



Academy of Business Research Fall 2013 Conference

September 18-20, 2013

Drury Plaza

San Antonio, TX

Conference Program *

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*The conference proceedings will be published and indexed by April 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 2012 Conference:

AACSB International

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European Financial Management Association

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Journal of Finance

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Social Science Resource Network

Southern Journal of Business and Economics

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Conference Staff

Conference Chair

Randall Valentine, Ph.D.

Support Staff

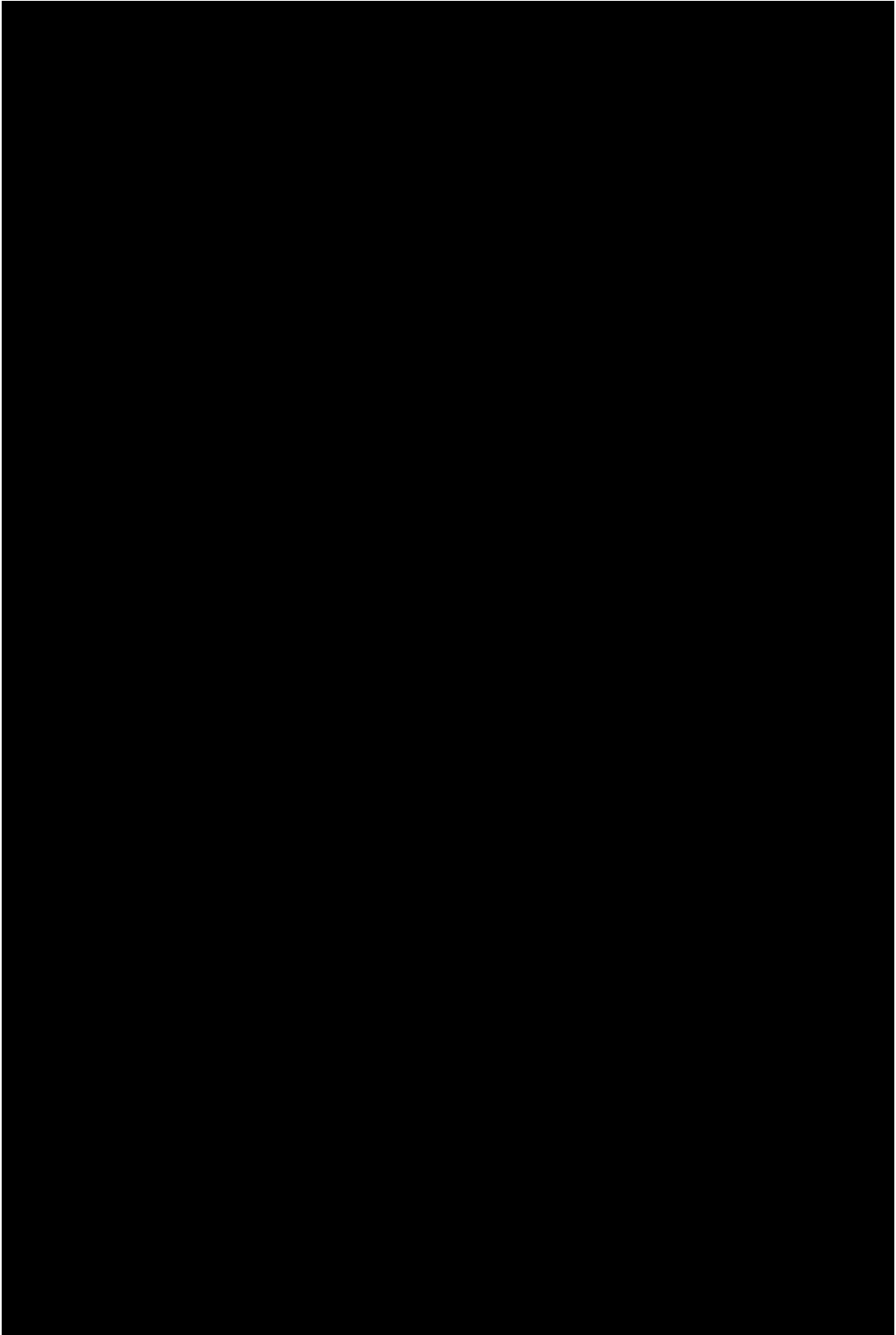
Neelam Kumar Dhungel

Candice Driggers

Ruth Reich

Dawn Valentine, Ph.D.

