



Academy of Business Research

Program for the Academy of Business Research

Fall 2011

September 13-15, 2011

Trump Plaza

Atlantic City, NJ

Conference Program*

List of Sponsors	2
Conference Staff	3
Conference Social Activities	4
Journal Special Editions	5
Upcoming Conferences	6
Presentation Sessions	8

*The conference proceedings will be published and indexed by November 1st on our website and print editions will be available on amazon.com for \$5.

Sponsors and Supporters

Academy of Business Research would like to thank
the following companies and organizations
for sponsoring the Fall 2011 Conference:

AACSB International

American Finance Association

Cabells Publishing (www.cabells.com)

Decision Sciences Institute

European Financial Management Association

Financial Management Association

IvyExec.com

Journal of Finance

Planet Hollywood Las Vegas

Silver Wheaton

Social Science Resource Network

Southern Journal of Business and Economics

Wohl Publishing

Conference Staff

Conference Chair

Randall Valentine, Ph.D.

Support Staff

Neelam Kumar Dhungel

Candace Driggers

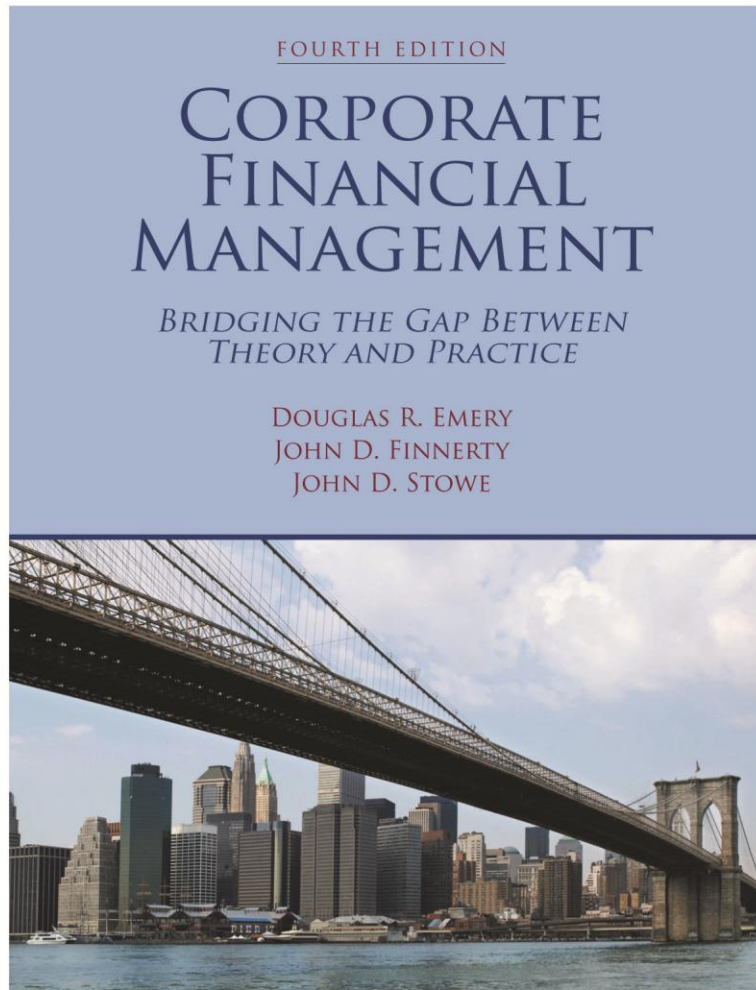
Brandy Driggers

Zach Hayes

Archie Seymer

Ashley Seymer

WE ARE PLEASED TO ANNOUNCE THE PUBLICATION OF



Proven student satisfaction. Students actually enjoy reading this book. There is **less frustration** because the problems and questions have been carefully designed to fit the discussion in the text. The result is **a more successful class.**

To learn more about the fourth edition of this outstanding textbook, please visit our website at www.wohlpublishing.com/emery, or email us at instructorsupport@wohlpublishing.com

WOHL
PUBLISHING

Conference Social Activities

Registration: 8:30-3:30 Daily at Highlander D

Tuesday 5:00-6:30 PM

Reception with Cash Bar

Trump Plaza Liquid Bar

Wednesday 12:00 PM

Doctoral Student Luncheon

Evo at Trump Plaza

Thursday 12:00 PM

Meet the Editors Luncheon

Evo at Trump Plaza

Thursday 6:30 PM

Awards Dinner

At the Famous Knife and Fork Restaurant

(next to Hilton on Boardwalk)

Journal Special Editions

Academy of Business Journal

The *Academy of Business Journal* will publish a special edition for papers focusing on strategic management in Spring 2012

Article submissions are due by October 1.

Journal of Applied Financial Research

The *Journal of Applied Financial Research* will publish a special edition for papers focusing on international banking and finance in Spring 2012.

Article submissions are due December 1.

Future Conference Dates

Academy of Business Research

Winter 2011 Meeting

Planet Hollywood Las Vegas, NV

November 14-16

Academy of Business Research

Spring 2012 Meeting

New Orleans, LA

March 14-16

www.academyofbusinessresearch.com

A RARE FIND

Silver Wheaton is the largest silver streaming company in the world, and continues to grow. Our world-class portfolio of assets, experienced management team and unique business model make Silver Wheaton a true needle in a haystack.



