

**ACADEMY OF BUSINESS
ADMINISTRATION**

**2006 GLOBAL TRENDS
CONFERENCE**
DECEMBER 18 – 23, 2006

**Occidental Grand Punta Cana
Punta Cana, Dominican Republic**

WELCOME

It is our pleasure to welcome all participants to the 2006 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 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 tropical paradise of Punta Cana. Given our location, after the conference is over we have no doubt that we will all harbor warm memories of the Dominican Republic for some time to come.

Dr. Sam Fullerton
Conference Chair

Dr. David L. Moore
Program Chair

SCHEDULE FOR SPECIAL EVENTS

MONDAY, DECEMBER 18

3:00 PM–5:00 PM Registration

TUESDAY, DECEMBER 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

7:00 PM–9:00 PM Reception

WEDNESDAY, DECEMBER 20

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–3:30 PM Luncheon

THURSDAY, DECEMBER 21

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–3:30 PM Luncheon

FRIDAY, DECEMBER 22

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

SATURDAY, DECEMBER 23

TRAVEL DAY – HAVE A SAFE AND PLEASANT TRIP HOME AND WATCH THE ABA
WEBSITE FOR UPDATED INFORMATION ON ALL CONFERENCES AT

www.lemoyne.edu/ABA

2006 PROGRAM COMMITTEE

CONFERENCE CHAIR
Dr. Sam Fullerton
Eastern Michigan University

PROGRAM CHAIR
Dr. David L. Moore
LeMoyne College

TRACK CHAIRS

ACCOUNTING

Dr. Richard Caldarola, *Troy University*

BUSINESS COMMUNICATIONS

Dr. Frederick DeCasperis, *Siena College*
Dr. Kathy Hill, *Sam Houston State University*

CONTEMPORARY BUSINESS ISSUES

Dr. Tammy McCullough, *Eastern Michigan University*
Dr. S. Altan Erdem, *University of Houston – Clear Lake*
Dr. Rao Tummala, *Eastern Michigan University*
Dr. Peter Yannopoulos, *Brock University*
Dr. Sam Fullerton, *Eastern Michigan University*

DECISION SCIENCES/INFORMATION SYSTEMS

Dr. Monica Parzinger, *St. Mary's university*
Dr. Jim Bell, *University of Central Arkansas*
Dr. Peter Yannopoulos, *Brock University (CANADA)*

ECONOMICS

Dr. James “Bim” Beckman, *University of Applied Science (GERMANY)*

FINANCE

Dr. Bala Maniam, *Sam Houston State University*
Dr. Ramesh Garg, *Eastern Michigan University*
Dr. Ginette McManus, *St. Joseph's University*

MANAGEMENT

Dr. Mary Lemons, *University of Tennessee - Martin*

Dr. Nicholas DiMarco, *Webster University*

Dr. Rita Thakur, *University of La Verne*

MARKETING

Dr. David L. Moore, *LeMoyne College*

Dr. Sam Fullerton, *Eastern Michigan University*

Dr. Rama Yelkur, *University of Wisconsin - Eau Claire*

Dr. Greg Black, *Texas A&M University - Corpus Christi*

NON-PROFIT, PUBLIC SECTOR & PUBLIC ADMINISTRATION

Dr. Audrey Mathews, *California State Univ., San Bernadino*

Dr. Mitchell Rice, *Texas A&M University*

REVIEWERS

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
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

TUESDAY, December 19, 2006

9:00 AM - 9:30 AM COFFEE

9:30 AM - 11:00 AM Management Education and Development

**ROOM B Session Chair: Nicholas Di Marco
 Webster University**

*** Patterns of Transition to Corporate University
 Environment- Implications for Traditional
 Universities**

Donald Westerfield
Douglas Westerfield
Webster University

**** In Search of Relevance in Management Education**

Kimmo Alajoutsijarvi
Heidi Moisanen
University of Oulu (Finland)
Risto T. Saminen
Lappeenranta University of Technology (Finland)

***** Can Leadership be Taught? A Perspective Based
 on a Teaching Experience**

John H. Robinson, Webster University

TUESDAY, December 19, 2006

11:00 AM - 11:30 AM COFFEE

11:30 AM - 1:00 PM Understanding Culture In Programs And Service Delivery

**ROOM A Session Chair: Maurice Woodard
 Howard University**

*** Malnutrition in Nursing Homes: Do Cultural, Socio-
 Economic, and/or Political Factors Matter?
 Lucinda M. Deason, University of Akron**

**** Making Public Agencies More Responsive Through
 Cultural Competency
 Mitchell Rice, Texas A&M University**

***** Comparing Corporate Social Responsibility
 Reporting from the Perspectives of Marxism and
 Capitalism
 Daniel J. Tschopp, Daemen College**

