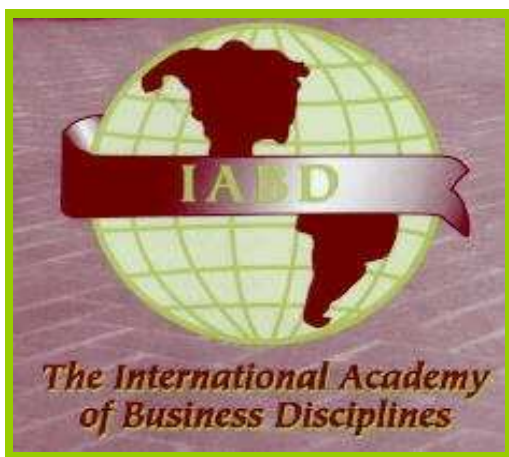


PROGRAM SCHEDULE

24th ANNUAL CONFERENCE OF THE

International Academy of Business Disciplines



April 19-21, 2012

Long Beach, California, USA

**The Queen Mary Hotel and
Convention Center**

PROGRAM CHAIR

Paul A. Fadil, University of North Florida

SPONSORING INSTITUTIONS AND INDIVIDUALS

**Frostburg State University, College of Business
University of Central Arkansas, College of Business
St. Johns University, The Peter J. Tobin College of Business
University of North Florida, Coggin College of Business
Rowan University, Rohrer College of Business
Paul A. Fadil, University of North Florida**

Business and Global Social Responsibility

TWENTY- FOURTH ANNUAL CONFERENCE OF THE IABD

*** OFFICIAL PROGRAM ***

April 19-21, 2012

Long Beach, California, USA
The Queen Mary Hotel and Convention Center

PROGRAM CHAIR

Paul A. Fadil, University of North Florida

SPONSORING INSTITUTIONS AND INDIVIDUALS

**Frostburg State University, College of Business
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St. Johns University, The Peter J. Tobin College of Business
Rowan University, Rohrer College of Business
Paul A. Fadil, University of North Florida**

TABLE OF CONTENTS

24TH ANNUAL CONFERENCE OF THE IABD

A. General Information about the Conference:

IABD President's Welcome.....	4
IABD Mission and Objectives	5
Acknowledgments.....	5
Hotel Contact.....	5
Registration	5 - 6
Presenting Your Research.....	6
IABD Webpage Administrator.....	6
2011 Business Research Yearbook.....	6
Journals and Periodicals.....	7
Message Boards.....	7
Next Year's Conference.....	7
Special Events at the IABD 23rd Annual Conference.....	7
Registration Form.....	8
IABD President.....	9
Former IABD Presidents.....	9
IABD Board of Directors, Officers, and Committees.....	9 -10
Track Chairs and Area Coordinators.....	11 -12
Paper Reviewers for the 2011 IABD Conference.....	13 -14

B. Presentation Schedule:

Thursday, April 19, 2012.....	18- 41
Friday, April 20, 2012.....	44 -61
Saturday, April 21, 2012.....	64 -71
Awards and Recognitions.....	72
Participant Name Index.....	

C. Advertisements:

Rutgers University.....	
Frostburg University.....	
University of Central Arkansas.....	
St John's University.....	
University of North Florida.....	
AEDEM Call For Papers.....	

IABD President's Welcome

Dear friends and colleagues, welcome to the 24th Annual Conference of the International Academy of Business Disciplines in the beautiful city of Long Beach, California. As some of you know, this is my last year as president of IABD; the organization I have proudly served in various capacities since its establishment in 1988. I, like many of my colleagues, have benefited from IABD in many ways, and in fact, this organization has been an inseparable part of my professional career for the past 24 years. I am proud to share with you that my long time IABD friends honored me by giving me a permanent membership on the IABD Board of Directors, and I am happy to say that my service to IABD will continue in this new capacity.

Over the years, IABD has evolved into one of the most internationally successful and stable professional organizations and we owe this success to the commitment and loyalty of its outstanding board of directors, officers, program coordinators, track chairs, and participants from various parts of the globe. I find it to be a blessing that for 24 years, we have been able to come together, at least once a year, in a friendly and supportive atmosphere to engage in meaningful communication, exchange new ideas, listen to each other's perspectives with respect to our cultural differences, and work together in search of peaceful and constructive solutions to complicated problems facing the world.

I would like to welcome our new president, Dr. Paul Fadil; a dynamic leader and one of my closest friends for many years. I wish him a world of success in his new role, and believe strongly that under his leadership and with your support, the sky will be the limit for IABD's growth and development.

Let's continue showing our commitment to enhancing global understanding and fostering peace and prosperity for all human beings on earth. Please enjoy the 2012 IABD Annual Conference, and do not hesitate to share your ideas with our new president and/or the Board of Directors for continuous progress of the International Academy of Business Disciplines.

I would like to express my deepest appreciation to Reza Eftekharzadeh, Paul Fadil, Louis Falk, Margaret Goralski, Marjorie Adams, Gregory Payne as well as our Area Coordinators and Track Chairs for working extraordinarily hard to make this year's conference a success.

Sincerely,

Ahmad Tootoonchi

Ahmad Tootoonchi

IABD MISSION AND OBJECTIVES

The International Academy of Business Disciplines (formerly the International Academy of Management & Marketing) is a global, nonprofit, and non-partisan organization established to foster education in all business disciplines. The objectives of IABD are to stimulate learning and understanding and to exchange information, ideas and research results around the world. In addition, the Academy seeks to bridge the gap between theory and practice in the international marketplace.

Furthermore, we hope to create an environment where learning, teaching and research and the practice of management, marketing, economics, finance, accounting, management information systems, and communications can be advanced. Our main focus is on unifying and extending knowledge in these areas to ultimately create an integrated theory that applies across national boundaries. Membership in the organization is open to scholars, practitioners, public policy makers, and concerned citizens who are interested in advancing knowledge in various business disciplines and related fields. More information is available on home page of IABD at www.iabd.org.

ACKNOWLEDGMENTS

To all our supporters and host organizations we express our thanks and appreciation. We hope that you will continue your support of our volunteer organization. With your continued help and cooperation we will build one of the most respected organizations in the profession.

We extend acknowledgments and thanks to all participants who submitted their work and supported IABD activities leading up to the 2012 conference. We also thank all those who have provided us with their professional contributions such as reviewing papers, chairing sessions and serving as discussants. And more importantly, we acknowledge the area coordinators and track chairs. They are one of the most important groups in IABD. Truly, there would be no IABD program without the hard work and dedicated efforts of the area coordinators and track chairs.

HOTEL CONTACT

We believe you will certainly enjoy the conference more by staying at the conference hotel. They are giving us attractive IABD room rates (\$129 plus tax, single or double) and are discounting the pricing for the use of the hotel's conference room facilities. The conference hotel is the:

The Queen Mary Hotel
1126 Queens Highway, Long Beach CA 90802-6390
Tel: 562-435-3511
Toll-free: 1-800-437-2934
www.queenmary.com

We strongly encourage you to arrive at the hotel on Wednesday afternoon, **April 18th, 2012**. A reception will be held in the evening for those arriving that day. Beginning Thursday morning, the conference will provide continental breakfast (included in registration fee) followed by a full schedule of papers, panels, and business meetings. There is also a gala reception meal on Thursday (cost included in your registration fee).

REGISTRATION

Take time to fully enjoy the IABD experience, meet other participants, and partake in the many opportunities afforded in Long Beach. At the conference, pick up your registration materials, conference badge and other information at the IABD registration desk setup in front of the

meeting rooms. Keep this program with you. This is the only program that you will receive. A receipt will be provided when you pick up materials at the registration desk.

REGISTRATION SCHEDULE

Wednesday, April 18, 2012	4:30 PM – 5:30 PM
Thursday, April 19, and Friday, April 20th, 2012	7:30 AM – 4:00 PM
Saturday, April 9, 2011	7:30 AM – 12:00 PM

PRESENTING YOUR RESEARCH

We encourage you to take advantage of the special atmosphere at IABD meetings, rather than be an “in-and-out” presenter. The Academy provides a unique international/interdisciplinary forum for professionals and faculty in business schools, communications programs, and other social science departments to discuss common interests. Attendees include scholars, corporate executives, and policy makers from many countries experts in more than 30 specialties.

WEBPAGE ADMINISTRATOR

The Academy maintains an active webpage at www.iabd.org. For more information, please contact our Webpage Administrator Louis K. Falk at Louis.falk@utb.edu; Phone (956) 882-8977.

