

Academy of Business Disciplines

...an interdisciplinary business organization



Proceedings 2010

Twelfth Annual Conference

**DiamondHead Beach Resort
Ft. Myers Beach, Florida
November 10 – 13, 2010**



**Gary Armstrong – Conference Director
Russ Wahlers – Proceedings Editor**

www.abdonline.org



Academy of Business Disciplines
...an interdisciplinary business organization

Editor's Note

The Proceedings for the 12th Annual Conference of the Academy of Business Disciplines contains the 2010 Proceedings and a Call for Submissions for the Academy's peer-reviewed journal, the *Academy of Business Disciplines Journal*.

The Proceedings is organized to follow the session schedule shown in the 2010 Program. This year's edition has been published online and is set up in an Acrobat-compatible framework. Bookmarks are provided to help you navigate through the content. Each presentation found in the Proceedings section shown as a [hypertext link](#) is one for which the author(s) submitted a paper, abstract, or case for inclusion in the Proceedings. To open an author's submission, simply click on the linked presentation title.

Readers interested in obtaining more information on a conference presentation for which no paper or abstract was submitted for the Proceedings (i.e., the non-linked presentation titles) are encouraged to contact the author(s) directly.

Many thanks to our Conference Director Gary Armstrong for organizing a great 2010 12th year program! Thanks also go both to those of you who provided some very interesting and stimulating presentations and to those authors who contributed material for this Proceedings volume.

The Academy of Business Disciplines will host its 13th Annual Conference next November 9-12, 2011. Gary and the rest of the ABD Board are already working to make it another great annual meeting as ABD continues its tradition as an interdisciplinary business organization in its second decade. A Call for Paper for the November 2011 conference will be sent out during the spring and also posted on our website at www.abdonline.org.

Hope to see everyone in Ft. Myers Beach in November 2011!

Best regards,

Russ Wahlers

Russ Wahlers
Proceedings Editor
rwahlers@bsu.edu

Statement of Purpose - Academy of Business Disciplines

The Academy of Business Disciplines is an interdisciplinary organization that has as its purpose the expansion of knowledge relative to furthering the understanding of business and all its related functions. This purpose is accomplished by encouraging the membership, comprised of academics and practitioners, to share research and creative efforts. This sharing takes place in a positive, constructive and collegial atmosphere. The annual meeting of the Academy provides a venue where members present their scholarly endeavors. Emphasis is on pedagogical and applied research, although empirical studies are also welcomed and appreciated.

Mark your calendar for ABD 2011 !

2011 Academy of Business Disciplines Annual Meeting
November 9 - 12, 2011 • DiamondHead Beach Resort,
Ft. Myers Beach, Florida

Academy Website:

www.abdonline.org

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Academy of Business Disciplines Journal



The **academically peer-refereed** *Academy of Business Disciplines Journal (ABD Journal)* endeavors to publish quality pedagogical applications, applied and pure research papers and invited editorials in all areas of business. Our goal is to publish quality articles for our readers as well as provide high quality service to our contributing authors. *ABD Journal* is listed in Cabell's Directory with an acceptance rate of 11-20%. Articles are blind peer-reviewed by a minimum of two reviewers and published continuously online at www.ABDJournal.org.

The journal publishes manuscripts that make a significant contribute to the existing body of knowledge and offers submitting authors an average two month review process. *ABD Journal* is supported by the following institutions and individuals: Dean John Kooti, Shippensburg University; Dean Randy Boxx, Shenandoah University; Academy of Business Disciplines, Joanne Tucker, Editor-in-chief, Shippensburg University, Gary Armstrong, Associate Editor-in-chief, Shippensburg University; Charlie Pineno, Associate Editor, Shenandoah University; Ming-Shen Pan, Associate Editor, Shippensburg University; Review Board members. Our review board members are published researchers from functional areas and administration in business. Review board members, submission guidelines, and fees are found at www.ABDJournal.org. Thank you for considering *ABD Journal* as your research gateway.

www.ABDJournal.org

Message from the Conference Director

I hope all enjoyed the ABD 2010 annual conference, have taken a few ideas back home with you, and plan to return next year. Please mark your calendar now for the 2011 conference at DiamondHead scheduled for **November 9-12**. Bring a colleague next year and introduce them to the *Academy of Business Disciplines*.

This year forty-four papers were submitted for best of session/conference award consideration. "Best of Session" papers were determined at the end of their respective sessions. Selection was based on ABD Board review; session chairs; and those attending each session. Winners received an award's certificate.

It is my pleasure to recognize the *Best of Conference Award* winners:

Best Research Paper:

"The State of the Beer Excise Tax: An Examination of States' Motivations for Excise Tax Policies on Beer"

Richard McGowan
John F. Mahon

Boston College
University of Maine

Best Teaching Innovation Award:

"Planning Virtual International Field Trips in Accounting Courses"

Diane Riordan & Michael Riordan

James Madison University

Faculty/Student Collaborative Research Award:

"The Blame Game: Who's at Fault in the Mortgage Crisis?"

Rita Jones (Faculty)

Columbus State University

Jason Beard & Vicky Langston (Students)

Columbus State University

Best CASE Award:

"Fire the Big Box!?"