www.silverwheaton.com

TSX:SLW NYSE:SLW

SILVER | **WHEATON™**
the silver streaming company

9:30 AM Tuesday September 13th

Westminster A

Sponsor: Silver Wheaton

Finance

Session Chair: Prantik Ray, XLRI Jamshedpur India

**The Performance of the Faith and Ethical Investment Products:
An Empirical Investigation of the Last Decade**

Francisca M. Beer, California State University San Bernardino

James P. Estes, California State University San Bernardino

Hisar J. Munte, California State University San Bernardino

The Canadian Asset Backed Commercial Paper Crisis Of 2007

Allen Goss, Ryerson University Canada

Jeffrey Vall, Ryerson University Canada

Corporate Social Performance and Idiosyncratic Volatility

Allen Goss, Ryerson University

Earnings Response Elasticity and Post-Earnings-Announcement Drift

Zhipeng Yan, New Jersey Institute of Technology

Yan Zhao, City College of New York

Wei Xu, New Jersey Institute of Technology

Structured Finance For Mfi Sector--Need For Proper Risk Assessment

Prantik Ray, XLRI Jamshedpur India

Saurabh Bhat, Yes Bank Limited

9:30 AM Tuesday September 13th

Westminster B

Sponsor: AACSB Biz School Jobs

Marketing

Session Chair: Deborah Sanders, Lehman College

Advertisers Impact on the Ideal Body Size for Women

Deborah Sanders, Lehman College

Empirical Evidence of Portal-to-Vendor Trust Transfer in e-Commerce

Yuan Gao, Ramapo College of New Jersey

The Impact of Warranty on Consumer Choice

John Blewitt, St. Louis University

**Separate Checks? An Analysis of Consumer
Tipping as a Function of Separating the Bill**

John Blewitt, St. Louis University

The Social Marketing of Responsible Alcohol Use to College Students

Amresh Kumar, Susquehanna University
Michael D. Smith, Susquehanna University

Gender Values: How They are Shaping Marketing Decisions in China

Karen H. Tangen, Bethel University

9:30 AM Tuesday September 13th

Westminster C

Sponsor: AACSB Biz School Jobs

Accounting

Session Chair: TBA

Information Foraging In Financial Asset Allocation Decisions

Michaël Dewally, Towson University

Stella Taylor, Towson University

**The Asymmetric Market Valuation of
Special Items and Accounting Conservatism**

Richard Zhe Wang, Eastern Illinois University

Madeline K. Trimble, Eastern Illinois University

Tax Deductions for Education Expenses Involving Travel

William A. Bottiglieri, Iona College

Huldah A. Ryan, Iona College

Using Capacity Analysis to Enhance Revenue Management

Ronald J. Huefner, State University of New York at Buffalo

James A. Largay III, Lehigh University

9:30 AM Tuesday September 13th

Highlander A

Sponsor: CVS Caremark

Health Care

Session Chair: TBA

Use of Health Care Information Systems at Jeddah Hospital

Kamel Khoualdi, King Abdulaziz University

Towards a Dual Process Theory for Service Evaluation

Erik Rolland, University of California Riverside
Raymond A. Patterson, University of Alberta Canada
Paul R. Messinger, University of Alberta Canada
Adam Finn, University of Alberta Canada
Keith F. Ward, St. Edward's University

**Improving Decision Support in Hospital
Pharmaceutical Inventory Management**

John M. Woosley, Southeastern Louisiana University
Peter Kelle, Louisiana State University
Helmut Schneider, Louisiana State University
Carlos A. Thomas, Southern University at Baton Rouge

**Using Structural Equation Models to Assess
Sustainability of E-Medicine in Sub-Saharan Africa**

Aloyce R. Kaliba, Southern University and A&M College
Stephen R. Isabelija, Southern University and A&M College
Victor M. Mbarika, Southern University and A&M College

12:30 PM Tuesday September 13th

Westminster A

Sponsor: Cabells

Education

Session Chair: Linda Hall, University of New York at Fredonia

**The Implementation of Active Learning in Business Classes in the
Distance Learning Classroom: The Risk of Negative
Synergy and Prescriptions for Solutions**

Shannon Jackson, St. Leo University

Mayes Mathews, St. Leo University

**Coffee, Complacency, and Competition: A Case Study on the
Competitive Strategy of a Student-Run Convenience Store**

Linda A. Hall, State University of New York at Fredonia

Susan McNamara, State University of New York at Fredonia

Jayanti Bandyopadhyay, Salem State University

**The Importance of Key Financial Concepts
as Identified by Secondary Students**

Geana W. Mitchell, Alabama A&M University

Christal C. Pritchett, Auburn University

Bonnie M. Banks, Alabama A&M University

Michelle Watkins, Alabama A&M University

Navigating AACSB's Intellectual Contributions and Assurance of Learning Landmines: A Blueprint For Business Schools

Gerry Nkombo Muuka, Murray State University

The Creation of Bullying-Resistant Schools

Patrick O'Halloran, New York City College of Technology

Comparative Analysis of Credit Card Debt among Undergraduate Students – The Case of City Tech Hospitality Management Students at the City University of New York

Amit Mehrotra, New York City College of Technology

John Anka, New York City College of Technology

12:30 PM Tuesday September 13th

Westminster B

Sponsor: AACSB Biz School Jobs

Operations Management

Session Chair: Seyed Mohammad Seyed Hosseini, IUST

**A New CRM Performance Evaluating Procedure by
Combined BSC, AHP and DEMATEL Approach**

Seyed Mohammad Seyed Hosseini, Iran University of Science and Technology
Ahmad Ebrahimi Taleghani, Iran University of Science and Technology
Anahita Maleki, Iran University of Science and Technology

**Analytical Network Process to Evaluate the
Socio-Economical Analysis of Renewable Energy Resources**

G.R. Shahriari, Iran University of Science & Technology
S.M. Hosseinalipor, Iran University of Science & Technology
S.M. Seyedhosseini, Iran University of Science & Technology

Supply Chain Management, Dynamic Capability, and Firm Value

Xun Li, Nichols State University
Qun Wu, SUNY Oneonta

**The Development of the Internet of Things in China:
An Evaluation of the Knowledge Inflow Mechanisms
via Multinational Corporations (MNC)**

Benjamin Khoo, New York Institute of Technology
Shu Yang, New York Institute of Technology

**Impact of Technology Change Management and
Sustainability on Management Information Systems**

Srinivas Nowduri, Bloomsburg University of Pennsylvania

**Application of ANP Methodology in
Selection of Advanced Manufacturing Technologies**

Sharon M. Ordoobadi, University of Massachusetts Dartmouth

12:30 PM Tuesday September 13th

Westminster C

Sponsor: Southern Journal of Business and Economics

Economics

Session Chair: Lucy J. Reuben, Duke University

**The Housing Wealth Boom and Bust:
Identifying the Bubble through the Permanent Income Hypothesis**

Ryan R. Brady, United States Naval Academy
Derek Stimel, Menlo College

**Illegal Corporate Behavior:
Analyzing the Effectiveness of the 2002 Sarbanes-Oxley Act**

Brian K. Harte, State University of New York at Canton

**Corporate Social Responsibility and Investor
Response in the Post-Sarbanes-Oxley Era**

Brian K. Harte, State University of New York at Canton
Umesh Kumar, State University of New York at Canton

Minority Banks and Regulatory Enforcement of FIRREA Section 308

John A. Cole, North Carolina A&T State University
Lucy J. Reuben, Duke University

An Empirical Estimation of the Intra-Industry Trade Between the United States and Selected Industrialized and Developing Nations

Adolfo Benavides, Tarleton State University

Cabell's **Directories** *Since 1978*



Cabell's Directories
Business
Education
Computer Science
Psychology
Health Administration
Nursing

Directories of Academic Journals
www.cabells.com

12:30 PM Tuesday September 13th

Highlander A

Sponsor: Wohl Publishing

Accounting

Session Chair: Benjamin Johnson, University of Evansville

Corruption Across Cultures

Anis Triki, Brock University
Darlene Bay, Brock University
Gail Lynn Cook, Brook University

Tunisia

Anis Triki, Brock University
Darlene Bay, Brock University
Gail Lynn Cook, Brook University

Tax Law Reform: What Can Be Learned From The Last 25 Years?

