



Academy of Business Research Spring 2015 Conference

March 25-27, 2015

Harrah's

New Orleans, LA

## Conference Program \*

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

## Sponsors and Supporters

Academy of Business Research would like to thank  
the following companies and organizations  
for sponsoring the Spring 2015 Conference:

American Finance Association

Cabells Publishing ([www.cabells.com](http://www.cabells.com))

Decision Sciences Institute

European Financial Management Association

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IvyExec.com

Journal of Finance

Silver Wheaton

Social Science Resource Network

Southern Journal of Business and Economics

Wohl Publishing

Conference Staff

Conference Chair

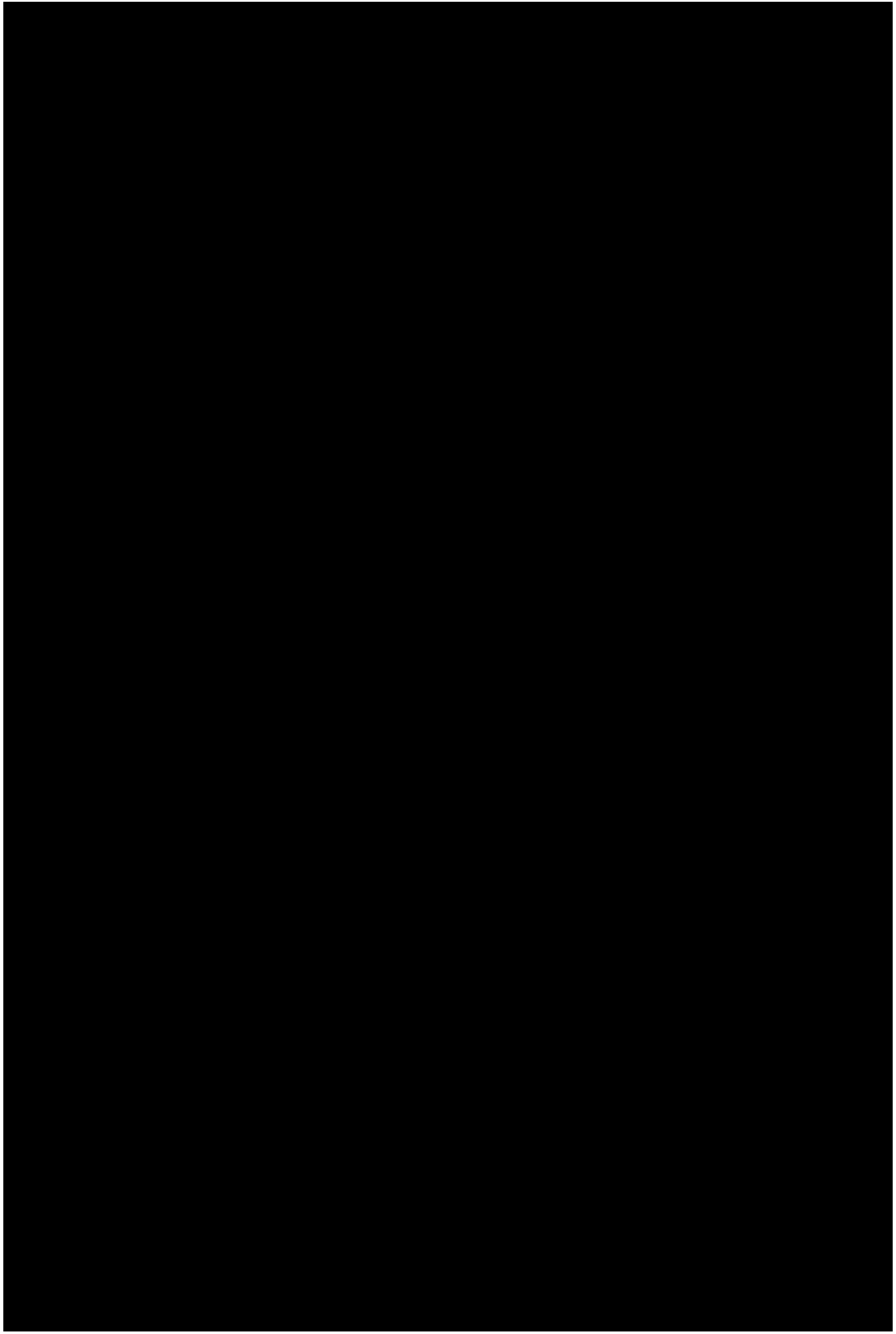
Randall Valentine, Ph.D.

Support Staff

Jonathan Hobbs

Meredith Wilson

Ruth Reich



## Conference Social Activities

Registration: 9:00-4:30

Daily at Highlander A

Wednesday 5:30-6:30 PM

Reception with Cash Bar

Thursday 6:30 PM

Awards Dinner

Manning's Upstairs

For the Latest Conference Updates Please Subscribe to our  
Twitter @abr\_info

## Journal Special Editions

### *Academy of Business Journal*

The *Academy of Business Journal* will publish a special edition for papers focusing on issues in Accreditation Spring 2016

Article submissions are due by October 1.

