participating in the special sessions, and assisting in the day-to-day operations of the conference, especially in light of the short window of opportunity provided to prospective authors. 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, we 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 of this size would not be possible, so we thank each of these individuals for helping to make this conference a reality. We're also grateful to have the able assistance and tireless efforts of Dr. David Moore and Dr. Sam Fullerton who provide invaluable help to conference attendees and deserve the credit for arranging to hold our conference at this fine venue.

Special thanks go to the Department of Marketing and the College of Business at Eastern Michigan University and the department of Business Administration at LeMoyne College for their support and understanding.

We hope that you will take advantage of the excellent program planned for you, and hope that you enjoy your stay in Aruba. Please feel free to contact Monica 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 Aruba!

Dr. Mary Lemons and Dr. Monica Parzinger  
Program Co-Chairs

# SCHEDULE FOR SPECIAL EVENTS

## SUNDAY, DECEMBER 18

3:00 PM - 6:00 PM Registration

## MONDAY, DECEMBER 19

9:00 AM - 1:00 PM Registration

9:00 AM - 9:30 AM Coffee

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

## TUESDAY, DECEMBER 20

9:00 AM - 1:00 PM Registration

9:00 AM - 9:30 AM Coffee

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

## WEDNESDAY, DECEMBER 21

9:00 AM - 1:00 PM Registration

9:00 AM - 9:30 AM Coffee

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 Hospitality Hour

7:00 PM - 10:00 PM Dinner & Awards Banquet

## THURSDAY, DECEMBER 22

CULTURE DAY: EXPLORE AND LEARN ABOUT ARUBA

# 2005 PROGRAM COMMITTEE

## CONFERENCE CO-CHAIRS    PROGRAM CO-CHAIRS    SPECIAL SESSIONS CHAIR

Dr. David L. Moore  
LeMoyne College

Dr. Mary A. Lemons  
The University of TN-Martin

Dr. Mitchell Rice  
Texas A&M University

Dr. Sam Fullerton  
Eastern Michigan University

Dr. Monica Parzinger  
St. Mary's University

## INTERNATIONAL COORDINATORS

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Dr. David Taylor, University of Waikato, Hamilton NEW ZEALAND

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Dr. Bun Wong Kim, Dongguk University KOREA

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Dr. Ramadan Al-Sharrah, Public Authority of Applied Education & Training KUWAIT

Dr. Michael Schreiber, University of Business & Economics, Vienna AUSTRIA

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Dr. Sam Sedki, St. Mary's University

### BUSINESS COMMUNICATION

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Dr. Frederick DeCasperis, Siena College

Dr. Kathy Hill, Sam Houston State University

### CONTEMPORARY BUSINESS

Dr. Kent Royalty, St. Mary's University

Dr. Tammy McCullough, Eastern Michigan University

Dr. Ed Cole, St. Mary's University

Dr. S. Altan Erdem, University of Houston-Clear Lake

Dr. Rao Tummala, Eastern Michigan University

Dr. Peter Yannopoulos, Brock University

## **DECISION SCIENCES & INFORMATION SYSTEMS**

Dr. Monica Parzinger, St. Mary's University  
Dr. Jim Bell, University of Central Arkansas  
Dr. John Stamey, Coastal Carolina University

## **ECONOMICS**

Dr. James "Bim" Beckman, Fochbereich Wirtschaft  
Dr. David L. Moore, LeMoyne College

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Dr. Ramesh Garg, Eastern Michigan University  
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Dr. Rita Thakur, University of La Verne

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Dr. Sam Fullerton, Eastern Michigan University  
Dr. Rama Yelkur, University of Wisconsin  
Dr. Greg Black, Texas A&M University

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Dr. Audrey Mathews, California State University-San Bernardino  
Dr. Jim Murrow, Drury University

