Executive Committee:

Chapter Chair: **Anisul M. Islam**, University of Houston-Downtown
President: **Fazlul Miah**, Fayetteville State University, North Carolina
Vice President, Programs: **Chu V. Nguyen**, University of Houston-Downtown
Vice Presidents, Membership: **Rock-Antoine Mehanna**, Notre Dame University
Secretary and Treasurer: **Melissa Najera Gonzalez**, University of Houston-Clear Lake

Program Chair: **Chu V. Nguyen**, University of Houston-Downtown
Program Committee: **Ohannes G. Paskelian**, University of Houston-Downtown
**Rahul Verma**, University of Houston-Downtown
**Arif Sultan**, Saginaw Valley State University

Proceedings Co-Editors: **Faiza Khoja**, University of Houston-Downtown
**Anisul M. Islam**, University of Houston-Downtown

CONGRATULATIONS!

**Anisul M. Islam**, University of Houston-Downtown
Recipient of the 2009 Cengage Outstanding Educator Award

Recipients of the 2009 McGraw-Hill/Irwin Distinguished Paper Award

*Rational Speculative Bubbles in the Frontier Emerging Stock Markets*
**Jung-Suk Yu**, Samsung Economic Research Institute, Korea
**M. Kabir Hassan**, University of New Orleans

*Runner-up Papers*

*Investment Opportunities and the Long-Run Performance of Seasoned Equity Offers: Evidence from Finland*
**Quynh-Nhu Do**, University of Vaasa, Finland
**Timo Rothovius**, University of Vaasa, Finland

*Consumer Cognition of Mutual Fund Web Ads: An International Comparison*
**Chin-Feng Lin**, National Pingtung Institute of Commerce, Taiwan
**Hsin-Wei Fu**, I-Shou University, Taiwan
ACADEMY OF INTERNATIONAL BUSINESS  
U.S. SOUTHWEST CHAPTER

February 26, 2009  
(Thursday)

8:30 a.m. - 10:00 a.m.  
Room 19

SESSION A  
Customer Relations

Session Chair: Arif Sultan, Saginaw Valley State University  
Discussants: Hsing-Yun Chang, Northwestern Polytechnic University  
Yongsun Paik, Loyola Marymount University  
Cho-Pu Lin, Northwestern Polytechnic University

Adverse Selection in Used Car Market: An Empirical Analysis  
Arif Sultan, Saginaw Valley State University  
Said M. Elfakhani, Saginaw Valley State University

A Study of Customer Orientation Relationship Quality, and Relation Benefits in Taiwan’s Assisted Living Organizations  
Hsing-Yun Chang, Northwestern Polytechnic University  
Hsueh-Ying Wu, Aletheia University, Matou Campus  
Cho-Pu Lin, Northwestern Polytechnic University  
Chien-Ting Chen, Fortune Institute of Technology College, Taiwan

Psychological Reactions of Employees to Integration Processes: Cross-Border vs. Domestic Acquisitions.  
Wonchan Ra, Hankuk University of Foreign Studies, Korea  
Fabian Jintae Froese, Korean University, Korea  
Yongsun Paik, Loyola Marymount University  
Yong Suk Pak, Yonsei University, Korea

8:30 a.m. - 10:00 a.m.  
Room 21

SESSION B  
Issues in International Financial Markets I

Session Chair: M. Kabir Hassan, University of New Orleans  
Discussants: M. Kabir Hassan, University of New Orleans  
Geungu Yu, Jackson State University  
Oskar Kayasan, European Research Center, United Kingdom

Yen PPP, TED Spreads and Nikkei Indexes: Recent Evidence  
Geungu Yu, Jackson State University

Winner of the McGraw-Hil/Irwin Distinguished Paper Award

Rational Speculative Bubbles in the Frontier Emerging Stock Markets  
Jung-Suk Yu, Samsung Economic Research Institute, Korea  
M. Kabir Hassan, University of New Orleans

M. Kabir Hassan, University of New Orleans  
Abdullah Mamun, University of Saskatchewan, Canada
February 26, 2009
(Thursday)

10:00 a.m. - 10:30 a.m.  Ballroom C

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational
technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod
Must be present to win.

