

ACADEMY OF BUSINESS ADMINISTRATION

Tamarindo Diria Beach Resort, Tamarindo, Guanacaste, Costa Rica



2016 GLOBAL TRENDS CONFERENCE December 18 - 23, 2016

ANNOUNCEMENT

The annual Global Trends Conference of the Academy of Business Administration will be held at the Tamarindo Diria Beach Resort, Tamarindo, Guanacaste, Costa Rica. Sessions will consist of the presentation of papers that have been accepted following a blind review process. Please share this announcement with your colleagues. We hope to see you in Costa Rica.

Some papers presented at the conference will be considered for the *Journal of the Academy of Business Administration*. Complete papers presented at the conference and adhering to all publication criteria as judged by the editor will appear in the 2017 Readings Book to be published after the conference.

Paper reviewers and session chairpersons will be needed for a successful program. Please contact the appropriate track chair to indicate your interest. All program participants must register for the conference.

GENERAL INSTRUCTIONS & INFORMATION

1. Please submit four typed, double-spaced copies of your paper to the appropriate track chair. The paper should be a maximum of twenty pages including appendices, references, figures and tables. Abstracts and Research in Progress should be sent to the **Program Chair - Dr. Sam Fullerton**. **If accepted, Abstracts and Research in Progress will be for presentation only, however, expanded abstracts may be accepted for publication in the 2017 Readings Book.**

2. Each submission should include a cover letter with the name, address and telephone number of the contact person for the paper. **Authors preferring electronic submission should contact the respective track chair for guidelines. Submission Deadline is October 1, 2016; however, papers submitted earlier will be reviewed immediately and participants will be notified as soon as possible.**

3. Papers will be reviewed using a double blind evaluation process. Author(s) name(s) should appear only on the title page. Authors should refrain from identifying themselves elsewhere in the paper.

4. The submission of a paper for review indicates that it or a similar version of it has not been previously published, accepted for publication, or under publication consideration elsewhere, and that the paper will not be submitted elsewhere until such time as it is rejected from the conference. Further, the contact author certifies that (s)he or at least one co-author agrees that if the paper is accepted (s)he will (1) return camera-ready laser printed copy of the paper to the "Readings Book" editor for publication, (2) submit a CD or submit electronically using Word, and (3) that (s)he or at least one of the co-authors will register and present the paper at the conference.

5. **Each accepted paper must have a separate registered author.** For this conference, the maximum submission for sole authorship is one paper and for joint authorship, two papers.

6. **Please send your paper to the appropriate Track Chair.**

Authors who are uncertain regarding the track to which their paper should be submitted should send their papers to the **Program Chair, Dr. Sam Fullerton**.

7. The ABA reserves the right to modify information included in this call for papers including but not limited to dates, location of conference, hotel, and hotel rates.

8. **Special Sessions & Deans' Sessions** - Special sessions, deans' sessions, workshops, and seminars may be scheduled. Proposals for any of these or other sessions should be sent to the **Conference Chair, Dr. David L. Moore**.

9. **Best Paper Awards:** Best Paper Awards may be presented in any of the following areas: Theoretical/Conceptual, Application/Empirical, and Interdisciplinary (Theory or Application).

10. **Registration:** Registration is \$418 (U.S.). **Early registration paid by November 1, 2016, will qualify for the lower rate of \$378.** Registration includes all conference activities and a copy of the Readings Book. **Spouse/Companion Activities Fee:** The Activities fee is \$178. This fee will include all the conference activities with the exception of the Readings Book in a CD-ROM format. Spouses/Companions who are participating in the program do not qualify for this fee. The companion registration form is available from the program chair.

11. Participants (and their companions) whose papers are not accepted will be entitled to a full refund. Authors must register within ten days of receipt of notice of acceptance to insure inclusion in the Readings Book in a CD-ROM format.