### *Journal of Applied Financial Research*

The *Journal of Applied Financial Research* will publish a special edition for papers focusing on Global Quantitative Easing in Fall 2015.

Article submissions are due April 1.

## Future Conference Dates

Academy of Business Research

Fall 2015 Meeting

Indianapolis, IN

September 23-25

Boca Raton, FL

October 26-28

San Antonio, TX

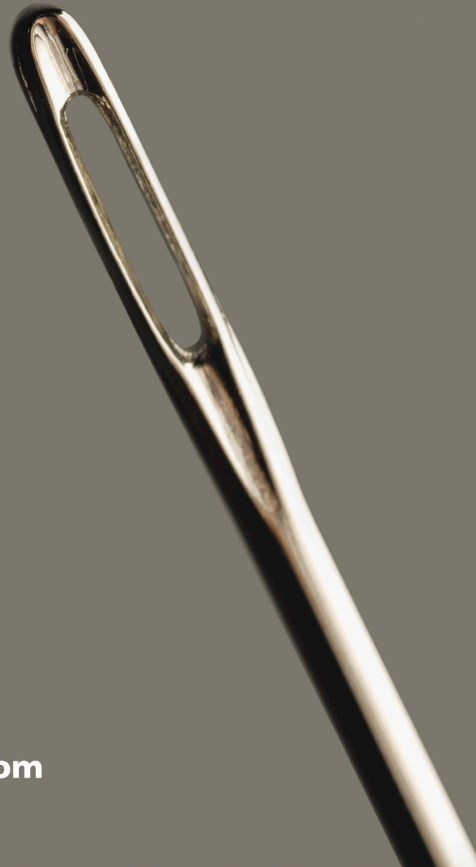
September 11-13

[www.academyofbusinessresearch.com](http://www.academyofbusinessresearch.com)



# A RARE FIND

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



[www.silverwheaton.com](http://www.silverwheaton.com)

TSX:SLW NYSE:SLW

**SILVER** | **WHEATON**<sup>™</sup>  
the silver streaming company

10:00 AM Wednesday March 25<sup>th</sup>

VCB Salon I

Sponsor: Silver Wheaton

Accounting

---

Session Chair: Andrea Tsentides, Marymount Manhattan College

**A Reexamination of Going Concern Opinions and the Self-Fulfilling Prophecy Effect**

Yezen Kannan, Duquesne University

Brian M. Nagle, Duquesne University

Stephen Rau, Duquesne University

**Can the Purchase Price of a Building Ever Be Deducted? The Sixth Circuit Says Yes**

Laura Lee Mannino, St. John's University

**Meeting the Challenges Posed by the Shortage of Accounting Faculty:**

**Customized Recruiting Strategies**

Matthew Fish, University of Wisconsin Eau Claire

D'Arcy Becker, University of Wisconsin Eau Claire

William Miller, University of Wisconsin Eau Claire

**Examining the Current Legal Environment Facing the Public Accounting Profession:**

**An International Perspective**

Alan Reinstein, Wayne State University

Carl J. Pacini, University of South Florida

Brian Patrick Green, University of Michigan-Dearborn

**Group Dynamics and Decision-Making in Audit Teams: An Experimental Approach**

Andrea Tsentides, Marymount Manhattan College

10:00 AM Wednesday March 25<sup>th</sup>

VCB Salon II

Sponsor: Ivy Exec

Strategy/Health Care

---

Session Chair: Tami Moser, Southwestern Oklahoma State University

**Consumptionscapes and Markets in Virtual Worlds: Conceptual Framings**

Nikhilesh Dholakia, University of Rhode Island

Ian Reyes, University of Rhode Island

Mann Zhang, Eastern New Mexico University

**Shift in Clinical Trial Sites over Time (2008-2012)**

Ananya Jain, University of the Sciences

Phoung Trans, University of the Sciences

Harold Glass, University of the Sciences

**Authentic Leadership: How Different is it from the Full Range Model of Leadership**

Esther Gergen, Our Lady of the Lake University

Phylis Duncan, Our Lady of the Lake University

Michelle Avila, Our Lady of the Lake University

Mark T. Green, Our Lady of the Lake University

**Mental Illness and Workplace Productivity:  
The 21st Century Threat to Organizational Sustainability**

Tami Moser, Southwestern Oklahoma State University

Michael Williams, Thomas Edison State College

**Healthcare Systems and Leadership: Journeys of Transformation**

Michael Williams, Thomas Edison State College

Tami Moser, Southwestern Oklahoma State University

1:00 PM Wednesday March 25<sup>th</sup>  
VCB Salon I

Sponsor: Wohl Publishing

Economics/Finance

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Session Chair: Priti Verma, Texas A&M University

