

IN SEARCH OF A WINNING STRATEGY

Sunday, April 3, 2005

1:00 p.m. to 7:00 p.m. **Registration** Mervat, Dina, and Omar Abdelsamad

3:00 p.m. to 7:00 p.m.
(Copper) **SAM Board Meeting**

7:30 p.m. to 8:30 p.m.
(Lake Tahoe) **Welcoming Reception**

8:30 p.m. to 9:45 p.m.
(Lake Tahoe) **Student Orientation**
(Case Competition Schedule to Be Determined at this Meeting)
Louis R. F. Preysz III, Flagler College, SAM VP
James Stewart, Merrimack College, SAM VP

Monday, April 4, 2005

7:30 a.m. to 3:00 p.m. **Registration** Mervat, Dina, and Omar Abdelsamad

7:30 a.m. to 8:00 a.m.
(Elkoe) **“Conference Opening and Welcome”**
□ Moustafa H. Abdelsamad, Texas A&M University-Corpus Christi
SAM International President & CEO and 2005 Conference Chair

8:00 a.m. to 5:00 p.m.
(Parlor B, C, D) **Student Case Competition Presentations as Per Schedule Determined on Sunday 4/3/05**
Director: James Stewart, Merrimack College

8:00 a.m. to 9:30 a.m. **Concurrent Sessions**

Session A Chair: Fred David, Francis Marion University

(Studio 1) □ “Corporate Governance: Are the Benefits of Sarbanes-Oxley Worth the Costs?”
James S. Sagner, Berkeley College-Westchester

Discussant: Michele A. Govekar, Ohio Northern University

□ “Embedding Ethical Frameworks in the Leadership System of Not-For-Profits: The Special Case of Volunteers”

John R. Bell, Second Harvest Food Bank

Robert R. Bell, Tennessee Technological University

Susan A. Elkins, Tennessee Technological University

Discussant: Edward D. Showalter, Randolph-Macon College

□ “Ethical Safeguards: Key to Ethical Business Practice?”

Thomas J. von der Embse, Indiana University Kokomo

Mayur S. Desai, Texas Southern University

Seema Desai, Imaginestics, LLC

Discussant: Robert Mitchell Crocker, Stephen F. Austin State University

Session B Chair: Abbas Nadim, University of New Haven

- (Studio 2) □ “Leaders Are Made (Lombardi on Leadership)”
 John D. Proe, Shenandoah University
 Miles K. Davis, Shenandoah University
 Travis Sample, Shenandoah University
 Discussant: Paula Ann Hughes, Texas Woman's University
- “Transformational Leadership and the Use of Power”
 Allen W. Frazier, Harding University
 Discussant: Fred J. Dorn, University of Mississippi
- “Doing What Matters: Relating Current and Desired Levels of Activities to Organizational Performance”
 Farzin Madjidi, Pepperdine University
 Jack C. Green, Pepperdine University
 Paul R. Sparks, Pepperdine University
 Discussant: W. Scott Sherman, Texas A&M University-Corpus Christi
- Session C Chair: Ignatius Yacoub, Loma Linda University
- (Studio 3) □ “Does Internationalization Positively Impact Performance Among Firms From Developing Countries?”
 Sally Sledge, Christopher Newport University
 Discussant: Robert N. McGrath, Embry-Riddle Aeronautical University
- “In Search of a Winning Strategy to Meet the Global Challenges to the North African Textile and Apparel Trade”
 Joseph A. Petrick, Wright State University
 Discussant: Lisa Wilder, Albright College
- “Could Foreign Directors Save Firms From Financial Distress?”
 Aekkachai Nittayagasetwat, National Institute of Development Administration, Thailand
 Wiyada Nittayagasetwat, Assumption University, Thailand
 Discussant: Jiaqin Yang, Georgia College & State University
- Session D Chair: Leo A. Mallette, Pepperdine University
- (Studio 4) □ “Gender Issues in Leadership”
 Dean F. Frear, Sr., Wilkes University
 Discussant: Pernella K. Koonce, Winston-Salem State University
- “Flextime and Telecommuting: Examining Individual Perceptions”
 Thomas W. Gainey, State University of West Georgia
 Beth F. Clenney, State University of West Georgia
 Discussant: Erella Regev, Ramapo College of New Jersey
- “Rating-Source and Item-Phrasing in Personality Assessment: Analyzing the Combined Effects on Validity”
 Bryan S. Schaffer, University of North Carolina-Asheville
 Discussant: Thomas A. Timmerman, Tennessee Technological University
- Session E Chair: L. Wakiuru Wamwara-Mbugua, Wright State University
- (Parlor E) □ “The Product-Process Matrix Revisited: Integrating Supply Chain Trade-Offs”
 Rhonda R. Lummus, Iowa State University
 Robert J. Vokurka, Texas A&M University-Corpus Christi
 Leslie K. Duclos, University of Northern Iowa
 Discussant: Patrick R. Rogers, North Carolina A&T State University

□ “Improving the Odds: Combining Six Sigma and Online Marketing Research for Better Customer Service”

David H. Rylander, Texas Woman’s University
Tina Macon-Provost, STARS, Inc.

Discussant: Mark L. Hilton, Lyndon State College

□ “Your Business Has Room for Improvement: Kaizen in the Classroom, Putting Philosophy Into Practice”

Mark L. Hilton, Lyndon State College
Stanley Hurwitz, Creative Communications

Discussant: Paul L. Ewell, Bryant & Stratton College

Session F Chair: Felix M. Edoho, Langston University

(Parlor F) □ “Do Students Follow a Strictly Economic Model of Cheating?”

Gregory S. Black, Texas A&M University-Corpus Christi
Paul A. Cameron, Texas A&M University-Corpus Christi
Valrie Chambers, Texas A&M University–Corpus Christi

Discussant: Judith R. Hunt, East Carolina University

□ “An Analysis of Student Achievement and Activism: What Are the Driving Forces?”

Sara Bliss Kiser, Judson College
Tammy Prater, Alabama State University
Christine Lewis, Auburn University at Montgomery
Jane Philbrick, Savannah State University

Discussant: Michael H. Deis, Clayton College & State University

□ “Improving In-Major Persistence to Graduation Year Through First Year Curricula Linkage: Results From a Business School Longitudinal Study”

Donald Lifton, Ithaca College
Alan Cohen, Ithaca College
Warren Schlesinger, Ithaca College

Discussant: Tammy Prater, Alabama State University

Session G Chair: David Wolshon, Baker College

(Copper) □ “The Use of Web-Based Interactive Cases in Assessing Human Resource Management Issues: A Valuable Undergraduate Learning Tool”

Edward A. Johnson, University of North Florida
Beryl A. Johnson, University of North Florida

Discussant: Stephen Rubinfeld, University of Minnesota Duluth

□ “Human Resource Implications of Internal Computer Forensic Investigations”

F. Stuart Wells, III, Tennessee Technological University
Christine Miller, Tennessee Technological University
Susan G. Wells, Tennessee Technological University

Discussant: Thomas W. Kent, College of Charleston

□ “Attitudes of Students Regarding Software Piracy”

Sam Nataraj, Morehead State University
Hilary Iwu, Morehead State University

Discussant: Thomas W. Kent, College of Charleston

9:30 a.m. to 10:00 a.m. **Networking Break**

(Foyer A)