Meredith Wilson



Conference Social Activities

Registration: 9:00-4:30

Daily Outside Room 62

Wednesday 5:30-6:30 PM

Reception with Bar at Drury 2nd Floor

Thursday 5:30 PM

Awards Reception at Drury 2nd Floor

Followed by Dinner at 7:00 PM

For the Latest Conference Updates Please Subscribe to our
Twitter @abr_info

Journal Special Editions

Academy of Business Journal

The *Academy of Business Journal* will publish a special edition for papers focusing on issues in Accreditation Spring 2014

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 Global Quantitative Easing in Spring 2014.

Article submissions are due April 1.

Future Conference Dates

Academy of Business Research

Fall 2013 Meeting

Montego Bay, Jamaica

November 13-15

Academy of Business Research

Spring 2014 Meeting

New Orleans, LA

March 22-24

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.



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

10:00 AM Wednesday September 18th

River Level Room 62

Sponsor: Ivy Exec

Management

Session Chair: Rossano V. Gerald, Texas A&M - San Antonio

A Humanistic Approach to Streamline Organizational Change Initiatives

Orlando Rivero, Carlos Albizu University

A Review of Modern Journal Publication Initiatives and How it has Affected Academia

Orlando Rivero, Carlos Albizu University

The Lack of Leadership Leading to Misguided Organizational Change

Orlando Rivero, Carlos Albizu University

Globalization and Corporate Social Responsibility: A Proposed Subjective Decision Planning Matrix

Lewis A. Myers, St. Edward's University

Managing Workplace Bullying and Social Media Policy: Implications for Employee Engagement

Reggie Hall, Tarleton State University

Sue Lewis, Tarleton State University

Panama's Low-Income Consumers Brand Loyalty

Rossano V. Gerald, Texas A&M - San Antonio

10:00 AM Wednesday September 18th

River Level Room 63

Sponsor: Ivy Exec

Financial Accounting

Session Chair:

TSBPA's Business Communications Requirement: Has It Made A Difference?

Henry Elrod, University of the Incarnate Word

Annette Craven, University of the Incarnate Word

Theresa Tiggeman, University of the Incarnate Word

Diminishing Effect of Terrorism on International Financial Markets

Sergio Garcia, University of Texas - Pan American

Dynamic Correlation Analysis of the Mercado Integrado Latinoamericano (MILA)

Cristhian Mellado-Cid, University of Texas-Pan American and Catholic University of the Holy

How Much Farmer's Are Willing To Pay For Insurance?

Osman Gulseven, Middle East Technical University, Ankara, Turkey

1:00 PM Wednesday September 18th

River Level Room 63

Sponsor: Wohl Publishing

Finance/Real Estate

Session Chair: James P. Estes, California State University San Bernardino

Differential House Price Changes by Neighborhood in the San Antonio Metropolitan Area

Thomas Thomson, University of Texas - San Antonio

Ernest Hernandez, University of Texas - San Antonio

Capital Appreciation Bonds: A Ruinous Decision for an Unborn Generation

James P. Estes, California State University San Bernardino

Why do Actively Managed Mutual Funds Continue to Survive?

Philip Gibson, University of Incarnate Word

1:00 PM Wednesday September 18th

River Level Room 62

Sponsor: Journal of Marketing Perspectives

Management/HR

Session Chair:

Does Leadership Style Differ by Country? A Media Context Analysis (Skype)

John P. Girard, Minot State University
Gina Brizzi, California Maritime Academy
Dana Drake, Cabrini College
Margaret Graham, Miami University
Christine Kosmider, SUNY New Paltz
Riley Lloyd, Chapman University

Frauding a Corporation, But Were They Ethical?

Gary Stroud, Franklin University

A Critique of the AACSB International Final Report Titled: "Impact of Research" (2008–Reprinted 2012)

S.M. Jameel Hasan, Eastern Washington University

Impact of Benefits on Employee Motivation and Organizational Effectiveness

Raj K. Singh, University of Phoenix

An Emerging Model of Ethically Responsible Decision Making (Skype)

Amina M. Abdullah, Saint Leo University
Craig Winstead, Saint Leo University
Shannon O. Jackson, Saint Leo University

1:00 PM Wednesday September 18th

River Level Room 41

Sponsor: AACSB Biz School Jobs

Education

Session Chair: Patsy Parker, Southwestern Oklahoma State University

Developing University Peer Mentors as Second Chair Leaders

Susan Epstein, Drexel University

Dana D'Angelo, Drexel University

Consulting-Based Action Learning as an Experiential Learning Alternative

Dana D'Angelo, Drexel University

Andy Macaleer, Drexel University

Katie Meier, EdVenture Partners

Online Course Development: Pedagogy to Practice

Patsy Parker, Southwestern Oklahoma State University

Tami Moser, Southwestern Oklahoma State University

Student Perception of Instructor's Leadership Style, Student Personality, and E-Learning