12. Accepted papers must be sent to the Readings Book editor by February 3, 2017, in order to be published. This is intended to give authors time to review comments and incorporate changes in the final manuscript. **Even if you make no changes, a new submission is required.** Papers which are not presented or which do not conform to the manuscript guidelines will not be published.

14. **Hotel Information:** The conference will be held at the **Tamarindo Diria Beach Resort, Tamarindo, Guanacaste, Costa Rica**. Rates are for a Sunset Ocean View Room \$255 per night (single or double) taxes and buffet breakfast included (additional person \$32; Children 5 – 12 years \$14 each; children under five no charge taxes and breakfast included); and for a Tropical Poolview Room \$203 per night taxes and buffet breakfast included (maximum 2 persons, adults only). The number of rooms is limited, so reservations should be made as soon as possible. Reservations will be subject to hotel availability. **Hotel reservations are to be made directly with the hotel. Reservation materials are available at the ABA website at www.lemoyne.edu/ABA or upon request from the Conference Chair Dr. David L. Moore, or the Program Chair, Dr. Sam Fullerton.**

PROGRAM COMMITTEE



PROGRAM CHAIR

DR. DAVID L. MOORE

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CONFERENCE CHAIR

DR. SAM FULLERTON

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INTERNATIONAL COORDINATORS

- Dr. James "Bim" Beckman, School of Business, University of Applied Sciences, Fachbereich Wirtschaft. Marquardtstr 8, Fulda 36039 GERMANY. Phone: 49-661-964-0280; BimBHappy@aol.com
- Dr. Larry Neale, School of Advertising, Marketing & Public Relations, Faculty of Business, GPO Box 2434, Queensland University of Technology, Brisbane, QLD, 4000, Australia. Phone 61-7-3138-2274; email: l.neale@qut.edu.au AUSTRALIA
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- Dr. Faud Najig Al-Shaikh, Dept. of Business Administration, Faculty of Economics & Administrative Services, Yarmouk University, Irbid JORDAN, Ph (02) 271-100, X 2931; fax (02) 274-725
- Professor Ramadan Alsharrah, Secretary General, Union of Investment Companies, Kuwait, Po Box 33494 Rawda 73455 KUWAIT, Ph 965 99970171; fax 965 22490091/2 mailto:ralsharrah@hotmail.com
- Dr Jeffrey Kantor, Department of Economics and Business Administration, Ariel University Centre, Ariel, ISRAEL. kantorjeffrey@gmail.com ISRAEL,

TRACK CHAIRS

ACCOUNTING

***Track 1: Applied Accounting; Service-Learning, Internship, Research, Study Abroad, and Other**
Chair: Elizabeth D. Capener, MBA, CPA, Andrew P. Barowsky School of Business, Dominican University of CA, 50 Acacia Avenue, San Rafael, CA 94901-2298, Phone: 415-257-1361 Fax: 415-459-3206, email: lizcpa@comcast.net

BUSINESS COMMUNICATION

****Track 1: Theory, Curriculum, Methodology & Business Education**
Chair: Dr. Frederick DeCasperis, Department of Marketing and Management, Siena College, 515 London Rd., Loudonville, NY 12211. Phone (518) 783-4959; email: decasperis@siena.edu

**Track 2: International/Global Communications:

Chair: Rebecca Gatlin-Watts, University of Central Arkansas, BBA 210-D, 201 Donaghey Ave., Conway, AR, USA 72035, Phone: 501-450-5346, Fax: 501-450-5302, Email: rebeccag@uca.edu

CONTEMPORARY BUSINESS ISSUES

**Track 1: Global Issues in Business

Chair: Dr. Bill Carnes, Management Department, School of Business, Metropolitan State College of Denver, PO Box 173362, Box 78, Denver, CO 80217. Phone (303) 556-6230; e-mail: wcarnes1@mscd.edu

**Track 2: Supply Chain Management

Chair: Dr. Harash Sachdev, Department of Marketing, Eastern Michigan University, Ypsilanti, MI 48197. Phone (734) 487-1933; fax: (734) 487-1941; email: rao.tummala@emich.edu