10:00: a.m. to 11:00 a.m. **Concurrent Sessions**

- Session A
(Studio 1) Chair: Joseph A. Petrick, Wright State University
- “The Benefits and Challenges of Using ABI: The Case at a Telecommunication Provider”
Aretha Y. Hill, Florida A&M University
- Discussant: Amir M. Hormozi, Texas A&M University-Corpus Christi
- “Neural Networks in Banking and Financial Institutions”
Amir M. Hormozi, Texas A&M University-Corpus Christi
Cherylyn Boyd, ICS, Inc.
Lindsey Calahan, Brown and Brown Associates
- Discussant: Jack Cook, Rochester Institute of Technology
- Session B
(Studio 2) Chair: Fred David, Francis Marion University
- “A Pilot Study of the Actions and Expectations of the Boards of Directors of Ten Member Goodwills”
Jack C. Green, Pepperdine University
Frieda Gehlen, Pepperdine University
Mark Fisher, Pepperdine University
- Discussant: Mayes D. Mathews, Saint Leo University
- “Technology Literacy Gaps Between Students and Professors: A Strategic Success Factor”
Ed Diaz-Rosario, U.S. Coast Guard Academy
- Discussant: Sara Bliss Kiser, Judson College
- Session C
(Studio 3) Chair: Hilton J. Barrett II, Elizabeth City State University
- “Bicameral Organizational Conscience: A Structural Remedy to the Pied Piper Syndrome”
Jerry L. Schmidt, Jr., Warner Southern College
Christopher Zapalski, Warner Southern College
- Discussant: David George Vequist, IV, University of the Incarnate Word
- “A New Process for Innovation Improvement”
Bernard Monnier, Thales Research and Technology, France
- Discussant: William L. Sparks, Queens University of Charlotte
- Session D
(Studio 4) Chair: David J. Wolshon, Baker College
- “Green' Ship Recycling: Strategic Issues and Opportunities”
Amit J. Shah, Frostburg State University
- Discussant: Paul L. Ewell, Bryant & Stratton College
- “Process Ownership, Evaluation, and Improvement”
Mildred Golden Pryor, Texas A&M University-Commerce
Leslie A. Toombs, University of Arkansas at Fort Smith
Zafar Ahmed, Texas A&M University-Commerce
- Discussant: Patrick R. Rogers, North Carolina A&T State University
- Session E
(Parlor E) Chair: Allen Kruger, Johnson & Wales University
- “Five Business Practices Detrimental to the Sole Proprietor”
Sonja B. Wilson, University of South Carolina Upstate
- Discussant: Aleta Wilson, National-Louis University

□ “Entrepreneurs and Fighter Pilots: Considering ‘Ooda Loop’ Thinking to Enhance Competitive Responsiveness”

Kent Byus, Texas A&M University-Corpus Christi

Discussant: Timothy D. Wise, Southern Arkansas University

Session F

Chair: Cliff Doubek, SAM Board of Directors

(Parlor F)

□ “Extent and Nature of Workplace Violence Prevention Programs in West Texas”

Gundars Kaupins, Boise State University

Malcolm Coco, Abilene Christian University

Joe L. Cope, Abilene Christian University

Discussant: W. Scott Sherman, Texas A&M University-Corpus Christi

□ “The Uniformed Services Employment and Reemployment Rights Act and its Court History”

Henry M. Findley, Troy State University

Lee Vardaman, Troy State University

Robert Wheatley, Troy State University

Tish Matuszek, Troy State University

Discussant: Thomas W. Gainey, University of West Georgia

Session G

Chair: Sally Sledge, Christopher Newport University

(Copper)

□ “The Use of Early Childhood Education as an Economic Development Tool”

Bob Hughs, Missouri Western State College

Discussant: Nikki McIntyre Finlay, Clayton College & State University

□ “SWOT Analysis: Do Strategy Scholars Need to Develop a Replacement?”

Judith Hunt, East Carolina University

Discussant: Rodley Pineda, Tennessee Technological University

11:05 a.m. to 12:05 p.m. **Concurrent Sessions**

Session A

Chair: Kevin J. Roth, Clarion University of Pennsylvania

(Studio 1)

□ “Linking Business, Education, and Government: Winning Supply Chain Strategies for Workplace Development and Lifelong Learning”

Susan A. Elkins, Tennessee Technological University

Robert R. Bell, Tennessee Technological University

Discussant: Joseph A. Petrick, Wright State University

□ “Winning Strategies for Virtual Project Managers”

Wanda L. Curlee, University of Phoenix Online

Robert Lee Gordon, University of Phoenix Online

Discussant: Joseph A. Petrick, Wright State University

Session B

Chair: Hilton J. Barrett II, Elizabeth City State University

(Studio 2)

□ “Global Leadership Through Cultural Exchange”

Bennett Annan, Pepperdine University

K. Greenlinger, Pepperdine University

Svetlana Holt, Pepperdine University

Stephen M. Jones, Advanced Bionics

Jack Zimmerman, Pepperdine University

Discussant: Sally Sledge, Christopher Newport University

□ “Leadership in the U.S. vs. Spanish Speaking Countries”
Thomas W. Kent, College of Charleston
Gioconda Quesada, College of Charleston
Marvin González, College of Charleston

Discussant: James E. Skibo, University of Dallas

Session C Chair: Amir M. Hormozi, Texas A&M University-Corpus Christi

(Studio 3) □ “Patterns of Successful CRM: More About Solutions Than Software”
Chris Herbert, Rochester Institute of Technology
Jack Cook, Rochester Institute of Technology

Discussant: Ed Diaz-Rosario, U.S. Coast Guard Academy

□ “KM Practices: The Case of Acushnet Company”
Omar E. M. Khalil, University of Massachusetts-Dartmouth
Allison Claudio, Acushnet Company
Ahmad Saleem, University of Pennsylvania

Discussant: Aretha Y. Hill, Florida A&M University

Session D Chair: Thomas W. Gainey, University of West Georgia

(Studio 4) □ “Are Winning Teams Bought or Made?”
Thomas A. Timmerman, Tennessee Technological University

Discussant: Robert J. Vokurka, Texas A&M University-Corpus Christi

□ “The World of Management Is Constantly Changing: Are You Ready?”
Victoria A. Holliday, Virginia Wesleyan College
Paul L. Ewell, Bryant & Stratton College

Discussant: Pernella K. Koonce, Winston-Salem State University

Session E Chair: Thomas L. Wheelen, University of South Florida

(Parlor E) □ “Analyzing a Strategic Management Case”
Fred R. David, Francis Marion University

Discussant: Thomas Maroney, University of Maine at Farmington

□ “The Organization as a Family: A Re-examination of Levinson’s Theory”
Jerry W. Koehler, University of South Florida
Thomas W. Philippe, St. Petersburg College

Discussant: Kent Byus, Texas A&M University-Corpus Christi

Session F Chair: Leo A. Mallette, Pepperdine University

(Parlor F) □ “Myers Briggs Type and the Power Struggles of the High-Tech Middle Manager (HTMM): Or Caught Between a Rock and a Hard Place”

Nikki McIntyre Finlay, Clayton College & State University
Margaret A. Thompson, Clayton College & State University
Evelyn Ragan, The Home Depot

Discussant: Thomas J. von der Embse, Indiana University Kokomo

□ “Service Quality: Gaps in Indian Cellular Telecommunication Industry”
Zillur Rahman, Indian Institute of Technology, Roorkee, India