Thomas Zeller

Loyola University Chicago

Congratulations to all!

The Academy of Business Disciplines wishes to extend our appreciation to everyone who helped make our 2010 conference a success:

- Many thanks to Gayle Nelson, Wendy C. Bailey, Matt Elbeck, and Bob Cluskey for providing an excellent online teaching workshop!
- Thanks to Rob Baer, Randy Boxx and Ara Volkan for their insights during the dean's panel discussion.
- Of course, many thanks to all who served as session chairs!
- Thanks to Joanne Tucker and Charlie Pineno who provide leadership and management of our associated journal – *ABD Journal* – www.abdjournal.org/.
- I also wish to acknowledge those who provide financial support through sponsorship of breaks and my time as conference director: John Kooti and Randy Boxx, deans at Shippensburg and Shenandoah Universities respectively.
- I would like to offer my sincere thanks to our board members who worked so diligently behind the scenes to make this conference a success
- Finally, congratulations to all our paper winners.

A few words about the 2011 conference:

As you may be aware, Diamond Head's move to a partial time-share resort has resulting in uncertainty regarding availability as our future conference site location. However, negotiations have resulted in a contract enabling us to return to Diamond Head Beach Resort through 2015. The staff, facilities, location, and affordability can't be beat, and we (ABD Board) are pleased to continue our efforts to make this a rewarding and enjoyable conference experience.

- Moving to a four day venue with Friday afternoon free seemed to meet with wide acceptance this year, so we will continue to follow the same format. *The 2011 conference dates are November 9-12.* We strongly recommend that you to make your hotel reservations **now** for ABD 2011.
- The "Best of Conference" awards will continue, but the "Best of Session" focus will move from *paper* to *presentation* focus to enable all attendees to participate.
- The ABD is always seeking ways to improve the conference. If you have any suggestions, please email me with your ideas (grarms@ship.edu).
- With an eye toward planning ABD 2011, please send me your suggestions for panel or interactive sessions of interest to you that we might include in next year's conference program. If you'd be interested in hosting or participating in a panel/interactive session, be sure to let me know.

I look forward to seeing you next year and welcome Diana Haytko, Florida Gulf Coast University, onboard as a co-chair for the 2011 conference.

Sincerely,

Gary Armstrong

Gary Armstrong
Conference Director
gramms@ship.edu

See you at DiamondHead in 2011!



ABD
ABD



Best in Conference Award Winners

Best Research Paper:

“The State of the Beer Excise Tax: An Examination of States' Motivations for Excise Tax Policies on Beer”

Richard McGowan - Boston College
John F. Mahon - University of Maine

Best Teaching Innovation Award:

“Planning Virtual International Field Trips in Accounting Courses”

Diane Riordan & Michael Riordan - James Madison University

Faculty/Student Collaborative Research Award:

“The Blame Game: Who's at Fault in the Mortgage Crisis?”

Rita Jones (faculty) & Jason Beard & Vicky Langston (students)
Columbus State University

Best Case Award:

“Fire the Big Box!?”

Thomas Zeller - Loyola University Chicago

Best in Session Award Winners

Wednesday November 10th Sessions

Session #3 1:00-2:15

Individual Bank Soundness: A Data Mining Perspective of Performance during the Recent Recession

James Moore

Indiana University-Purdue University, Fort Wayne

Session #4 2:30-3:45

Cloud Computing: Items Professional Firms Consider in Selecting Data Storage Firms

Eddy Burks, Stanley Lewis
Ernest King
Carl Smolinski

Troy University
University of Southern Mississippi
Louisiana State University-Shreveport

Session #5 2:30-3:45

Brands as Symbol Constellations

Christine Wright-Isak

Florida Gulf Coast University

Session #8 4:00-5:15

Enhanced Enforcement of the Foreign Corrupt Practices Act: Enhanced Enforcement for Improving the Ethics of U.S. Business Practices Abroad

Katherine Barker Cagwin
Carl Pacini
Mushfiq Swaleheen

University of Southern Florida-St. Petersburg
Penn State University-Abington
Florida Gulf Coast University

Thursday November 11th Sessions

Session #12 10:30-11:45

Faculty Financial Incentive/Disincentives in Online Education

David Fehr

Southern New Hampshire University

Session #13 1:00-2:15

Moving Closer to Routine Business/Accounting Education and Professional Use of the Second Life Virtual World, with a Focus on the "Shared Media" Capabilities Introduced Spring, 2010

Richard Johnson, Joseph Gilmore, Joyce Middleton

Frostburg State University

Session #14 1:00-2:15

Understanding and Applying Cross-cultural Values

Robert Oppenheimer

Concordia University

Session #17 2:30-3:45

Company Stock Valuation and Acquisition in a Family Business (Buying out the Relatives): A Case Study

John James Cater, Benny Zachary

Nicholls State University

Session #18 2:30-3:45

Information Technology Internal Controls and Firm Performance

Lemuria Carter, Brandis Phillips, Porche Millington

North Carolina A&T State University

Friday November 12th Sessions

Session #22 9:00-10:15

Introducing Students to the FASB Codification System

Vincent Brenner
Ann Watkins

Stetson University
Lamar University

Session #23 9:00-10:15

The Devil is in the Details: Translating Peer Evaluation Scores into Grade Adjustments