**The Rebound Effect in Fuel Economy Standards - A Conceptual Analysis**  
Steven Hinson, Webster University

**Social Capital and Debt Enforcement: A International Analysis**  
Renée Oyotode Texas A&M International University  
Zubair Ali Raja, Texas A&M International University

**Measuring the Diffusion of Technologies Through International Trade**  
Joshua Hall, University of Tampa

**Jobless Recovery: A Time Series Look at the United States**  
James DeNicco, University of Tampa  
Christopher A. Laincz, University of Tampa

**Modelling Environmental Risk - Evidence from DJSI**  
Priti Verma, Texas A&M University

1:00 PM Wednesday March 25<sup>th</sup>

VCB Salon II

Sponsor: Journal of Marketing Perspectives

Management

---

Session Chair: James R. Calvin, The Johns Hopkins University

**A Holistic Role for a University in Entrepreneurship**

Mark Quinn, Xavier University of Louisiana

Clifford Wright, Xavier University of Louisiana

**Achieving Strategic Leadership through Idealized System Design**

Michelle Browning, National University

**Team Intervention Strategies: Developing Pharmacists Skilled in Teamwork**

Tami Moser, Southwestern Oklahoma State University

Jorie Edwards, Southwestern Oklahoma State University

Kristin Montarella, Southwestern Oklahoma State University

Tiffany Kessler, Southwestern Oklahoma State University

**Leadership for Developing Empowering Culture in Organizations: Outreach Empowerment**

James R. Calvin, The Johns Hopkins University

1:00 PM Wednesday March 25<sup>th</sup>

Fulton I

Sponsor: AACSB Biz School Jobs

Education

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Session Chair: H. Richard Priesmeyer, St. Mary's University

**An Empirical Study of Ethical Sensitivity in a Business School Environment**

Michael Onorato, SUNY College at Old Westbury

Lynn Walsh, SUNY College at Old Westbury

**Online Learning vs. Traditional Learning: Implications for Student Engagement**

Reggie Hall, Tarleton State University

Sue Lewis, Tarleton State University

**Emotional Influences on Second-Language Learning**

Meredith Khanloo, Kyungpook, National University, South Korea

H. Richard Priesmeyer, St. Mary's University

3:00 PM Wednesday March 25<sup>th</sup>

VCB Salon I

Marketing

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Session Chair: Kenneth Henderson, Morehead State University

**Medicare Beneficiaries' Non-switching Behavior and Social Exclusion (Skype)**

Dongwoo Ko, University of Pittsburgh at Greensburg

Jayoung Han, University of Iowa

Younghan Bae, Penn State University Greater Allegheny

**"Healthy" Foods: Do Marketing Promotions Really Matter Among Brand Loyal Consumers?**

Myla Bui, Loyola Marymount University

Elyria Kemp, University of New Orleans

Mitchell Hamilton, Loyola Marymount University

Mahn Nguyen, Mullin TBG

**Entrepreneurial Response to Adversity**

Micah Murphy, Eastern Michigan University

**College Cost/Benefit Ratio: Its Impact On Student Attitudes and Behaviors**

Olivia Hazel, Morehead State University

Alexandra Tachovsky, Morehead State University

Kenneth Henderson, Morehead State University

3:00 PM Wednesday March 25<sup>th</sup>

VCB Salon II

Management

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Session Chair: Robert W. Reich, Lynn University

**Using the Principal-Assets-Information-Time (PAIT) Principle to Study and  
Develop Successful Entrepreneurial Ventures**

Jeff Stevens, McNeese State University

**United States Energy Policy: Is There A Real Direction?**

Jack A. Fuller, West Virginia University

**Negative Political Event, Host Country Nationals & Expatriate within MNCs**

Jiun-Shiu Chen, McNeese State University

Al S. Lovvorn, The Citadel

**Allocentric and Ideocentric Persuasion: Characteristics of Leadership Personality**

Maria Lucero, Lynn University

Javier Anegon, Lynn University

Domnic Querci, Lynn University

Robert W. Reich, Lynn University



8:00 AM Thursday March 26<sup>th</sup>

Satchmo

Sponsor: Ivy Exec

Education

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Session Chair: Timothy W. Scales, Indiana University East

**Building Students' Confidence While Improving Their Collaboration and Learning Skills  
via Interactive Class Participation - A Case Study**

A. Benedict Udemgba, Alcorn State University  
Donna M. Williams, Alcorn State University

**Students' Perception of Learning Outcomes:  
Online versus Face to Face Classes: A Case Study**

Donna M. Williams, Alcorn State University  
A. Benedict Udemgba, Alcorn State University

**Oh That Project! A Project Management Case**

Marsha Jance, Indiana University East

**The Identification of At-Risk Marketing Students**

Naveen Donthu, Georgia State University  
Bruce K Pilling, Georgia State University  
David L Nasser, Georgia State University

**Value of Outsourcing Sales and Marketing Functions**

Naveen Donthu, Georgia State University  
Bruce K Pilling, Georgia State University  
David L Nasser, Georgia State University