Discussant: Nikki McIntyre Finlay, Clayton College & State University

Session G Chair: Paula Ann Hughes, Texas Woman's University

(Copper) □ “Course Embedded Assessment”
James M. Daley, Rockhurst University
Craig Sasse, Rockhurst University

□ “Operationalizing Learning Outcome”
Edward T. L. Popper, Merrimack College

12:05 p.m. to 1:30 p.m. **Luncheon & Campus Awards**

(Lake Tahoe) □ Moustafa H. Abdelsamad, Texas A&M University-Corpus Christi
SAM President & CEO and 2005 Conference Chair

□ “Diversify to Diversity: A Winning Strategy”
Dolores Valencia Tanno, Associate Dean, Honors College
University of Nevada-Las Vegas

□ Campus Awards, Louis R. F. Preysz III, Flagler College, SAM VP

- Outstanding Campus Chapter Advisor Awards
- Outstanding Regional and National SAM Student Awards

1:35 p.m. to 3:05 p.m. **Concurrent Sessions**

Session A Chair: Peter Spang Goodrich, Providence College

(Studio 1) □ “A Game Theoretic Examination of Regulatory Enforcement Strategy”
Roger R. Stanton, California State University-Long Beach

Discussant: Sara Bliss Kiser, Judson College

□ “Public-Private Partnerships: An Empirical Study of the Relationship of Publicness and Values
With Performance Outcomes”
Kathleen E. Voges, Texas A&M-Kingsville System Center-San Antonio

Discussant: Tammy Prater, Alabama State University

□ “Implicit Leadership Theories: Are All Prototypes Created Equally?”
Shanan G. Gibson, East Carolina University

Discussant: Shawnta S. Friday-Stroud, Florida A&M University

Session B Chair: Michael Fronmueller, Le Moyne College

(Studio 2) □ “First-Mover Advantage: A Cross-National Comparison of Mature and Emerging Market
Consumers’ Attitudes Toward Pioneer and Follower Brands”
Tarek T. Mady, Alexandria University, Alexandria, Egypt

Discussant: Rowland C. Chidomere, Winston-Salem State University

□ “Structural Dimensions in the Perception of Market Orientation in the Manufacturer–Distributor
Relationship”
Ernesto Raúl González Ramírez, University of Guadalajara, México

Discussant: Jorge M. Herrera, Embry Riddle Aeronautical University

□ “Scientific Management Goes Franchising”
Richard Judd, University of Illinois at Springfield
Ronald D. McNeil, University of Illinois at Springfield

Discussant: Zafar A. Bokhari, Chicago State University

Session C Chair: Bud Fletcher, SAM International Board of Directors

- (Studio 3) □ “Freshmen’s and Sophomores’ Perceptions of the Information Technology Market Now and What They Perceive the Market Will Be Like in the Future”
Robert G. Marcus, Clayton College & State University
Michael H. Deis, Clayton College & State University
- Discussant: William T. Jackson, University of Texas of the Permian Basin
- “Can Using a Simulation Package Help Achieve Course Objectives in Principles of Microeconomics? Research Design for a Case Study”
Lari H. Arjomand, Clayton College & State University
Nikki McIntyre Finlay, Clayton College & State University
Adel M. Novin, Clayton College & State University
- Discussant: Thomas W. Secrest, Coastal Carolina University
- “Nontraditional College Students: New Recruits for a New Education Abroad Model”
Margaret A. Thompson, Clayton College & State University
David M. Furman, Clayton College & State University
- Discussant: Gwen Rivkin, Cardinal Stritch University
- Session D Chair: Allen W. Frazier, Harding University
- (Studio 4) □ “Who Benefits the Most From Employees’ Leadership Training: The Institution or its Stakeholders? A Systems Inquiry”
Abbas Nadim, University of New Haven
- Discussant: Bryan S. Schaffer, University of North Carolina-Asheville
- “Longevity as a Fundamental Mission: A Comparison of Human Organizations and Living Organisms”
Donald E. O’Neal, University of Illinois at Springfield
- Discussant: David W. Hays, Embry-Riddle Aeronautical University
- “The Philharmonic Organization: A Symphony of Harmonious Communication”
Judy P. Shoemaker, Warner Southern College
Christopher Zapalski, Warner Southern College
Jerry L. Shmidt, Jr., Warner Southern College
- Discussant: Stephen Rubenfeld, University of Minnesota Duluth
- Session E Chair: Ignatius Yacoub, Loma Linda University
- (Parlor E) □ “Linking Industry Code, Mission, Alignment, and Segment Reporting to Strategic Management”
Violet C. Rogers, Stephen F. Austin State University
Aileen Smith, Stephen F. Austin State University
Treba Marsh, Stephen F. Austin State University
Jack Ray Ethridge, Jr., Stephen F. Austin State University
- Discussant: Kevin J. Roth, Clarion University of Pennsylvania
- “Sarbanes–Oxley Act of 2002: Friend or Foe”
Gloria M. Clark, Winston-Salem State University
Clifford Y. Baugh, University of Maryland
Akwas Ampofo, Nova Southeastern University
- Discussant: Paul A. Cameron, Texas A&M University–Corpus Christi
- Session F Chair: Jack Cook, Rochester Institute of Technology
- (Parlor F) □ “The Future of Computer Processors”
Jacob Bowers, Texas A&M University-Kingsville
Jack D. Shorter, Texas A&M University-Kingsville
Richard Aukerman, Texas A&M University-Kingsville
- Discussant: Ed Diaz-Rosario, U.S. Coast Guard Academy

□ “Deploying Wireless LAN Technology on a University Campus: Two Examples (A Large-Public University and a Small-Private University)”

Daniel A. Pavsek, Shenandoah University
Derek Kan, George Mason University

Discussant: James E. Skibo, University of Dallas

□ “E-Learning at Higher Education--Recent Trend and Development: A Case Study”

Jiaqin Yang, Georgia College & State University
Nancy P. Stroud, Georgia College & State University

Discussant: Jack D. Shorter, Texas A&M University-Kingsville

Session G

Chair: M. Tawfik Mady, Kuwait University, Kuwait

(Copper)

□ “Measuring and Managing Service Quality in Egyptian Private Universities Using SERVQUAL and I-P Analysis”

Mohamed M. Mostafa, University of Sharjah, UAE

Discussant: Mohamed El-Hennawi, Arab Academy for Science & Technology, Egypt

□ “The Interrelatedness of Sources of Performance Information Feedback Criteria and Their Contribution to Overall Value of Performance Information Feedback”

Mahmoud A. Elgamal, Kuwait University, Kuwait

Discussant: Omar E. M. Khalil, University of Massachusetts-Dartmouth

□ “Western Financing Flows Towards the Middle East”

Mohamed El-Hennawi, Arab Academy for Science & Technology, Alexandria, Egypt

Discussant: Mostafa A. El Shamy, Kuwait University, Kuwait

3:05 p.m. to 3:30 p.m.
(Foyer A)

Networking Break

3:30 p.m. to 5:00 p.m.