Charles Salter, Schreiner University

Mark Woodhull, Schreiner University

Mark Green, Our Lady of the Lake University

Phyllis Duncan, Our Lady of the Lake University

A Study of the Relationship Between Moral Maturity and Respondent's Self-Rated Leadership Style

Charles R. Salter, Schreiner University

Mary H. Harris, Cabrini University

Mark T. Green, Our Lady of the Lake University

Phyllis Duncan, Our Lady of the Lake University

Esther Chavez, Our Lady of the Lake University

3:00 PM Wednesday September 18th

River Level Room 64

Sponsor: AACSB Biz School Jobs

MIS/Operations Management

Session Chair: Kevin Caskey, State University of New York at New Paltz

Production Location Choice: The Case of Smaller Firms In The Replacement Window Sector

Kevin Caskey, State University of New York at New Paltz

Production Location Choice: The Case of Smaller Ski Manufacturers

Kevin Caskey, State University of New York at New Paltz

Business Plan Competition Judging Criteria vs. Critical Success Factors

Kevin Caskey, State University of New York at New Paltz

Anthony Church, State University of New York at New Paltz

Applying the Combination of MCDM and Set Covering Techniques for International Facility Location Problem Under Uncertainty

Seyed Mohammad Seyed Hosseini, Iran University of Science and Technology, Iran

Fahime Rouhiolyaee, Iran University of Science and Technology, Iran

Manufacturing Output Variables Selection Analysis Applied in Internal Supply Chain Management Strategies

S. M. Seyed Hosseini, Islamic Azad University, Tehran, Iran

M. Rabbani, Islamic Azad University, Tehran, Iran

The Challenge of Implementing National Voluntary Guidelines on CSR: Sustainability, Shared Value and Stakeholder Engagement

Ankita Kashyap, University of Delhi

Sriram Khanna, University of Delhi

3:00 PM Wednesday September 18th

River Level Room 41

Sponsor: AACSB Biz School Jobs
Education

Session Chair: Timothy Gordon Coville, St. John's University

Positive External Factors Influencing the Growth of Distance Learning and Increased Access to Higher Education

Michael L. Essary, Athens State University
Susan D. Herring, Athens State University

Prevalence and Impact of Sexual Harassment in Organizations

R. Bryan Kennedy, Athens State University
Susan D. Herring, Athens State University
Michael Essary, Athens State University

How the Great Recession Has Affected Higher Education

David W. Burnis, Penn State University

What Do Students Want, Anyway? An Empirical Examination of Student Expectations and Needs in Terms of School Services

Chin-Yen Alice Liu, Texas A&M University - San Antonio
Leonard G. Love, Texas A&M University - San Antonio

Pizza, Donuts and SEI's

Mitchell Adrian, McNeese State University
Jeff Totten, McNeese State University

Preparing Education Degree Candidates with Financial Literacy Concepts

Timothy Gordon Coville, St. John's University

9:00 AM Thursday September 19th

River Level Room 64

Special Session

Doctoral Student Session

Dr. Joe Hair, Jr.

11:00 AM Thursday September 19th

River Level Room 41

Sponsor: Ivy Exec

MIS

Session Chair: James W. Gabberty, Pace University

Is Cloud Computing an Option for Enterprise Resource Planning in Small Firms of Latin America?

Juan Chavarria, University of Texas - Pan American

Robert D. Morrison, University of Texas - Pan American

Artificial Intelligence Essay Grading Coming to a Class Near You Soon!

Pat LeMay Burr, University of the Incarnate Word

When Mobile Technology Meets Management Education: An Exploratory Study of Pedagogy for Mobile Learning in Business School

Bo Han, University of the Incarnate Word

Patricia LeMay Burr, University of the Incarnate Word

A Succinct Model for Database Normalization

Michael Lantis, Purdue University North Central

The Intersection of Business Strategy & Information Security Strategy

James W. Gabberty, Pace University

11:00 AM Thursday September 19th

River Level Room 62

Sponsor: Cabell's Publishing

Healthcare/Strategy

Session Chair: Galo Alava, Saint Leo University

Surveying Student Perceptions of Group Case Assignments in Strategic Management Classes