**The Visiting Scholar**

Timothy W. Scales, Indiana University East  
Marsha Jance, Indiana University East

8:00 AM Thursday March 26<sup>th</sup>

VCB Salon I

Sponsor: Ivy Exec

Marketing

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Session Chair: Jennifer Bechkoff, San Jose State University

**Applying the Maker Movement to the Even Less Developed Concept (ELDC) Diffusion Model**

Robert S. Owen, Texas A&M University-Texarkana

James Nguyen, Texas A&M University-Texarkana

**The Role of Opportunism in Cross-Border Manufacturer-Distributor Relationships**

Ayse N. Balas, Longwood University

**Metrics for Smart Business Decisions**

Amresh Kumar, Wingate University

**Sacrificing Course Evaluation Ratings and Student Performance to Curtail Academic Dishonesty**

Jennifer Bechkoff, San Jose State University

**Consumer Ethics of Adolescents**

Laura Flurry, Louisiana Tech University

Krist Swimberghe, Louisiana Tech University

**Nudges and Negative Option Marketing**

C. W. Von Bergen, Southeastern Oklahoma State University

Courtney R. Kernek, Southeastern Oklahoma State University

Lawrence Silver, Southeastern Oklahoma State University

Martin Bressler, Southeastern Oklahoma State University

**From Offline to Online: A Review of Consumers' Use of Brands to Reflect Self-Concept**

Brittany Woodsmall, San Jose State University

Jennifer Bechkoff, San Jose State University

8:00 AM Thursday March 26<sup>th</sup>

VCB Salon II

Sponsor: Ivy Exec

Management

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Session Chair: John M. Mankelwicz, Troy University

**Measuring Customer Lifetime Value: An Application in Credit Card Industry**

Chun-Wei Chang, Governors State University

**Examining the Gap Between Transportation Services Rendered and Service Quality Perceptions As Determined by Interactions with Contact Employees**

Jeffrey Kennedy, Palm Beach Atlantic University

**The Impact of Managerial Narrative on Perceptions of Downsizing:  
The Impact of Psychological Distance**

Sean Walker, University of Tennessee at Martin

**Cultural Intelligence: History, Acceptance, & Current Issues**

Shawn Newhouse, Cornerstone University

**Managers' Causal Thinking: History, Analysis, and Recommendations**

John M. Mankelwicz, Troy University

**Personal Virtues Promote Organization Sustainability**

John M. Mankelwicz, Troy University

8:00 AM Thursday March 26<sup>th</sup>

Fulton Street III

Sponsor: Silver Wheaton

Finance

---

Session Chair: Richard Hurley, University of Connecticut

**Short Sales and Open-Market Repurchase Activity**

W. Paul Spurlin, Mississippi State University—Meridian

**Why Do Expense Ratios for Identical Mutual Funds Vary Across State-Sponsored  
Defined Contribution Retirement Plans?**

Nancy Anderson, Mississippi College

Randall Campbell, Mississippi State University

**Determinants of IFRS Voluntary Adoption in Emerging and Frontier Markets**

Natalya Delcours, Texas A&M University – Kingsville

Kendra Huff, Texas A&M University – Kingsville

**MetLife vs. Financial Stability Oversight Council: A Regulatory Battle over a  
Systemically Important Designation**

Richard Hurley, University of Connecticut

Pamela R. Hurley, University of Houston – Downtown

10:00 AM Thursday March 26<sup>th</sup>

Mannings Upstairs

Sponsor: Cabell's Publishing  
Strategy

---

Session Chair: Scott Manley, Valdosta State University

**The Impact of Strategic Planning: Improving Service, Delivery, and Competitive Advantage in the Reprographics Industry**

Steven T. Perret, Louisiana State University

Edward A. Gibbons, III, Louisiana State University

John M. Woosley, Southeastern Louisiana University

Carlos A. Thomas, Southern University at Baton Rouge

**Effects of Technological Resources on Operations and Marketing Capabilities**

Taeuk Kang, The University of Tennessee at Martin

Hui-chuan Chen, The University of Tennessee at Martin

**Emotionality and Interaction in Media Coverage: The Case of BP's Gulf Oil Spill**

John M. Mankelwicz, Troy University

**Expectancy Effect: How the Expectation of One's Performance Can Outweigh Actual Performance**

Sean Walker, University of Tennessee at Martin

**Common Errors in Strategic Planning**

William P. Cordeiro, California State University Channel Islands

**The Relationships Between Entrepreneurs' Gender, Attitudes Toward Seeking Assistance from Centers, Utilization of Centers, and Entrepreneurial Success**

Scott C. Manley, Valdosta State University

10:00 AM Thursday March 26<sup>th</sup>

Fulton Street III

Sponsor: Wohl Publishing

Accounting

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Session Chair: Mary McCarthy, Central Connecticut State University