Concurrent Sessions

Session A

Chair: Gloria M. Clark, Winston-Salem State University

(Studio 1)

□ “Longwood University Internship Program”
Evelyn C. Hume, Longwood University

□ “The Passion Model: An Eight-Step Approach to Results Oriented Business Instruction”
Paul L. Ewell, Bryant & Stratton College

Discussant: Larry H. Faulk II, Georgia College & State University

□ “Simulations in Management Education: Determining Their Effectiveness”
Henry Adobor, Quinnipiac University
Alireza Daneshfar, University of New Haven

Discussant: Edward D. Showalter, Randolph-Macon College

Session B

Chair: Henry M. Findley, Troy State University

(Studio 2)

□ “An Exploration Into Overconfidence Bias Susceptibility and Decision-Making Styles”
Adrian C. Beer, U.S. Coast Guard Academy
Paul S. Szwed, U.S. Coast Guard Academy

Discussant: Kent Byus, Texas A&M University-Corpus Christi

- “Success Factors for Organizational Performance: Comparing Business Services, Healthcare, and Education”
Hilton J. Barrett II, Elizabeth City State University
Joseph L. Balloun, Nova Southeastern University
Art Weinstein, Nova Southeastern University
- Discussant: Shanan G. Gibson, East Carolina University
- Session C
(Studio 3) Chair: Don A. Larsen, Montana State University-Billings
- “Culture and Employee Attitudes: A Comparison of Employees From India and Ireland”
Nagarajan Ramamoorthy, University of Houston-Victoria
Subodh P. Kulkarni, Howard University
Amit Gupta, Indian Institute of Management, India
- Discussant: Ehsan Salek, Virginia Wesleyan College
- “Equality as a Strategic Choice: Pay Reform in Finnish Government Sector”
Virpi Karppinen, Helsinki University of Technology, Finland
Mari Huuhtanen, Helsinki University of Technology, Finland
Johanna Maaniemi, Helsinki University of Technology, Finland
- Discussant: Lisa Wilder, Albright College
- Session D
(Studio 4) Chair: W. Scott Sherman, Texas A&M University-Corpus Christi
- “How Organizations Change to Meet Their Environment”
Larry Chasteen, Stephen F. Austin State University
- Discussant: Dean F. Frear Sr., Wilkes University
- “The Effects of Organizational Decline on Performance: A Strategic Planning Perspective”
Patrick R. Rogers, North Carolina A&T State University
- Discussant: David W. Hays, Embry-Riddle Aeronautical University
- Session E
(Parlor E) Chair: Allen Kruger, Johnson & Wales University
- “Pay for Performance?”
Robert Lee Gordon, University of Phoenix Online
Laura Pogue, Strategic Marketing and Financial Resources, Inc.
- Discussant: Robert J. Vokurka, Texas A&M University-Corpus Christi
- “Diverse Mentorship Examined Through the Lenses of Social Identity, Similarity-Attraction, and Attribution Theories”
Earnest Friday, Florida International University
Shawnta S. Friday-Stroud, Florida A&M University
Anna L. Green, Florida A&M University
- Discussant: Erella Regev, Ramapo College of New Jersey
- “Multiple Employee Incentive Plans: Motivating or Distracting?”
Stephen Rubinfeld, University of Minnesota Duluth
Jannifer David, University of Minnesota Duluth
- Discussant: James Alves, Johnson & Wales University
- Session F
(Parlor F) Chair: Michael H. Deis, Clayton College & State University
- “What Are We Teaching in International Business Ethics?”
Jorge M. Herrera, Embry Riddle Aeronautical University
Robert N. McGrath, Embry Riddle Aeronautical University
- Discussant: Kathleen E. Voges, Texas A&M-Kingsville System Center-San Antonio

□ “Global Business Strategy: Does High Literacy in Costa Rica Ensure a Quality Workforce?”
Leslie Evans, Pepperdine University
Clare Geisen, Pepperdine University
Leo A. Mallette, Pepperdine University
Atit Suwandee, Pepperdine University
Susie Van Gelder, Pepperdine University

Discussant: Lawrence M. Fogelberg, Troy State University

□ “China’s Business Practice and Education Philosophy: Take Advantage of American Successful Models”
Zafar A. Bokhari, Chicago State University

Discussant: Daniel A. Pavsek, Shenandoah University

Session G Chair: James E. Skibo, University of Dallas

(Copper) □ “Ecotourism Potential in Hungary: Evidence of Market Interest”
Alexander R. Vamosi, Florida Institute of Technology
Michael H. Slotkin, Florida Institute of Technology
Karen Chambliss, Florida Institute of Technology

Discussant: David H. Rylander, Texas Woman's University

□ “Culture’s Effect on the Evaluation of Service Advertisements”
L. Wakiuru Wamwara-Mbugua, Wright State University

Discussant: Brad Condie, Concordia University-Wisconsin

□ “Struggling: The Board of Directors Strategy in Achieving the Goals and Targets: A Study of Consumer Co-operative Societies in the State of Kuwait”
Ayoub Al-Muzaini, College of Business Studies, Kuwait
Ahmed Al-Zamil, Philadelphia University
Talal F. Al-Azimi, Environment Public Authority, Kuwait

Discussant: Rowland C. Chidomere, Winston-Salem State University

Tuesday, April 5, 2005

7:30 a.m. to 1:00 p.m. **Registration** Mervat, Dina, and Omar Abdelsamad

8:00 a.m. to 9:30 a.m. **Concurrent Sessions**

Session A Chair: Cliff Doubek, SAM International Board of Directors

(Studio 1) □ “The Effect of Governmental Regulations and the Economic Environment on Small Business Strategy”
Aleta Wilson, National-Louis University

Discussant: Michael L. Harris, East Carolina University

□ “Chaos Theory and Public Strategic Planning: A New Paradigm”
David W. Hays, Embry-Riddle Aeronautical University

Discussant: Donald E. O'Neal, University of Illinois at Springfield

□ “Modeling System and Pursuing Excellence of Health Care Management: A PACT System”
Sophia Ming-Lee Wen, National Taiwan Normal University, Taiwan
Nei-Ying Huang, National Taiwan Normal University, Taiwan