10:30 a.m. - 12:00 p.m.  Room 19

SESSION A  Issues in International Tourism

Session Chair:  Chu V. Nguyen, University of Houston-Downtown
Discussants:  Margaret Hamza, National Cheng Kung University, Taiwan
            Fen-Chi Cheng, National Cheng Kung University
            Lin Ching-Yi, National Pingtung Institute of Commerce, Taiwan

The Accommodation Needs of Leisure Travelers Visiting Angkor Wat
Fen-Chi Cheng, National Cheng Kung University
Sambath Phou, National Cheng Kung University

Factors Influencing the Decision and Intention of Japanese Seniors’ Overseas Long Haul Travel
Lin Ching-Yi, National Pingtung Institute of Commerce, Taiwan

Examining the Patterns of the Country Origin on Visiting Indonesia as a Tourist Destination
Margaret Hamza, National Cheng Kung University, Taiwan
Hsin-Hong Kang, National Cheng Kung University, Taiwan
SESSION B  Issues in International Finance

Session Chair:  Warren Mathews, LeTourneau University

Discussants:  Akash Dania, Alcorn State University  
Robert Driver, LeTourneau University  
Alicia Cavazos-Garza, Texas A&M International University

Gender Diversity in the Board of Directors: A Comparison among US, Mexico and Sweden  
Alicia Cavazos-Garza, Texas A&M International University

Diversification Benefit from Investing in Commodities: Case of Industrial Metal Commodities  
Akash Dania, Alcorn State University

Derivative Securities and the International Financial Crises  
Warren Mathews, LeTourneau University  
Robert Driver, LeTourneau University  
David Strong, LeTourneau University

SESSION A  Issues in Global Financial Management I

Session Chair:  Kevin Lehnert, Saint Louis University

Discussants:  Kevin Lehnert, Saint Louis University  
Alicia Cavazos-Garza, Texas A&M International University  
Kevin Lehnert, Saint Louis University

Investor Confidence in Female Leadership  
Alicia Cavazos-Garza, Texas A&M International University  
Jorge Brusa, Texas A&M International University

Does FDI Influence Country Welfare? Looking at Country Indices and Infrastructure  
Kevin Lehnert, Saint Louis University  
Hongxin Zhao, Saint Louis University

Global Financial Crisis: Impact on Border Economy  
Tagi Sagaf-nejad, Texas A&M International University
SESSION B  Issues in Business Education

Session Chair:  Anne S. Davis, Houston Baptist University
Discussants:  Ata Yesilyaprak, Columbus State University  
              Ron Barnes, University of Houston-Downtown  
              Elham S. Hasham, Notre Dame University, Lebanon  
              Beena George, University of St. Thomas

A Classroom Response System (Clickers) in Business Statistics Courses  
Ron Barnes, University of Houston-Downtown  
Nancy Leveille, University of Houston-Downtown

Elham S. Hasham, Notre Dame University, Lebanon

Global Business Mindedness: Increasing Global Business Awareness through Short Duration Study Abroad Courses.  
Anne S. Davis, Houston Baptist University  
Beena George, University of St. Thomas

Factors that Affect Student Performance in International Finance Course  
Ata Yesilyaprak, Columbus State University

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies.  
Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for 2-night regular hotel room at 2010 FBD conference ($325 value) and an I-Pod.  
Must be present to win.
SESSION A  
Issues in International Financial Markets II

Session Chair: Matiur Rahman, McNeese State University
Discussants: Ohannes G. Paskelian, University of Houston-Downtown
Stephen Bell, Park University
Banamber Mishra, McNeese State University

Financial Challenges for Small Bantu Refugees
Anne Macy, West Texas A&M University
Melody Loya, West Texas A&M University

Banamber Mishra, McNeese State University
Matiur Rahman, McNeese State University

Regulation and Market Liquidity – Evidence from China
Ohannes G. Paskelian, University of Houston-Downtown
Stephen Bell, Park University
Gelin Liao, Park University

SESSION B  
Issues in Money Supply, Financial Institutions and Global Manufacturing

Session Chair: Anisul M. Islam, University of Houston-Downtown
Discussants: Ashraf Nakibullah, University of Bahrain
Carl B. McGowan, Jr., University of Wollongong
Fazlul Miah, Fayetteville State University