Michael Hanna, L. Jean Walker

University of Houston-Clear Lake

Session #26 10:30-11:45

The Pursuit of Education: Why First Year Students at Historical Black Institutions Dropped out of College Their Second Semester after Attending Their First Semester

James Pittman, Biruk Alemayehu

Southern University at New Orleans

Session #29 12:00-1:15

Student Ability to Identify Grammatical Units

Janet Winter, Esther Winter

University of Central Missouri

Session #30 12:00-1:15

Healthcare IPO's Market Performance, 1997-2007

Thomas Pencek

University of South Florida-Sarasota

Saturday November 13th Sessions

Session #31 9:00-10:15

Understanding Market Concentration: Internet-based Applications from the Banking Industry

Fred Hays, Sidne Ward

University of Missouri-Kansas City

Session #34 10:30-11:45

Interactions between Non-work and Work Roles in Small Businesses

Michael Harris, Alys Lambert
Jeff Olsen (student), Felix Santiago (student)

Indiana University Southeast
Indiana University Southeast

Session #35 10:30-11:45

A Call to Action: The Privacy Dangers Adolescents Face through Use of Social Networking Sites

Linda Christiansen
Deborah Gray

Indiana University Southeast
Central Michigan University

Session #36 10:30-11:45

The Use of Election Season as a Teachable Moment for Marketing Research Students: Suggestions for an Ethics Module

Amy Handlin

Monmouth University

Session Chairs

Wednesday November 10th

1	1:00 – 2:15	Diamond A	Joseph Chapman
2	1:00 – 2:15	Diamond B	Deborah Hocking
3	1:00 – 2:15	Diamond C	Eddy Burks
4	2:30 – 3:45	Diamond A	Melville Cotrill
5	2:30 – 3:45	Diamond B	Alla Wilson
6	2:30 – 3:45	Diamond C	Dale Mathews
7	4:00 – 5:15	Diamond A	Jamie Pleasant
8	4:00 – 5:15	Diamond B	Christine Wright-Isak
9	4:00 – 5:15	Diamond C	Dyanne Ferk

Thursday November 11th

Workshop: Online Teaching Techniques 8:30-10:15 Diamond A

10	10:30 – 11:45	Diamond A	Richard Johnson
11	10:30 – 11:45	Diamond B	Robert Oppenheimer
12	10:30 – 11:45	Diamond C	Joseph Catanio
13	1:00 – 2:15	Diamond A	Stephen J. Holoviak
14	1:00 – 2:15	Diamond B	Julie Toner
15	1:00 – 2:15	Diamond C	Steve Wells
16	2:30 – 3:45	Diamond A	Edward Pitingolo
17	2:30 – 3:45	Diamond B	Michael Yahr
18	2:30 – 3:45	Diamond C	Katharine Bohley
19	4:00 – 5:15	Diamond A	John James Cater
20	4:00 – 5:15	Diamond B	J. Douglas Barrett
21	4:00 – 5:15	Diamond C	Katharine Bohley

Friday November 12th

22	9:00 – 10:15	Diamond A	James Pittman
23	9:00 – 10:15	Diamond B	James Locbl
24	9:00 – 10:15	Diamond C	Keith Richardson
25	10:30 – 11:45	Diamond A	John Kooti
26	10:30 – 11:45	Diamond B	John Okpara
27	10:30 – 11:45	Diamond C	Charles Pineno
28	12:00 – 1:15	Diamond A	Vincent Brenner
29	12:00 – 1:15	Diamond B	Janet Winter
30	12:00 – 1:15	Diamond C	Norman Schnurr

Saturday November 13th

31	9:00 – 10:15	Diamond A	Pennye Brown
32	9:00 – 10:15	Diamond B	Rita Jones
33	9:00 – 10:15	Diamond A	Johndavid Kerr
34	10:30 – 11:45	Diamond A	Fred Hays
35	10:30 – 11:45	Diamond B	Ronald Taylor
36	10:30 – 11:45	Diamond C	Howard Cochran