Discussant: David George Vequist, IV, University of the Incarnate Word

- Session B Chair: Chigho Ofong, Rust College
- (Parlor B) □ “Thailand Management Training Program Assessment and Recommendations”
 Leslie Evans, Pepperdine University
 Clare Geisen, Pepperdine University
 Leo A. Mallette, Pepperdine University
 Kittinart Nunthong, Pepperdine University
 Atit Suwandee, Pepperdine University
- Discussant: Don A. Larsen, Montana State University-Billings
- “Emerging Labor Relations in the New EU States: Alternative Forms and Their Implications for Members and Firms”
 Frederick J. Eiswert, Albright College
 Lisa Wilder, Albright College
- Discussant: Christopher Zapalski, Warner Southern College
- “Offshoring Jobs and Its Linkage with Morality”
 Minoo Ghoreishi, Millersville University
 Renato Clavijo, Carnegie Mellon University
 Jose Abreu, Millersville University
 Dariush Rezaei, Kent State University-Trumbull
- Discussant: Christopher Zapalski, Warner Southern College
- Session C Chair: Edward D. Showalter, Randolph-Macon College
- (Parlor C) □ “Dereliction of Duty: Common Problem Areas in Principal-Agent Relationships”
 Donna Katy Peebles, Texas A&M University-Corpus Christi
 Pamela Stokes, Texas A&M University-Corpus Christi
- Discussant: Henry M. Findley, Troy State University
- “Strategic Alliances and the Management of Intellectual Properties: The Art of the Contract”
 William M. Fitzpatrick, Villanova University
 Samuel A. DiLullo, Villanova University
- Discussant: Jeff Guiler, Robert Morris University
- “Alternative Dispute Resolution and Employee Voice in Organizations: A Winning Strategy for Human Resource Management and Corporate Social Responsibilities”
 Douglas M. McCabe, Georgetown University
- Discussant: David Nye, Athens State University
- Session D Chair: Allen Kruger, Johnson & Wales University
- (Parlor D) □ “Seven Practical Tax Savings Tips for the Sole Proprietor”
 Sonja B. Wilson, University of South Carolina Upstate
- Discussant: Aileen Smith, Stephen F. Austin State University
- “Turning Ideas into Careers”
 Scott J. Tinari, Rowan University
 Thomas J. Simms, Rowan University
 Dana Lambert, Rowan University
 Jennifer Yaeger, Rowan University
- Discussant: James Alves, Johnson & Wales University
- “What’s Distinctive about Growth-Oriented Entrepreneurship in Developing Countries”
 Lynda Y. de la Viña, University of Texas at San Antonio
 David Lingelbach, University of Texas-San Antonio
 Paul Asel, George Mason University
- Discussant: Timothy D. Wise, Southern Arkansas University

- Session E Chair: Larry Chasteen, Stephen F. Austin State University
- (Parlor E) □ “How Can Interdisciplinary Collaboration Between Schools Impact the Academic Performance of Culturally Diverse Students”
Susan J. Sanner, Clayton College & State University
Michael H. Deis, Clayton College & State University
- Discussant: Paul L. Ewell, Bryant & Stratton College
- “Incorporation of Professional Work Experience in an Undergraduate Business Degree Program”
George H. Messer, Jr., Clayton College & State University
- Discussant: Gwen Rivkin, Cardinal Stritch University
- “Using Stories to Teach: Applications of Storytelling in the Management Classroom”
Amy Johnson Sevier, University of Southern Mississippi
- Discussant: Robert Mitchell Crocker, Stephen F. Austin State University
- Session F Chair: Dean F. Frear Sr., Wilkes University
- (Parlor F) □ “Financial Planning for Your Future: It’s Never Too Early To Start”
Matthew Klauser, Drury University
Robert L. Wyatt, Drury University
- Discussant: Sudhir Singh, Frostburg State University
- “How Companies Win the Game of Risk: Corporate Compliance With FASB”
James E. Skibo, University of Dallas
- Discussant: Paul A. Cameron, Texas A&M University-Corpus Christi
- “Budget Deficits, Trade Deficits, and Savings: An Integrated Teaching Note”
Daniel A. Pavsek, Shenandoah University
- Discussant: Sudhir Singh, Frostburg State University
- Session G Chair: Louis Chin, Bentley College
- (Studio 2) □ “Faith Based Capital Fundraising: Building the Transitional Church”
Mayes D. Mathews, Saint Leo University
- Discussant: Michele A. Govekar, Ohio Northern University
- “Managing Diversity: Religion in the Workplace Post September 11”
Erella Regev, Ramapo College of New Jersey
- Discussant: Denise S. Smith, Missouri Western State College
- “Newspaper Purchase Behavior: A Cross-Cultural Study of Mormons, Orthodox Jews, and Methodists”
Myna German, Berkeley College
- Discussant: Gregory S. Black, Texas A&M University-Corpus Christi

9:30 a.m. to 10:00 a.m. **Networking Break**
(Foyer A)

10:00 a.m. to 11:00 a.m. **Concurrent Sessions**

Session A Chair: William L. Sparks, Queens University of Charlotte

- (Studio 1) □ “Business and Engineering Outreach: Proving the Concept”
William I. Sauser, Jr., Auburn University
- Discussant: Henry Adobor, Quinnipiac University
- “The Hidden Power of Informal Networks”
Charles Ehin, Westminster College of Salt Lake City
- Session B Chair: Robert L. Wyatt, Drury University
- (Parlor B) □ “Managing Generation Y”
Susan P. Eisner, Ramapo College of New Jersey
- Discussant: George H. Messer, Jr., Clayton College & State University
- “Multi-Generations in the Classroom and Workplace”
Cathy R. Henderson, Stephen F. Austin State University
- Session C Chair: George S. Lowry, Randolph-Macon College
- (Parlor C) □ “Advancing Organizations Through a Triple Bottom Line Strategy: Sustainable Leadership and Management Alternatives Through Practice”
James R. Calvin, Johns Hopkins University
- Discussant: Thomas A. Timmerman, Tennessee Technological University
- “Searching for an Organizational Structure: How to Win the Trade Allowance Game”
James E. Skibo, University of Dallas
David D. Gordon, University of Dallas
- Discussant: Leslie A. Toombs, University of Arkansas at Fort Smith
- Session D Chair: Ronald D. McNeil, University of Illinois at Springfield
- (Parlor D) □ “Current Issues in Managing Business Schools”
Moustafa H. Abdelsamad, Texas A&M University-Corpus Christi
Berkwood M. Farmer, Wright State University
George E. Stevens, Kent State University
- Session E Chair: Nadia El-Aref, Arab Academy for Science & Technology, Alexandria, Egypt
- (Parlor E) □ “House-Price Dynamics in an Oil-Dependent Economy: The Case of Kuwait”
Khalifa H. Ghali, Kuwait University, Kuwait
Ali S. Arifa, Kuwait University, Kuwait
- Discussant: Mohamed El-Hennawi, Arab Academy for Science & Technology, Alexandria, Egypt
- “Quality Management Practices: An Empirical Investigation of Associated Constructs in Two Kuwaiti Industries”
M. Tawfik Mady, Kuwait University, Kuwait
- Discussant: Mohamed M. Mostafa, University of Sharjah, UAE
- Session F Chair: Bud Fletcher, SAM Board of Directors
- (Parlor F) □ “Relationalism and Disposition for Relationalism as Predictors of Marketing Channel Outcomes”
Gregory S. Black, Texas A&M University-Corpus Christi
Donna Katy Peebles, Texas A&M University-Corpus Christi
- Discussant: David H. Rylander, Texas Woman's University
- “Price and Quality Relationships in Online Retailing Management”
Rowland C. Chidomere, Winston-Salem State University
Pernella K. Koonce, Winston-Salem State University
- Discussant: Gregory S. Black, Texas A&M University-Corpus Christi

- Session G
(Studio 2) Chair: Louis R. F. Preysz III, Flagler College
- “Implementing Strategy Through ‘Communities of Implementation’”
Duncan Shaw, Aston Business School, Aston University, U.K.
Brad Baker, Aston Business School, Aston University, U.K.
John S. Edwards, Aston Business School, Aston University, U.K.
- Discussant: Jim Grinnell, Merrimack College
- “Toward the Development of an Individualized Strategic Plan”
Shawnta S. Friday-Stroud, Florida A&M University
- Discussant: Robert J. Vokurka, Texas A&M University-Corpus Christi
- Session H
(Studio 3) Chair: Michele A. Govekar, Ohio Northern University
- “In Search of a Winning Strategy in Dealing With Employer Sponsored Health Care”
Kristen T. Shoup, Baker College
Jane Whitney Gibson, Nova Southeastern University
- Discussant: Sara Bliss Kiser, Judson College
- “Offshoring and the Nature of Work in the United States: A Conceptual Framework”
Constant D. Beugré, Delaware State University
- Discussant: Edward A. Johnson, University of North Florida
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11:05 a.m. to 12:05 p.m. **Concurrent Sessions**