Mohinder Dugal, Western Connecticut State University

Stan Bazan, Western Connecticut State University

Two Classroom Tools Used to Expand Students' Global Perspectives

Cynthia Busin Nicola, Carlow University

Fraud in the Funeral Industry: What You're Dying to Know

Cynthia Busin Nicola, Carlow University

Ethical and Strategic Dangers of Business Specialization in the Globalized Business Environment

William Martello, St. Edward's University

Helene Caudill, St. Edward's University

Opportunity Cost of the Constitutional Ban of Same-Sex Marriage in the State of Hawaii

John Akana, New York City College of Technology

Shaping the Gendering of Healthcare: Using Social Media to Create a Sustainable Enterprise

Diane Monahan, Saint Leo University

Sheri K. Bias, Saint Leo University

Galo Alava, Saint Leo University

11:00 AM Thursday September 19th

River Level Room 64

Sponsor: Wohl Publishing

Accounting

Session Chair: Ronald A. Stunda, Valdosta State University

Analysis of Mortgage Interest Deductions for Individual Taxpayers from 2006 to 2010

Chao Liu, Tarleton State University

Lijuan Sun, University of Texas Pan American

The Tax Act of 2012

Glen Cooley, Northwestern State University

Internal Controls in Municipal Government: The Case of School Districts in New York State

Ronald J. Huefner, State University Of New York At Buffalo

The Effect of Unfunded Pension Liabilities on Stock Prices

Ronald A. Stunda, Valdosta State University

11:00 AM Thursday September 19th

River Level 41

Sponsor: Cabell's Publishing

Education

Session Chair: Carlos Ferran, Governors State University

Social and Philosophical Foundations for Business Ethics Education

Francis Schweigert, Metropolitan State University

From the Volleyball Court to the Classroom: A Coach's Perspective on Classroom Team Projects

Ashley Bennington, Texas A&M University-Kingsville

Christina Diaz, Jacksonville University

George Gresham, Jacksonville University

Leaders of Small- and Medium-sized Enterprises Attitudes toward Management of Suppliers' Environmental Practices

Ashley Bennington, Texas A&M University - Kingsville

Ethics Instruction in Multiple Disciplines: A Case-Based Approach

Jeannemarie Thorpe, Southern New Hampshire University

J. Stephanie Collins, Southern New Hampshire University

Karin Caruso, Southern New Hampshire University

Carol West, Southern New Hampshire University

Karen Stone, Southern New Hampshire University

Technology Enhanced Accounting Courses: Effects on Performance and Learning

Kelly Pittman, University of the Incarnate Word

Tracie Edmond, University of the Incarnate

Is Educating and Assessing Through Computer Simulations and Gamification Gender Biased?

Carlos Ferran, Governors State University

1:00 PM Thursday September 19th

River Level Room 41

Sponsor: Silver Wheaton

Finance/Real Estate

Session Chair: Richard Hurley, University of Connecticut

**A Community Banking Strategy to Enhance Accounting and Financial Management
Skills among Nascent Entrepreneurs**

Robert D. Morrison, University of Texas Pan American

Claudia P. Dole, University of Texas Pan American

**Key Market Financials of the DOW Companies Ranked by Herding
Effect for the Years 2007 to 2011**

Steven Gold, Rochester Institute of Technology

Robert Bohner, Rochester Institute of Technology

Debt-Equity Choices of Firms with Junk-Rated Debt

Alex Meisami, Indiana University South Bend

Palani-Rajan Kadapakkam, Indiana University South Bend

John Wald, Indiana University South Bend

LIBOR - Financial Rates & Risks

Richard Hurley, University of Connecticut

Pamela R. Hurley, University of Houston

1:00 PM Thursday September 19th

River Level Room 62

Sponsor: Ivy Exec
Management

Session Chair: Sharath Sasidharan, Emporia State University

The Relationship between Emotional Intelligence and Organizational Citizenship Behavior

David Turnipseed, University of South Alabama
Elizabeth VanderWaa, University of South Alabama
George Cain, University of South Alabama

Supply Chain Robustness by Identifying and Improving Standard Processes

Rassoul. Noorossana, Islamic Azad University-South Tehran Branch, Iran
M. R. Nayeypour, DeVry University, Houston
Ali Gharaei, Islamic Azad University-South Tehran Branch, Iran

Optimal Design of Nonparametric Sign Control Chart with Variable Sampling Interval

Rassoul. Noorossana, Iran University of Science and Technology, Iran
Zahra Sedighi Maman, Iran University of Science and Technology, Tehran, Iran
M. R. Nayeypour, DeVry University, Houston