Presenters

Session #	Last Name	First Name	University
18	Anglin	Ken	Minnesota State University, Mankato
18	Anglin	Linda	Minnesota State University, Mankato
6	Armstrong	Gary	Shippensburg University of Pennsylvania
Dean's Panel	Baer	Rob	Bradley University
6	Bailey	April	Shippensburg University of Pennsylvania
Workshop	Bailey	Wendy C.	Troy University
11	Bandow	Diane	Troy University
8	Barker Cagwin	Katherine	USF St. Petersburg
9	Barrett	J. Douglas	University of North Alabama
2	Bebko	Charlene	Indiana University of Pennsylvania
13 & 21	Bohley	Katharine	University of Indianapolis
Dean's Panel	Boxx	Randy	Shenandoah University
22	Brenner	Vincent	Stetson University
34	Brown	Pennye	Austin Peay State University
7 & 19	Bryan	Lois	Robert Morris University
4 & 24	Burks	Eddy	Troy University
13	Burns	David	Xavier University
31	Buxton	Mark	Niagara University
23	Cai-Hillon	Yue	University of Central Missouri
18	Carter	Lemuria	North Carolina A&T State University
15	Catanio	Joseph	Shippensburg University of Pennsylvania
17	Cater	John James	Nicholls State University
9 & 35	Cecil	H. Wayne	Florida Gulf Coast University
4 & 19	Chapman	Joseph	Ball State University
35	Christiansen	Linda	Indiana University Southeast
12	Chrysler	Earl	Florida Gulf Coast University
Workshop	Cluskey	Bob	Troy University
30 & 33	Cochran	Howard	Belmont University
18	Costello	Melinda	Siena College
2	Cottrill	Melville	Southern Connecticut State University
15	DeCasperis	Frederick	Siena College
33	Dunkelberger	Jake	Shippensburg University of Pennsylvania
Workshop	Elbeck	Matt	Troy University
12	Fehr	David	Southern New Hampshire University
6 & 35	Ferk	Dyanne	University of Illinois at Springfield
28	Fesmire	James	University of Tampa
36	Fish	Lynn	Canisius College
5	Fogle	Alycia	University of North Carolina Asheville
30	Fredrickson	Joann	Bemidji State University
14	Gaines	J. R.	Troy University
10	Gerlich	Nicholas	West Texas A&M University
17	Good	R. T.	Shenandoah University
36	Handlin	Amy	Monmouth University
23	Hanna	Michael	University of Houston - Clear Lake
34	Harris	Michael	Indiana University Southeast
12	Hawkins	Alfred	Rockhurst University
31	Hays	Fred	University of Missouri - Kansas City
6	Haytko	Diana	Florida Gulf Coast University
29	Hernandez	Sigfredo	Rider University
4	Hocking	Deborah	Shippensburg University of Pennsylvania

Session #	Last Name	First Name	University
17	Hogan	Eileen	Kutztown University of Pennsylvania
11 & 24	Holoviak	Stephen J.	Penn State University - Mt. Alto
11	Holoviak	Stephen P.	Penn State University - State College
14	Hoover	David	Troy University-Montgomery
11	Hubbard	Raymond	Drake University
13	Johnson	Richard	Frostburg State University
9	Jones	Dave	LaSalle University
34	Jones	Rita	Columbus State University
16	Kermis	George	Canisius College
8	Kerr	Johndavid	Harris Stowe State University
16	Koumbiadis	Nicholas	Adelphi University
31	Kuechler	Linda	Daemen College
11	Little	Eldon	Indiana University Southeast
27	Loebl	James	University of Wisconsin - Green Bay
1	Mack	Larry	St. Petersburg College
32	Mahon	John	University of Maine
3	Mathews	Dale	University of Puerto Rico
32	Matulich	Erika	University of Tampa
32	McGowan	Richard	Boston College
18	Millington	Porche	North Carolina A&T State University
3	Moore	James	Indiana University - Purdue University Fort Wayne
14	Morrison	Rodger	Troy University
33	Neidigh	Robert	Shippensburg University of Pennsylvania
Workshop	Nelson	Gayle	Troy University
29	Newman	Cynthia	Rider University
6 & 35	Newman	Laurel	University of Illinois at Springfield
10	Notarantonio	Elaine	Bryant University
28	Okpara	John	Bloomsburg University of Pennsylvania
20	Oliphant	Rebecca	Stetson University
14	Oppenheimer	Robert	Concordia University
24	Paul	Amanda	Troy University
30	Pencek	Thomas	University of South Florida Sarasota
29	Pergola	Teresa	University of Tampa
22	Pineno	Charles	Shenandoah University
15	Pitingolo	Edward	Bloomsburg University of Pennsylvania
26	Pittman	James	Southern University at New Orleans
9	Placid	Raymond	Florida Gulf Coast University
5	Pleasant	Jamie	Clark Atlanta University
22	Rakich	Jonathon	Indiana Univesity Southeast
7	Rawwas	Mohammed	University of Northern Iowa
27	Richardson	Keith	Bellarmino University
33	Riordan	Diane	James Madison University
33	Riordan	Michael	James Madison University
31	Rivers	Richard	Southern Illinois University
20	Rubensfield	Ronald	Robert Morris University
26	Rubens	Arthur	Florida Gulf Coast University
1	Sauers	Amy	St. Petersburg College
14	Schatz	George	Maine Maritime Academy
20	Schnurr	Norman	Robert Morris University
27	Sciulli	Lisa	Indiana University of Pennsylvania
8	Sun	Peng	Nova Southeastern University
19	Surynt	Ted	Stetson University

Session #	Last Name	First Name	University
32	Taylor	Ronald	Shippensburg University of Pennsylvania
24	Teasley	Raquel	North Carolina A&T State University
23	Thorne	Betty	Stetson University
10	Toner	Julie	Bellarmino University
28	Tschopp	Daniel	Saint Leo University
12	Van Auken	Stuart	Florida Gulf Coast University
1	Vito	Marilyn	Richard Stockton College of NJ
Dean's Panel	Volkan	Ara	Florida Gulf Coast University
4 & 19	Wahlers	Russ	Ball State University
23	Walker	L. Jean	University of Houston - Clear Lake
29 & 32	Walters	Melissa	University of Tampa
23	Waner	Karen	University of Central Missouri
22	Watkins	Ann	Lamar University
3	Wellington	John	Indiana University - Purdue University Fort Wayne
16 & 28	Wells	Steve	Western Kentucky University
7	Wilson	Alla	East Stroudsburg University
29	Winter	Esther	University of Central Missouri
23 & 29	Winter	Janet	University of Central Missouri
5	Wright-Isak	Christine	Florida Gulf Coast University
19	Yahr	Michael	Robert Morris University
36	Zeller	Thomas	Loyola University Chicago



Presentation Sessions

Wednesday, November 10

#1 1:00-2:15

Diamond A

Joe Chapman

The Best of Both Worlds? Comparing Blended and Online Student Team Experiences

Lynn Grinnell, Frank Appunn, Amy Sauers

St. Petersburg College

The Empowerment Hypothesis: Does Empowerment Matter to Success in Online Teams?