- Session A
(Studio 1) Chair: Minor Peeples III, Real Estate Institute
- “Starting Your Own Business? Prepare For Success!”
William I. Sauser, Jr., Auburn University
- Discussant: David Nye, Athens State University
- “The Development Process: Guidelines for Community Development”
Carol Clopton, Georgia College & State University
- Discussant: Lane D. Sauser, Auburn University
- Session B
(Parlor B) Chair: Louis R. F. Preysz III, Flagler College
- “Exploring the Managerial Applications of Satisfaction Profiles in Establishing Credit Union Product/Service Strategy”
Kevin J. Roth, Clarion University of Pennsylvania
- Discussant: Sudhir Singh, Frostburg State University
- “Industrial Capitalism: Creative Destruction or Necessary Improvement”
Matthew M. Brown, Ohio Northern University
R. Brent Carter, Ohio Northern University
- Discussant: Lisa Wilder, Albright College
- Session C
(Parlor C) Chair: Jane Whitney Gibson, Nova Southeastern University
- “The Role of Market Structure as a Lens to Differentiate Strategy From Entrepreneurship”
W. Scott Sherman, Texas A&M University-Corpus Christi
Janice A. Black, New Mexico State University
- Discussant: Judith R. Hunt, East Carolina University

□ “Artistic Leadership: The Development of Organizational Leadership Through the Performing Arts”
Judy P. Shoemaker, Warner Southern College
Christopher Zapalski, Warner Southern College
Jerry L. Schmidt, Jr., Warner Southern College

Discussant: John Zimmerman, Pepperdine University

Session D Chair: Tito Guerrero, III, Stephen F. Austin State University

(Parlor D) □ “When You Hear: It's Not About the Money...”
George E. Stevens, Kent State University

Session E Chair: Susan P. Eisner, Ramapo College of New Jersey

(Parlor E) □ “The Relationship Between Effective Business Communication Skills and Upward Mobility in Corporate America”
Pernella K. Koonce, Winston-Salem State University
Rowland C. Chidomere, Winston-Salem State University

Discussant: Donna Katy Peebles, Texas A&M University-Corpus Christi

□ “The Neo-Aristotelian Female”
Jeanne Sluder, Texas Woman’s University

Discussant: Warren Schlesinger, Ithaca College

Session F Chair: Berkwood M. Farmer, Wright State University

(Parlor F) □ “A Study of Volunteer and Staff Motivation and Attitudes in the Nonprofit Community”
George Knox, Robert Morris University
Jeff Guiler, Robert Morris University

Discussant: Mayes D. Mathews, Saint Leo University

□ “The Economic Impact of Community Development Corporations on Local Economies: A Case Study”
Thomas W. Secrest, Coastal Carolina University

Discussant: Alexander R. Vamosi, Florida Institute of Technology

Session G Chair: Lari H. Arjomand, Clayton College & State University

(Studio 2) □ “Winning Strategy in Implementing a Pay Policy Reform in Finnish Government Sector”
Mari Huuhtanen, Helsinki University of Technology, Finland
Virpi Karppinen, Helsinki University of Technology, Finland
Johanna Maaniemi, Helsinki University of Technology, Finland

Discussant: Gregory S. Black, Texas A&M University-Corpus Christi

□ “Income Inequality–Revisited”
Alonzo Redmon, North Carolina A&T State University

Discussant: Daniel A. Pavsek, Shenandoah University

Session H Chair: Clifford Y. Baugh, University of Maryland

(Studio 3) □ “Total Environmental Optimization of Operations (TEOO): A Market Approach to Cleaning Up Business Effects on the Environment”
Jason Bidish, Clarion University of Pennsylvania

Discussant: Cathy R. Henderson, Stephen F. Austin State University

□ “Globalization, Corporate Social Responsibility, and Legitimacy Crisis”
Felix M. Edoho, Langston University

Discussant: Peter Spang Goodrich, Providence College

12:05 p.m. to 1:05 p.m. **Lunch on Your Own**

1:05 p.m. to 2:35 p.m. **Concurrent Sessions**

Session A Chair: Jack D. Shorter, Texas A&M University-Kingsville

(Studio 1) □ “Encouraging Knowledge Documentation Through Technology and Behavioral-Based Incentives”

Jack Cook, Rochester Institute of Technology
Jeffrey C. Burger, Rochester Institute of Technology
Chad B. Tucker, Rochester Institute of Technology

Discussant: Jim Grinnell, Merrimack College

□ “The Development of the SIP Mall in Taiwan”

Yu-Ching Lai, National Cheng-Chi University, Taiwan
Wen-Chun Tsai, National Cheng-Chi University, Taiwan

Discussant: James E. Skibo, University of Dallas

□ “Successful Global Study Tours”

Paula Ann Hughes, Texas Woman's University

Session B Chair: Shang-Mei Lee, Hood College

(Parlor B) □ “Behavioral Finance and Its Impact Upon Individual Investment Decision Making”

Sudhir Singh, Frostburg State University

Discussant: Alonzo Redmon, North Carolina A&T State University

□ “Transaction Costs, Structural Change, and the Integration of International Financial Markets”

Khalifa H. Ghali, Kuwait University, Kuwait

Discussant: Anita Jose, Hood College

Session C Chair: Louis Chin, Bentley College

(Parlor C) □ “A New Way of Looking at Assessment: The Job Diagnostic Survey”

William T. Jackson, University of Texas of the Permian Basin
Corbett F. Gaulden, Jr., University of Texas of the Permian Basin
Mary Jo Vaughan, Mercer University

Discussant: Charlene Glenn, Peirce College

□ “Using Assessment to Improve Learning”

Sylvia Ann Bembry, Winston-Salem State University
Carolyn Anderson, Winston-Salem State University

Discussant: Ehsan Salek, Virginia Wesleyan College

□ “Motivation, Inspiration, and Imagination—Crossing the Technology Gap”

Adelaide Griffin, Texas Woman's University
Jean Mankoff, Texas Woman's University

Discussant: Omar E. M. Khalil, University of Massachusetts-Dartmouth

Session D Chair: Rowland C. Chidomere, Winston-Salem State University

(Parlor D) □ “Enhancing Organizational Competitiveness: A Focus on Four Critical Quality Issues”

Jason M. Morwick, CHEP USA
Evan H. Offstein, Frostburg State University
Amit J. Shah, Frostburg State University

Discussant: Robert J. Vokurka, Texas A&M University-Corpus Christi

□ “Six Sigma Quality: Experiential Learning”
Thomas M. Box, Pittsburg State University

Discussant: David H. Rylander, Texas Woman's University

□ “The Problematics of Introducing Project Management Into Functionally-Only Structured Organizations: A South African Case Study”
Chris J. Brown, University of Stellenbosch Business School, South Africa

Discussant: Amit J. Shah, Frostburg State University

Session E Chair: W. Scott Sherman, Texas A&M University-Corpus Christi

(Parlor E) □ “It is Personal! Using the Tools of Strategic Planning to Enhance the Performance Management Process”
Nell Tabor Hartley, Robert Morris University
Darlene Gambill Motley, Robert Morris University