Benjamin Johnson, University of Evansville

Information Foraging in Financial Asset Allocation Decisions

Stella Taylor, Towson University

12:30 PM Tuesday September 13th

Highlander B

Sponsor: European Financial Management Association
Investments

Session Chair: Brian K. Harte, State University of New York at Canton

Time-Variable and Nonlinear Phenomenon of Stock Market

Rongbin Wu, China

**Financial Centers and the Choice of Auditors:
When Do Legal Traditions Matter? Evidence from Emerging Markets**

Omar Farooq, Al Akhawayn University in Ifrane, Morocco
Naima Fakir, Al Akhawayn University in Ifrane, Morocco

**Financial Centers, Analyst Following, and Dividend Policy:
Evidence from an Emerging Market**

Omar Farooq, Al Akhawayn University in Ifrane, Morocco
Zineb Kamri, Al Akhawayn University in Ifrane, Morocco

Mutual Fund Companies and the African American Investors

Philip Gibson, Texas Tech University

Earnings Response Elasticity and Post-Earnings-Announcement Drift

Zhipeng Yan, New Jersey Institute of Technology

Yan Zhao, City College of New York

Wei Xu, New Jersey Institute of Technology

Dividend Initiation during Financial Turmoil

Ge Zhang, William Patterson University

2:30 PM Tuesday September 13th

Highlander A

Sponsor: SSRN

Management

Session Chair: TBA

**Agency Costs in Family Businesses: Evidence from
Analyzing Cost Behavior Patterns of Listed
Family-Controlled Philippine Firms**

Arnel Onesimo O. Uy, De La Salle University Philippines

Promoting African-American Entrepreneurship

Lucy J. Reuben, Duke University

The Most Sustainable Car

W. Richard Sherman, Saint Joseph's University

Kathleen Campbell, Temple University

**An Alternative Approach for Case Analysis and Discussion:
From Academic Templates to a Strategic Thinking**

Stan Bazan, Western Connecticut State University

A Co-Posited Approach to Intrapreneurship

Debra P Hockenberry, University of Mary Washington

2:30 PM Tuesday September 13th

Highlander B

Sponsor: Silver Wheaton

Finance

Session Chair: Ryan R. Brady, United States Naval Academy

**Financial and People Perspectives of
Acquisition-Restructuring Cycle on Firm Performance**

Gloryson Chalil, Jamshedpur University India

P C Padhan, Jamshedpur University India

Karthik C, Jamshedpur University India

Relationship-Specific Investments and Executive Compensation

Chao-Jung Chen, Chung Yuan Christian University Taiwan

Chung-Yuan Hsu, National Chengchi University

**Pricing of Local Sources of Risk on the Industry Returns:
Empirical Evidence from the U. K. Stock Market**

Mahdy F. Elhousseiny, California State University Bakersfield

Ashraf M. Attia, State University of New York at Oswego

Khalid A Almurshidee, Qassim University

International Diversification: Simple or Optimal Strategies?

Zhipeng Yan, New Jersey Institute of Technology

Yan Zhao, City College of New York

Industry Herding and Momentum

Zhipeng Yan, New Jersey Institute of Technology

Yan Zhao, City College of New York

2:30 PM Tuesday September 13th

Westminster A

Sponsor: European Financial Management Association

Investments

Session Chair: TBD

**Dynamic Linkages between Oil Prices and
Equity Markets of Asia Pacific Rim**

Arshad Hassan, Mohammad Ali Jinnah University Islamabad Pakistan
Zafar Moeen Nasir, Pakistan Institute of development Economics Islamabad
Pakistan

Managerial Turnover and Mutual Fund Performance

Liquan Wang, St. Ambrose University

Portfolio Choices by Mutual Fund Managers

Liquan Wang, St. Ambrose University

Realized Forward Premium in the Repo Market

Seth Kopchak, Franklin and Marshall College

**Herding Behavior in Bank Lending:
Evidence from U.S. Commercial Banks**

Chen Liu, Queen's University Canada

8:00 AM Wednesday September 14th

Westminster A

Sponsor: SSRN

Management

Session Chair: TBA

**Strategic Logic, Cognitive Order And Perceived Uncertainty:
Testing Decision-Making Rationale In A Business Simulation**

Jun Lin, SUNY at New Paltz

Management Decision Making Process Psycho-Morphological Overview

Prosper Ayawei, Vision Family Church

**Nonfatal Occupational Injuries and Illnesses:
A Comparison of Hispanic vs. Non-Hispanic Workers in the United States**

Dene T. Hurley, Lehman College, City University of New York
Angela R. Lebbon, Lehman College, City University of New York

**Past Generations: HOPE (Helping Others Persevere and Excel)
for Young People Transitioning Into Adulthood
in the 21st Century, Since It Now Takes Longer**

James E. Pittman, Southern University at New Orleans
Biruk Alemayehu, Southern University at New Orleans

**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 E. Pittman, Southern University at New Orleans

Biruk Alemayehu, Southern University at New Orleans

8:00 AM Wednesday September 14th

Westminster B

Sponsor: Silver Wheaton

Financial Economics

Session Chair: Ellis B. Heath, Valdosta State University

Did the Economic Stimulus Act Really Stimulate the Economy?

Frank Aquilino, Montclair State University

Agatha E. Jeffers, Montclair State University

A Modest Proposal for Fiscal Policy, Debt, and Taxes

Warren Matthews, LeTourneau University

Robert Driver, LeTourneau University

Credit Variables and Their Relationship in the Macroeconomy

Ellis B. Heath, Valdosta State University

The Recent Financial Crisis and Successes in Economic Policies

Sazl ye Gaziouglu, Middle East Technical University

Vote with Your Feet--- Effect of Tax Burden on Net Domestic Migration

Xiaojing (Joanne) MA, Holy Family University

Qiang PAN, The University of Pennsylvania

8:00 AM Wednesday September 14th

Highlander A

Sponsor: Silver Wheaton

Accounting

Session Chair: A. Rief Kanan, State University of New York at New Paltz

A Comparative Study of Corporate Accounting Malfeasance and Restatements and an Analysis of its Financial and Market Impact