Amy Sauers, Frank Appunn, Lynn Grinnell, Larry Mack

St. Petersburg College

Reaching the Millennial Generation through Experiential Learning Approaches in Business Courses

Marilyn Vito, Gurprit Chhatwal, Aakash Taneja

Richard Stockton College of NJ

#2 1:00-2:15

Diamond B

Deborah Hocking

Consumption and Materialism: Marketing's Interface with Consumer Responsibility

Charlene Bebko

Indiana University of Pennsylvania

And the Last Shall be First - A Primer on Chapter 9 of the U.S. Bankruptcy Code

Melville Cottrill

Southern Connecticut State University

#3 1:00-2:15

Diamond C

Eddy Burks

The Central American Clothing Assembly Industry and the Asian Competition

Dale Mathews, Segundo Gonzales (Ph.D. candidate)

University of Puerto Rico

Individual Bank Soundness: A Data Mining Perspective of Performance during the Recent Recession

James Moore

Indiana University-Purdue University, Fort Wayne

Enumeration Scheme for Some Common Resource Allocation Problems: A Pedagogical Contribution

John Wellington

Indiana University-Purdue University, Fort Wayne

Alfred Guiffrida

Kent State University

Michael Messina

Gannon University

Refreshment Break

Chloës Lounge

Sponsors: *Harry F. Byrd Jr. School of Business – Shenandoah University*

John L. Grove College of Business – Shippensburg University

#4 2:30-3:45

Diamond A

Melville Cottrill

Electronics in the Classroom

Joe Chapman, Russ Wahlers, Thomas Baird

Ball State University

Cloud Computing: Items Professional Firms Consider in Selecting Data Storage Firms

Eddy Burks, Stanley Lewis

Troy University

Ernest King

University of Southern Mississippi

Carl Smolinski

Louisiana State University-Shreveport

Evidence of AICPA Core Competency Development through Holistic Approaches

Deborah Hocking

Shippensburg University of Pennsylvania

#5 2:30-3:45

Diamond B

Alla Wilson

The Influence of Atmospherics on Consumer Perceptions of Service Quality, Merchandise Price, and Merchandise Quality Influencing Behavioral Intentions: A Retailing Study of Outlet Malls

Alycia Fogle

University of North Carolina-Asheville

Corporate Blunders of African American Marketing Strategies and Ways to Avoid Negative Publicity

Jamie Pleasant

Clark Atlanta University

Brands as Symbol Constellations

Christine Wright-Isak

Florida Gulf Coast University

#6 2:30-3:45

Diamond C

Dale Mathews

Designing an Integrative Teaching Approach of Using a Business Plan as a Model to Introduce Business Concepts to First-year and Transfer Business Students

April Bailey, Joanne Tucker, Gary Armstrong,

Shippensburg University of Pennsylvania

Using Student Internships to Assess Student Learning and Curricular Relevance

Dyanne Ferik

University of Illinois-Springfield

Laurel Newman

University of Illinois-Springfield

Social Networking Tools in a University Setting: A Students Perspective

Diana Haytko

Florida Gulf Coast University

Steve Parker

Missouri State University

#7 4:00-5:15

Diamond A

Jamie Pleasant

The Relationship between Faculty Knowledge of the Assessment Process and the Usage of Assessment Tools

Lois Bryan, Tanya Lee, Mark Eschenfelder

Robert Morris University

Do Religious Teachings Influence Consumers' Ethical Behavior?

Mohammed Rawwas

University of Northern Iowa

Amal Abdelhadi

Nottingham Trent University-U.K.

Gap Analysis: A Decision Support Tool in Higher Education

Alla Wilson

East Stroudsburg Univ of Pennsylvania

#8 4:00-5:15

Diamond B

Christine Wright-Isak

Enhanced Enforcement of the Foreign Corrupt Practices Act: Enhanced Enforcement for Improving the Ethics of U.S. Business Practices Abroad

Katherine Barker Cagwin

University of Southern Florida-St. Petersburg

Carl Pacini

Penn State University-Abington

Mushfiq Swaleheen

Florida Gulf Coast University

The Relationship between Workplace Bullying and Employee Attitudes: A Study of Chinese Manufacturing Employees

Randi Sims, Peng Sun

Nova Southeastern University

Computer Clouding: Privacy and Legal Issues

Johndavid Kerr, Joe Teng

Harris-Stowe State University

#9 4:00-5:15

Diamond C

Dyanne Ferk

Economics and Social Policy

J. Douglas Barrett

University of North Alabama

"Do This Now" versus "Here's What You Did Wrong" - Enhancing Sales Role-plays with Proactive Real Time Behavior Prompts