Discussant: Larry Chasteen, Stephen F. Austin State University

□ “Strategy Choices of Future Business Leaders: A Case Analysis Study”
David George Vequist, IV, University of the Incarnate Word

Discussant: Larry Chasteen, Stephen F. Austin State University

□ “Which Has the Greater Impact on Customer Loyalty? The Level of Customer Service Received or the Price?”
Amy Yemm, Bryant & Stratton College

Discussant: David M. Furman, Clayton College & State University

Session F Chair: Louis R. F. Preysz III, Flagler College

(Parlor F) □ “Workforce Challenges Due to Boomer Retirements”
Lane D. Sauser, Auburn University
John W. Jensen, Auburn University

Discussant: Donna Katy Peeples, Texas A&M University-Corpus Christi

□ “Generational Differences in the Workplace: Baby Boomers and Generation X”
Sheila K. Perkins, Peirce College

□ “Building a Parallel Career Path”
Robert Lee Gordon, University of Phoenix Online
Wanda L. Curlee, University of Phoenix Online

Discussant: Ignatius Yacoub, Loma Linda University

Session G Chair: James Stewart, Merrimack College

(Studio 2) □ “Assurance of Thinking Skills Learning in the Management Curriculum”
Nikki McIntyre Finlay, Clayton College & State University
Michael H. Deis, Clayton College & State University

Discussant: Amy Johnson Sevier, University of Southern Mississippi

□ “Exogenous Effects in Student Course Evaluation Forms”
Robert N. McGrath, Embry-Riddle Aeronautical University

Discussant: Amy Johnson Sevier, University of Southern Mississippi

□ “E-Government Application at the Local Level: Recent Trend and Development”
Jiaqin Yang, Georgia College & State University
Cheau-Yi Vikky Jeng, Georgia College & State University

Discussant: Shanan G. Gibson, East Carolina University

Session H Chair: Desmond Colleran, Quest Career Marketing
 (Studio 3) □ “Exit Strategies for the Small Business Entrepreneur: A Case Study of a Bootstrap Buyout”
 Henry M. Findley, Troy State University
 Lawrence M. Fogelberg, Troy State University
 Discussant: Aleta Wilson, National-Louis University
 □ “The Role of Industry Sector and Gender in Determining the Common Problems of Early Growth
 Small Businesses in Rural Areas”
 Michael L. Harris, East Carolina University
 Discussant: Sonja B. Wilson, University of South Carolina Upstate
 □ “Artistry and Entrepreneurship”
 Timothy D. Wise, Southern Arkansas University,
 Discussant: James R. Calvin, Johns Hopkins University

2:35 p.m. to 3:00 p.m. **Networking Break**
 (Foyer A)

3:00 p.m. to 4:00 p.m. **Concurrent Sessions**

Session A Chair: W. Scott Sherman, Texas A&M University-Corpus Christi
 (Studio 1) □ “Management as a Liberal Art”
 George S. Lowry, Randolph-Macon College
 Edward D. Showalter, Randolph-Macon College
 Discussant: Henry Adobor, Quinnipiac University
 □ “The Development and Implementation of a Principle Instructor/Secondary Instructor
 Collaboratively Taught Management Class Incorporating British-Type Tutorial”
 Edward D. Showalter, Randolph-Macon College
 George S. Lowry, Randolph-Macon College
 Discussant: Nikki McIntyre Finlay, Clayton College & State University

Session B Chair: G. Paul Keddy, SAM Board of Directors
 (Parlor B) □ “Income Components and Market-to-Book Equity Ratios for Financial Institutions: The Kuwaiti
 Case”
 Mostafa El Shamy, Kuwait University, Kuwait
 Discussant: Mohamed El-Hennawi, Arab Academy for Science & Technology, Egypt
 □ “Expounding Manufacturing Vision: An Action Concept”
 Chengbo Wang, Aalborg University, Denmark
 John Johansen, Aalborg University, Denmark
 James T. Luxhoj, Rutgers University

Session C Chair: Alexander R. Vamosi, Florida Institute of Technology
 (Parlor C) □ “Does Sustainability Pay? An Empirical Investigation Into the Relationship Between Corporate
 Environmental Performance and Stock Performance”
 Anita Jose, Hood College
 Shang-Mei Lee, Hood College
 Discussant: Lane D. Sauser, Auburn University

□ “Identity Theft on the Rise: Is Your Personal Information Safe?”
Lashonda Handy, Bryant & Stratton College,

Discussant: Ora Spann, South Carolina State University

Session D Chair: Chigbo Ofong, Rust College

(Parlor D) □ “African Americans’ and Whites’ Fear of Success and Fear of Appearing Incompetent in Business”
Joseph Tomkiewicz, East Carolina University
Kenneth Bass, East Carolina University
Cheryl Vaicys, Grambling State University

Discussant: Larry H. Faulk II, Georgia College & State University

□ “Here We Go Again: The Relationship Between Spouse Cross-Cultural and Repatriation Adjustment With Receptivity to a Future International Assignment”
Don A. Larsen, Montana State University-Billings

Discussant: William I. Sauser, Jr., Auburn University

Session E Chair: Robert J. Vokurka, Texas A&M University-Corpus Christi

(Parlor E) □ “Outcomes Assessment in Higher Education: Using Assessment Instruments at Association of Collegiate Business Schools and Programs Schools”
Charlene Glenn, Peirce College

□ “Nanotechnology: Implications for Business Education”
Ronald D. McNeil, University of Illinois at Springfield

Session F Student Session and Elections of Student Members to SAM Board of Directors
(Parlor F) Louis R. F. Preysz III, Flagler College, SAM VP

4:05 p.m. to 5:05 p.m.

Concurrent Sessions

Session A Chair: Louis Chin, Bentley College

(Studio 1) □ “Strategic Model Proposal to Encourage Quality Culture in Higher Education Institutions (HEI)”
José Sánchez Gutiérrez, Universidad de Guadalajara, Mexico
E. Georgina González, Universidad de Guadalajara, Mexico

Discussant: Jorge M. Herrera, Embry-Riddle Aeronautical University

□ “Does Teaching Style Matter? A Comparison of Traditional and Technology-Assisted Teaching Approaches”
Larry H. Faulk II, Georgia College & State University

Discussant: Amit J. Shah, Frostburg State University

Session B Chair: Paul A. Cameron, Texas A&M University-Corpus Christi

(Parlor B) □ “Corporate Social Responsibility and Consumer Purchase Intentions”
Larry W. Howard, Middle Tennessee State University
J. Holly Hapke, Middle Tennessee State University

Discussant: Nell Tabor Hartley, Robert Morris University

□ “Serve with Distinction: Strategies and Principles of Premier Socially Responsible Companies”
Karen Torres, Angelo State University