A Longitudinal Examination of the Impact of Founding-Owner-Operator Characteristics on Nascent Venture Performance: Evidence from The Kauffman Firm Survey

Augustine Dzathor, Grambling State University
Alicia Mosley, Jackson State University

Quantitative Analysis of the Perceptions of African-American Female Leaders on Career Advancement

Mary Lou Shepherd, Mississippi Valley State University

Color-Product Congruence in Website Design and Purchasing Activity: An Introductory Study

Sharath Sasidharan, Emporia State University

1:00 PM Thursday September 19th

River Level Room 63

Sponsor: Southern Journal of Business and Economics

Financial Economics

Session Chair: Hilal Yilmaz, St. Edward's University

European Sovereign Debt: It's Back!

Linnea McCord, Pepperdine University

Peggy Crawford, Pepperdine University

Terry Young, Pepperdine University

Policy Prescriptions for a Viable National Retail Sales Tax

Michael F. Williams, Prairie View A&M University

Is Foreign Direct Investment Beneficial for Mexico? A Cointegration Analysis, 1960-2011

Miguel D. Ramirez, Trinity College

Bilateral Trade and the Role of Free Trade Agreements in North America

Pablo Calafiore, Texas A&M University - San Antonio

Ekaterina Damianova, University of Texas-Pan American

Impact of Retailer Buyer Power on Manufacturer Innovation

Zan Zhang, Shanghai University

Yajun Zhang, Shanghai University of Finance and Economics

Patricia Byrnes, University of Illinois Springfield

Covariance Matrix Estimation with Constraints in Portfolio Optimization

Hilal Yilmaz, St. Edward's University

Neil Pearson, St. Edward's University

1:00 PM Thursday September 19th

River Level Room 64

Sponsor: Journal of Marketing Perspectives

Marketing

Session Chair: Robert Owen, Texas A&M University - Texarkana

Gen Y's Internet Usage and Materialism

Pattarapong Burusnukul, Eastern New Mexico University

D. Veena Parboteeah-Alex, Eastern New Mexico University

Integrating Product Variety with respect to Sales and Operational Costs

Amit Bhatnagar, University of Milwaukee-Wisconsin

Siddhartha S. Syam, Marquette University

**Taming Polysemous Signals: The Role of Marketing Intensity on the Relationship between
Financial Leverage and Firm Valuation**

Hannah Oh, University of California at Irvine

John Bae, University of California at Irvine

Sang-Joon Kim, University of California at Irvine

Retail Trade Area Analysis Using Huff's Model - A Study in the Indian Context

Smitu Malhotra, XLRI, School of Business and Human Resources, India

P. Venugopal, XLRI, School of Business and Human Resources, India

Revisiting the Dimensions of Consumer Mental Workload through PLS-SEM Modeling

Robert Owen, Texas A&M University - Texarkana

3:00 PM Thursday September 19th

River Level Room 41

Sponsor: Silver Wheaton

Finance

Session Chair: Paul J. Haensly, University of Texas of the Permian Basin

Understanding Explorative vs. Exploitative Innovations

Xiaoyan Xi, San Jose State University

Chunlei Wang, San Jose State University

**Asset-Backed Vs. Competence-Driven Leverage: The Next Entrepreneurial Finance Challenge:
Evidences from the Italian Experience in Finance for Growth**

Guido Max Mantovani, Ca' Foscari University of Venice, Italy

How Firms Deliberately Reduce Debt

Lisa Frank, Central Connecticut State University

Christine Harrington, University of Tampa

Walter Smith, University of Tampa

Trading with ATR Bands vs. Bollinger Bands

Julie Dahquist, University of Texas at San Antonio

Is a Pure TIPS Strategy Truly Risk Free?

Paul J. Haensly, University of Texas of the Permian Basin

3:15 PM Thursday September 19th

River Level Room 62

Sponsor: Silver Wheaton

Management/HR

Session Chair: Hamid Khan, Our Lady of the Lake University

**Organizational Commitment among Active Duty Women Serving in the
United States Air Force Medical Service**

Sirie Blankenship, University of Phoenix
Barbara Dastoor, Nova Southeastern University
Cynthia Ruppel, Nova Southeastern University

My Manager Took My Lunch Money...Again

Pamela Kravitz, College of New Jersey

Should You Invest in Ethical and Socially Responsible Companies?