TUESDAY, December 19, 2006

11:00 AM - 11:30 AM COFFEE

11:30 AM - 1:00 PM Organizational Behavior & Sports Marketing

**ROOM B Session Chair: Nicholas Di Marco
 Webster University**

*** A Comparison of the Occupational Interest
 Patterns of American and Chinese MBA Students:
 Some Preliminary Results**
Raymond E. Hill, Eastern Michigan University

**** Analysis if the 'Zig-Zag' Model and its Application
 to Corporate Integrative Decision- Making,
 Including Corporate Responsibility**
Donald Westerfield
Donna Ulmer
Douglas Westerfield
Webster University

***** An Examination of Various Promotional Strategies
 Designed to Increase Minor League Hockey
 Attendance**
John J. Considine
David L. Moore
LeMoyne College

TUESDAY, December 19, 2006

7:00 - 9:00 PM - Reception

WEDNESDAY, December 20, 2006

9:00 AM - 1:00 AM	REGISTRATION
9:00 AM - 9:30 AM	COFFEE
9:30 AM - 11:00 AM	Marketing In The Leisure Industry
ROOM A	Session Chair: J. Barry Shaw Schreiner University

-
- * **Working to Attain a More Sustainable Hospitality Industry: Communication and Guest Involvement**
Maud Tixier, ESSEC (France)

 - ** **The Impact of a Collegiate National Championship on Licensed Merchandise Revenue**
J. Barry Shaw, Schreiner University
James Zarick, High Point University
Dexter Davis, Niagara University

 - *** **Online Gambling – David Versus Goliath: Antigua Gambles Against the United States**
Reccia N. Charles, St. George's University (Grenada)

 - **** **The Application of the New Science of Behavioral Finance on the Management of Arts Institutions**
Peter P. F. Chan, Hong Kong Shue Yan College (China)
-

WEDNESDAY, December 20, 2006

11:00 AM - 11:30 AM COFFEE

11:30 AM - 1:00 PM Methods And Approaches For Engaging Clients

**ROOM A Session Chair: Mitchell Rice
 Texas A&M University**

*** The Development of a Best Practices Model for
Engaging Community-based Organizations and
African American Churches in Community-based
Participatory Research**

Jeffrey Guidry, Texas A&M University

**** NIH Mind Project: Using Virtual illustrations to
Enhance Science and Mathematics Instruction
Among Minority Students**

Scott Jackson Dantley, Florida A&M University.

***** Analysis of Medical Device Performance in the
Orthopedic Equipment Sector for the Year 2005**

Bill Trombetta

Tara Britton

Karen Ceci

Kristi Della Pia

Jaclyn Ferrara

Megan Kerezsi

Dominique Yanuzzi

St. Joseph' University

WEDNESDAY, December 20, 2006

1:30 PM - 3:00 PM Luncheon

AUTHOR INDEX

Raida Abuizam.....	8
Kimmo Alajoutsijarvi.....	9
Jim Bell.....	17
Tara Britton.....	13
Carol L. Bruneau.....	17
Karen Ceci.....	13
Peter P. F. Chan.....	12
Reccia N. Charles.....	12, 17
Kwang-Hyun Chung.....	15
John J. Considine.....	11
John Consler.....	8
Scott Jackson Dantley.....	13
Dexter Davis.....	12
Lucinda M. Deason.....	10
Zhirong Duan.....	14
Kristi Della Pia.....	13
Nicholas Di Marco.....	9, 11
Benjamin Eichhorn.....	16
Jaclyn Ferrara.....	13
Kingsley Gnanendran.....	14
Anthony Gu.....	15
Jeffrey Guidry.....	13
Raymond E. Hill.....	11
Megan Kerezsi.....	13
Greg M. Lepak.....	8
Ginette McManus.....	14, 15
Gulser Meric.....	16
Ilhan Meric.....	16
Charles W. McCall.....	16
Heidi Moisanen.....	9
David L. Moore.....	11
M. B. Neace.....	14
C. Pat Obi.....	8
Mitchell Rice.....	10, 13
John H. Robinson.....	9
Risto T. Saminen.....	9
J. Barry Shaw.....	12
Mariot R. Simon.....	17
Ira Sprotzer.....	16
Ahmet Tezel.....	15

Daniel Tixier.....	8
Maud Tixier.....	12
Bill Trombetta.....	13
Daniel J. Tschopp.....	10
Donna Ulmer.....	11
Donald Westerfield.....	9, 11
Douglas Westerfield.....	9,11
Maurice Woodard.....	10
Zhenzhen Xie.....	14
Dominique Yanuzzi.....	13
James Zarick.....	12
Cataldo Zuccaro.....	16
