

# ACADEMY OF BUSINESS ADMINISTRATION

## Prague, Czech Republic



### 2016 INTERNATIONAL CONFERENCE

#### August 3 - 7, 2016

## ANNOUNCEMENT

The annual International Conference of the Academy of Business Administration will be held at the Grand Hotel Praha, Staromestske namesti 491/22 110 00 Praha [info@grandhotelpraha.cz](mailto:info@grandhotelpraha.cz). 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 Prague.

Complete papers presented at the conference and adhering to all publication criteria as judged by the editor will appear in the 2014 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. David L. Moore**. **If accepted, Abstracts and Research in Progress will be for presentation only, however, expanded abstracts may be accepted for publication in the 2016 Readings Book. Submissions may be made electronically to the appropriate Track Chair or the Program Chair. Receipt of electronic submissions will be acknowledged electronically.**

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 May 15, 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) submit a CD or submit electronically using Word, and (2) 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. David L. Moore**.

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. Sam Fullerton**.

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 July 15, 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. Spouses/Companions who are participating in the program do not qualify for this fee. The companion registration form is available from the program chair and on the website at [www.lemoyne.edu/ABA](http://www.lemoyne.edu/ABA)

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

12. Accepted papers must be sent to the Readings Book editor by September 15, 2016, 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 coincide with the manuscript guidelines will not be published.**

13. **Hotel Information:** The conference will be held at the Grand Hotel Praha, Staromestske namesti 491/22 110 00 Praha [info@grandhotelpraha.cz](mailto:info@grandhotelpraha.cz). Rates are 139€ per night for a Superior room or 159€ per night for a Deluxe room both with Breakfast included. **A block of rooms at the conference rate will be held no later than June 15, 2016. The number of rooms is limited, so reservations should be made as soon as possible. Reservations will be subject to hotel availability. Individuals are instructed to make their reservations directly with the hotel and must quote the Academy of Business Administration International Conference - Reservation instructions are available at the ABA website at [www.lemoyne.edu/ABA](http://www.lemoyne.edu/ABA) or upon request from the Conference Chair Dr. Sam Fullerton, or the Program Chair, Dr. David L. Moore.**

## 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](mailto:BimBHappy@aol.com)
- Dr. Malik Mirza, Faculty of Business, School of Accountancy, Queensland University of Technology, 2 George Street, GPO Box 2434, Brisbane, Q 4001 AUSTRALIA [m.mirza@qut.edu.au](mailto:m.mirza@qut.edu.au)
- Dr. Bun Woong Kim, Dept. of Public Administration, College of Social Sciences, Dongguk University, 3-26 Pil-Dong Chung-Gu, Seoul, KOREA 100-715, Ph 82 2-260-3247; Fax 82 2-334-9052
- Dr. Christo Bischoff, Grad. School of Business, University of Potchefstroom, REPUBLIC OF SOUTH AFRICA, Ph. 27148-299-1411; fax 27148-299- 416; [pbscab@puk.puknet.ac.za](mailto:pbscab@puk.puknet.ac.za)
- Dr. Turken Onder, Dept. of Accounting & Finance, Marmara University, Gostepe 81040, Ziverberg, Istanbul, TURKEY, Ph. 0216 336-5273
- 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](mailto:mailto:ralsharrah@hotmail.com)
- Dr Jeffrey Kantor, Department of Economics and Business Administration, Ariel University Centre, Ariel, ISRAEL. [kantorjeffrey@gmail.com](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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: [fullerto@emich.edu](mailto:fullerto@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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:trombett@sju.edu)

**Deadline for Paper Submission: May 15, 2016**  
**Deadline for Early Registration: July 15, 2016**  
**Deadline for Hotel Conference Rates: June 15, 2016**

Conference Hotel website can be found at

<http://www.grandhotelpraha.cz>

Websites with info on Prague can be found at:

<http://www.czechtourism.com/a/prague>

[http://www.tripadvisor.com/Tourism-g274707-Prague\\_Bohemia-Vacations.html](http://www.tripadvisor.com/Tourism-g274707-Prague_Bohemia-Vacations.html)

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