2012 BUSINESS RESEARCH YEARBOOK

Chief Editor: Margaret A. Goralski

Associate Editor: Paul LeBlanc

Processor: Marjorie G. Adams

Business Research Yearbook is the official annual publication of the International Academy of Business Disciplines (IABD). Founded in 1987, IABD is a not-for-profit organization that encourages the exchange of information, ideas and research results from around the world. The Academy provides a unique global forum for professionals and faculty in business schools, communications programs, and other social science departments to discuss common interests that overlap artificial career, political, and national boundaries.

Business Research Yearbook, which began publication in 1994, draws its articles from the best presentations at each year’s IABD conference. Sometimes there is confusion as to how to classify the *Yearbook’s* scholarship when it comes time for annual evaluations, graduate faculty status reviews, and tenure/promotion decisions. As a true yearbook, it is organized to present cutting edge research. Unlike proceedings, *Business Research Yearbook* is an ISBN and Library of Congress Registration Publication and is listed in the Cabell’s directory as a refereed publication. The *Business Research Yearbook* is available for purchase by institutions and libraries. For ordering BRY, please contact Reza Eftekharzadeh at Eftekharzadeh@stjohns.edu.

The selection process leading to publication is detailed and getting more rigorous every year. All papers accepted for presentation at the IABD annual conference, with the exception of special invited workshops, go through peer review using a double-blind procedure typical of all the better academic organizations. Based upon the recommendations of the reviewers, the track chair may accept or reject papers, also requesting revisions. Once a paper is accepted for presentation, then it is eligible to be considered for publication in *Business Research Yearbook*. It should be noted that some papers might be accepted by IABD track chairs for presentation only.

JOURNALS AND PERIODICALS

IABD publishes and/or collaborates in producing:

- *Competitiveness Review*
- *Journal of International Business Disciplines*
- *The International Journal of Commerce and Management*
- *The International Journal of Interdisciplinary Research*
- *The Business Research Yearbook*

NEXT YEAR'S CONFERENCE

2013 is just around the corner. Start planning now for our **Silver Anniversary!!** The **25th Annual IABD Conference will be in Atlanta, Georgia.**

MESSAGE BOARDS

A message board will be located in the vicinity of the IABD Registration Desk for your convenience. Any correction or change in the conference program schedule will be posted on a special bulletin board by the IABD Registration Desk.

SPECIAL EVENTS AT THE IABD 24TH ANNUAL CONFERENCE:

- **EARLY BIRD RECEPTION:** Wednesday, April 18th 2012, 5:00 – 6:00 p.m., **
- **IABD BOARD OF DIRECTORS MEETING:** Wednesday, April 18th, 2012, 6:30 – 8:30p.m., Verandah Grill.
- **ALL ACADEMY SESSION:**
Thursday, April 19th, 2012, 6:00 – 7:15 p.m., ***
- **ALL ACADEMY GALA RECEPTION/DINNER:** Thursday, April 19th, 2012, 7:30 – 9:00 p.m., Queens Salon.
- **IABD OFFICERS LUNCHEON:** Friday, April 20th, 2012, 12:15 – 1:15 p.m., Capstan Club

**International Academy of Business Disciplines
Registration Form – 2012 IABD Conference,
April 19 - 21, 2012, Long Beach, CA**



(Please type or print)

Last name _____ First name _____

Department _____ Affiliation _____

Street Address _____

City _____ State _____ Zip Code _____

Tel: O, _____ H, _____ E-mail _____

2012 IABD REGISTRATION and FEES:

PLEASE NOTE DIFFERENT FEES - INCLUDE ALL THAT APPLY.

	Prior to 3/15/2012	After 3/15/2012	Enter Amount
Cash or Check Registration and One Year Membership	\$250	\$260	\$
Credit Card Registration and One Year Membership	\$265	\$275	
Student Registration	60	65	
Fee for the Printed version of BRY (optional)	50	60	
Total Registration Fee Enclosed			\$

NOTE:

- 50% refund for registration cancelled before **March 15, 2012 – NO refund after March 15**
- Registration package, including the BRY, must be picked up at the conference Registration desk. Otherwise, there will be a **\$25.00 Shipping and Handling** for mailing the materials to the participants
- Due to some confusion and problems experienced in the past, **each conference attendee must pick up his/her own Registration materials.**
- Walk-in registration at the conference registration desk must be paid **in cash or by check issued by a bank in the United States (foreign checks will not be accepted).**
- There will be a \$20 extra charge for every check that is returned for insufficient fund.

If applicable, submit formatted manuscript electronically to the respective track chair.

All participants (with or without paper for publication) must complete and mail this form, and a check for the appropriate fees in U.S. \$ (payable to IABD) to:

Reza Eftekhazadeh
CIS/DS Department
St. John's University
Tel: 718-990-2134
eftekhaz@stjohns.edu

IABD PRESIDENT

Ahmad Tootoonchi Frostburg State University <tootoonchi@frostburg.edu>

FORMER IABD PRESIDENTS

J. Gregory Payne President, 2005-2007, Emerson College <zulene@aol.com>

David L. McKee President, 2003-2005, Kent State University
<dmckee@bsa3.kent.edu>

Phillip W. Balsmeier President, 2002-2003, Centenary College of Louisiana
<phillip.Balsmeier@Nicholls.edu>

Raymond A. K. Cox President, 2000-2001, University of Northern British Columbia
<rcox@unbc.ca>

Richard Alan Nelson President, 1998-1999, Louisiana State University and A&M
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Hooshang M. Beheshti President, 1996-1997, Radford University
<hbehesht@radford.edu>

Elton A. "Dan" Devine President, 1995, Eastern Michigan University
<dan.devine@emich.edu>

Joseph Horton President, 1994, University of Central Arkansas
<jhorton@mail.uca.edu>

Mary S. Thibodeaux President, 1993, University of North Texas
<thibodea@unt.edu>

Robert C. Camp President, 1992, Indiana University of Pennsylvania
<robert.Camp@iup.edu>

Frank Mastrianna President, 1991, Slippery Rock University
<smastrianna@sru.edu>

Raymond P. Lutz President, 1989-90, University of Texas-Dallas
<rplutz@utdallas.edu>

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Ahmad Tootoonchi	Frostburg State University
Zahid Khairullah	St. Bonaventure University

IABD PRESIDENT

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IABD ASSISTANT PROGRAM CHAIR

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IABD BUSINESS RESEARCH YEARBOOK PROCESSOR

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IABD VP for ADVANCEMENT

J. Gregory Payne, Emerson College <zulene@aol.com>

IABD VP for COMMUNICATION/MEDIA RELATIONS – WEB ADMINISTRATOR

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Omid Nodoushani, Southern CT State University <nodoushani@scsu.ctstateu.edu>

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Janice J. Jackson, York College of Pennsylvania <jjjackso@ycp.edu>

IABD NOMINATION AND ELECTION COMMITTEE

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Joseph Horton, University of Central Arkansas <jhorton@mail.uca.edu>

**TRACK CHAIRS AND AREA COORDINATORS OF THE 2011
IABD ANNUAL CONFERENCE**

1. Accounting Theory	Rodney Oglesby, Drury University
2. Accounting History	Darwin L. King, St. Bonaventure University
3. Advertising Communications	Louis K. Falk, Univ. of Texas at Brownsville
4. Applied Management Science/ DSS	Zahid Khairullah, St. Bonaventure University
5. Communication and Technology	John C. Tedesco, Virginia Polytechnic Inst.
6. Computer Information Systems	Saurabh Gupta, University of North Florida
7. Crisis Management	Paul LeBlanc, University of Texas – SA
8. Cross-Cultural Communication	Raquel Casino, Independent Comm. Consult.
9. Cross-Cultural Marketing	Ziad Swaidan, University of Houston-Victoria
10. E-Business	Gillian Palmer, elementE, UK
11. Economics	Dale Steinreich, Drury University
12. Emotional Intelligence	Chulguen Yang, Southern Connecticut State
13. Entrepreneurship/Small Business	Marty Mattare, Frostburg State University
14. Ethical & Social Issues	Carolyn Ashe, University of Houston – Dwtwn
15. Finance	Phillip Fuller, Jackson State University
16. Global Corporate P. R.	Enric Ordeix-Rigo, Ramon Llull University
17. Health Comm. & Public Policy	J. Gregory Payne, Emerson College
18. Human Resources Management	Crystal L. Owen, University of North Florida Kaushik Chaudhuri, Reitaku University
19. Instructional and Pedagogy Issues	Amiso M. George, Texas Christian University
20. Interdisciplinary Studies	Nada Farhat, Tufts University
21. International Business & Marketing	Philemon Oyewole, Howard University
22. Leadership	Michael J. Mitchell, Int. School of Mgnt, Paris
23. Managerial Accounting	Majidul Islam, Concordia University