Dave Jones

LaSalle University

Real Estate Appraisers and the Revised Tax Preparer Penalty Statute: Evolution, Rules and Reality

Raymond Placid, Shelton Weeks, Wayne Cecil

Florida Gulf Coast University

Thursday, November 11

Continental Breakfast – 7:30 – 8:30

Chloës Lounge

Sponsored by: ABD

Workshop: Online Teaching Techniques

8:30 – 10:00

Diamond A

Gayle Nelson

Director of Instructional Design & Educational Resources

Troy University, Global Campus, Distance Learning

Title: Expectations of Students and Faculty in Online Courses

Dr. Wendy C. Bailey

Assistant Professor Quantitative Methods & Economics

Troy University, Sorrell College of Business

Title: Engaging Today's Online Learners in Business Statistics & Economics

Dr. Matt Elbeck

Professor of Marketing

Troy University, Sorrell College of Business

Dothan, AL

Title: Using The Blackboard Online Tool

Dr. Bob Cluskey

Associate Professor Accounting, eCampus

Troy University, Global Campus, Southeast Region, Fort Walton Beach, FL

Title: How to Thwart Online Course Test Cheating – w/o Proctors

#10 10:30-11:45

Diamond A

Richard Johnson

Social Media and Smartphone Usage Trends among College Students: Implications for Reaching a Tech-Savvy Demographic

Nicholas Gerlich, Leigh Browning, Lori Westermann

West Texas A&M University

Walk in my Shoes - Helping Students Understand the Consumer Experience

Elaine Notarantonio

Texas A&M University

The Art and Science of Storytelling in the Business School Classroom

Julie Toner

Bellarmino University

#11 10:30-11:45 Diamond B

Robert Oppenheimer

Corporate Sponsored Childcare: A Comparison of the Issues for the Past 25 Years

Stephen P. Holoviak
Stephen J. Holoviak

Penn State University-State College
Penn State University-Mont Alto

Overt Criticism of the Worth of Statistical Significance Testing

Raymond Hubbard, C. Kenneth Meyer
Eldon Little

Drake University
Indiana University Southeast

Developmental Factors of Leader Self-Concept in Women

Tish Matuszek, Diane Bandow, Dennis Self

Troy University

#12 10:30-11:45 Diamond C

Joseph Catanio

Faculty Financial Incentive/Disincentives in Online Education

David Fehr

Southern New Hampshire University

An Exploratory Analysis of Midwestern AACSB Universities and Management of Co-Curricular Learning Experiences

Alfred Hawkins, Jim Spruell

Rockhurst University

Utilizing a Gap Analysis to Assess the Skill Versus Knowledge Dilemma in MBA Education

Stuart Van Auker, Earl Chrysler, Ludmilla Wells

Florida Gulf Coast University

#13 1:00-2:15 Diamond A

Stephen J. Holoviak

Consumer Alienation: Relationships with Marketplace Interaction Styles

David Burns

Xavier University

Every Want to be a Movie Producer? Animito is for you!"

Katharine Bohley

University of Indianapolis

Moving Closer to Routine Business/Accounting Education and Professional Use of the Second Life Virtual World, with a Focus on the "Shared Media" Capabilities Introduced Spring, 2010

Richard Johnson, Joseph Gilmore, Joyce Middleton

Frostburg State University

#14 1:00-2:15 Diamond B

Julie Toner

What Every Strategist Needs to Know about the new Strategy Paradigm: Changing Assumptions, Trends and Responsibilities

Tish Matuszek,
Rodger Morrison, J. R. Gaines, William Foxx, David Hoover

Troy University
Troy University-Montgomery

Understanding and Applying Cross-cultural Values

Robert Oppenheimer

Concordia University

Joining a Preferred Trade Area: An Empirical Study with Emphasis on Denmark and the and United Kingdom

George Schatz

Maine Maritime Academy

#15 1:00-2:15

Diamond C

Steve Wells

Driving Factors Affecting Employee Training
Joseph Catanio

Shippensburg University of Pennsylvania

A Proposed Longitudinal Study of Female Workplace Perceptions Seven Years Later
Frederick DeCasperis

Siena College

Cross-Competing Priorities of Environmentally Sustainable Business Practices
Edward Pitingolo

Bloomsburg University of Pennsylvania

Refreshment Break

Chloës Lounge

Sponsors: Harry F. Byrd Jr. School of Business – Shenandoah University
John L. Grove College of Business – Shippensburg University

#16 2:30-3:45

Diamond A

Edward Pitingolo

Development of a Professional Orientation: A Comparison of Psychology and Accounting Students
George Kermis, Marguerite Kermis, Kristen Dare, Judith Larkin, Harvey Pines Canisius College

Ethical Perception of Accounting Staff Employees: An Exploratory Study of Leadership in Light of the Current Economic Crisis

Nicholas Koumbiadis, Grace Conway, Jack Angel

Adelphi University

Ethics in the Accounting AOL Process: Undergraduate Auditing Course Pilot Project