Liz Washington Arnold, The Citadel

Peter Harris, New York Institute of Technology

An Examination of LIFO and a Critique of its Shortcomings

Peter Harris, New York Institute of Technology

Accounting and Ethical Aspects Of The Foreign Corrupt Practices Act

Richard Hunter, Seton Hall University

**Quality Assurance Standards and Procedures
Applied to Forensic and Valuation Services (FVS)**

A. Rief Kanan , State University of New York at New Paltz

8:00 AM Wednesday September 14th

Highlander B

Sponsor: European Financial Management Association
Investments

Session Chair: Tansu Barker , Brock University Canada

Profits and Financial Leverage and Corporate Governance

Umar R Butt, McMaster University Canada

Examining the Impact of Alternative Globalization Index Weights

Tansu Barker, Brock University Canada

Corporate Governance and Company Performance in China

Anthony Mounq Yin Chan, Ryerson University

**SOX Generated Changes In Board Composition:
Have They Impacted Dividend Payouts?**

Timothy Gordon Coville, St. John's University

**Studying Merger Activity Using Rank Shift Analysis
Of Market Capitalizations: A Suggested Approach**

Suma Damodaran, XLRI Jamshedpur School of Management
Uday Damodaran, XLRI Jamshedpur School of Management

8:00 AM Wednesday September 14th

Highlander C

Sponsor: Cabells

Education

Session Chair: TBA

**Challenges Creating Student Engagement in the Classroom:
The Role of Trust, Need Relevance and the Self Fulfilling
Prophecy in Developing Classroom Participation in
The Business School Curriculum**

Frank Bellizzi, Quinnipiac University

**Experiential Learning and Community Economic Development
in Appalachian Communities: A Teaching Note**

Peter H. Hackbert, Berea College

**An Assessment of the Contribution of Alienation
To the Motivation and Cheating Model**

Kenneth J. Smith, Salisbury University
Patricia L. Derrick, Salisbury University
Herman Manakyan, Salisbury University

Determinants of Father-Child Time Allocation

Dmitri M. Medvedovski, Bethel University
Kirk C. Allison, University of Minnesota

Use of Magazine-Based Assignments to Facilitate Entrepreneurial Learning

Vinod Shastri, SIBM, Lavale, Pune
Anil Kshatriya, SIBM, Lavale, Pune

The Effect of Global Environmental Changes On the Lebanese Citrus Industry

Said Ladki, Lebanese American University
Maya Sharif, Lebanese American University
Hanan Shaaban, Lebanese American University
Samer Doumani, Lebanese American University

8:00 AM Wednesday September 14th

Highlander D

Sponsor: AACSB Biz School Jobs

Marketing

Session Chair: Theresa Billiot, Fort Hayes State University

**Do Hypertext and Hypermedia Web Sites
Evoke Traditional WOM for Brands?**

Theresa Billiot, Fort Hayes State University
Ann Rodriguez, Texas Tech University

A Theoretical Analysis of Signal Theory and the Role of the Salesperson

Eve M. Vespoli, Cleveland State University
Lukas P. Forbes, Western Kentucky University

Green Consumer Behavior

Rajyalakshmi Nittala, Andhra Univeristy

Marketing Mattresses: A Content Analysis

Barbara Olsen, SUNY Old Westbury
Costas Hadjicharalambous, SUNY Old Westbury

**Scaling up in Small Scale Enterprises:
Case Study of Two Indian Organizations**

Sanjeev Varshney, XLRI India
Pingali Venugopal, XLRI India

10:00 AM Wednesday September 14th

Westminster A

Sponsor: Planet Hollywood Las Vegas

Management Information Systems

Session Chair: Johndavid Kerr, Harris-Stowe State University

Identifying Cost Savings in Sustainability Reporting

Joseph Byer, Missouri Western State University
Stephen Butler, Missouri Western State University

**Valuating New Product Development Project
With Stochastic Volatility Model**

Chengru Hu, State University of New York at Canton

**Towards an Epistemological Definition of the
Research Front of Information and Society**

Thomas Virgona, Pace University

**The Mediating Influence of Shared IT Knowledge
On Process Design and Management**

Patrick Jeffers, University of Manhattan

Computer Clouding: Privacy and Legal Issues

Joe Teng, Harris-Stowe State University
Johndavid Kerr, Harris-Stowe State University

70/30 Analysis for Capital Project Selection with Multiple Objectives

Donald P. Cram, State University of New York - Oswego

10:00 Wednesday September 14th

Westminster B

Sponsor: Silver Wheaton

International Finance

Session Chair: TBA

Volatility Linkage Across Global Equity Markets

Liang Ding, Alvernia University
Xiaoling Pu, Kent State University

The Mexican Equity Market Response to US Monetary Policy Surprises

Ellis Heath, Valdosta State University
Seth J. Kopchak, Franklin and Marshall College

**Firm Growth and Financial Choices in Pennsylvania Firms—
An Empirical Study about the Pecking Order Theory**

Enyang Guo, Millersville University
Gary Leinberger, Millersville University

**Corporate Governance, Managerial Entrenchment,
and Shareholders' Wealth**

Bilal Ah Dah, Lebanese American University

**Valuating New Product Development Project
With Stochastic Volatility Model**

Chengru Hu, State University of New York at Canton

10:00 AM Wednesday September 14th

Westminster C

Sponsor: European Financial Management Association
Hedge Funds and Derivatives

Session Chair: Richard E. Hurley, University of Connecticut

Market Opening: An Empirical Example

Chengru Hu, State University of New York at Canton
Biqing Huang, Angelo State University

Hedge Funds – The Rules – The Rewards – The Risks

Richard E. Hurley, University of Connecticut
P. Hurley, Utica College

**Effect of Derivative Instruments Use on Capital Market Risk:
Evidence from Banks in Developed and Emerging Countries**

Mohamed Rochdi Keffala, University Claude Bernard Lyon, France
Christian de Peretti, University Claude Bernard Lyon, France
Chia-Ying Chan, Yuan Ze University, Taiwan

Ethics: Fiction or Reality – the case of AIG

Uche Nwabueze, University of Houston Victoria

The Global Integration of Capital Markets and a Strategy to Capture Lower Cost Capital

Nicholas Jewczyn, Northcentral University

10:00 AM Wednesday September 14th

Highlander B

Sponsor: CVS Caremark

Health Care

Session Chair: TBA

Neutral Networks

Mohamed EL Etribi, Kaplan University

An Investigation into Predictive Analytic Models in Healthcare

Someswar Kesh, University of Central Missouri

Pigskin, Tailgating and Pollution:

Estimating the Environmental Impact of Sporting Events

M. Taylor Rhodes, University of North Carolina Greensboro

**Health Service Managers' Assessment of Organizational
Readiness for the Demographic Transition**

Gavin J. Putzer, University of Georgia

Physicians and Innovations Factors Influencing Smartphone Use

Gavin J. Putzer, University of Georgia
Yangil Park, Georgia Southwestern State University

**Needs Hierarchy, Motivational Factors and
Entrepreneurship in Bangladesh**
Mostofa Haque, Litmus Communications Ltd

1:00 PM Wednesday September 14th

Highlander A

Sponsor: Silver Wheaton

Finance

Session Chair: Yen-Sheng Lee, Bellevue University

Corporate Governance and Firm Investment Strategies

Manohar Singh, The Pennsylvania State University- Great Valley School

**Irreversibility, Uncertainty, and Wealth Impact
of New Product Announcement**

Chengru Hu, State University of New York at Canton

Biqing Huang, Angelo State University

Xiaowei Liu, St. Ambrose University

New Liquidity Measurement: Mechanical Approach

Luluk Kholisoh, Gunadarma University, Jakarta, Indonesia

**Representativeness and Style Investing:
Evidence from Value Trading Strategy**

Yen-Sheng Lee, Bellevue University

**Risk Management and Agency Issues:
Role of the Put Option in Corporate Bonds**

Manish Tewari, State University of New York, Brockport

**Too Big or Too Stealthy To Fail?
A Study of Systemic Risk Exposures of U.S. Bank Holding Companies**

Prakash K. Pai, The University of Texas of the Permian Basin

**Creating Entry Barriers in A Commoditized Market:
A Case Study of a Petroleum Company in India**

Pingali Venugopal, XLRI, Jamshedpur, India
Ashutosh Shukla, XLRI, Jamshedpur, India

1:00 PM Wednesday September 14th

Highlander B

Sponsor: AACSB Biz School Jobs

Marketing/Doctoral Student Session

Session Chair: Dawn Valentine, Georgia Southwestern State University

**Standardization/Adaptation of International Marketing
Tactics and Strategies: A Critical Review of SELECTED
Literature and Proposed Future Research Directions**

Philip J. Boutin, Jr., University of Tennessee

Consumer Xenocentrism: A Conceptual Model

Carol Esmark, University of Tennessee

**International Risk Exposures of Financial Intermediary Balance
Sheet Structures and the Impact of Domestic Securities Regulation**

Nicholas Jewczyn, Northcentral University

Facebook Advertising Effectiveness

Aline Melo Silva, Florida Atlantic University

1:00 PM Wednesday September 14th

Highlander C

Sponsor: Cabells

Education

Session Chair: Jennifer Edmonds, Wilkes University

**The Balanced Scorecard – A Strategic Measure of
Corporate Performance in Nigerian Manufacturing Industry**

Emma I Okoye, Nnamdi Azikiwe University Awka
Cletus O. Akenbor, Nnamdi Azikiwe University Awka

Ethics In Online Learning: Is A Code Of Conduct Required?

Phillip D. Coleman, Western Kentucky University

Learning Style Preferences of Undergraduate Business Majors

Jennifer Edmonds, Wilkes University
Dean Frear, Wilkes University

Cultural Diversity And Students' Preferred Learning Styles

Mary T. Galvan, North Central College

**Experiences Using Social Media to Enhance Undergraduate
Business Students Experiences in Research Activities**

James A. Griesemer, Mount Saint Mary College

3:00 PM Wednesday September 14th

Highlander A

Sponsor: Finance

European Financial Management Association

Session Chair: Meifang Xiang, University of Wisconsin Whitewater

**The Impact of Financial Sophistication on
Demand for Disability Insurance**

Janine K. Scott, Texas Tech University

**Abnormal Excess Risk-Adjusted Returns in U.S.
Stocks Based on Acceleration in Returns**

Sinha Siddharth, University of Chicago

Pricing of Idiosyncratic Risk in Developed Financial Market

Chengru Hu, State University of New York at Canton
Biqing Huang, Angelo State University

Evolution of Firm Value

Hui Wang, Louisiana State University

**Privatization, Credit Application, and Credit Constraint
in Eastern Europe and Central Asia**

Meifang Xiang, University of Wisconsin Whitewater

3:00 PM Wednesday September 14th

Highlander B

Sponsor: AACSB Biz School Jobs

Marketing and Communications

Session Chair: Anthony DiPrimio, Holy Family University

The Double Bind in Organizational Communications

Anthony DiPrimio, Holy Family University

**Gaining Competitive Advantage through Marketing Strategies
in Container Terminal (Case Study on Shahid Rajaei Port in Iran)**

Alireza Miremadi, Sharif University of Technology

Hossien Cheraghi, Sharif University of Technology

**The Impact of Expectation & Perception on Customer
Satisfaction in Airline Industry (A Case Study of Mahan Air)**

Alireza Miremadi, Sharif University of Technology

Darius Rafati, Sharif University of Technology

Peyman Shokrollahi, Sharif University of Technology

Service Quality Drivers of Word-of-Mouth Advertising

Trevor A. Smith, University of the West Indies

**Theoretical Developments, Enhancing Relevancy,
And Improving Analytics in the Teaching of Pricing**

Jitendra K. Tewari, Northeastern State University

3:00 PM Wednesday September 14th

Highlander C

Sponsor: SSRN

Management

Session Chair: TBA

**Director's Fiduciary Duties and Social Interest Of Corporation:
An Historical Comparative Starting Analysis for an Univocal Theory**

Sara Frazzin, University of Pescara Italy

Labor Unions In The 21st Century: Value Or Value-Less

Karen Hiltz, Ferrum College

**Explaining Behavior in Organizations:
The Fundamental Explananda of Management Research**

Lee Jarvis, Florida Atlantic University

**A Comparison of Strategic Involvement of Training
Professionals Employed in Small, Medium and Large Firms**

Vichet Sum, University of Maryland Eastern Shore

**The Role of the Transparency on the Managed of
International Interaction in the Globalization Process**

Emine Kiziltas Uzunali, University of Akdeniz Turkey

3:00 PM Wednesday September 14th

Westminster A

Sponsor: Cabells

Education

Session Chair: TBA

Learning Styles and Student Performance: An Investigation Into the Possible Adaptability of Learning Style Dimensions and Academic Success

Craig A. Latshaw, St. John's University

Sylvia D. Clark, St. John's University

Paschal Onwuabenu, St. John's University

A Case Study of the Young Women's Christian Association of the U.S.A: Social Capital, Leadership and Governance

Rita D. Marinho, Towson University

Deborah J. Leather, Stevenson University

The Application of Business Principles to the Formation and Operation of a Graduate Program in Student Affairs