Ehsan Salek, Virginia Wesleyan College

**Trust in Immediate Supervisor, Trust in Top Management, Organizational Trust Precursors:
Predictors of Organizational Effectiveness**

Jimmie Warren, Mississippi Valley State University
William "Bill" Shriner, Mississippi Valley State University

Women in Leadership Courses: An Inventory of American University Courses (Skype)

Margaret A. Thompson, Clayton State University

3:00 PM Thursday September 19th

River Level Room 63

Sponsor: Academy of Business Research Journal

Education

Session Chair: Kristena P. Gaylor, Mississippi College

Stress Management Workshop Impact on Nontraditional Students' Academic Performance

Cindy Richburg, Morris College

Matthew Guah, Claflin University

Innovative Responses to Negative Synergy for Advising Graduate Cohorts

Pamela Chandler Lee, Saint Leo University

Shannon O. Jackson, Saint Leo University

How are Smartphones Used in Higher Education? (Skype)

Kirk Atkinson, Western Kentucky University

Sean Marston, Western Kentucky University

Ray Blankenship, Western Kentucky University

**A Capstone Experience: Preparing Information Systems Students for
Success in a Competitive Job Marketplace**

David Nickels, University of North Alabama

Technology Enhanced Accounting Courses: Effects on Performance and Learning

Kelly Pittman, University of the Incarnate Word

Tracie Edmond, University of the Incarnate Word

The Influence of Race/Ethnicity on Motivations and Barriers to Adult Learners

Sara B. Kimmel, Mississippi College

Kristena P. Gaylor, Mississippi College

J. Bryan Hayes, Mississippi College

3:00 PM Thursday September 19th

River Level Room 64

Sponsor: Silver Wheaton
Management

Session Chair: Hamid Khan, Our Lady of the Lake University

**Creating Customer Value in Technology Driven Organizations:
A Three E's Framework for Implementation**

Andrew J. Czuchry, Sr., East Tennessee State University

Andrew J. Czuchry, Jr., ADP

Mike Browder, Bristol Tennessee Essential Services

The Relationship Between Leader Motivating Language and Organizational Citizenship Behavior

Jacqueline Mayfield, Texas A&M International University

Milton Mayfield, Texas A&M International University

Effects of Self-Efficacy and Goal Conflict on Franchisees' Goal Commitment

Gary L. Renz, Webster University, St. Louis

Michael L. McKinney (Unaffiliated)

Examining Authentic Leadership Traits of the Successful CEO's

Hamid Khan, Our Lady of the Lake University

3:00 PM Thursday September 19th

2nd Floor Room 212

Sponsor: Southern Journal of Business and Economics

Education/MIS

Session Chair:

Color-Product Congruence in Website Design and Purchasing Activity: An Introductory Study

Sharath Sasidharan, Emporia State University

The Role of the Technology-Driven Social Context in Impacting E-Learning Outcomes

Sharath Sasidharan, Emporia State University

DeGeeking: Infusing Business Professionalism into Information Systems Degree Programs

Lawrence E. Burgee, Stevenson University

Sidas A. Saulynas, Stevenson University

**Autonomous Presentation Assistance Theory: Applying
Technology for Intelligent Assistance during Live Presentations**

Sidas A. Saulynas, Stevenson University

Lawrence E. Burgee, Stevenson University

Relationship between Economic Freedom, National Culture and Emerging Markets

Mahesh Gopinath, Old Dominion University

Xiang Long, Old Dominion University

A Comprehensive Model for Glocalization- An Integration Framework and Extension

Mahesh Gopinath, Old Dominion University

Vahid Rahmani, Old Dominion University

Elika Kordrostami, Old Dominion University

9:00 AM Friday September 20th

River Level Room 41

Sponsor: Journal of Marketing Perspectives

Marketing

Session Chair: Darrell Goudge, University of Central Oklahoma

The Impact of Required Questions on Survey Response Error

Jeffrey Gutenberg, State University of New York College at Geneseo

William Caren, State University of New York College at Geneseo

Michael Schinski, State University of New York College at Geneseo

James Prinzi, Nazareth College

Is Dynamic Pricing Viable For Small Market Collegiate Athletics?

Steve Chen, Morehead State University

Kenneth Henderson, Morehead State University

Nicholas Mason, Morehead State University

Revisiting the Meaning of Price

Fei Weisstein, University of Texas - Pan American

Mohammadali Zolfagharian, University of Texas - Pan American

Fuat A. Firat, University of Texas - Pan American

Do Client-Based Projects Improve Students' Critical Business Skills?

