

**ACADEMY OF  
BUSINESS  
ADMINISTRATION**

**2007**

**Global Trends Conference**

**Radisson Ambassador Plaza Hotel  
San Juan, Puerto Rico**

**December 18 – 23, 2007**

**ACADEMY OF BUSINESS ADMINISTRATION**

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Global Trends Conference**

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## **WELCOME**

I am pleased to extend a warm welcome to all participants of the 2007 National 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 2007 Global Trends Conference Program Committee was extremely efficient in performing their duties. My sincere appreciation goes to Dr. Sam Fullerton 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 hope that you enjoy the conference and your stay in the exciting city of San Juan, Puerto Rico.

Dr. David L. Moore  
Conference Chair

## **A WORD FROM THE PROGRAM CHAIR**

Welcome to the 2007 Global Trends 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, 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, 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 of this size 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. David Moore who provides invaluable help to conference attendees and deserves 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 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 San Juan. Please feel free to contact David Moore 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 San Juan!

Dr. Sam Fullerton  
Program Chair

# SCHEDULE FOR SPECIAL EVENTS

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## TUESDAY, DECEMBER 18

3:00 PM - 5:00 PM Registration

## WEDNESDAY, DECEMBER 19

9:00 AM - 1:00 PM Registration  
9:00 AM - 9:30 AM Coffee  
9:30 AM - 11:00 AM Competitive Session  
11:00 AM - 11:30 AM Coffee Break  
11:30 AM - 1:00 PM Competitive Session  
7:00 PM - 9:00 PM Reception

## THURSDAY, DECEMBER 20

9:00 AM - 1:00 PM Registration  
9:00 AM - 9:30 AM Coffee  
9:30 AM - 11:00 AM Competitive Session  
11:00 AM - 11:30 AM Coffee Break  
11:30 AM - 1:00 PM Competitive Session  
1:30 PM - 2:30 PM Luncheon

## FRIDAY, DECEMBER 21

9:00 AM - 1:00 PM Registration  
9:00 AM - 9:30 AM Coffee  
9:30 AM - 11:00 AM Competitive Session  
11:00 AM - 11:30 AM Coffee Break  
11:30 AM - 1:00 PM Competitive Session  
1:30 - 2:30 PM Recognition Luncheon

## 2007 PROGRAM COMMITTEE

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### CONFERENCE CHAIR

Dr. David L. Moore  
LeMoyne College

### PROGRAM CHAIR

Dr. Sam Fullerton  
Eastern Michigan University

### SPECIAL SESSIONS CHAIR

Dr. Sam Fullerton  
Eastern Michigan University

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## INTERNATIONAL COORDINATORS

Mr. Peter Wyer, DuMontfort University ENGLAND  
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  
Dr. Ramadan Al-Sharrah, Public Authority of Applied Education & Training KUWAIT  
Dr. Daniel Tixier, ESSEC, Cergy FRANCE  
Dr. Ahmed Ghoneim, Cairo University EGYPT  
Dr. Turken Onder, Marmara University TURKEY  
Dr. Faud Najig Al-Shaikh, Yarmouk University JORDAN  
Dr. Alejzy Nowak, Warsaw University POLAND  
Dr. Jeffrey Kantor, Bar-Ilan University ISRAEL

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## TRACK CHAIRS

### ACCOUNTING

Dr. Richard Caldarola, Troy University

### BUSINESS COMMUNICATION

Dr. Rebecca Gatlin-Watts, University of Central Arkansas  
Prof. Frederick DeCasperis, Siena College

### **CONTEMPORARY BUSINESS**

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. Peter Yannopoulos, Brock University  
Dr. Jim Bell, University of Central Arkansas

### **ECONOMICS**

Dr. James Beckman, University of Applied Sciences

### **FINANCE**

Dr. Bala Maniam, Sam Houston State University  
Dr. Ginette McManus, St. Joseph's University  
Dr. Dallas Brozik, Marshall University

### **MANAGEMENT**

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

### **MARKETING**

Dr. Rama Yelkur, University of Wisconsin – Eau Claire  
Dr. David L. Moore, Le Moyne College  
Dr. Greg Black, Texas A&M, Corpus Christi  
Dr. Sam Fullerton, Eastern Michigan University