Richard Parsells, St. Edwards University

The Gap Between Corporate Needs and The Performance of College Graduates

Tami Moser, Southwestern Oklahoma State University

Patsy Parker, Southwestern Oklahoma State University

**Economic and Social Factors Influencing Undergraduate
Student Enrollment For Both Private and
Public Institutions in United States**
Doina G. Vlad, Seton Hill University

3:00 PM Wednesday September 14th

Westminster B

Sponsor: Planet Hollywood Las Vegas

Operations Management

Session Chair: Paul H. Rosenthal, California State University Los Angeles

**Gaining Competitive Advantages on E-CRM in
Financial Institutions in Iran through B2B Model**

Alireza Miremadi, Sharif University of Technology
Mansoor Aminilari, Islamic Azad University, Shiraz Branch
Rozita Shahbaz Keshvari, Sharif University of Technology

**Coal Production by Longwall Mining – A Study and
Analysis of Equipment Breakdown Cause Patterns**

Dr. B. Krishna Reddy, Osmania University

**Supply Chain Effectiveness Enhancement Through
Cost Reduction – Some Strategic issues**

Hemalatha Reddy K, Osmania University
B. Krishna Reddy, Osmania University

Systems Planning and Project Planning: Is Integration Needed?

Paul H. Rosenthal, California State University Los Angeles

**Minds of the Margin are not Marginal Minds:
Inclusive Innovation for Stimulating Sustainable and Distributed Growth**

Anil k Gupta, Indian Institute of Management

**Empathetic Innovations for Sustainable Communities:
Heuristics for Extremely Affordable Innovations**

Anil k Gupta, Indian Institute of Management

3:00 PM Wednesday September 14th

Westminster C

Sponsor: AACSB Biz School Jobs

Accounting

Session Chair: Peter Harris, New York Institute of Technology

**Standardization of Reporting Oil Reserves Values
Comparative Study of U.S. GAAP vs. IFRS Standards**

Ali Naggar, West Chester University of Pennsylvania
Tahany Naggar, West Chester University of Pennsylvania

An Algorithmic Approach to the Calculation of Deferred Taxes

John A. Rude, Bloomsburg University PA

Why in the World Do Accounting Textbooks?

John A. Rude, Bloomsburg University PA

Desperate for Deductions

Janis Weber, University of Louisiana at Monroe

**Promoting Sustainable Tax Compliance
In The Informal Sector In Nigeria**

Pius V.C. Okoye, Nnamdi Azikiwe University Nigeria
Emma Okoye, Nnamdi Azikiwe University Nigeria
Cletus O. Akenbor, Nnamdi Azikiwe University Nigeria

3:00 PM Wednesday September 14th

Highlander D

Sponsor: SSRN

Management

Session Chair: Scott A. Jeffrey, Monmouth University

Sustainability, Complex Adaptive Systems and Strategy

Herbert Rau, Utica College

Outsourcing: Pre- and Post- Economic Meltdown

Huldah A. Ryan, Iona College

Charles J. Cante, Iona College

Vincent Calluzzo, Iona College

Fred Reill, Iona College

The State of Tangible Incentive Research: 1990 – 2010

Scott A. Jeffrey, Monmouth University

Design and Contingency in Human Resource Management Research

Andrew C. King, University of Virginia

Eugene Z. Geh, University of Virginia

**Research and Technology in Japan:
Why Japanese Firms Tend To Be So Competitive**

A. Shabayek, Lane College

Backshoring: What Will It Take To Bring Jobs Back To The USA

Anthony Fabrizio, Curry College
William Topper, Curry College

Posting Open Positions on Big Job Boards and Not Reaching the Right Candidates?

BizSchoolJobs
CAREERS.
CONNECTIONS.

Job Seekers

Discover a valuable resource for the job board exclusively for business school career business education

Employers / Recruiters

Attract candidates who support school's mission and vision

- View Jobs
Access the newest and freshest business school jobs available to professionals seeking employment. Print, save, apply, or email jobs to colleagues.
- Post an Anonymous Resume
If you are actively or passively seeking a position in a business school or university, post your resume online today!
- Personal Job Alert
Create Job Alerts to receive job opportunities via email.
- Create Job Seeker Account
Find jobs, manage your resumes, and set up job alerts.
- Access Your Job Seeker Account
Log in to your account to manage your job search. Create job alerts and view open positions at business schools and universities worldwide.

- View the Resumes
View resumes from the best business school professionals in the field.
- Create Employer Account
Set up an account to quickly post job openings and manage your online recruiting efforts.
- Access Your Employer Account
Log in to manage your online recruitment campaigns: post jobs, create an institutional profile, browse resumes of potential candidates.

Questions/Feedback
If you need assistance or have feedback about this service contact customer.service@bizschooljobs.com

**Find the Perfect Fit
in Half the Time at
www.BizSchoolJobs.com**

BizSchoolJobs is the online job board that makes it easy to find high-quality, professional candidates with business education experience. Through our job posting products, you get direct access to the world's largest network of business school professionals.