Steve Wells, Richard Aldridge, Mark Ross

Western Kentucky University

#17 2:30-3:45

Diamond B

Michael Yahr

Company Stock Valuation and Acquisition in a Family Business (Buying out the Relatives): A Case Study
John James Cater, Benny Zachary

Nicholls State University

The Leadership Nationality Matrix: A Going Global Case Study

R. T. Good

Shenandoah University

Kutztown Kings (A), (B), and (C)

Eileen Hogan, Donna Steslow, Dan Benson

Kutztown University of Pennsylvania

#18 2:30-3:45

Diamond C

Katharine Bohley

On-Line Teaching: Lessons Learned

Ken Anglin, Linda Anglin

Minnesota State University-Mankato

Information Technology Internal Controls and Firm Performance

Lemuria Carter, Brandis Phillips, Porche Millington

North Carolina A&T State University

Giving and Receiving: Service Learning in a 100-Level Communications Class

Melinda Costello, Mary Beth Dineen

Siena College

#19 4:00-5:15

Diamond A

John James Cater

A Revitalized Academic Minor in Information Systems
Ted Surynt, Carolyn Nicholson, Fred Augustine

Stetson University

Social Media: Comparison of Usage Patterns and Applications
Russ Wahlers, Joseph Chapman, Thomas Baird

Ball State University

An Exploration of Generational Differences in the use of Social Media for Job and Personal Finance
Michael Yahr, Kurt Schimmel, Lois Bryan

Robert Morris University

#20 4:00-5:15

Diamond B

J. Douglas Barrett

International Student Attitudes About the United States and Their Own Countries - A continuation of a study conducted by Norman Schnurr, Stankno Racic and Tomislav Gelo
Rebecca Oliphant, Al Housein Qureyieh, Gary Oliphant

Stetson University

The Ethics of Charitable Contributions: What Gives
Ronald Rubenfield

Robert Morris University

A Tale of Two Times
Norman Schnurr
Selime Sezgin, Gulberk Salman

Robert Morris University
Bahcesehir University

#21 4:00-5:15

Diamond C

Katharine Bohley

Threading My Course!
Katharine Bohley Workshop

University of Indianapolis

Reception: 5:30 – 7:00 Poolside - Light appetizers & refreshments

Conference Best Paper Award Presentations

David Strupeck

Friday, November 12

Continental Breakfast – 7:45 – 9:00

Chloës Lounge

Sponsored by: Cengage Learning

8:15-8:45

Diamond A Meet the Editors

Gary Armstrong & Charles Pineno – *ABD Journal*

#22 9:00-10:15

Diamond A

James Pittman

Introducing Students to the FASB Codification System

Vincent Brenner
Ann Watkins

Stetson University
Lamar University

The Balanced Scorecard with Time-Driven Activity-Based Costing: An Incremental Approach Model to Health Care Cost Management

Charles Pineno

Shenandoah University

Case Course Financial Audit Exam

Jonathon Rakich, Kathleen Voelker

Indiana University Southeast

#23 9:00-10:15

Diamond B

James Loebel

The Devil is in the Details: Translating Peer Evaluation Scores into Grade Adjustments

Michael Hanna, L. Jean Walker

University of Houston-Clear Lake

Closing the Loop: From Rubric to Revisions

Betty Thorne, John Rasp

Stetson University

Students Perceptions of their Educational Preparation in Terms of Punctuation and Grammar Instruction

Janet Winter, Karen Warner, Yue Cai-Hillon, Joan C. Neal Mansfield

University of Central Missouri

#24 9:00-10:15

Diamond C

Keith Richardson

Using Technology to Satisfy the Material Participation Requirement of IRC SEC. 469

Eddy Burks, Stanley Lewis, Amanda Paul, Daniel Lee

Troy University

A Conceptual Model of Health Information Technology Literacy Intervention to Improve African-American Student Health Decision-Making

Pamela Carter, Raquel Teasley

North Carolina A&T State University

Fatal Flaws of Self-Taught Entrepreneur John L Grove

Marian Witherow
Stephen J. Holoviak

Mount St. Mary's University
Penn State University-Mont Alto

Refreshment Break

Chloës Lounge

Sponsors: Harry F. Byrd Jr. School of Business – Shenandoah University
John L. Grove College of Business – Shippensburg University

#25 10:30-11:45

Diamond A *Dean's Panel*

John Kooti

Rob Baer
Dean
Foster College of Business
Bradley University

Randy Boxx
Dean & George Edward Durell Chair of Management
Harry F Byrd, Jr. School of Business
Shenandoah University

Ara Volkan
Associate Dean for Administration/Chair, Department of Accounting
Lutgert College of Business
Florida Gulf Coast University

#26 10:30-11:45

Diamond B

John Okpara

The Pursuit of Education: Why First Year Students at Historical Black Institutions Dropped out of College Their Second Semester after Attending Their First Semester
James Pittman, Biruk Alemayehu

Southern University at New Orleans

Feasibility Assessment for Business Incubators: Case Study
Arthur Rubens, Gary Jackson

Florida Gulf Coast University

#27 10:30-11:45

Diamond C

Charles Pineno

Here's to Our Health: An Analysis of the Key Tax Provisions in the Patient Protection and Affordable Care Act of 2010