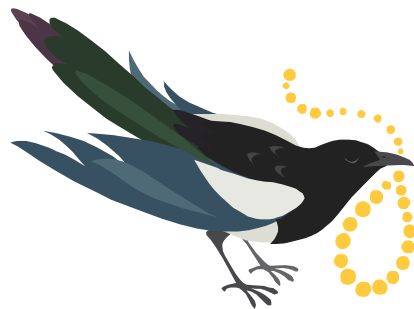
24. Management of Diversity	Chynette Nealy, Univ. of Houston-Downtown
25. Manufacturing and Service	Mohammad Z. Bsar, National University
26. Marketing	Felix Abeson, Coppin State University
27. Marketing Research	Talha D. Harcar, Penn State – Beaver
28. Operations Management	Shakil Rahman, Frostburg State University
29. Organizational Behavior & Theory	Kayong Holston, Ottawa University
30. Organizational Communication	Reza Eftekharzadeh, St. John's University
31. Political Comm. & Public Affairs	John King, East Tennessee State University
32. Public Relations & Corp. Comm.	Bonita Dostal Neff, Valparaiso University
33. Sport Marketing	Brian V. Larson, Widener University
34. Strategic Management	Omid Nodoushani, Southern Connecticut St. Margaret Goralski, Quinnipiac University
35. Strategic Marketing	Harold W. Lucius, Rowan University
36. Student Papers	Marty Mattare, Frostburg State University
37. Sustainability	Robert Page, Southern Connecticut State
37. Tourism, Travel, & Hospitality	Nathan K. Austin, Morgan State University
38. Area Coordinator for Africa	Sayed El Sayed El Kholy, Future University
39. Area Coordinator for Asia	Ali Kanso, The University of Texas – SA
40. Area Coordinator for England	Gillian Palmer, elementE, UK
41. Area Coordinator for Spain	Paloma Bernal Turnes, Uni. Rey Juan Carlos Maria Luisa Medrano, Uni. Rey Juan Carlos

PAPER REVIEWERS FOR THE 2011 IABD CONFERENCE

Ahmad Tootoonchi, Frostburg State University
Amiso M. George, Texas Christian University
Antonio Noguero, University of Barcelona
Azam N. Foda, Decizens, Inc.
Becky McDonald, Ball State University
Bonita Dostal Neff, Valparaiso University
Cheryl O. Brown, University of West Georgia
Chulguen Yang, Southern Connecticut State University
Chun-Sheng Yu, University of Houston-Victoria
Dale Steinreich, Drury University
Daniel W. Smith, Penn State University at Beaver
Darwin L. King, St. Bonaventure University
David Zoogah, Morgan State University
Diane Bandow, Troy University
Durriya H. Z. Khairullah, St. Bonaventure University
Enric Ordeix-Rigo, Ramon Llull University
Erich B. Bergiel, University of West Georgia
Felix Abeson, Coppin State University
Firhana Saifee, Western University
Habte-Giorgis, Berhe Rowan University
Hakan Altintas, Uludag University, Turkey
Harold W. Lucius, Rowan University
J. Gregory Payne, Emerson College ,
Jeff Rooks, University of West Georgia
John C. Tedesco, Virginia Polytechnic Institute and State University
John Mark King, East Tennessee State University
June Lu, University of Houston-Victoria
Kathy Kabbani, California State University - Fresno
Kayong Holston, Ottawa University
Louis K. Falk, University of Texas at Brownsville
Majidul Islam, Concordia University
Margaret A. Goralski, Quinnipiac University
Marjorie G. Adams, Morgan State University
Marty Mattare, Frostburg State University
Michael J. Mitchell, International School of Management, Paris
Mike Monahan, Frostburg State University
Mohammad Bsati, National University
Mohamed Khalil, Kennedy School of Government, Harvard University
Nathan Austin, Morgan State University
Omar M. Al Nasser, University of Houston-Victoria
Omid Nodoushani, Southern Connecticut State University
Paul A. Fadil, University of North Florida
Paul B. Gwamna, Iowa Wesleyan College
Spencer Kimball, Kimball and Associates
Steve Ugbah, California State University- East Bay
Stevina Evuleocha, California State University - East Bay

Philemon Oyewole, Howard University
Philip Fuller, Jackson State University
Rabiz N. Foda, Hydro One Networks, Inc.
Raquel Casino, Independent Communications Professional
Robert Page Jr., Southern Connecticut State University
Samantha R. Dukes, University of West Georgia
Shakil M Rahman, Frostburg State University
Talha Harcar, Penn State University at Beaver
Tricia Hansen-Horn, University of Central Missouri
Wafa Elgarah, Al Akhawayn University, Morocco
Zahid Y. Khairullah, St. Bonaventure University
Ziad Swaidan, University of Houston-Victoria

****All Academy Early Bird Reception ****



Wednesday, April 18, 2012

5:00 PM – 6:00 PM

***Location:
Brittania Salon***

**** IABD Board of Directors
Meeting/Dinner****



Wednesday, April 18, 2012
6:30 PM – 8:30 PM

***Location:
Reception- Verandah Grill
Dinner- Board Room***

**** Continental Breakfast ****



Thursday, April 19, 2012

7:30 AM – 8:30 AM

***Location:
Brittania Salon***

Thursday, April 19, 2012

8:30- 10:00 A.M.

Room: Aquitania

**ADVERTISING AND MARKETING COMMUNICATION & POLITICAL
COMMUNICATION AND PUBLIC AFFAIRS**

Panel Presentation

Track: Advertising / Marketing and Political Communication

Track Chair: Louis K. Falk, University of Texas at Brownsville
John King, East Tennessee State University

Session Title: Factory Consultants, the Ins and Outs

Session Chair: Tom Prinsen, Biomet Orthopedics

Presenters: Charles A. Lubbers, University of South Dakota
Louis K. Falk, University of Texas at Brownsville
Tom Prinsen, Biomet Orthopedics

This panel presentation discusses issues faced by full time and adjunct faculty who work as consultants for off-campus/external organizations. Presenters will discuss their personal experiences while serving as a consultant to perform research for external groups. Additionally, there will be discussion of some of the university-related concerns to include as legal issues, time usage expectations, intellectual property rights and other matters faced by consulting faculty.

Commentator: Margaret A. Goralski, Quinnipiac University

Thursday, April 19, 2012

8:30-10:00 A.M.

Room: Board Room

INTERDISCIPLINARY STUDIES

Track: Interdisciplinary Studies Panel

Track Chair: Nada Farhat, Tufts University & Emerson College

Session Title: Case Studies in Public Diplomacy

Session Chair: Enric Ordeix, Universitat Ramon Llull; Ali Kanso, University of Texas-San Antonio

1. Presentation Title: “RediscoverRosarito: Public Diplomacy and New Media”
Kaitlin Barnes, Autumn Pallman, Kang Zhang, Lin Zhou, Montita Pongtana,
Amy Lo; Emerson College
 2. Presentation Title: “RediscoverRosarito: Assessing the Crisis Communication
Management/Public Diplomacy Plan”
Hugo Torres, Businessman & Former Mayor, Rosarito, Baja California,
Mexico; Ron Raposa, Public Relations Consultant
 3. Presentation Title: “Iceland Global Initiative”
Alex Castillo, Kerry Velez, Melinda Warren, Lane Brenner, Heather Corazzini;
Emerson College
 4. Presentation Title: “Project Boston-Medellin”
Alex Castillo, Emerson College
 5. Presentation Title: “Student Diplomacy in an Age of Global Communication”
Peter Hall, Emerson College
-

Discussants: John King, East Tennessee State University; John Tedesco, Virginia Tech

Thursday, April 19, 2012

8:30- 10:00 A.M.

Room: Regent Room

ACCOUNTING THEORY AND ECONOMICS

Track: Accounting Theory
Economics

Track Chairs: Rodney Oglesby, Drury University
Dale Steinreich, Drury University

Session Title: Topics in Accounting and Economics

Session Chair: Dale Steinreich, Drury University

1. Presentation Title: “Toward Schools of Accountancy: A Twenty-Five Year Review of the Accounting Curriculum”
Rodney Oglesby, Drury University

2. Presentation Title: “The Impact of Family Background on Economic Returns to Schooling in Rural Pakistan”
Tayyeb Shabbir, California State University, Dominguez Hills
Javed Ashraf, California State University, Dominguez Hills

3. Presentation Title: “The Q-Ratio as an Investment Tool”
Gary L. DeBauche, Drury University
Rodney A. Oglesby, Drury University

4. Presentation Title: “Accountants and Marketers Prolific Discourse”
Reza Montameni, California State University, Fresno
Douglas Cords, California State University, Fresno
Susan Geringer, California State University, Fresno

Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 19, 2012

8:30- 10:00 A.M.