8:00 AM Thursday September 15th

Westminster A

Sponsor: AACSB Biz School Jobs

Marketing

Session Chair J. Barry Dickinson, Holy Family University

**The Relationship Between Market-Based Assets,
Business Process Capabilities and Customer Perceived Value**

J. Barry Dickinson, Holy Family University

**An Exploratory Study of Factors Affecting Consumer
International Online Shopping Behavior**

Pingjun (June) Jiang, La Salle University

**Shelf Placement and Brand Packaging:
Effect on Consumer Unplanned Purchases**

Amna Munir, Khadim Ali Shah Bukhari Institute of Technology

Consumer Centrism: An Integrative Model

Mark Davies, Heriot-Watt University Scotland

Chris Manolis, Xavier University

Mel Prince, Southern Connecticut State University

Robert Winsor, Loyola Marymount

8:00 AM Thursday September 15th

Westminster B

Sponsor: Journal of Applied Financial Research

Finance

Session Chair: Andreas Christofi, Monmouth University

Evaluating the SDC Mergers and Acquisitions Database

Beau Barnes, Texas Tech University

Nancy Harp, Texas Tech University

Derek Oler, Texas Tech University

**The Equity Premium Puzzle: A Resolution Based
on the Implied Growth Rate (IGR) in Equities**

Andreas Christofi, Monmouth University

Donald Moliver, Monmouth University

Petros Christofi, Duquesne University

Market Timing and Earnings Management

Moustafa Fadl, Rhode Island College

**The Impact of Trading Volume on Next Day
Stock Returns in the DJIA 2007-2009**

Steven C. Gold, Rochester Institute of Technology

**Inductive Exploration On The Effect Of Economic and
Non-Economic Factors On Ceo Compensation”**

Jooh Lee, Rowan University
Berhe Habte-Giorgis, Rowan University

8:00 AM Thursday September 15th

Westminster C

Sponsor: Silver Wheaton

Finance

Session Chair: Abraham Mulugetta, Ithaca College

Social Security: Restoring Solvency

Donald L. Crooks, Wagner University

John J. Burbridge, Elon University

Cathyann D. Tully, Wagner University

The Puzzle of Idiosyncratic Risk

Daniel Singer, Towson University

**Financial Development, Liberalization and Technical
Efficiency in Indian Banking: A Stochastic Frontier Analysis**

Aditi Bhattacharyya, Sam Houston State University

Sudeshna Pal, Georgia College and State University

**Does Market Volatility Affects Hedge Effectiveness? An Empirical
Investigation of Time-Invariant and Time-Varying Hedges
During Period of Financial Crisis in Indian Futures Market**

Sanjay Kumar Thakur, SJMSOM, IIT Bombay, India

SVD Nageswara Rao, SJMSOM, IIT Bombay, India

Liquid Assets Financing

Grzegorz Michalski, Wroclaw University of Economics

Information Revelation: Evaluating a merger-driven theory of IPOs

Pamela Queen, Morgan State University

8:00 AM Thursday September 15th

Highlander A

Sponsor: AACSB Biz School Jobs

Marketing

Session Chair: Al Rosenbloom, Dominican College

**Blurring the Boundaries of Business Disciplines:
How Linking Business Principles Leads to Global Prosperity**

Becky L. Smith, York College of Pennsylvania

**International Entrepreneurship
A Discipline about the Globalization of Small Entrepreneurial Firms**

Falih M. Alsaaty, Bowie State University

An Evaluation of the Strategic Alliances among the U.S. Companies

Husniye A. Badoglu, Iona College

The Effects of Personality Traits on Ethical Sensitivity

Costas Hadjicharalambous, SUNY, College at Old Westbury
Lynn Walsh, SUNY, College at Old Westbury

8:00 AM Thursday September 15th

Highlander B

Sponsor: Cabells

Education

Session Chair: TBA

Challenges of Teaching Online (e-Learning)

Anil Aggarwal, University of Baltimore

Veena Adlakha, University of Baltimore

**Assessment of Undergraduate Business Students Cultural
Learning Outcome through Short Term Experience Abroad:
A Systematic analysis of Pre-and Post Travel Reflection Assignments**

Chi Anyansi –Archibong, North Carolina A&T State University,
Kimberly McNeil, North Carolina A&T State University

**Incorporating the Macro Economy into the
Teaching of Company Valuation: A Simple Model**

Ed Boyer, Temple University

Differences in Students' Attitudes of the Market System

John G. Marcis, Coastal Carolina University

Alan B. Deck, Bellarmine University

Daniel L. Bauer, Bellarmine University

**Student Perceptions of Active Learning Assignments
in a Consumer Finance Course**

John G. Marcis, Coastal Carolina University

Alan B. Deck, Bellarmine University

Daniel L. Bauer, Bellarmine University

10:00 AM Thursday September 15th

Highlander A

Sponsor: Silver Wheaton

Finance

Session Chair: Edwin Duett, Eastern Kentucky University

The True Pension Deficit?

Edwin Duett, Eastern Kentucky University

Too Big to Fail: Effect of Size on Stock Returns During a Crisis

Ravi Jain, University of Massachusetts Lowell
Dev Prasad, University of Massachusetts Lowell

**Incorporating the Macro Economy into the
Teaching of Company Valuation: A Simple Model**

Edward Boyer, Temple University
Howard Keen, Temple University

**Portfolio Performance; A Scenario Analysis of Portfolio
Optimization and Alpha Investigation**

Abraham Mulugetta, Ithaca College
Rachel Hart, Ithaca College

**The Value of Good: Do Top Corporate
Citizen Firms Dare to Care in Hard Times?**

Pamela E. Queen, Morgan State University

10:00 AM Thursday September 15th

Highlander B

Sponsor: SSRN

Management

Session Chair: TBA

Identifying Inter and Intra-Nation Differences and Similarities in Perception of Work Values of Individuals Within Six Latin-American Countries

Ratan J. S. Dheer, Florida Atlantic University

The Fundamental Explananda of Management

Ratan J. S. Dheer, Florida Atlantic University

Privatization of Czech Telecom – A Case Study

Zuzana Buzzell, Southern New Hampshire University

Innovative Deviance: An Investigation of the Relationships between Social Control, Creativity and Innovation in Organizations

Parul Acharya, University of Central Florida
Regina Taylor, University of Central Florida

**An Organization of the Field of Management:
Paradigms or Schools of Thought**

Heather R. Parola, Florida Atlantic University

10:00 AM Thursday September 15th

Westminster A

Sponsor: SSRN

Management

Session Chair: TBA

**Attributes That Best Describe Successful Leaders:
A Perceptual Analysis**

Martha C. Spears, Winthrop University

Darrell F. Parker, University of South Carolina Upstate

**The Impact of Stereotype Threat In Manual
Labor Settings on Hispanic and African American Female Participants**

Jennifer Flanagan, Texas A&M University – Commerce

Raymond Green, Texas A&M University – Commerce

**Event Crowd Management in the Personal
Technology Age: A TV Show within a Top Security Facility**

Zuzana Buzzell, Southern New Hampshire University

Robert Gustafson, California State University Northridge

Joan Giglione, University of Redlands

**The Moderation Effect of Self-Regulated Learning
on the Relationship of Work Stress and Organizational Socialization
within Newcomer Employees**

Ruey-Gwo Chung, Hsuiping University of Technology Taiwan
Ting-Hao Hsieh, Hsuiping University of Technology Taiwan
Yu-Lin Tain, National Changhua University of Education, Taiwan

Forty Years Later: What Have We Learned About Motivation?