James Loebbl

University of Wisconsin-Green Bay

Using Accounting Information to Make Business Decisions: A Very Quick "Nuts and Bolts" Introduction/Review of the Basics of Managerial Accounting

Keith Richardson, David Collins, Richard Schrader

Bellarmino University

Exploring the Connection between Self-Concept and Organizational Identity

Lisa Sciulli

Indiana University of Pennsylvania

#28 12:00-1:15

Diamond A

Vincent Brenner

Price Controls, Promotional Activity, and Successive Monopoly
James Fesmire

University of Tampa

Does the Resource Based View of the Firm Work for Developing Economies? Evidence from a Sub-Saharan African Economy

John Okpara

Bloomsburg University of Pennsylvania

The Institutional Role in the Promotion of Corporate Social Responsibility Reporting

Daniel Tschopp
Steve Wells
Doug Barney

Saint Leo University
Western Kentucky University
Indiana University Southeast

#29 12:00-1:15

Diamond B

Janet Winter

Minding our Business: Longitudinal Effects of a High-Quality Service-Learning Experience in Entrepreneurship on Alumni

Cynthia Newman, Sigfredo Hernandez

Rider University

An Exploratory Examination of Web-Based Learning Systems

Teresa Pergola, Melissa Walters

University of Tampa

Student Ability to Identify Grammatical Units

Janet Winter, Esther Winter

University of Central Missouri

#30 12:00-1:15

Diamond C

Norman Schnurr

Chinese Drywall Imports: Economic Determinants and Commercial Liability

Howard Cochran

Belmont University

Jerry Plummer

Austin Peay State University

Linking Effort and Satisfaction: The Importance of Prospect Theory's Gain Frame

Joann Fredrickson

Bemidji State University

Healthcare IPO's Market Performance, 1997-2007

Thomas Pencek

University of South Florida-Sarasota

Pirate Cruise Excursion (pay as you go) – 5:30 – 7:00

Saturday, November 13

Continental Breakfast – 8:00 – 9:00

Chloës Lounge

Sponsored by: ABD

#31 9:00-10:15

Diamond A

Penny Brown

Escalation Of Commitment And The Effects Of The Presence Of An Alternative Investment, Magnitude Of Loss And Monitoring: Stopping A Project Which Is 90% Complete

Mark Buxton

Niagara University

Richard Rivers

Southern Illinois University

Understanding Market Concentration: Internet-based Applications from the Banking Industry

Fred Hays, Sidne Ward

University of Missouri-Kansas City

Market Readiness and Knowledge Transfer Mechanism on USA Foreign Direct Investments

Linda Kuechler, Luiz Pereira

Daemen College

#32 9:00-10:15

Diamond B

Rita Jones

Student Perceptions of Virtual Lecture Technologies

Erika Matulich, Melissa Walters, Chuck Skipton, John Stepro

University of Tampa

The State of the Beer Excise Tax: An Examination of States'

Motivations for Excise Tax Policies on Beer

Richard McGowan

Boston College

John Mahon

University of Maine

Who Should Teach Business Ethics: An Exploratory Study of Student Perceptions and Attitudes
Ronald Taylor, Judy Ruud, William Ruud
Shippensburg University of Pennsylvania

#33 9:00-10:15 Diamond C Johndavid Kerr

Using Course Management Technology to Raise Student Learning and Satisfaction
Howard Cochran, Marieta Velikova
Belmont University

Teaching Sampling Distributions using an Excel Spreadsheet Application to Generate Samples
Robert Neidigh, Jake Dunkelberger (student)
Shippensburg University of Pennsylvania

Planning Virtual International Field Trips in Accounting Courses
Diane Riordan, Michael Riordan
James Madison University

Refreshment Break Chloës Lounge

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John L. Grove College of Business – Shippensburg University

#34 10:30-11:45 Diamond A Fred Hays

Closing the Gap in the Shortage of Faculty
Pennye Brown
Austin Peay State University

Interactions between Non-work and Work Roles in Small Businesses
Michael Harris, Alysa Lambert, Jeff Olsen, Felix Santiago
Indiana University Southeast

The Blame Game - Who's at Fault in the Mortgage Crisis?
Rita Jones, Jason Beard (student), Vicky Langston (student)
Columbus State University

#35 10:30-11:45 Diamond B Ronald Taylor

A Little Laughter can go a Long Way in the College Classroom
H. Wayne Cecil
Florida Gulf Coast University

A Call to Action: The Privacy Dangers Adolescents Face through Use of Social Networking Sites
Linda Christiansen
Deborah Gray
Indiana University Southeast
Central Michigan University

Collaborative Web 2.0 Productivity Tools for the Teacher-Scholar
Laurel Newman
Dyanne Ferik
University of Illinois
University of Illinois-Springfield

#36 10:30-11:45 Diamond C Howard Cochran

The State of RFID Privacy & Security 2010: Issues & Solutions
Lynn Fish, Wayne Forrest
Canisius College

The Use of Election Season as a Teachable Moment for Marketing Research Students: Suggestions for an Ethics Module
Amy Handlin
Monmouth University

Fire The Big Box!?
Thomas Zeller
Loyola University-Chicago

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**L. Jean Walker
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Houston - Clear
Lake**



**Bob Cluskey
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