Room: Victoria Room

APPLIED MANAGEMENT SCIENCE AND DECISION SUPPORT SYSTEMS

Track: Applied Management Science & Decision Support Systems

Track Chair: Zahid Y. Khairullah, St. Bonaventure University

Session Title: Applications for Decision Making

Session Chair: Roger L. Hayen, Central Michigan University

-
1. Presentation Title: “The Student’s Decision of Whether Or Not to Go Phishing”
Darwin L. King, St. Bonaventure University
Carl J. Case, St. Bonaventure University
 2. Presentation Title: “Cloud Computing For Healthcare Information Systems”
Zhenyu Huang, Central Michigan University
Sharath Babu Nagaraj, Central Michigan University
Roger L. Hayen, Central Michigan University
 3. Presentation Title: “An Integrated Logistics Network Design For Product Recovery”
Lida Tafaghodi Khajavi, Iran University of Science and Technology
Hassan Badkoobei, National University
Ahmad Makui, Iran University of Science and Technology
 4. Presentation Title: “A Satisficing Choice Rule When Alternatives Are Presented One At A Time”
Zahid Y. Khairullah, St. Bonaventure University
Durriya H. Z. Khairullah, St. Bonaventure University

Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 19, 2012

8:30-10:00 A.M.

Room: Royal Salon

CROSS-CULTURAL COMMUNICATION

Track: Cross-Cultural Communication

Track Chair: Raquel Casino

Session Title: Internationalization and Cross-Cultural Communication

Session Chair: Raquel Casino, Independent Communications Consultant

1. Presentation Title: “Multilingual Meetings and the Time Value of Accurate Translations”

Kelly Williams, University of Mississippi

Milam Aiken, University of Mississippi

William Pepper, University of Mississippi

2. Presentation Title: “Reconceptualizing “Internationalization” in Distance Higher Education”

Liliana Meneses, University of Maryland University College

3. Presentation Title: “A Close Look at the Global Aid Programs of the European Union. Is Aid Distributed Equally?”

Fulya Kasap, Independent Grant Expert

Raquel Casino, Independent Communications Consultant

Discussants: The Session Chair will coordinate a discussion amongst all present.

****Refreshments****



Thursday, April 19, 2012

10:00 AM – 12:00 NOON

***Location:
Brittania Salon***

Thursday, April 19, 2012

10:30-12:00 Noon

Room: Aquitania

EMOTIONAL INTELLIGENCE AND MINDFULNESS

Track: Emotional Intelligence and Mindfulness

Track Chair: Chulguen (Charlie) Yang, Southern Connecticut State University

Session Title: Teaching Emotional Skills in Business Schools:
Sharing Effective Pedagogical Innovations

Session Chair: Michael J. Mitchell, International School of Management

1. Presentation Title: “Poetic Strategy: Introducing Discord”
Margaret Goralski, Quinnipiac University
 2. Presentation Title: “A Creative Use of Films to Enhance Emotional Awareness and Cultural Intelligence”
Chulguen (Charlie) Yang, Southern Connecticut State University
Omid Nodoushani, Southern Connecticut State University
 3. Presentation Title: “The Darwinian Psychology and Buddhism: Practical Implications for Enhancing Mindfulness and Emotional Well-Being”
Chulguen (Charlie) Yang, Southern Connecticut State University
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Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 19, 2012

10:30 A.M - 12:00 Noon

Room: Board Room

INTERDISCIPLINARY STUDIES

Track: Interdisciplinary Studies Panel

Track Chair: Nada Farhat, Tufts University & Emerson College

Session Title: Case Studies in Crisis Communication

Session Chair: Rob Brown, Salem State University

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1. Presentation Title: “Emergent Media’s Effect on the Publicity and Recovery of Missing Children”
Erin Lahey, Emerson College
 2. Presentation Title: “Amanda Knox: A Public Relations Attempt to Revitalize Her Image”
Juli Mandragouras, Emerson College
 3. Presentation Title: “Young Adults Leaving Cape Cod: An Analysis of Media, Data, and Testimony”
Alex Smith, Emerson College
 4. Presentation Title: “Intersection: Celebrity News and Public Health”
Nada Farhat, Tufts University

Discussants: Rob Brown, Salem State University; Mohamed Khalil, Harvard University

Thursday, April 19, 2012

10:30 A.M - 12:00 Noon

Room: Regent Room

HEALTH COMMUNICATION

Track: Health Communication

Track Chair: J. Gregory Payne, Emerson College

Session Title: Health Communication

Session Chair: Paul LaBlanc, University of Texas-San Antonio

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1. Presentation Title: “Nonprofit Health Communication Strategies: A Content Analysis of Social Networking Sites”
Lisa Medina, Emerson College
 2. Presentation Title: “Culture and Meaning in Breast Cancer”
S. Diane McFarland, Buffalo State College
 3. Presentation Title: “Barriers to Family Cancer Communication in Southern Appalachia & Personal Identity Changes of Female Cancer Survivors in Southern Appalachia”
Kathryn Loretta Duvall, East Tennessee State University
 4. Presentation Title: “Reflections from a Caregiver/Daughter: Everyday is a Gift for Zulene”
Janice Payne, Director, LA Program
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Discussants: John Tedesco, Virginia Tech

Thursday, April 19, 2012

10:30 A.M- 12:00 Noon

Room: Victoria Room

APPLIED MANAGEMENT SCIENCE AND DECISION SUPPORT SYSTEMS

Track: Applied Management Science & Decision Support Systems

Track Chair: Zahid Y. Khairullah, St. Bonaventure University

Session Title: Applications for Decision Making

Session Chair: Carl J. Case, St. Bonaventure University

1. Presentation Title: “An Analytical Attitude For Incorporating Supplier Quality In Supply Chain Design”

Faezeh Mohammadipour, Iran University of Science and Technology

Hassan Badkoobei, National University

Milad Gorji Ashtiani, Iran University of Science and Technology

2. Presentation Title: “Assessment Of Financial Factors Sensitivity On Private Investment In Iran Using Fuzzy Linear Regression Models”

S.M. Seyedhosseini, Iran University of Science and Technology

S.M. Ghoreyshi, Iran University of Science and Technology

3. Presentation Title: “The Social Networking Decision: An International Examination of AACSB Accredited Schools of Business”

Carl J. Case, St. Bonaventure University

Darwin L. King, St. Bonaventure University

Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 19, 2012

10:30 A.M- 12:00 Noon

Room: Royal Salon

CROSS-CULTURAL MARKETING

Track: Cross-Cultural Marketing

Track Chair: Ziad Swaidan

Session Title: International Marketing

Session Chair: Mohammed K. Shaki, National University

1. Presentation Title:“To Buy or Not To Buy – Attitudes of Middle East College Consumers toward Western-Made Products”

Raef Jiries Assaf, Argosy University/Orange County

Nadia Abgrab Noormohamed, Salve Regina University

Bijan Massrou, California Miramar University

2. Presentation Title: “Process of Hazardous Waste Management: Uncertainty and Complexity”

Mohammed K. Shaki, National University

Ziad Swaidan, University of Houston-Victoria

Hassan Badkoobehi, National University

3. Presentation Title: “Culture of the American Subcultures”

Ziad Swaidan, University of Houston-Victoria

Mohammed K. Shaki, National University

Discussants: The Session Chair will coordinate a discussion among all present.

****Lunch Break****



Thursday, April 19, 2012

12:00 PM – 1:15 PM

Thursday, April 19, 2012

1:30-3:30 P.M.

Room: Aquitania

SUSTAINABILITY

Track: Sustainability

Track Chair: Robert A. Page, Southern Connecticut State University

Session Title: Sustainability from Different Perspectives

Session Chair: Gregory Robins, Southern Connecticut State University

1. Presentation Title: "Are Subcompact Cars Driving Consumers Towards Sustainable Transport?"
Enda McGovern, Sacred Heart University
 2. Presentation Title: "Sustainability and Embodiment: How Can You Be in Two Places at Once When You're No Place at All?"
Gregory Robbins, Southern Connecticut State University
 3. Presentation Title: "Viewing Sustainability: Conservation Behaviors Related To Workplace, Environmental Intelligence, And Exercise"
Judy R. Van Doorn, Troy University
James W. Hortman, Troy University
Shinene M. Currington, Troy University
 4. Presentation Title: "Sustainable Revenue Strategies For Enterprise Computing Solution Providers."
Richard A. Bassett, Southern Connecticut State University
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Discussants: The Session Chair will coordinate a discussion amongst all present.