Mary Galvan, North Central College

An Agency Theory Approach to Dissatisfaction Redress

Darrell Goudge, University of Central Oklahoma

Stefan E. Genchev, University of Central Oklahoma

9:00 AM Friday September 20th

2nd Floor Room 212

Sponsor: Silver Wheaton

Finance

Session Chair: Iuliana Ismailescu, Pace University

Inflation Protection in Long-Term Care Insurance Policies

Steven L. Green, Baylor University

**Returns of Dividend vs. Non-Dividend-Paying Stocks and Their Relations with
Financial Distress and Market Risk Measures**

Reza Rahgozar, University of Wisconsin, River Falls

Integrating Ethics into the Finance Curriculum: An Assessment of Progress and Potential

Cheri Etling, University of Tampa

Marcus Ingram, University of Tampa

Gemma Brown, Georgia State University

**The Impact of BOJ Intervention on Foreign Exchange Markets: Evidence from
Dollar-Yen and US-JP Yield Spread Since 1990s**

Mary Mata, University of Texas Permian Basin

Cortney McAnaw, University of Texas Permian Basin

Shuming Bai, University of Texas Permian Basin

Dependence between Extreme Events in the Real and Financial Sectors

Loran Chollete, Pace University

Iuliana Ismailescu, Pace University

Ching-Chih Lu, Pace University

9:00 AM Friday September 20th

River Level Room 63

Sponsor: Silver Wheaton

Education

Session Chair:

An Analysis of Qualifications of Faculty Who Teach Quantitative-Oriented Business Courses

Robert Vinaja, Texas A&M University - San Antonio

A Cross-National Analysis of Information Technology Programs

Robert Vinaja, Texas A&M University - San Antonio

Integrating Enhanced Business Reporting and Economic Value Added:

A Corporate Finance Application

Jeff Heinfeldt, Randolph College

Fran M. Wolf, Youngstown State University

The Effect of Redesigning an Undergraduate International Business Course

Marja-Liisa Payne, Maryville University

Dissolving a Digital Divide: An Academic Case History in a Community Framework

Ronald Washington, University of the Incarnate Word

Pat LeMay Burr, University of the Incarnate Word

9:00 AM Friday September 20th

River Level Room 62

Sponsor: Academy of Business Research Journal

Management/Strategy

Session Chair: Leonel Prieto, Texas A&M International University

Culture Awareness in the Global Arena

Liliana Chantaca, Texas A&M University - San Antonio

A Tale of Two Brands - Baidu and Google: Chinese Netizens' Perspectives of Brand Satisfaction and Success

Deli Yang, Trinity University

Maho Sonmez, Trinity University

Qinghal Li, Trinity University

Yibing Duan, Trinity University

Global Standardization of U.S. by-product: Corporate Social Responsibility: The Differences and Similarities among the U.S., China, and India

Kwahng S. Kim, Fitchburg State University

Assessing and Comparing Strategic Leadership Behaviors and Performance of Female and Male Business Leaders

Leonel Prieto, Texas A&M International University

Homero Aguirre-Milling, Texas A&M International University

Expatriates' Acculturation: An Application of Bourdieu's Theory of Practice

Leonel Prieto, Texas A&M International University

9:00 AM Friday September 20th

River Level Room 64

Sponsor: Journal of Marketing Perspectives

Marketing

Session Chair: B. Krishna Reddy, Osmania University, India

Organ Donor Motives: A Theoretical Model

Cecilia Maldonado, Georgia Southwestern State University

Who has Favorite Things? Consumer Characteristics as Predictors of Product Attachment

Jakob Braun, University of Texas-Pan American

Roberto Saldivar, University of Texas-Pan American

The Effect of Shopping Motivations and Purchase Plan on Product Returns

Joon Yong Seo, SUNY Brockport

Sukki Yoon, Bryant University

Customer Satisfaction in Organized Retailing - An Empirical study of Retail Malls

B. Krishna Reddy, Osmania University, India

J. Suresh Reddy, Mahatma Gandhi University, India

Retailing Trends of Store Brand Food Items - A Study of Select Malls

TVLNS Sairam, Osmania University, India

B. Krishna Reddy, Osmania University, India

11:00 AM Friday September 20th

River Level Room 64

Sponsor: Wohl Publishing

Accounting/MIS

Session Chair: Linda Lovata, Southern Illinois University, Edwardsville

The Impact of Normal and Excess Restructuring Charges on Future Productivity: An Empirical Investigation

Menghistu Sallehu, Eastern Illinois University

Comments on the Qualitative Characteristics of Financial Information

Robert T. Fahnstock, University of West Florida

Eric D. Bostwick, University of West Florida

Using the Deferred Tax Expense to Examine the Association between Auditor Switches and Earnings Quality