### **PUBLIC ADMINISTRATION & NON-PROFIT ORGANIZATIONS**

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

# REVIEWERS

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Adnan Abdeen	California State University, Los Angeles
Felix Abeson	Coppin State College
James “Bim” Beckman	University of Applied Sciences
Jim Bell	University of Central Arkansas
Greg Black	Texas A&M – Corpus Christi
Michael Boroom	California State University, San Bernardino
Dallas Brozik	Marshall University
Richard Caldarola	Troy University
Constance Campbell	Georgia Southern University
Charles Capps	Sam Houston State University
Lillian Chaney	University of Memphis
Melinda Costello	Siena College
Christopher Coyne	Saint Joseph's University
Nancy Csapo	Central Michigan University
Susan Dahl	Kansas State University
Musa Darayseh	Purdue University Calumet
John Day	Ohio University
Frederick DeCasperis	Siena College
Janis Dietz	University of La Verne
Nicholas DiMarco	Webster University
Jim Downey	University of Central Arkansas
S. Altan Erdem	University of Houston, Clear Lake
Richard Featheringham	Central Michigan University
Sam Fullerton	Eastern Michigan University
Rebecca Gatlin-Watts	University of Central Arkansas
Ken Griffin	University of Central Arkansas
Martin Griffin	Sam Houston State University
Barbara Gross	California State University, Northridge
Sara Hart	Sam Houston State University
Judith Hennessey	California State University, Northridge
Kathy Hill	Sam Houston State University
Ray Hill	Eastern Michigan University
Andrew Holmes	Sam Houston State University
Evelyn Hume	University of Texas-Pan American
Harold Hurry	Sam Houston State University
Demetri Kantarelis	Assumption College
Marios Katsioloudes	Coastal Carolina University
Bill Kordsmeier	University of Central Arkansas
David Kunz	Southeast Missouri State University
Greg Lepak	LeMoyne College
Mary Lemons	University of Tennessee - Martin
John Lucas	Purdue University Calumet
Bala Maniam	Sam Houston State University
Audrey Mathews	California State University - San Bernardino
Tammy McCullough	Eastern Michigan University



Ron McGaughey	University of Central Arkansas
Sandra McKay	Southeastern Louisiana University
Ginette McManus	Saint Joseph's University
Mark McMurtrey	University of Central Arkansas
Mohan K. Menon	University of South Alabama
Malik Mirza	Queensland University of Technology
David L. Moore	LeMoyne College
Dana Mullarkey	Purdue University Calumet
Ralph Mullin	Central Missouri State University
Douglas O'Bannon	Webster University
Muhammed Obeidat	Southern Polytechnic State University
C. Pat Obi	Purdue University Calumet
John Orr	Webster University
Monica Parzinger	St. Mary's University
Mitchell Rice	Texas A&M University
John Robinson	Webster University
Carolin Schellhorn	St. Joseph's University
Mary Scott	Northwest Missouri State University
Richard Sebastian	St. Cloud State University
Harles Seifert	Siena College
Shomir Sil	Purdue University, Calumet
Deborah Skinner	University of Maine
Aileen Smith	Stephen F. Austin State University
Stanley Stough	Southeast Missouri State University
Charles Stowe	Sam Houston State University
Cathy Swift	Georgia Southern University
Susan Switzer	Central Michigan University
Mohammed H. A. Tafti	Hofstra University
Sandra Taylor	Georgia Southern University
Ahmet Tezel	Saint Joseph's University
Rita Thakur	University of La Verne
Larry Thomas	Central Michigan University
Dimitrios Tsoukalas	Purdue University Calumet
Rao Tummala	Eastern Michigan University
Gary S. Vazzana	Central Missouri State University
Julius Walecki	University of LaVerne
Peter Yannopoulos	Brock University
Rama Yelkur	University of Wisconsin – Eau Claire
John Yelvington	Reinhardt College

**YOUR PROGRAM COMMITTEE IS  
PLEASED TO PRESENT YOUR PROGRAM  
FOR THE 2007 GLOBAL TRENDS CONFERENCE  
OF THE ACADEMY OF BUSINESS ADMINISTRATION**

**Wednesday, December 19**

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

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

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

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**\*        The Prevalence and Impact of Corporate Sponsorship in NCAA Division III  
Athletics Programs**

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

**\*\*       Analyzing Hockey Attendance, Customer Knowledge and Customer Satisfaction  
with a Bayesean Approach**

John Considine, Le Moyne College  
Greg M. Lepak, Le Moyne College  
David L. Moore, Le Moyne College

**\*\*\*     Gender and Ethnic Differences in Responsiveness to Coupons: The Student Market**

C. Jeanne Hill, Prairie View A&M University  
Sonja Langley, Prairie View A&M University

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**Wednesday, December 19**

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

**11:30 AM - 1:00 PM      International Financial Dimensions**

**Meeting Room A      Session Chair: Richard Caldarola  
Troy University**

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**\*      Applying Consulting Practices in MBA Courses: A Case Study**  
Richard Caldarola, Troy University

**\*\*      Managerial Relevance in Management Research and Education**  
Kimmo Alajoutsijärvi, University of Oulu

**\*\*\*      Global Supply Chain Management and the Role of Virtual Teaching**  
M. B. Neace, Mercer University

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**Reception tonight: Location TBA**