Thursday, April 19, 2012

1:30- 3:30 P.M.

Room: Board Room

INTERDISCIPLINARY STUDIES

Track: Interdisciplinary Studies Panel

Track Chair: Nada Farhat, Tufts University & Emerson College

Session Title: Campaign 2012

Session Chair: John King, East Tennessee State University

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1. Presentation Title: “Assessing the Republican Candidates Against Barack Obama”
Spenser Kimball, Kimball Political Consulting
 2. Presentation Title: “Visual Communication and Grassroots Political
Communication: U.S. State Department Campaign 2008 Project”
J. Gregory Payne, Emerson College
 3. Presentation Title: “2012 Presidential Campaign: Courting the Youth Vote”
Alex Castillo, Kerry Velez, Melinda Warren, Lane Brenner, Heather Corazzini;
Emerson College
 4. Presentation Title: “The Tea Party’s Impact on Campaign 2012”
Bryce Summary, University of Missouri-St. Louis
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Discussants: John Tedesco, Virginia Tech; John King, East Tennessee State
University; Ron Raposa, Public Relations Consultant

Thursday, April 19, 2012

1:30-3:30 P.M.

Room: Regent Room

MARKETING

Track: Marketing

Track Chair: Felix Abeson

Session Title: Marketing in a Changing Social Environment

Session Chair: Felix Abeson

1. Presentation Title: "Message-Driven Factors as Antecedents of Consumer Attitude of Mobile Advertising"

Jose Marti-Parreno, Universidad Europea de Madrid-Centro Adscrito

Silva Sanz-Blea, Universidad de Valencia

Carla Ruiz-Mafe, Universidad de Valencia

2. Presentation Title: "Online Trust from a Multilevel and Multidimensional Perspective"

Jesus Lopez Miguens, University of Vigo

Encarnacion Gonzalez Vazquez, University of Vigo

Paloma Bernal Turnes, Rey Juan Carlos University

3. Presentation Title: "Analyzing the Psychographics of a Radio Audience"

Chris Myers, Texas A&M University, Commerce

4. Presentation Title: "Key Drivers of Online Social Networks Loyalty"

Carla Ruiz-Mafe, Universidad de Valencia

Silvia San-Blas, Universidad de Valencia

Jose Marti-Parreno, Universidad Europea de Madrid-Centro Adscrito

Discussants: The Session Chair will coordinate a discussion amongst all present.

Thursday, April 19, 2012

1:30-3:30 P.M.

Room: Victoria Room

MANAGERIAL ACCOUNTING

Track: Managerial Accounting

Track Chair: Majidul Islam, Concordia University, Canada

Session Title: Managerial Accounting in Context of Global Economy

Session Chair: Majidul Islam, Concordia University, Canada

1. Presentation Title: “Students’ Performance Perceptions of Online and Traditional Classroom Learning Environment in an Introductory Managerial Accounting Course”
Ibrahim Aly, Concordia University
 2. Presentation Title: “The Investment Returns of International Entrepreneurs”
Raymond A. K. Cox, University of Northern British Columbia
Joel M. Shulman, Babson College
 3. Presentation Title: “The Antecedents of Balanced Scorecard (BSC) Usage: Effect of Intention to use BSC”
Yi-Feng Yang, Shu-Te University
Majidul Islam, Concordia University
Yu-Jia Hu, Fortune Institute of Technology
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Discussants: The Session Chair will coordinate a discussion among all present.

Thursday, April 19, 2012

1:30-3:30 P.M.

Room: Royal Salon

MANUFACTURING AND SERVICE

Track: Manufacturing and Service

Track Chair: Mohammad Z. Bsath

Session Title: Manufacturing and Service

Session Chair: Mohammad Z. Bsath, National University

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1. Presentation Title: “Effectiveness Evaluation of e-Payment Systems Implementation for Increasing Customer Satisfaction (Case Study: Iranian Service Industries)”
Seyed Mohammad Seyed Hosseini, Islamic Azad University
Seyed Babak Ebrahimi, Iran University of Science and Technology
Seyed Fatemeh Golriz Gashti
 2. Presentation Title: “Strategic Total Quality Management and the Ability to Gain”
Mohammad Z. Bsath, National University
Reza Fadaei-Tehrani, National University
 3. Presentation Title: “The New Role of Quality”
Mohammad Z. Bsath, National University
Astrid M. Beckers, Cultures Etc.

Discussants: The Session Chair will coordinate a discussion amongst all present.

****Refreshments****



Thursday, April 19, 2012

2:30 PM – 4:00 PM

***Location:
Brittania Salon***

Thursday, April 19, 2012

3:30-5:00 P.M.

Room: Aquitania

INTERNATIONAL BUSINESS

Track: International Business

Track Chair: Philemon Oyewole

Session Title: Issues in International Business

Session Chair: Harold Lucius, Rowan University

1. Presentation Title: "A Financial Measure of Internationalization of Firms"
Kamal Fatehi, Kennesaw State University
Mohsen Sharifi, California State University, Fullerton
 2. Presentation Title: "Assessing Performance: A Multi-Discipline Based Management Approach"
Jean-Michel Quentier, ESC Bretagne-Brest
 3. Presentation Title: "International Business Environment: An Analysis of Intercultural Communication and Etiquette"
Ephraim A. Okoro, Howard University
Mellvin C. Washington, Howard University
 4. Presentation Title: "African-American Consumers and The Marketing of All-You-Can-Eat Buffet Restaurant Services"
Philemon Oyewole, Howard University
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Discussants: The Session Chair will coordinate a discussion amongst all present.

Thursday, April 19, 2012

3:30-5:00 P.M.

Room: Board Room

INTERDISCIPLINARY STUDIES

Panel Presentation

Track: Interdisciplinary Studies Panel

Track Chair: Nada Farhat, Tufts University & Emerson College

Session Title: The Power of Youtube

Session Chair: Nada Farhat, Tufts University & Emerson College

Panel Presentation Title: “Tim Howard and the Power of Youtube in a Global World”

Peter Hall, Emerson College

Peter Karl, Journalist

Discussants: John Tedesco, Virginia Tech; John King, East Tennessee State University; Ron Raposa, Public Relations Consultant

Thursday, April 19, 2012

3:30-5:00 P.M.

Room: Regent Room

MARKETING RESEARCH

Track: Marketing Research

Track Chair: Talha Harcar, Pennsylvania State University, Beaver

Session Title: Keeping Customers and Building Relationship

Session Chair: Erdener Kaynak, Pennsylvania State University at Harrisburg

1. Presentation Title: “User Behavior of Peer-to-Peer Music File Sharing Technology: A Cross-National Comparison of American and Moroccan University Students”
Talha Harcar, Pennsylvania State University, Beaver
Abdul Naveed Tariq, Ryerson University
 2. Presentation Title: “What’s In a Name Applies to Generation Y: A Preliminary Study Comparing and Contrasting Eco-friendly Perspectives for The Green Movement”
Chris Myers, Texas A & M University-Commerce
 3. Presentation Title: “Soccer Club Jersey Sponsorship: Customer Recall and Awareness in The Turkish Super League”
Talha Harcar, Pennsylvania State University, Beaver
Daniel W. Smith, Penn State University, Beaver
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Discussants: The Session Chair will coordinate a discussion amongst all present.

Thursday, April 19, 2012

3:30-5:00 P.M.

Room: Victoria Room

COMPUTER INFORMATION SYSTEMS

Track: Computer Information systems

Track Chair: Saurabh Gupta, University of North Florida

Session Title: Computer Information Systems

Session Chair: Saurabh Gupta, University of North Florida

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1. Presentation Title: "E-Commerce Web Page Aesthetics and Preference"
Ligiong Deng, Richards College of Business, University of West Georgia
 2. Presentation Title: "Public Cloud Computing: An Examination of Data Security Concerns"
Muhammed A. Badamas
Isaac Bonarparte
 3. Presentation Title: "Individual differences in Technology-Mediated learning"
Saurabh Gupta, University of North Florida

Discussants: The Session Chair will coordinate a discussion amongst all present.

Thursday, April 19, 2012

3:30- 5:00 P.M.

Room: Royal Salon

ACADEMIC ISSUES

Track: Crisis Management
Instructional and Pedagogical Issues

Track Chair: Paul LeBlanc, University of Texas at San Antonio
Amiso M. George, Texas Christian University

Session Title: Academic Issues

Session Chair: Paul LeBlanc, University of Texas at San Antonio

1. Presentation Title: “Which Social Media are Effective in Campus Crises: Perceptions of University Relations Professionals”

Cristina M. Jackson, University of Nebraska at Kearney

2. Presentation Title: “On The Use of Course Evaluations For Purposes of Faculty Personnel Decisions.”

Paul LeBlanc, University of Texas at San Antonio

Discussants: The Session Chair will moderate a discussion.