**Track 3: Diversity, Education & Social Sciences in Business

Chair: Dr. Jaquel Johnson, Georgia Southern University, P O Box 5222, Macon, GA 31208. Phone: (478) 284 5287; email: jmae255@aol.com

**Track 4: Business Ethics

Chair: Dr. Sam Fullerton, Department of Marketing, Eastern Michigan University, Ypsilanti, MI 48197. Phone (734) 487-0143; e-mail: sfullerto@emich.edu

DECISION SCIENCES/INFORMATION SYSTEMS

**Track 1: MIS/Management Systems

Chair: Dr. Monica Parzinger, School of Business and Administration, St. Mary's University, One Camino Santa Maria, San Antonio, TX 78228. (210) 431-2026; fax (210) 431-2115; email: mparzinger@stmarytx.edu

**Track 2: Research Methodologies

Chair: Dr. Monica Parzinger, School of Business and Administration, St. Mary's University, One Camino Santa Maria, San Antonio, TX 78228. (210) 431-2026; fax (210) 431-2115; email: mparzinger@stmarytx.edu

****Track 3: Quantitative Methods**

Chair: Dr. Monica Parzinger, School of Business and Administration, St. Mary's University, One Camino Santa Maria, San Antonio, TX 78228. (210) 431-2026; fax (210) 431-2115; email: mparzinger@stmarytx.edu

ECONOMICS

****Track 1: Microeconomics Issues & Managerial Economics**

Chair: Dr. James "Bim" Beckman, Fochbereich Wirtschaft. Marquardtstr 35, Fulda 36039 GERMANY. Phone 49-661-964-0291; fax 49-661-964-0290; email: BimBHappy@aol.com

****Track 2: Macroeconomics & Growth**

Chair: Dr. James "Bim" Beckman, Fochbereich Wirtschaft. Marquardtstr 35, Fulda 36039 GERMANY. Phone 49-661-964-0291; fax 49-661-964-0290; email: BimBHappy@aol.com

FINANCE

****Track 1: Financial Institutions & Services**

Chair: Dr. Bala Maniam, Dept. of Business & Finance, Sam Houston State University, PO Box 2056, Huntsville, TX 77341. Phone (936) 294-1290; fax (936) 294-3974; email: maniam@shsu.edu

****Track 2: Investments**

Chair: Dr. Donald H. Wort, Department Accounting & Finance, School of Business and Economics, California State University – East Bay, 2928 Biddleford Dr., San Ramon, CA 94583 Phone: (510) 885-3934, email: Donald.wort@csueastbay.edu

****Track 3: Corporate Finance:**

Chair: Dr. Ginette McManus, Department of Finance, St. Joseph's University, Philadelphia, PA 19131. Phone (610) 660-1632; fax (610) 660-1986; email: gmcmanus@sju.edu

MANAGEMENT

****Track 1: Global Issues In Management**

Chair: Dr. Bill Carnes, Management Department, School of Business, Metropolitan State College of Denver, PO Box 173362, Box 78, Denver, CO 80217. Phone (303) 556-6230; e-mail: wcarnes1@mscd.edu

Track 2: Organizational Behavior

Chair: Dr. Constance Rossum, College of Business & Public Management, University of La Verne 1950 Third Street La Verne, CA crossum@laverne.edu 909.593.3511 ext. 4590

****Track 3: Business Policy & Management Strategy**

Chair: Dr Rita Thakur, School of Business & Global Studies, University of La Verne, 1950 3rd Street, La Verne, CA 91750. Phone: (909) 593-3511; X 4206; fax (909) 392-2704; email: thakurr@ulv.edu

****Track 4: Personnel/Human Resources**

Chair: Dr. Fraya Wagner-Marsh, SPHR, GPHR, SHRM-SCP, Department of Management, Eastern Michigan University, Ypsilanti, MI 48197. Phone (734) 487-3240; e-mail: fwagnerm@emich.edu

****Track 4: Management Education and Development**

Chair: Dr. John Robinson, Webster University, Department of Management, 470 Lockwood Ave., St. Louis, MO 63119. Phone: (314) 961-2660; fax (314) 968 7077; ext. 5929, email robinsjo@webster.edu St. Louis, Mo 63119.