April Poe, University of the Incarnate Word

Carlos Jiménez-Angueira, University of the Incarnate Word

DRP: An Information System Within an Information Sharing Environment

David Ho, Oklahoma State University

The Effect of Dodd-Frank Wall Street Reform and Consumer Protection Act on Information Technology

Sinan Yidirim, Texas Wesleyan University

Thomas Bell, Texas Wesleyan University

Surviving Distress: Evidence on the Duration of Turnaround

Marc LeClere, Valparaiso University

Somnath Das, Valparaiso University

Analyst Forecast Errors for Foreign Private Issuers

Linda Lovata, Southern Illinois University, Edwardsville

Shrikant Jategaonkar, Southern Illinois University, Edwardsville

Gregory E. Sierra, Southern Illinois University, Edwardsville

11:00 AM Friday September 20th

2nd Floor Room 212

Sponsor: Cabell's Publishing

Education

Session Chair: Somjit Barat, Pennsylvania State University

**A Look at the Development of an Academic Program Combining
Classroom Learning with Field Experience**

Lynn M. Guhde, Oglethorpe University

Challenges of Online Instruction

Somjit Barat, Pennsylvania State University

The Ethics of 'Outsourcing' Drug Trials

Somjit Barat, Pennsylvania State University

**Building a Collaborative Climate: An Assessment of Conventional and
Contemporary Communication Methods**

Adrian B. Guardia, Texas A&M University - San Antonio

Bethuel (Robert) Vinaja, Texas A&M University - San Antonio

F. Irene Waggoner, Texas A&M University - San Antonio

Learning Contracts: An Action Research Project

Constance Porter, St. Edward's University

11:00 AM Friday September 20th

River Level Room 62

Sponsor: Southern Journal of Business and Economics
Management/HR

Session Chair:

Social Media: A Workplace Advantage
Laura N. Crockett, Texas A&M University

Transitioning from Formal to Informal Learning
Blair McCormack, Texas A&M University at San Antonio

Benefits of Employee Health and Wellness Programs: A Review of Research Findings and Implementation Strategies
Barbara Dastoor, Nova Southeastern University
Josephine Sosa-Fey, Texas A&M University-San Antonio

CEO Characteristics Determine SME Internationalization: Insights from Upper Echelon Theory
Mahesh Gopinath, Old Dominion University
Orhun Guldiken, Old Dominion University
Christina Tupper, Old Dominion University
Huizhi Yu, Old Dominion University

A Sequential Choice Model of Family Business Succession
Timothy Mathews, Kennesaw State University
Tim Blumentritt, Kennesaw State University

Workers' Basic Needs and Labor Relations a Study Conducted in China
Lei Wang, University of Texas - Pan American

1:00 PM Friday September 20th

River Level Room 41

Sponsor: Southern Journal of Business and Economics

Accounting/Economics

Session Chair: Shishu Zhang, University of the Incarnate Word

A Study of Chinese and United States CPAs Perceptions of Successful Skill Sets

W. Rhea Clark, Stephen F. Austin State University

Dale Spradling, Stephen F. Austin State University

Ranking Faculties, Ph. D. Programs, Individual Scholars, and Influential Articles in Management Accounting Research Based on Citations to Publications in *Advances in Management Accounting*

Daryl Guffey, Clemson University

Ranking Faculties, Ph. D. Programs, Individual Scholars, and Influential Articles in Accounting Information Systems Based on Citations to Publications in the *Journal of Information Systems*

Daryl Guffey, Clemson University

How Useful is Fair Value Reporting of Investments to Governmental Fund Financial Managers?

George Hunt, Stephen F. Austin State University

Educational Costs and Burden in China

Shishu Zhang, University of the Incarnate Word

Shuenn Hae Ou, University of the Incarnate Word

1:00 PM Friday September 20th

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Management

Session Chair:

Electronic Commerce as a Competitive Advantage: A Crucial Business Strategy

Robert Villarreal, Texas A&M - San Antonio

A Tale of CEO Compensation and Director Selection: From A Social Comparison Perspective

Jing Jin, Rice University

Exploring the Relationships between Firm Innovativeness and Supply Chain Resilience

Sergey Ponomarov, The Citadel
Ismail Golgeci, University of Vaasa, Finland

Work is Work: Developing a Conceptual Understanding of Work

Gerald Burch, Tarleton State University
Nathan Heller, Tarleton State University

More Listening and Less Talking: The Key to Success in Services Marketing

Nathan A. Heller, Tarleton State University
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Guanxi and Compadrazgo: A Comparative Study

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