## REVIEWERS

Adnan Abdeen	California State University, Los Angeles
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Frank Anderra	Central Michigan University
Robert Alexander	Marshall University
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William Banks	Wilfrid Laurier University
Casimir Barczyk	Purdue University, Calumet
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Susan Switzer	Central Michigan University
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Ahmet Tezel	Saint Joseph's University
Rita Thakur	University of La Verne
Larry Thomas	Central Michigan University
Dimitrios Tsoukalas	Purdue University Calumet
Gary S. Vazzana	Central Missouri State University
Julius Walecki	University of LaVerne
Samuel Wathan	Coastal Carolina University
Bobbie Williams	Georgia Southern University
Denise Williams	The University of Tennessee-Martin
Robert Witherell	University of Massachusetts
Chester Wolford	Pennsylvania State University
Terry Young	Pepperdine University

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

**Monday, December 19**

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

**9:30 AM - 11:00 AM        Buyer Behavior and Other Marketing Issues**

**Meeting Room A            Session Chair: Barry Shaw  
   Schreiner University**

**\*            Product, Place and Price Issues for Religious  
                 Organizations**

John J. Considine  
LeMoyne College

**\*\*           The Gender Perceptions of Buyers in South America  
                 Relative to Trust and Customer Orientation**

Richard Caldarola  
Troy University

**\*\*\*        Multimarket Competition: Literature Review and  
                 Extension**

Peter Yannopoulos  
Brock University (Canada)

**Monday, December 19**

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

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

**Meeting Room B            Session Chair: David L. Ralph  
   Pepperdine University**

**\*        Breadth in Undergraduate Business Programs Causes  
          Lack of Depth**

Stacey M. P. Schmidt  
                                 California State University, Bakersfield  
David L. Ralph  
                                 Pepperdine University

**\*\*        The Ethical Implications of Student Cheating**

Mary A. Lemons  
Jeff Seaton  
                                 The University of Tennessee-Martin

**\*\*\*        The Commercialization of Higher Education: Move Over  
          Socrates; Here Come the Sophists**

Claudia A. Blanchard  
                                 Siena Heights University

**\*\*\*\*        Expanding Access to Business Education**

James M. Sottile, Jr.  
Jane G. McKee  
                                 Marshall University  
Robert Shell, Jr.  
                                 Guyan International

**Monday, December 19**

**9:00 AM - 9:30 AM      COFFEE**

**9:30 AM - 11:00 AM      Finance and Accounting Issues**

**Meeting Room C      Session Chair: Greg Lepak  
LeMoyne College**

**\*      Technology in Selected European Business Schools**

Rebecca Gatlin-Watts

William Kordsmeier

Scott Scott Markham

Amanda Sherrod

University of Central Arkansas

**\*\*      Stock Repurchase Behavior and Dividends**

Greg Lepak

John Consler

LeMoyne College

**\*\*\*      Merging 60 Accounting Practices with an Ultimate Goal  
to get a Stock Exchange Listing: Hong Kong Experience**

Peter P. F. Chan

Hong Kong Shue Yan College

**Monday, December 19**

**11:00 AM - 11:30 AM      COFFEE**

**11:30 AM - 1:00 PM      International, Supply Management and Safety Issues in Management**

**Meeting Room A      Session Chair: Leticia Rodriguez-Talavera  
University of Puerto Rico**

**\*      A Comparison of National Safety Performance and Hofstede's Cultural Dimensions**

Andy Cwalina

Nova Southeastern University

**\*\*      Supply Chain Management: An Implementation-Decision Framework**

V. M. Rao Tummala

Tobias Schoenherr

Eastern Michigan University

**\*\*\*      Teaching Business Communication in a Pluralistic Society**

Leticia Rodriguez-Talavera

University of Puerto Rico

**Monday, December 19**

**11:00 AM - 11:30 AM      COFFEE**

**11:30 AM - 1:00 PM      Accounting and Finance**

**Meeting Room B      Session Chair: Fathi Sokkar  
Eastern Michigan University**

**\*      Federal Budget Deficits and Interest Rates: Are They  
Moving Together?**

Chong Kim  
LeMoyne College

**\*\*      Home Health Care under the Prospective Payment  
System: When Does it Lead to Positive Outcomes?**

Susan Pfoutz  
Fathi Sokkar  
Eastern Michigan University

**\*\*\*      The Usefulness of EVA**

Marilyn Waldron  
Stefan Geertsema  
University of Otago (New Zealand)