Thursday, April 19, 2012

6:00 PM –7:15 PM

Room: Britannia Salon

All Academy Session

“Global Politics and Growth in Emerging Economies”

Session Chair: Raymond Cox, University of Northern British Columbia

Topic: “Is the “Free-Market Economy” Dead as We Know It”

Presenter: Robert C. Camp, Indiana University of Pennsylvania

Topic: “Changing Economic Power and Global Politics”

Presenter: Abbas J Ali, Indiana University of Pennsylvania

Topic: “Turkey; Economic Power and the Changing Political Landscape”

Presenter: Erdener Kaynak, Pennsylvania State University, Harrisburg

Commentator: Shahid Siddiqi, Long Island University

****All Academy Gala
Dinner and Reception****



Thursday, April 19, 2012
7:30 PM – 9:00 PM

***Location:
Queens Salon***

Keynote Speaker:

**** Continental Breakfast ****



Friday, April 20, 2012
7:30 AM – 8:30 AM

***Location:
Brittania***

Friday, April 20, 2012

8:30-10:00 A.M.

Room: Aquitania

OPERATIONS MANAGEMENT

Track: Operations Management
Track Chair: Shakil Rahman, Frostburg State University
Session Title: Effective Use of Operations in Business
Session Chair: Shakil Rahman, Frostburg State University

1. Presentation Title: “To Teach or Not to Teach Programming Courses in IT Program – A Case Study”
Azad Ali, Indiana University of Pennsylvania
 2. Presentation Title: “The Relationship between Small Firms’ Characteristics and the Requirements of Integrated Logistics with Large Firms using the House of Quality”
Sayed M. ElSayed Elkhoully, Ain Shams University, Egypt
Ola Mamdouh Hamdy, The British University, Egypt
 3. Presentation Title: “An Early Experience on Teaching in SAP’s Enterprise Resource Planning Software University Alliance”
Shakil Rahman, Frostburg State University
Joanna Shore, Frostburg State University
Richard Johnson, Frostburg State University
 4. Presentation Title: “7S As a Tool to Improve Service Quality: An Applied Study On Egypt Post”
Sayed M. ElSayed Elkhoully, Ain Shams University, Egypt
Engy Ahmed Yehia Salah, Ain Shams University, Egypt
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Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 20, 2012

8:30-10:00 A.M.

Room: Board Room

GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE

Track: Global Corporate PR, Responsibility And Culture

Track Chair: Enric Ordeix, Ramon Llull University (Barcelona-Catalonia-Spain)

Session Title: Reviewing What's New. Globalism versus Progress.

Session Chair: John King, East Tennessee State University

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1. Presentation Title: "Short Insight on Social Capital, Rsc and PR In Uncertain Environments"
Antonio Nogueru, Autonomous University of Barcelona and FUERP (Barcelona-Catalonia-Spain)
 2. Presentation Title: "New Trends on Social Marketing as Preventive Tool for Reputational Management"
Carolina Sorribas, Ramon Llull University (Barcelona-Catalonia-Spain)
Enric Ordeix, Ramon Llull University (Barcelona-Catalonia-Spain)
 3. Presentation Title: "The Social Identity of the Spokepersons and the Social Identity of the Organizations: Principles, Roles and Skills"
Alfredo Arceo, Complutense University of Madrid (Spain)
Enric Ordeix, (Barcelona-Catalonia-Spain)
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Discussants: The Session Chair will coordinate a discussion amongst all present.

Friday, April 20, 2012

8:30-10:00 A.M.

Room: Regent Room

**ADVERTISING AND MARKETING COMMUNICATION & POLITICAL
COMMUNICATION AND PUBLIC AFFAIRS**

Track: Advertising / Marketing & Political Communication

Track Chair: John King, East Tennessee State University
Louis Falk, University of Texas at Brownsville

Session Title: Civic Virtue, Luxury, and Military Women

Session Chair: Carolynn McMahan, University of North Florida

1. Presentation Title: “A Content Analysis of Military Women in US and UK Newspapers During the Iraq War (2003-2010)”

Audra Fritz, East Tennessee State University

John Mark King, East Tennessee State University

2. Presentation Title: “Gucci: “Forever Now”: Using Heritage to Market Luxury in the Global Market.”

Helen Caldwell, Providence College

Deirdre Bird, Providence College

Mark DeFanti, Providence College

3. Presentation Title: “Portrayals of Civic Virtue in Prime Time.”

Amiee J. Shelton, Roger Williams University

Kyle Alexander, Roger Williams University

Discussants: The Session Chair will coordinate a discussion amongst all present.

Friday, April 20, 2012

8:30-10:00 A.M.

Room: Victoria Room

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Valparaiso University

Session Title: Issues Management Within the Public Relations Sphere of Influence

Session Chair: Tricia Hansen-Horn, University of Central Missouri

1. Presentation Title: “What Happened to the Image of Image? Reclaiming a Foundational Public Relations Construct”

Andrea M. Pampaloni, La Salle University
Maureen Taylor, University of Oklahoma

2. Presentation Title: “The Internal Struggle of Encroachment From Within the Professional Association: What Role Should Marketing and Advertising Play in Public Relations?”

Michael L. Kent, University of Oklahoma

3. Presentation Title: “No Frackin’ Way: Activism in the Marcellus Shale Region”

Denise P. Ferguson, Pepperdine University
Michael F. Smith, LaSalle University

Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 20, 2012

8:30-10:00 A.M.

Room: Royal Salon

TECHNOLOGICAL OPPORTUNITIES AND OBSTACLES IN THE WORKPLACE

Track: Communication and Technology

Track Chair: John C. Tedesco

Session Title: Technological Opportunities and Obstacles in the Workplace

Session Chair: John C. Tedesco, Virginia Tech

1. Presentation Title: "Teleconsultation and Medical Encounter Communication"
Liqiong Deng, University of West Georgia
 2. Presentation Title: "A Review of Multilingual Electronic Meeting Research"
Mahesh Vanjani, Texas Southern University
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Discussants: The Session Chair will coordinate a discussion amongst all present.

****Refreshments****



Friday, April 20, 2012

10:00 AM – 12:00 NOON

Location:
Brittania Salon

Friday, April 20, 2012

10:30 A.M- 12:00 Noon

Room: Aquitania

ETHICS AND SOCIAL ISSUES

Track: Ethical and Social Issues

Track Chair: Carolyn Ashe, University of Houston Downtown

Session Title: 21st Century Global Ethical and Social Issues

Session Chair: Carolyn Ashe, University of Houston Downtown

1. Presentation Title: “Social Marketing: The Role of Virtual Communities in Affecting Behavioral Change”

Karin Reinhard, Baden Württemberg Cooperative State University

Lars Satow, Baden Württemberg Cooperative State University

Paul Fadil, University of North Florida

2. Presentation Title: “Synthetic Identity Theft, Very Real Consequences”

Ken Griffin, Conway Arkansas

Ellen England, Conway Arkansas

3. Presentation Title: “Homosexuality as a Social Conflict and Perceptions Towards Homosexuals Between Staff of Communication Sector and the Other Sectors”

İdil Karademirlidağ SUHER, Bahcesehir University

Selcan YEŞİLYURT, Bahcesehir University

4. Presentation Title: “An Ethical Issue: Should College Athletes Be Paid?”

Carolyn Ashe, University of Houston Downtown

Discussants: The Session Chair will coordinate a discussion amongst all present

Friday, April 20, 2012

10:30 A.M- 12:00 Noon

Room: Board Room

GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE

Track: Global Corporate PR, Responsibility and Culture

Track Chair: Enric Ordeix, Ramon Llull University (Barcelona-Catalonia-Spain)

Session Title: Searching for Social Legitimacy in the Global Arena

Session Chair: Gregory Payne, Emerson College of Boston

1. Presentation Title:“ Iconography, Symbolism and Religi3n: a Case Study on City M3rketi3g.”
Josep Rom, (Barcelona-Catalonia-Spain)
Enric Ordeix, (Barcelona-Catalonia-Spain)

2. Presentation Title: “Communication and Policy Public. The Role of Soft Power”
Ana Almansa, University of M3laga (Spain)
Antonio Castillo, University of M3laga (Spain)

3. Presentation Title: “Short Insight on Social Capital,
RSC and PR in Uncertain Environments”
Antonio Castillo, University of M3laga (Spain)
Ana Almansa, University of M3laga (Spain)

Discussants: The Session Chair will coordinate a discussion amongst all present.