Discussant: James R. Calvin, Johns Hopkins University

Session C Chair: Susan P. Eisner, Ramapo College of New Jersey

- (Parlor C) □ “Sexual Preferences and Public Sector Employment”
Julia Koryakina, Troy State University
- Discussant: Kenneth E. Bass, East Carolina University
- “The Ethical and Legal Implications of the Shareholder and Stakeholder Models of Corporate Governance”
Peter Spang Goodrich, Providence College
Nancy Rossiter, Simmons Graduate School of Library and Information Science
- Discussant: Felix M. Edoho, Langston University
- Session D Chair: George S. Lowry, Randolph-Macon College
- (Parlor D) □ “Applying Moneyball to the HRM Function”
Thomas A. Timmerman, Tennessee Technological University
- Discussant: George S. Lowry, Randolph-Macon College
- “Utilizing the Campbell Interest and Skill Survey and the NEO-4 in Management Education and Human Resource Management”
Shannon Smith, University of Mississippi
Fred J. Dorn, University of Mississippi
- Discussant: Malcolm Coco, Abilene Christian University
- Session E Chair: Christopher Zapalski, Warner Southern College
- (Parlor E) □ “Corporate Philanthropy: Working to Reduce Crime”
David D. Parr, Ohio Northern University
Sara A. Huels, Ohio Northern University
- Discussant: Ehsan Salek, Virginia Wesleyan College
- “Running the World by the Age of 18: The Power of Professional Athletes”
Gregory A. Prymicz, Ohio Northern University
S. Dean Zimmerman II, Ohio Northern University
- Discussant: Lisa M. Hunt, Walgreens Pharmacy
- Session F Student Session and Elections of Student Members to SAM Board of Directors
(Parlor F) Louis R. F. Preysz III, Flagler College, SAM VP

6:30 p.m. to 9:30 p.m.

Awards Banquet

(Lake Tahoe)

□ **Introductions**

Moustafa H. Abdelsamad, SAM International President & CEO
Texas A&M University-Corpus Christi

□ “Communicating for Success”

Sandra S. Harper, Provost and Vice President for Academic Affairs
Texas A&M University-Corpus Christi

□ **2005 SAM International Awards**

○ **Management Excellence Award**

Sandra S. Harper, Provost and Vice President for Academic Affairs
Texas A&M University-Corpus Christi

○ **Materials Handling Award**

Yuuki Yoshida, President, Logitant Corporation, Hiroshima, Japan

□ **Campus Awards**

Louis R. F. Preysz III, Flagler College, SAM VP

- **Announcing SAM Student Board Members for 2005/2006**
- **Campus Chapter Performance Awards**

▣ **Recognizing Student Case Competition Winners**
James Stewart, Merrimack College, SAM VP

Wednesday, April 6, 2005

8:30 a.m. to 9:30 a.m.

Concurrent Sessions

Session A Chair: Sylvia Ann Bembry, Winston-Salem State University

(Studio 1) ▣ “Sensation Seeking and the Adoption of the Web as a Purchase Channel”
Luis F. Hor-Meyll, Pontifical Catholic University of Rio de Janeiro, Brazil
Angela da Rocha, COPPEAD/UFRJ, Brazil

Discussant: Richard Corum, Rockford College

▣ “The Online Purchase of a Hotel Service: Do Brazilians Perceive it as Risky?”
Luis F. Hor-Meyll, Pontifical Catholic University of Rio de Janeiro, Brazil
Paulo César Motta, Pontifical Catholic University of Rio de Janeiro, Brazil

Discussant: Gregory S. Black, Texas A&M University-Corpus Christi

Session B Chair: Clifford Y. Baugh, University of Maryland

(Parlor B) ▣ “Examining the Contribution of Intangible Assets, Resources, and Expenditures to Shareholder’s Wealth”
Richard A. Heiens, University of South Carolina Aiken
Robert T. Leach, University of South Carolina Aiken
Leanne C. McGrath, University of South Carolina Aiken

Discussant: Ahmad Ahmadian, Colorado State University-Pueblo

▣ “Influence of the Development of Management Accounting on Companies’ Effectiveness: A Case of Slovenia”
Slavka Kavčič, University of Ljubljana, Slovenia
Stanko Koželj, University of Ljubljana, Slovenia
Marjan Odar, University of Ljubljana, Slovenia

Discussant: Richard A. Heiens, University of South Carolina Aiken

Session C Chair: Desmond Colleran, Quest Career Marketing

(Parlor C) ▣ “Channel of Distribution Efficiency in Online Marketing Management”
Rowland C. Chidomere, Winston-Salem State University

Discussant: Kent Byus, Texas A&M University-Corpus Christi

▣ “Profit and Advertising Relationship Based on Product Differentiation”
Haji Wan Sulaiman Bin Wan Yusoff, International Islamic University Malaysia, Malaysia

Discussant: Kent Byus, Texas A&M University-Corpus Christi

Session D Chair: Jiaqin Yang, Georgia College & State University

(Parlor D) ▣ “Exploring Africa’s Trade Patterns: Key Implications for African Company International Business Strategies and African Country Policies”
Mihalis Halkides, Bethune-Cookman College
E.M. Ekanayake, Bethune-Cookman College
Robin Rance, Bethune-Cookman College

Discussant: Jiaqin Yang, Georgia College & State University

□ “In Search of an Islamic Strategy: An Extension of the Military-Marketing Metaphor (M3) to Market Entry Behavior”

Timothy Brotherton, Saginaw Valley State University
George Puia, Saginaw Valley State University

Discussant: Jeff Guiler, Robert Morris University

9:35 a.m. to 10:35 a.m. **Concurrent Sessions**

Session A Chair: Lari H. Arjomand, Clayton College & State University

(Studio 1) □ “An Examination of Foreign Direct Investment in the United States”
Amitabh S. Dutta, Columbus State University

Discussant: Lari H. Arjomand, Clayton College & State University

□ “Human Resource Management for Performance Improvement of Hotels in Thailand: A Case of Bangkok, the City of Angels”

Siliphone S. Sisavath, Asian Institute of Technology, Thailand
Sununta Siengthai, Asian Institute of Technology, Thailand

Session B Chair: Bud Fletcher, SAM International Board of Directors

(Parlor B) □ “Reward and Leadership”
Ricardo H. Archbold, University of Phoenix Online

Discussant: Jeff Guiler, Robert Morris University

□ “Strategies to Stay Competitive in a Challenging Global Business Environment: Toyota’s Solution”
Ahmad Ahmadian, Colorado State University-Pueblo

Discussant: Jeff Guiler, Robert Morris University

Session C Chair: Timothy Brotherton, Saginaw Valley State University

(Parlor C) □ “The ‘Liability of Foreignness’ in Healthcare Organizations: A Framework for Reducing Stakeholders’ Alienation”

Michael Harvey, University of Mississippi
Chad Hartnell, University of Mississippi
Milorad Novicevic, University of Mississippi

Discussant: Christopher Zapalski, Warner Southern College

□ “Understanding Business Through the Use of Experiential Education in Small Business and Entrepreneurship”

Sherrill R. Taylor, Texas Woman’s University

Discussant: Timothy Brotherton, Saginaw Valley State University

Session D Chair: Gloria M. Clark, Winston-Salem State University

(Parlor D) □ “Current Account Determination: Evidence From Panel Data”
Rizlane Guati, Ecole Normale Supérieure Lettres et Sciences Humaines, France

Discussant: Moustafa H. Abdelsamad, Texas A&M University-Corpus Christi

□ “Determinants of the Cost of Capital in Emerging Countries-New Firm Level: Brazil Case”
Patricia Berbia, Universidad de la República, Uruguay

Discussant: Moustafa H. Abdelsamad, Texas A&M University-Corpus Christi

10:35 a.m. to 11:35 a.m. Conference Critique
(Copper)