**Academic Accountants Out of Bounds - Using Atypical Scholarship as Earnings Leverage**

Kimberly Gladden Burke, Millsaps College

Blakely Fox Fender, Millsaps College

Susan Washburn Taylor, Millsaps College

**Accounting for Indigenous People's Human Rights and Environmental Protection**

Thomas Meyer, Southeastern Louisiana University

Wendy Brooks, Southeastern Louisiana University

Jiongyu Li, Southeastern Louisiana University

Fayez A. Elayan, Southeastern Louisiana University

**Developing Socially Responsible Tax Preparers: Xavier VITA**

Candice Roché, Xavier University of Louisiana

Clifford Wright, Xavier University of Louisiana

**Mitigating Pension Risk by Engaging in De-Risking Activities**

Mary McCarthy, Central Connecticut State University

David Cantor, PricewaterhouseCoopers

10:15 AM Thursday March 26<sup>th</sup>

Satchmo Room

Sponsor: Cabell's Publishing

Distance Learning

---

Session Chair: Ron G. Cheek, University of Louisiana at Lafayette

**A Comparison of Online Versus In Person Delivery of an MBA Level Managerial Economics Class**

Indranil K Ghosh, Saint Xavier University

**Factors Affecting Student Performance and Satisfaction in Online, Hybrid and Traditional Course Delivery: A Conceptual Framework**

Retha A. Price, Mississippi College

Tammy Y. Arthur, Mississippi College

Kevin P. Pauli, Mississippi College

**Triggering Trust in e-Mentoring**

Eman Walabe, University of Ottawa

Joanne D. Leck, University of Ottawa

**Improving Personal Financial Education for Business Students**

Christine Harrington, University of Tampa

Rebecca Bauer, University of Tampa

Walter Smith, University of Tampa

**Measuring Quality in AACSB-Accredited Online Courses**

Michelle B. Kunz, Morehead State University

Ron G. Cheek, University of Louisiana Lafayette

**Closing the Loop: Reflections on Social Media Analysis Projects in a Distance Learning Class**

Ron G. Cheek, University of Louisiana at Lafayette

Tamela D. Ferguson, University of Louisiana at Lafayette

10:15 AM Thursday March 26<sup>th</sup>

VCB Salon II

Sponsor: Silver Wheaton

Finance/Real Estate

---

Session Chair: Reid Cummings, University of South Alabama

**Income Inequality in S&P 500 Companies**

Ozge Uygur, Rowan University

**Halo Effect: Stock Returns to Firms with Closely Matching Tickers as IPOs**

Vijay Kadiyala, Greenwich High School

**Applying the Internal Rate of Return to Cash Conversion Cycle Analysis**

Fernando Arellano, University of Dallas

Lynn Kendall, University of Dallas

**Estimating the Length of the Excess Earnings Period**

Chung Baek, Troy University

Charod Dodd, Troy University

Larry Fogelberg, Troy University

**Oil States and Community Bank Funding Constraints:**

**A Macroeconomic Investigation of the Impact of FHLB Advances**

Reid Cummings, University of South Alabama

John E. Martinez, University of South Alabama

Robert C. Forrester, University of South Alabama



10:15 AM Thursday March 26<sup>th</sup>

VCB Salon I

Sponsor: Southern Journal of Business and Economics

MIS

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Session Chair: Richard McCarthy, Quinnipiac University

**Small to Medium Enterprise Cyber Security Awareness: A Survey of Virginian Businesses**

Linda Lau, Longwood University

Glenn Dardick, ADFSL

**A Systems Thinking Framework for Information Assurance Alignment**

Said Ghezal, Western Kentucky University

**An Examination of Ethical Hacking Research**

Ritu Kumar, Troy University

Jeffrey Bohler, Troy University

**An Analysis of Computer Security Incident Response Team Research**

Jeffrey Bohler, Troy University

Vaishnavi Kandhadai, Troy University

**An Examination of Ethical Hacking Research**

Ritu Kumar, Troy University

Jeffrey Bohler, Troy University

**An Analysis of Computer Security Incident Response Team Research**

Jeffrey Bohler, Troy University

Vaishnavi Kandhadai, Troy University

**Evaluating the Utilization of Enterprise Architecture Frameworks: A Phenomenological Study**

Richard McCarthy, Quinnipiac University

12:30 PM Thursday March 26<sup>th</sup>

VCB Salon I

Sponsor: Ivy Exec

Management

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Session Chair: Pamela Queen, Morgan State University

**Comprehensive Management Essentials Performance Model**

Bobby Medlin, University of Arkansas-Fort Smith

Ken Green, University of Arkansas-Fort Smith

Alan Wright, Southern Arkansas University

**Female Self-employment Over Time**

Carl A. Kogut, University of Louisiana at Monroe

Donna W. Luse, University of Louisiana at Monroe

Larry E. Short, University of Louisiana at Monroe

**Disengagement and *The Walking Dead***

Vincent Miholic, State of Louisiana, Division of Administration, L & D Office of Human Resources

Ronald Jackson, State of Louisiana, Division of Administration, Director, Office of Human Resources