Friday, April 20, 2012

10:30 A.M- 12:00 Noon

Room: Regent Room

**ADVERTISING AND MARKETING COMMUNICATION & POLITICAL
COMMUNICATION AND PUBLIC AFFAIRS**

Track: Advertising / Marketing & Political Communication

Track Chair: Louis Falk, University of Texas at Brownsville
John King, East Tennessee State University

Session Title: Online Influences, Loyalty and Strategies

Session Chair: John King, East Tennessee State University

1. Presentation Title: “Source Influences of Internet Trustmarks: An Exploratory Study
Kirk Damon Aiken, Eastern Washington University
John Alexander Conrad, Eastern Washington University
 2. Presentation Title: “Key Drivers of Online Social Networks Loyalty:
The Influence of Tam Beliefs and Satisfaction”
Carla Ruiz-Mafé, Universidad de Valencia
Silvia Sanz-Blas Universidad de Valencia
José Martí-Parreño Universidad Europea de Madrid
 3. Presentation Title: “Online Marketing Communications: Exploring Online Strategies
in Healthcare Marketing”
Carolynn McMahan, University of North Florida
 4. Presentation Title: "GIGO Data – Good In , Garbage Out”
Louis K.Falk, University of Texas at Brownsville
Hy Sockel, DIKW Management Group
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Discussants: The Session Chair will coordinate a discussion amongst all present.

Friday, April 20, 2012

10:30 A.M -12:00 Noon

Room: Victoria Room

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Valparaiso University

Session Title: The Range of Pedagogical Teaching Challenges: Internships, Public Policy, Global-Cultural Campaigns, and Technology

Session Chair: Emma Daugherty Phillingane, California State University, Long Beach

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1. Presentation Title: “An Exploration of Public Relations Internship Site Supervisors’ Practices”
Charles A. Lubbers, University of South Dakota
Pamela G. Bourland-Davis, Georgia Southern University
Barbara DeSanto, Marysville University, St. Louis
 2. Presentation Title: “Media and Disaster Public Policy”
John R. Fisher, Utah Valley University
 3. Presentation Title: “Lebanon and Its Tourism Industry: Employing Public Relations to Offset Outdated Images of a War-Torn Country”
Ali Kanso, the University of Texas at San Antonio
Joseph Ajami, Notre Dame University, Lebanon
Abdul Karim Sinno, Clarke University, Iowa
 4. Presentation Title: “The Students’ Limited Experience in Applying Functions of Public Relations Challenges the Teaching of Social Media for Professional Purposes.”
Bonita Dostal Neff, Valparaiso University
Tricia Hansen-Horn, University of Central Missouri
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Discussants: The Session Chair will coordinate a discussion among all present.

Friday, April 20, 2012

10:30 A.M- 12:00 Noon

Room: Royal Salon

STRATEGIC MANAGEMENT

Track: Strategic Management
Track Chair: Omid Nodoushani & Margaret A. Goralski
Session Title: Strategic Management
Session Chair: Margaret A. Goralski

- 1. Presentation Title:** “Blockbuster – A Business Model from Long Long Ago: How to Maintain Focus and Lose the Star War”
Lawrence E. Zeff, University of Detroit Mercy
Mary A. Higby, University of Detroit Mercy
Robert A. Page, Southern Connecticut State University
 - 2. Presentation Title:** “Effective Use of a Strategic Asset: The Case of Scotland’s Golf Tourism Industry”
Amanda Madura, Merrill Lynch
Crystal L. Owen, University of North Florida
 - 3. Presentation Title:** “Gramsci, Confucius and Institutional Reform Legitimacy in the People’s Republic of China”
Michael J. Mitchell, International School of Management, Paris France
 - 4. Presentation Title:** "Strategy and Structure: The Case of Tata Group"
Omid Nodoushani, Southern Connecticut State University
Patricia A. Nodoushani, University of Hartford
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Discussants: The Session Chair will coordinate a discussion amongst all present.

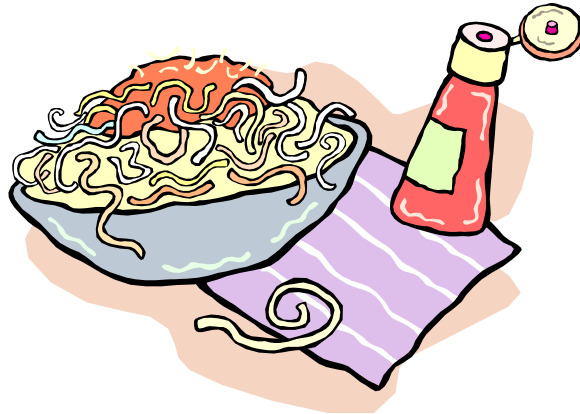
****Lunch Break****



Friday, April 20, 2012

12:00 PM – 1:15 PM

****Track Chairs Luncheon ****



Friday, April 20, 2012
12:15 PM – 1:15 PM

Location:
Capstan Club

NOTE:
This luncheon is for all IABD Officers.

Friday, April 20, 2012

1:30-3:00 P.M.

Room: Aquitania

HUMAN RESOURCE MANAGEMENT

Track: Human Resource Management

Track Chair: Crystal L. Owen, University of North Florida

Session Title: Human Resource Management

Session Chair: Crystal L. Owen, University of North Florida

1. Presentation Title: “Academic Integrity: Implications for Human Resource Management”
Diane D. Galbraith, Slippery Rock University
Susan L. Lubinski, Slippery Rock University
 2. Presentation Title: “Strategic Involvement of Training Professionals Employed in US-Based Global and Local Companies”
Vichet Sum, University of Maryland Eastern Shore
 3. Presentation Title: “Reflective Management: Past and Future”
C. W. Von Bergen, Southeastern Oklahoma State University
Diane Bandow, Troy University
Dianne Eppler, Troy University
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Discussants: The Session Chair will coordinate a discussion amongst all present.

Friday, April 20, 2012

1:30-3:00 P.M.

Room: Board Room

ENTREPRENEURSHIP AND SMALL BUSINESS

Track: Entrepreneurship

Track Chair: Marty Mattare, Frostburg State University

Session Title: Trends and Opportunities in Entrepreneurship

Session Chair: Marty Mattare, Frostburg State University

1. Presentation Title: “Strategic Trends in Franchising Sustainability”

Robert A. Page, Southern Connecticut State University

John Petrafesa, Southern Connecticut State University

2. Presentation Title: “Training Issues & Opportunities in Very Small to Medium Enterprises”

Paul Lyons, Frostburg State University

Marty Mattare, Frostburg State University

3. Presentation Title: “Imperialism and Natural Resource Allocation”

Richard Lewin, Rollins College

Marc Sardy, Rollins College

Discussants: The Session Chair will coordinate a discussion amongst all present.

April 20, 2012

1:30-3:00 P.M.

Room: Regent Room

TOURISM, TRAVEL AND HOSPITALITY

Track: Tourism, Travel and Hospitality

Track Chair: Nathan K. Austin

Session Title: Tourism, Travel and Hospitality

Session Chair: Felix Abeson, Coppin State University

1. Presentation Title: “Determinants of Innovation Performance in the Spanish Hospitality Sector”

Manuel Guisado Tato, University of Vigo
Angeles Sandoval Perez, University of Vigo
Manuel Guisado Gonzalez, University of Vigo

2. Presentation Title: “Defining the Nature of Health Tourism”

Nathan K. Austin, Morgan State University
Felix Abeson, Coppin State University
Michael Callow, Morgan State University

Discussants: The Session Chair will coordinate a discussion amongst all present.

Friday, April 20, 2012

1:30-3:00 P.M.

Room: Victoria Room

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Panel Presentation

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Valparaiso University

Session Title: Scientific Theories Framing the Public Relations Process

Session Chair: Emma Daugherty Phillingane, California State University, Long Beach

Presenters: Tricia Hansen-Horn, University of Central Missouri, MO
Denise Ferguson, Pepperdine University, CA
Bonita Dostal Neff, Valparaiso University, IN

The impact of scientific theory to frame the public relations process reveals consequences often not explored. Such approaches as Speech Act Theory, Chaos Theory, and Diffusion Theory provide the shaping of the communication process to certain ends. For example, 'Alternaquences' when viewed as a public relations process reveals how a narrative makes it impossible to separate alternatives from consequences. It relates Newton's law that for every action there is always an equal and opposite reaction, but, of course, redresses that idea because of the humanness of what we do and the unpredictability made possible through human communication magnified, of course, when multiple stakeholders with multiple perspectives and frames of reference are involved, with all mitigated through message forms and modes of delivery. Thus no one can choose an action and ignore ensuing reactions. Such theories may enhance, redress, or change the way students engage in their education. Such scientific theories frame human interaction but does not capture the human complexities.