MARKETING

****Track 1: Global Management/Marketing & Strategic Marketing**

Chair: Dr. Ingeborg Kendall Maranto, College of Business & Public Administration, University of La Verne, PO Box 877, Claremont, CA Phone: (909) 635-4313; email: imaranto@laverne.edu 91711.

****Track 2: Sports, Event & Tourism Marketing**

Chair: Dr. Sam Fullerton, Department of Marketing, Eastern Michigan University, Ypsilanti, MI 48197. Phone (734) 487-0143; e-mail: sfullerto@emich.edu

****Track 3: Buyer Behavior and Global Marketing**

Chair: Dr. Melissa Johnson Morgan, Chair of M&M Research & Higher Degrees Committee, School of Management and Marketing, University of Southern Queensland, Toowoomba Q 4350, Australia Phone; 61 7 4631 1299 Fax: 61 7 4631 5597 morganm@usq.edu.au

****Track 4: Marketing Education**

Track Chair: Dr. Angelica Bahl, Marketing Dept., School of Business, Metropolitan State College of Denver, PO Box 173362, Denver, CO 80217. Phone: (303) 556-3307; email abahl@mscd.edu

****Track 5: Integrated Marketing Communications**

Chair: Dr. David L. Moore, Professor Emeritus, Le Moyne College, 50 Century Drive, Smyrna, DE 19977 e-mail: moored@lemoyne.edu

**** Track 6: Services Marketing**

Chair: Dr. Larry Neale, School of Advertising, Marketing & Public Relations, Faculty of Business, GPO Box 2434, Queensland University of Technology, Brisbane, QLD, 4000, Australia. Phone 61-7-3138-2274; email: l.neale@qut.edu.au

NON-PROFIT, PUBLIC SECTOR, PUBLIC ADMINISTRATION & HEALTH CARE

****Track 1: Public Administration: Race, Culture, Gender and Ethnicity**

Chair: Dr. Mitchell Rice, Department of Political Science, Texas A&M University, College Station, TX 77843. Phone (979) 845-6785 email: mitchell-f-rice@tamu.edu

****Track 2: Public Administration: Governance & Administration**

Chair: Dr. Audrey Mathews, Professor Emerita, Department of Public Administration, California State University – San Bernardino, 4605 Brentwood Lane, San Bernardino, CA 92407. Phone (909) 881-8618; e-mail: audmathews@aol.com

****Track 3: Higher Education/Educational Leadership**

Chair: Dr. Brenda Marina, Dept. of Leadership, Technology & Human Development, College of Education, Georgia Southern University, 1207A Buckhead Ct., Statesboro, GA 30458. Phone: (330) 352-1822; email: bmarina@georgiasouthern.edu

****Track 4: HealthCare, Regulatory and Health Care Law**

Chair: Dr. Bill Trombetta, Dept. of Pharmaceutical Marketing, St. Joseph's University, Philadelphia, PA 19131. Phone: (610) 660-3159; email: trombett@sju.edu 3159; email: trombett@sju.edu

Deadline for Paper Submission: October 1, 2016
Deadline for Early Registration: November 1, 2016
Deadline for Hotel Conference Rates: November 1, 2016

Conference Hotel website can be found at

<http://www.tamarindodiria.com/?qclid=COGelqg6h8wCFdcYgQodCYEESA>

Websites with info on Costa Rica can be found at:

http://travel.usnews.com/Costa_Rica/Things_To_Do/

<http://costaricaexperts.com/things-to-do-in-costa-rica/>

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2016 International Conference
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