**Understanding the impact of industry characteristics on M&A Activity  
of New Business Entrants**

Pamela Queen, Morgan State University

Ayishat Omar, Morgan State University

**What Matters Most in Cultivating Good Corporate Citizen Firms -  
CEO Characteristics, Company Culture, or Financial Capacity?**

Pamela Queen, Morgan State University

12:30 PM Thursday March 26<sup>th</sup>

Fulton Street III

Sponsor: Academy of Business Journal Special Edition Accounting  
Accounting

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Session Chair: Reginald Wilson, University of Southern Mississippi

**Audit Committee Member Tenure and Earnings Quality**

Mike Braswell, College of Charleston

Roger B. Daniels, College of Charleston

**The Impact of Proposed Tax Changes on the Municipal Bond Rate**

Bill Hamby, Troy University - Montgomery

Charod Dodd, Troy University

Larry Fogelberg, Troy University

**Compensation for Egg Donation Not Excludable from Income under IRC§ 104(a)(2)**

*Nichelle G. Perez v. Commissioner*, 144 T.C. No.4, U.S. Tax Court, Jan. 22, 2015

Biagio Pilato St. John's University

**The Treasury Department Has Issued Final Regulations to Establish the myRA Program**

Biagio Pilato St. John's University

**The Impact of Revolving Door Hires and Independence Safeguards on Investors'  
Perceptions of Independence**

Reginald Wilson, University of Southern Mississippi

12:30 PM Thursday March 26<sup>th</sup>

Satchmo

Sponsor: Journal of Marketing Perspectives

Finance

---

Session Chair: Jim Estes, California State University San Bernardino

**Flipping a Finance Class: Technology Makes It Possible,  
But the Right Teaching Methodologies Make It Work**

Roger Severns, Minnesota State University, Mankato

**The Efficacy of Business Journalism:  
Case Studies of Financial News Reports as Weak Signal**

Bellarmino Ezumah, Murray State University

**Does Underwriter Size Matter in the Bond Market?**

Lynn Kendall, University of Dallas

**Improving Decision Making Through Financial Statement Trend and Structure  
Analysis Using Statistical Tools**

Fernando Arellano, University of Dallas

Lynn Kendall, University of Dallas

**Tobacco Settlement Bonds: A Look at the Effect of Securitization and Default When  
Using Capital Appreciation Bonds**

Jim Estes, California State University San Bernardino

Astrid Sheil, California State University San Bernardino

12:30 PM Thursday March 26<sup>th</sup>

VCB Salon II

Sponsor: Silver Wheaton

Management/HR

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Session Chair: Anthony Robinson, Georgia Regents University

**Telehealth**

Paula Kerler Baumann, Indiana University East

Timothy W. Scales, Indiana University East

**BOSS, BOSS International, BOSS Technology**

Timothy W. Scales, Indiana University East

**Organizational Commitment, Intentions to Quit and Intellectual Capital**

Susan Zeidan, Canadian University of Dubai

**Analysis of the Relationship between CEO Compensation and Business Performance in  
US Fortune 500 Companies**

Josephine O. Dibia, Indiana University Kokomo

**Deciding to Start a New Venture: A Balanced Approach Based on  
Opportunity Recognition, Startup Risks, and Personal Risks**

Anthony Robinson, Georgia Regents University

12:30 PM Thursday March 26<sup>th</sup>

VCB Salon II

Sponsor: Silver Wheaton

Mannings Upstairs

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Session Chair: Jameel Hasan, Eastern Washington University

**Negative Political Event, Host Country Nationals & Expatriate within MNCs**

Jiun-Shiu Chen, McNeese State University

Al S. Lovvorn, The Citadel

**The Impact of Being Labeled a “High Potential” Employee (Skype)**

Igor Kotlyar, University of Ontario Institute of Technology

Len Karakowsky, York University

**Quality Management and JIT as Proposed Paradigms for the Undergraduate Business Student**

Robert Orwig, University of North Georgia

Kirk Heriot, Columbus State University

Mike Borsodi

**University Presidential Succession: Problems and Strategies**

Jameel Hasan, Eastern Washington University

2:30 PM Thursday March 26<sup>th</sup>

VCB Salon II

Sponsor: Journal of Applied Financial Research

Health Care

---

Session Chair: Brian P. Colfer, University of the Sciences in Philadelphia

**Proposed Changes to Six ‘Protected Classes’ under Medicare Part D**

Malhar Khakharia, University of the Sciences

Preet Patel, University of the Sciences

**An Analysis of Past, Current, and Future Medicare Reimbursement**

Brian P. Colfer, University of the Sciences in Philadelphia

David Luptak, University of the Sciences in Philadelphia

**Strategic Positioning for Medical Practices Post 2015**

Hendrikus van Bulck, University of South Carolina – Sumter

2:30 PM Thursday March 26<sup>th</sup>  
Fulton Street III

Sponsor: Silver Wheaton  
Accounting

---

Session Chair: Bill Hamby, Troy University – Montgomery

**Should Not-for-Profit Organizations Be Required to Have Audit Committees?**  
Daniel L. Haskin, Texas A&M University-Commerce