C. E. Wynn Teasley, University of West Florida

10:00 AM Thursday September 15th

Westminster B

Sponsor: Planet Hollywood Las Vegas

MIS

Session Chair: Dinesh Gajurel, Tribhuvan University Nepal

**Distribution Resource Planning: A Necessary
Link in ERP-Controlled Supply Chain Operations**

Chrwan-jyh Ho, Oklahoma State University

**IT as a Catalyst for Team-Teaching: Integration
Across the MIS and Finance Curriculum**

Theresia Atanga Wansi, Marymount University
Michelle (Xiang) Liu, Marymount University

**Supply Chain Management in the Food Industry:
The Case of Sub-Saharan African Countries**

Theresia Atanga Wansi, Marymount University
Jonathan U. Elimimian, Albany State University
Caroline N. Elimimian, Wal Mart

**Economic Efficiency and Productivity Growth:
A Case of Small Banking Market**

Dinesh Gajurel, Tribhuvan University Nepal

1:00 PM Thursday September 15th

Trump Ballroom

Sponsor: Cabells

Toyota, Tylenol, and 2010

Special Panel Session

Diane Holtzman

Assistant Professor, Business Studies (Marketing)

Richard Stockton College of NJ

Evonne J. Kruger

Associate Professor , Business Studies (Management)

Richard Stockton College of NJ

Chris Malone

Chief Advisory Officer, Relational Capital Group

Richard Stockton College of NJ

Whiton S. Paine

Associate Professor, Business Studies (Marketing)

Richard Stockton College of NJ

John Pearlstein

Assistant Professor, Business Studies (Management)

Richard Stockton College of NJ

Karen L. Stewart

Professor, Business Studies (Marketing)

Richard Stockton College of NJ

3:00 PM Thursday September 15th

Highlander A

Sponsor: AACSB Biz School Jobs

Marketing

Session Chair:

Hendrikus E.J.M.L. van Bulck, University of South Carolina Sumter

Gender Effects on Product Placement Advertising

Ruwan Adikaram, Florida Atlantic University

**Evolution of Consumer Behavior over the
Last Two Decades (1990 – 2010)**

Ruwan Adikaram, Florida Atlantic University

**Toward an Understanding of Online Word-of-Mouth
Message Content and the Booking Intentions of Lodging Consumers**

Gerry Van Loon, Nova Southeastern University

Advertising in the Context of Mergers and Acquisitions

Monica Fine, Coastal Carolina University

**GCC Consumer's Attitudes of
Local Products vs. Products Made in Western Countries**

Abdulla M. Alhemoud, New York Institute of Technology

An Investigation of Factors Influencing Electronic Exchange

Chris Myers, Texas A & M University – Commerce
Christine Alexander, Texas A & M University – Commerce

3:00 PM Thursday September 15th

Highlander B

Sponsor: AACSB Biz School Jobs

E-Commerce Marketing

Session Chair: Al Rosenbloom, Dominican University

URGENT GREETINGS!!

Trust and Reputation in the Context of Internet Confidence Emails

Bistra Nikiforova, University of New England

Deborah Gregory, University of New England

Second Lives, Third Places:

Exploring the Virtual “Hang-Outs” of New Consumers

Ronald Kuntze, University of Tampa

Erika Matulich, University of Tampa

Daniel Reynolds, University of Tampa

Global Brands in China:

Expanding Our Insights into Chinese Consumers

Al Rosenbloom, Dominican University

James Haefner, University of St. Francis

Joong-won Lee, California State University, Northridge

**Innovative Marketing Strategy:
Targeting Surrogate Consumers in Advertising to Children**

Theresia Atanga Wansi, Marymount University
Jonathan U. Elimimian, Albany State University
Caroline N. Elimimian, Wal Mart

**Using Tweets to Identify Messages for Generic
Advertisement and Extension**

Aloyce R. Kaliba, Southern University and A&M College
C. Reuben Walker

3:00 PM Thursday September 15th

Highlander C

Sponsor: Cabells

Health Care and Education

Session Chair: TBA

**Relating Patient Satisfaction to Insurance Coverage:
A Comparison of Market Based and Government Sponsored Health Care**

Josef Bohm, New York City College of Technology

**The Economics of Direct-To-Consumer Advertising in
An Era of Increasing Cost of Health Care**

Theresia Atanga Wansi, Marymount University
Jonathan U. Elimimian, Albany State University
Caroline N. Elimimian, Wal Mart

**Compare the Effects of Children's Medical Insurance
on the Medical Services Utilization and Health**

Shishu Zhang, University of Incarnate Word

An Investigation into Predictive Analytic Models in Healthcare

Kevin J. Shanahan, Mississippi State University
Colleen Carter Harris, University of Texas Tyler
Janice Greenslade, New Mexico State University

**Catalytic Team Members:
An Exploration of the “Battier” Effect**

Craig B. Caldwell, Butler University
Jerry Toomer, Butler University

**Infusing a Fashion Curriculum into a
21st Century Business School Program**

Natalie W. Nixon, Philadelphia University
Leslie Samoni, Philadelphia University
Nioka Wyatt, Philadelphia University

3:00 PM Thursday September 15th

Highlander D

Sponsor: Silver Wheaton

Finance

Session Chair: TBA

Media Disclosure, Board Structure and CEO Compensation: Evidence from Taiwan

Bingsheng Yi, California State University Dominguez Hills
Chia-Wei Chen, Tunghai University Taiwan
Barry Lin, Simmons College

Director incentives and earnings management

Hong Wan, SUNY-Oswego

Earnings Smoothing, Liquidity and Firm Value

John MacDonald, SUNY-Oswego
Hong Wan, SUNY-Oswego
Zhenyu Wu, University of Saskatchewan

3:00 PM Thursday September 15th

Westminster A

Sponsor: AACSB Biz School Jobs

Accounting

Session Chair: TBA

**Impact of Sustainability Issues on Corporate
Financial Reporting & Ethical Behavior**

Agatha E. Jeffers, Montclair State University
Laurence A. De Gaetano, Montclair State University

The Inevitable Expansion of Auditors Responsibilities

Agatha E. Jeffers, Montclair State University
Sidney Askew, City University of New York

**Hunting For Bounty And Finding Moral Autonomy:
The Dodd-Frank Act Expansion of Whistle Blower Protections**

Marion S. Mogielnicki, Montclair State University

One Europe – No Borders and the Invisible Lines That Divide

K. Morris (Moshe) Speter, Mercy College

Countries Represented at 2011 Academy of Business Research
Fall Conference

Australia
Brazil
Canada
China
Denmark
France
Germany
India
Indonesia
Iran
Kuwait
Lebanon
Mexico
Morocco
Nepal
Netherlands
Pakistan
Philippines
Poland
Portugal
Saudi Arabia
South Korea
Switzerland
Thailand
Taiwan
Turkey
United Kingdom
United States
Vietnam

Our next conference will be held November 14-16 2011
Planet Hollywood, Las Vegas, NV

www.academyofbusinessresearch.com



Our next conference will be held November 14-16 2011
Planet Hollywood, Las Vegas, NV

The Spring 2012 conference will be held in New Orleans March 14-16

www.academyofbusinessresearch.com