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**Thursday, December 20**

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

**9:30 AM - 11:00 AM        Economic & Financial Dimensions of Business**

**Meeting Room A            Session Chair: Reccia Charles  
   St. George's University**

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**\*        A Proposed Paradigm Shift in the Traditional Nutmeg Industry of Grenada: A Preliminary Framework Analysis**

Reccia N. Charles, St. George's University (Grenada, WI)

**\*\*       Strategies for Success in Times of Dynamic Economic Change: the Defense Conversion Dilemma**

Atefeh S. McCampbell, Florida Institute of Technology

**\*\*\*      Exploration of Organizational Behavior Surrounding a Change in Format Presentation of the Statement of Changes in Financial Position**

Mary Collins, Le Moyne College

Joan K. Myers, Le Moyne College

**\*\*\*\*     Estimation of the Income Elasticity of Demand for Health Care and Determinants of Health Outcomes in Developing Nations**

Adolfo Benavides, Texas A&M University – Corpus Christi

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**Thursday, December 20**

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

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

**Meeting Room A      Session Chair: Bill Neace  
Mercer University**

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**\*      Foreign Language in Business Schools: A Pilot Study**

Rebecca Gatlin-Watts, University of Central Arkansas

Cheryl Wiedmaier, University of Central Arkansas

William Kordsmeier, University of Central Arkansas

**\*\*      Decision Analysis: The International Student and Statistics Anxiety**

Bill Friedman, University of Central Arkansas

Jim Bell, University of Central Arkansas

**\*\*\*      Do, Like, Learn: Business Games, From Individual Tutoring to Mass Simulations**

Daniel Tixier, ESSEC Business School (France)

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**Luncheon today: Location to be Announced**

**1:30 PM – 2:30 PM**

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**Friday, December 21**

**9:00 AM - 11:30 AM            COFFEE**

**9:30 AM - 11:00 AM            Ethics and Social Responsibility in a Multinational Environment**

**Meeting Room A                Session Chair: Reccia Charles  
   St. George's University**

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**\*            Business Students and the Passage of Time**  
                 Dallas Brozik, Marshall University  
                 Christopher Cassidy, Marshall University

**\*\*           Corporate Social Responsibility and Globalization: How Multinational Companies  
                 Bridge Cultural Discrepancies**  
                 Maud Tixier, ESSEC Business School (France)

**\*\*\*          Terrorism and Evolving Consumer Values and Personality**  
                 Gregory Black, Texas A&M University

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**Friday, December 21**

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

**11:30 AM - 1:00 PM            Diversity Management & Human Resources Decisions**

**Meeting Room A                Session Chair: Nick DiMarco  
Webster University**

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**\*            Are Myers-Briggs Type Indicators Related to Impression Management Techniques  
in Leader-Member Exchanges (LMX)?**

Douglas Westerfield, Webster University  
Don Westerfield, Webster University

**\*\*           Diversity Management in Practice: Faculty Mentoring High Risk Incoming  
Freshmen**

Stephen B. Knouse, University of Louisiana at Lafayette  
Jennifer Hightower, University of Louisiana at Lafayette

**\*\*\*        Does A Person's Myers-Briggs Type Indicator Moderate Interview Bias in  
Employee Selection and/or Review?**

Douglas Westerfield, Webster University  
Don Westerfield, Webster University

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**1:30 PM – 2:30 PM**

**Today we will have a luncheon for all conference attendees. We will  
recognize those attendees who merit special attention by the ABA.  
Be sure to join us as we talk about the past and the future**

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# NOTES

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## AUTHOR & SESSION CHAIR INDEX

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Kimmo Alajoutsijärvi . . . . .	14	Stephen B. Knouse . . . . .	18
Jim Bell . . . . .	16	William Kordsmeier . . . . .	16
Gregory Black . . . . .	17	Sonja Langley . . . . .	13
Adolfo Benavides . . . . .	15	Greg Lepak . . . . .	13
Dallas Brozik . . . . .	17	Atefeh McCampbell . . . . .	14
Richard A. L. Caldarola . . . . .	14	David L. Moore . . . . .	13
Christopher Cassidy . . . . .	17	Joan K. Myers . . . . .	15
Reccia N. Charles . . . . .	15, 17	M.B. Neace . . . . .	14, 16
Mary Collins . . . . .	15	J. Barry Shaw . . . . .	13
John Considine . . . . .	13	Daniel Tixier . . . . .	16
Dexter Davis . . . . .	13	Maud Tixier . . . . .	17
Nick DiMarco . . . . .	18	Cheryl Weidmaier . . . . .	16
Bill Friedman . . . . .	16	Thomas Wells . . . . .	13
Rebecca Gatlin-Watts . . . . .	16	Don Westerfield . . . . .	18
Jennifer Hightower . . . . .	18	Douglas Westerfield . . . . .	18
C. Jeanne Hill . . . . .	13	James Zarick . . . . .	13

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