Friday, April 20, 2012

1:30-3:00 P.M.

Room: Royal Salon

TECHNOLOGY AND ITS EFFECTS: ADVERTISING, PUBLIC RELATIONS, AND INVOLVEMENT

Track: Communication and Technology

Track Chair: John C. Tedesco, Virginia Tech.

Session Title: Technology and its Effects: Advertising, Public Relations, and Involvement

Session Chair: Roxana Maiorescu, Purdue University

-
1. Presentation Title: "Facebook Advertising: An Experimental Assessment of Effects"
Yi-Chun (Yvonne) Chen, Virginia Tech
John C. Tedesco, Virginia Tech
 2. Presentation Title: "The Web 2.0: Engaging Internal and External Constituencies"
Roxana Maiorescu, Purdue University
 3. Presentation Title: "The Role of Involvement in Effects of Communication Technology"
Bartosz W. Wojdyski, Virginia Tech
-

Discussants: The Session Chair will coordinate a discussion amongst all present.

****Refreshments****



Friday, April 20, 2012

2:30 PM – 3:30 PM

***Location:
Brittania Salon***

****Continental Breakfast
&
Business Meeting****



Saturday, April 21, 2012
7:30 AM – 8:30 AM

***Location:
Brittania Salon***

Saturday, April 21, 2012

8:30-10:00 A.M.

Room: Aquitania

FINANCE

Track: Finance

Track Chair: Phillip Fuller , Jackson State University

Session Title: Dividends and Investments

Session Chair: K. Matthew Wong, St. John's University

-
1. Presentation title: "Analysis on Dividend-Paying Problems of Chinese Listed Corporations and Countermeasures"
Hongchang Mei, Chongqing Technology and Business University
Zhiguang Chen, Chongqing Technology and Business University
 2. Presentation title: "The Impact of the Recent Financial Crisis on Dividend Payout Policies in the United States"
Chuo-Hsuan Lee, SUNY at Plattsburgh
Edward J. Lusk, SUNY at Plattsburgh/Emeritus
Chulanga H. Perera, SUNY at Plattsburgh
 3. Presentation title: "Options and Stocks Investing: Comparative View"
Mohammed Shaki, National University
Maria Luisa Medrano, Rey Juan Carlos University
 - 4: Presentation title: "Anatomy of a Deal: The Acquisition of Mondavi Winery by Constellation Brands"
Alon Rozen, ENPC School of International Management
K. Matthew Wong, St. John's University
-

Discussants: The Session Chair will coordinate a discussion amongst all present.

Saturday, April 21, 2012

8:30-10:00 A.M.

Room: Board Room

ORGANIZATIONAL BEHAVIOR

Track: Organizational Behavior and Organizational Theory

Track Chair: Kayong Holston, Ottawa University

Session Title: Global Management Perception and Reflection

Session Chair: Kayong Holston, Ottawa University

1. Presentation Title: “Improving Chinese – German Business Co-Operation by Analyzing the Gap in Management Perception”

Karin Reinhard, Baden Württemberg Cooperative State University

Paul Fadil, University of North Florida

Victoria Macha – Mindray Medical International Ltd., China

2. Presentation Title: “Providing a model to effectiveness of team work based on Quantum skills and intermediate roles of empowerment and innovation”

Seyed Mohammad Hossein Kamani, Shiraz Payam e Noor University

Altafi, Seddigeh, Shiraz Payam e Noor University

3. Presentation Title: “Managing cross cultural gaps in multicultural workplace”

Kayong Holston, Ottawa University

Discussants: The Session Chair will coordinate a discussion amongst all present.

Saturday, April 21, 2012

8:30- 10:00 A.M.

Room: Regent Room

STUDENT PAPERS

Track: Student Papers I

Track Chair: Marty Mattare, Frostburg State University

Session Title: Business Issues

Session Chair: Marty Mattare, Frostburg State University

1. Presentation Title: “Online and Offline Retail Competition: The Effect of Reduced Online Disutility Cost and Price Discount”

Shimi Naurin Ahmad (Doctoral Candidate), Concordia University

2. Presentation Title: “Leading in a Glass House: Discovering Transparent Leadership”

Heather Graham, Illinois State University

Erica Roehm, Illinois State University

Michael Sullivan, University of North Florida

3. Presentation Title: “Transforming Knowledge into Competitive Advantage”

Denise Gates, TAMIU

Discussants: The Session Chair will coordinate a discussion amongst all present.

Saturday, April 21, 2012

8:30-10:00 A.M.

Room: Victoria Room

COMMUNICATION AND TECHNOLOGY

Panel Presentation

Track: Communication and Technology

Track Chair: John C. Tedesco, Virginia Tech University

Session Title: Social Media Marketing: An Integrated Marketing Communication Approach for Fostering Brand Awareness, Preference, and Equity

Session Chair: Ali Kansa, The University of Texas at San Antonio

Presenters:

Richard Alan Nelson, University of Las Vegas

Abdul K. Sinno, Clarke University

Muhammad Rafic Sinno, University of Dubuque

This panel will present an overview of the current state of social media marketing with a focus on social marketing-communication approaches used by organizations spanning the technology, health care, tourism, food, and financial services industries. Topics pertaining to public relations, advertising, sales promotion, branding, and audience engagement strategies utilizing social media will be expanded upon throughout the panel discussion and presentation. Audience participation will be encouraged to further discuss the future of social media marketing as a vehicle for fostering brand awareness, preference, and equity.

Commentator: Ali Kansa, The University of Texas at San Antonio

****Refreshments****



Saturday, April 21, 2012

10:00 AM – 12:00 NOON

***Location:
Brittania Salon***

Saturday, April 21, 2012

10:30 A.M- 12:00 Noon

Room: Aquitania

FINANCE

Track: Finance

Track Chair: Phillip Fuller , Jackson State University

Session Title: Portfolio Evaluation and Teaching

Session Chair: Phillip Fuller, Jackson State University

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1. Presentation Title: "The Use of Conventional Shape Ratio vs. Adjusted Shape Ratio in Portfolio Evaluation"
Ibrahim Affaneh, Indiana University of Pennsylvania
 2. Presentation Title: "Investing with Foreign Currency Options"
Mohammed Shaki, National University
Maria Luisa Medrano, Rey Juan Carlos University
 3. Presentation Title: "Teaching College Students Effective Ways to Eliminate or Lower Indebtedness"
Amir A. Jassim, California State University, Fresno
 4. Presentation Title: "Teaching Adventures and Misadventures of an Online Virgin"
Phillip Fuller, Jackson State University
-

Discussants: The Session Chair will coordinate a discussion amongst all present.

Saturday, April 21, 2012

10:30 A.M- 12:00 Noon

Room: Board Room

LEADERSHIP

Track: Leadership

Track Chair: Michael J. Mitchell, International School of Management

Session Title: Leadership Variables

Session Chair: Chulguen (Charlie) Yang, Southern Connecticut State University

1. Presentation Title: "Workplace Punishment Guidelines for the 21st Century"
C. W. Von Bergen, Southeastern Oklahoma State University
Diane Bandow, Troy University
 2. Presentation Title: "The Need for Fire Service Professional Development"
R. Jeffery Maxfield, Utah Valley University
John R. Fisher, Utah Valley University
 3. Presentation Title: "Impression Management"
Doula Zaharopoulos, Grand Canyon University
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Discussants: The Session Chair will coordinate a discussion among all present.

Saturday, April 21, 2012

10:30 A.M -12:00 Noon

Room: Regent Room

STUDENT PAPERS

Track: Student Papers II
Track Chair: Marty Mattare, Frostburg State University
Session Title: Communication Issues
Session Chair: Marty Mattare, Frostburg State University

1. Presentation Title: “BP’s Deepwater Horizon Oil Spill: A Crisis Communication Plan”
Michelle Chamberlain, University of Texas at San Antonio
 2. Presentation Title: “A Practical Solution to Auto-Ranking of Suppliers in Immediate Supply Net Coordination”
Javad Soroor, Shiraz University of Technology
Sara Sajjadi, Payam Noor University
 3. Presentation Title: “AT&T® ‘Texting and Driving ... It Can Wait™’ Campaign: Major Case Study”
Adam Mahan, University of Texas at San Antonio
-

Discussants: The Session Chair will coordinate a discussion amongst all present.

AWARDS & RECOGNITIONS



- I. **2012 Best Paper Award**

- II. **David Twomey Best Student Paper**

- III. **2012 Outstanding Track Chair**



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