**I'm 70 1/2: I have to take a RMD by the RBD!!**  
Carl "Glen" Cooley, Northwestern State University

**Who is Teaching Forensic Accounting, What are They Teaching, and Why?**  
Tim Wilson, Texas A&M University  
Virginia Fullwood, Texas A&M University

**Mitigating Pension Risk by Engaging in De-Risking Activities**  
Mary McCarthy, Central Connecticut State University  
David Cantor, PricewaterhouseCoopers

**The Value of an American Education for a Chinese MBA Accounting Student**  
Lili Ma, Troy University  
Bill Hamby, Troy University – Montgomery



2:30 PM Thursday March 26<sup>th</sup>

Satchmo

Sponsor: Journal of Marketing Perspectives

Marketing

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Session Chair: Kevin McEvoy, University of Connecticut

**The Role of Participation and Compliance in Compliance Dependent Services**

Stephanie Dellande, Menlo College

**Is a Social Media Consulting Firm a Viable Business?**

Karan Sarna, University of the Sciences in Philadelphia

**Assessing Perceptions and Attitudes of an Extreme Sports Park in the Myrtle Beach Area**

Monica Fine, Coastal Carolina University

Melissa Clark, Coastal Carolina University

**Charitable Giving in the Digital Age: Examining the Influence of Persuasive Message Appeals on Donor Conversion Rates in an Online Environment**

Elyria Kemp, University of New Orleans

Beverly Wright, BVK, Inc.

Kelly Cowart, Grand Valley State University

Aberdeen Leila Borders, Kennesaw State University

**The Toolbox - An Innovation Connecting Marketing Education and Practice**

Kevin McEvoy, University of Connecticut

2:30 PM Thursday March 26<sup>th</sup>

VCB Salon I

Sponsor: Silver Wheaton

Economics

---

Session Chair: Richard N. LaRocca, Wagner College

**Economic Impact of Reduced Subsidies to Thoroughbred Racing Industry in West Virginia**

Serkan Catma, West Liberty University

**The Effects of Immigration on the U.S. Economy: Policy Implications for Reform**

Gail G. Fulgham, Jackson State University

Reena Ahuja, Jackson State University

**Violent Crime: A Regression Analysis**

Justin N. Ito, LeTourneau University

Robert B. Wharton, LeTourneau University

**Teenage Pregnancy: A Regression Analysis - A Study of Factors that Affect**

**Teenage Pregnancy in the United States**

Lillian A. Chin, LeTourneau University

Robert B. Wharton, LeTourneau University

**Examining Corruption Perceptions Among EMU and EU Member States**

Richard N. LaRocca, Wagner College

Mary Lo Re, Wagner College

4:30 PM Thursday March 26<sup>th</sup>

VCB Salon II

Sponsor: Academy of Business Journal

Journal Editors Session (Open to All Attendees)

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What is the Definition of a “Quality” Journal?

9:00 AM Friday March 27<sup>th</sup>

VCB Salon II

Sponsor: Academy of Business Journal

SEM/PLS Workshop

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Dr. Joe Hair

10:00 AM Friday March 27<sup>th</sup>

VCB Salon I

Sponsor: Silver Wheaton

Finance

---

Session Chair: Gilda Agacer, Monmouth University

**Dogs of the Corner Office: Does Superstar Pay Yield Superior Results?**

Judson W. Russell, University of North Carolina Charlotte

Michael Wittry, University of Washington

**Valuation of Extra Bonus Certificates - Theory and Evidence**

Rodrigo Hernández, Radford University

Christopher Tobler, Stetson University

Pu Liu, University of Arkansas

**Some Intended and Unintended Consequences on Large US Banks' Compliance with New Basel III Capital Requirements, and Their Ultimate Effect on US Corporate and Retail Bank Customers**

James D. Harriss, Campbell University

Oris L. Odom, Cameron University

**Assurance of Learning: Statistical Analysis of Results**

Gilda Agacer, Monmouth University

Andreas Christofi, Monmouth University

10:00 AM Friday March 27<sup>th</sup>

VCB Salon II

Sponsor: Academy of Business Research Journal

MIS/Education/Health Care

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Session Chair:

**Role of Seriousness and Playfulness in Learning Process Using Serious Games**

J.B. Kim, Louisiana State University

**Becoming a Global Competitor: Colombia's Growth and Development of  
Information and Communication Technologies**

Shahram Amiri, Stetson University

**Managing a Multi-Generational Workforce Among Accounting Professionals**

Paul J. Carruth, Southeastern Louisiana University

Ann K. Carruth, Southeastern Louisiana University

**The Financial Reality of Charitable Care for the Hospital Industry:  
Profitability and Corporate Social Responsibility for Hospitals**

John Irwin, Troy University

Carmen C. Lewis, Troy University

Cheri Fretwell, Troy University

Randi E. Myers, Troy University

10:00 AM Friday March 27<sup>th</sup>

Fulton I

Sponsor: Journal of Marketing Perspectives

Marketing

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Session Chair:

**Applying SERVQUAL to a Medical Office**

Jerome Christia, Coastal Carolina University

Aaron Ard, University of South Carolina Salkehatchie

**Women in Food Blogging: Merging the Worlds of Domesticity and Business**

Elzbieta Lepkowska-White, Skidmore College

Emily Kortright, Skidmore College

**The Zone of Tolerance**

Komal Karani, Lamar University

**Changing Pattern of the Indian Market: Strategic Issues**

Ravi Shanker, Indian Institute of Foreign trade, Delhi

**An Exploratory Study of America's Most Ignored Consumer: Women over Fifty**

Ronald Kuntze, University of Tampa

Barbara Wooldridge, University of Texas at Tyler

Krist Swimberghe, University of Texas at Tyler

10:00 AM Friday March 27<sup>th</sup>

Fulton II

Sponsor: Southern Journal of Business and Economics  
Education

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Session Chair: Amit Mehrotra, New York City College of Technology, City University of New York

**Risk Management in College Fraternities: Guidance from Two Faculty Advisors**

Stuart Rosenberg, Monmouth University

Joseph Mosca, Monmouth University

**Marketing to Volunteers: Incentivizing Participation in Not-For-Profit Organizations**

Mark Phillips, Abilene Christian University

Laura Phillips, Abilene Christian University

**The Classroom Justice Scale: Justification, Development, and Validation of a Scale Measuring Student Perceptions**

Mark Phillips, Abilene Christian University

Laura Phillips, Abilene Christian University

**The MBA Workplace Competencies Revisted: A Stakeholder Perspective**

Benjamin Rockmore, University of Central Florida

**The Accreditation Process: An Inside Look from Start to Finish**

Amit Mehrotra, New York City College of Technology, City University of New York

John Akana, New York City College of Technology, City University of New York



12:00 PM Friday March 27<sup>th</sup>

VCB Salon I

Sponsor: Wohl Publishing

Accounting

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Session Chair:

**An Analysis of Recent Data on the Progressivity of the U.S. Federal Tax System**

Xiaoyan “Tony” Chu, Nicholis State University

Shawn Mauldin, Nicholis State University

Kevin Breaux, Nicholis State University

Michael Chiasson, Nicholis State University

**A Corporate Governance Perspective of Accounting and Financial Reporting for Uncertain Tax Positions**

Roger B. Daniels, College of Charleston

Robert S. Hogan, College of Charleston

Roxanne DeLaurell, College of Charleston

**The Use of Computer Aided Audit Tools in Fraud Detection**

Judy Ramage Lawrence, Christian Brothers University

Denny L. Weaver, Inland Intermodal Logistics, LLC

Howard Lawrence, University of Mississippi

**Must States Credit Taxpayers for Taxes that They Pay to Other States on the Same Income?**

**An Analysis of Comptroller V. Wynne**

Dwight Denman, Newman University

**Payout Policies and Leverage Policies across Countries during the 2008 Financial Crisis**

Kwangsoo Kevin Lim, Central Connecticut State University

2:00 PM Friday March 27<sup>th</sup>

VCB Salon II

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Education

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Session Chair: Chan Du, University of Massachusetts Dartmouth

**Administrative Challenges Associated with 1to1 Implementations: The Case of Baton Rouge**

Kerii Landry-Thomas, Louisiana State University

Carlos A. Thomas, Southern University and A&M College

John Woosley, Southeast Louisiana University

Steven Perret, Louisiana State University

Luria Young, Louisiana State University

**Does Curriculum Delivery Method Influence Student Engagement: An Empirical Analysis**

John Womble, Tarleton State University

Gerald Burch, Tarleton State University

**Measuring Significant Learning Outcomes Using Intensely Sensitive Ethics Cases by  
'Reaction, Learning, Behavior and Results' Format (Skype)**

Hamid Khan, Our Lady of the Lake University

**The Effect of Cooperative Learning on Students' Attitude in  
First-Year Principles of Accounting Course**

Chan Du, University of Massachusetts Dartmouth

2:00 PM Friday March 27<sup>th</sup>

VCB Salon I

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Management/HR

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Session Chair: George V. Priovolos, Iona College, NY

**A Longitudinal Survey on Hidden Unemployment and Underutilization of Labor:  
Implications for Human Resource Managers (Skype)**

Marilyn Young, The University of Texas at Tyler

Kristen Waddell, The University of Texas at Tyler

James Aller, The University of Texas at Tyler

**Dedicated Workers: Job Dedication as a Mediator between LMX and OCBs**

Jeffrey Muldoon, Emporia State University

Shawn Keough, Emporia State University

Eric Ligouri, University of Tampa

**Maximizing Return-On-Collaboration (ROC) Through Co-Branding:  
The Case of Business School and Industry Strategic Alliances**

George V. Priovolos, Iona College, NY

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