**Monday, December 19**

**11:00 AM - 11:30 AM      COFFEE**

**11:30 AM - 1:00 PM      Information Systems and the Internet**

**Meeting Room C          Session Chair: Greg Black  
Texas A&M-Corpus Christi**

**\*      The Changing Role of the Internet in Healthcare Industry**  
S. Altan Erdem  
The University of Houston-Clear Lake

**\*\*      Sales Force Automation (SFA) as Part of Customer  
Relationship Management (CRM) and a Decision  
Support System (DSS)**  
Reccia N. Charles  
St. George's University, Grenada, West Indies

**\*\*\*      Demographic Predictors of Consumer Participation in  
Online Auctions**  
Greg Black  
Texas A&M-Corpus Christi

**Tuesday, December 20**

**9:00 AM - 9:30 AM      COFFEE**

**9:30 AM - 11:00 AM      Current Practices in Sports Marketing**

**Meeting Room A      Session Chair: Sam Fullerton  
Eastern Michigan University**

**\*      A Marketer's Overview of the Recreational Boating Industry**

Jenny Swearingen  
Thomas University  
Cathy Owens Swift  
Constance Campbell  
Georgia Southern University

**\*\*      An Analysis of Factors Impacting Unaided Recall of Sponsorship Signage at a Spring Training Site**

Dexter J. Davis  
Niagra University  
J. Barry Shaw  
Schreiner University  
James Zarick  
High Point University

**\*\*\*      The Economic Worth of Sports Celebrity Endorsers: Influences of Congruity and Elaboration**

Carol L. Bruneau  
Anthony J. Crawford  
The University of Montana  
Matthew D. Shank  
Northern Kentucky University



**Tuesday, December 20**

**11:00 AM - 11:30 AM      COFFEE BREAK**

**11:30 AM - 1:00 PM      Quantitative and Research Issues**

**Meeting Room A          Session Chair: Bill Trombetta  
   St. Joseph's University**

**\*                              Levels of Statistics Anxiety in Long Classes:  
   Intersession or Night?**

James A. Bell  
University of Central Arkansas

**\*\*                             Generalizability Revisited: Comparing Business  
   Students and Working Professionals**

Michael McDonald  
Darrell Parker  
Georgia Southern University

**\*\*\*                          Medical Devices: An Analysis of Performance in the  
   Heart Device Sector**

Bill Trombetta  
St. Joseph's University

**Tuesday, December 20**

**11:00 AM - 11:30 AM      COFFEE**

**11:30 AM - 1:00 PM      Micro and Macro Economic Issues**

**Meeting Room B      Session Chair: Dr. Bim Beckman  
University of Applied Sciences, Fulda, Germany**

**\*      Rational Conduct, Utility Maximization, & Reciprocity in  
Economic Transactions**

Josef Neuert  
University of Applied Sciences, Fulda, Germany

**\*\*      The 'Economic Man' Hypothesis and Decision Making in  
Economic Policy**

Konrad Hillebrand  
University of Applied Sciences, Fulda, Germany

**\*\*\*      More Examples of Decision Making in Europe, Asia, and  
North America**

Bim Beckman  
University of Applied Sciences, Fulda, Germany

**Wednesday, December 21**

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

**9:30 AM - 11:00 AM        Management Issues: Global and Domestic**

**Meeting Room A            Session Chair: Peter Yannopoulos  
   Brock University, Ontario, Canada**

**\*            Incorporating Line Efficiency Considerations in  
                 Production Planning**

Kingsley Gnanendran  
University of Scranton

**\*\*           Social Capital and Strategic Choices of Exporting  
                 Entrepreneurs in China: A Social Exchange Perspective  
                 in an Inter-Cultural Environment**

M. B. Neace  
Mercer University

**\*\*\*          Non-Profit Corporations Support VA Research Peer  
                 Review**

Gustavo Godoy, CRA  
Christina Paul  
Alice Holohean  
South Florida VA Foundation for Research and  
Education, Inc. /Miami VAM

**Wednesday, December 21**

**9:00 AM - 9:30 AM      COFFEE**

**9:30 AM - 11:00 AM      A Look at Various Aspects of the Marketing Environment**

**Meeting Room B      Session Chair: David L. Moore  
Le Moyne College**

**\*      Vendor and Customer Viewpoints Toward Enhancing the Attractiveness of Flea Markets**

William E. Warren  
Middle Tennessee State University  
Donald W. Caudill  
Bluefield College

**\*\*      The Future of Department Stores: A Global View**

Daniel Tixier  
Groupe E.S.S.E.C. (France)

**\*\*\*      Antecedents and Consequences of Pharmaceutical Marketing and the Ethical Analysis of Direct-to-Consumer Advertising**

Gary Mansfield  
Nova Southeastern University

**Wednesday, December 21**

**9:00 AM - 9:30 AM      COFFEE**

**9:30 AM - 11:00 AM      Age, Gender, and Appearance Effects on Business Decisions**

**Meeting Room C      Session Chair: Brion Scudder  
Daemen College**

**\*      What's An Ugly Duckling To Do: A Legal Analysis of Appearance Discrimination in Employment**  
Brion Scudder  
Daemen College

**\*\*      Age and Gender Effects on Store Versus Online Shopping Images**  
Pamela Alreck  
Robert Settle  
Perdue School of Business

**\*\*\*      Subtle Sexism: A Hidden Facet of the Glass Ceiling for Women**  
Mary A. Lemons  
Dorothy Hamilton  
The University of Tennessee-Martin  
Monica Parzinger  
St. Mary's University

**Wednesday, December 21**

**11:00 AM - 11:30 AM      COFFEE**

**11:30 AM - 1:00 PM      Panel Session: Diversity, Multiculturalism, and the  
Helping Professions: What Changes Are Necessary to  
Serve Diverse Population Groups?**

**Meeting Room A      Session Chair: Mitchell Rice  
Texas A&M University-College Station**

**\*      Public Administration/Public Policy**  
Maurice Woodard  
Howard University

**\*\*      Health Care and Health Policy**  
Woodrow Jones  
Texas A&M University-College Station

**\*\*\*      Effective Communication and Education**  
Irvine Epps  
Texas Southern University

**\*\*\*\*      Cultural Competency and Public Administration**  
Mitchell F. Rice  
Texas A&M University-College Station

**Wednesday, December 21**

**11:00 AM - 11:30 AM      COFFEE**

**11:30 AM - 1:00 PM      Organizational Behavior Issues**

**Meeting Room B              Session Chair: Dr. Nick DiMarco  
   Webster University**

- \*      “Spoke and Hub” Versus “Web” Structures: How do Myers-Briggs Type Indicators Mediate or Moderate Team Effectiveness?**  
Donald Westerfield  
Donna Ulmer  
Douglas Westerfield  
Webster University
- \*\*     What Motivational Differences Explain Higher Job Satisfaction among Employees**  
Debra Y. Hunter  
Troy University
- \*\*\*   Ethical Dimensions of Leadership at the Supervisory Level: What Employees Look for and Their Influence on Important Outcomes**  
John H. Robinson  
Webster University

**Wednesday, December 21**

**11:00 AM - 11:30 AM      COFFEE BREAK**

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

**Meeting Room C      Session Chair: Albert J. Milhomme  
Texas State University-San Marcos**

**\*      Successes and Failures in Communication on CSR**  
Maud Tixier  
Groupe E.S.S.E.C. (France)

**\*\*      Political and Economical Independence: The  
Decolonization Process and the Quality of the Rupture**  
Albert J. Milhomme  
Texas State University-San Marcos

**\*\*\*      The Competency Development of Management: A Case  
Study from the Nordic Paper Industry**  
Kimmo Alajoutsijarvi  
University of Oulu, Finland  
Risto T. Salminen  
Lappeenranta University of Technology, Finland