Financial Analysis of AFFIN Bank Berhad: The Evolution of Financial Institution
Henry W. Collier, University of Wollongong
Carl B. McGowan, Jr., Norfolk State University
Junaina Muhammad, University Putra Malaysia

Empirical Analysis of World Class Manufacturing Best Practices in Sub-Saharan Africa
Etienne Musonera, Mercer University
Inhuheri Bideri Nyamulinda, School of Finance and Banking (SFB), Kigali, Rwanda

Determinants of Money Supply in Bahrain-A Tiny Oil-Exporting Country with Fixed Exchange Rate
Ashraf Nakibullah, University of Bahrain
February 26, 2009  
(Thursday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30 p.m. – 7:30 p.m.</td>
<td>Ballroom C</td>
</tr>
</tbody>
</table>

**FBD Swap Meet**

Entertainment and fun

Bring something from your school (T shirt, coffee mug, etc.) to trade

Cash bar (with first drink free)
SESSION A  Issues in International Trade, Production and Banking

Session Chair:  M. Kabir Hassan, University of New Orleans
Discussants:  Lin Ching-Yi, National Pingtung Institute of Commerce, Taiwan
Etienne Musonera, Mercer University
Benito Sanchez, University of New Orleans

International Trade: Explanation for Today’s Foreign Direct Investment into Emerging Economies
Etienne Musonera, Mercer University

Determinants of Commercial Bank Profitability in Latin America and Caribbean
M. Kabir Hassan, University of New Orleans
Benito Sanchez, Kent University
Jennifer O’Sullivan, University of New Orleans

The Experience Effect on Subsidiaries’ Performance: An Empirical Study of Electronic MNEs in Taiwan
Lin Ching-Yi, National Pingtung Institute of Commerce, Taiwan

SESSION B  International Management and Global Cross-cultural Issues

Session Chair:  Thomas Drape, U.S. Air Force Academy
Discussants:  William R. Venable, Oklahoma State University
Alfred F. Carlozzi, Oklahoma State University-Tulsa
Loyd Kegans, Tarleton State University
Webster Weichu Xu, Old Dominion University

A Study of Factorial Elements of Organizational Citizenship Behavior (OCB) and the Occupational Work Ethic Inventory (OWEI)
Loyd Kegans, Tarleton State University
Randy McCamey, Tarleton State University

Board Composition and Firm Performance: Evidence from China during Institutional Transitions
Webster Weichu Xu, Old Dominion University
Gengliang Xie, Macau University of Science and Technology, Macau, China
Mingguo Shao, Zhejiang University, Zhejiang, China

U.S. Multinational Mandates Individual Pay for Performance Worldwide: Politics of Resistance in the Case of Three Subsidiaries in Spain
Thomas Drape, U.S. Air Force Academy
Javier Quintanilla, Universidad de Navarra

Cross Culture Management, Transcendence and Empathy
William R. Venable, Oklahoma State University
Aswin Subanthore, University of Wisconsin-Milwaukee
Alfred F. Carlozzi, Oklahoma State University-Tulsa
SESSION C Issues in Finance

Session Chair:  Carl B. McGowan, Jr., Norfolk State University
Discussants:  Syed Ahmed, Cameron University
M. Kabir Hassan, University of New Orleans
Carl B. McGowan, Jr., Norfolk State University

Impact of Capital Regulations on Capital Ratios and Risk Taking of Islamic Banks
M. Kabir Hassan, University of New Orleans
M. Ershad Hussain, Dillard University

Junaina Muhammad, University Putra Malaysia
Carl B. McGowan, Jr., Norfolk State University

Syed Ahmed, Cameron University
Abduhamid Sukar, Cameron University
Saleheen Khan, Minnesota State University

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

*Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod Must be present to win.*
SESSION A  International Management

Session Chair:  Melissa Najera Gonzalez, University of Houston Clear Lake
Discussants:  Nycole Campbell Lewis, Jackson State University
             Gus Gordon, Jacksonville State University
             Millicent Addo, Southern University

Managing in Mexico-An Ethnographic Comarison to Theory and Previous Research (Research in Progress)
Gus Gordon, Jacksonville State University
Nao Sakurai, University of Texas at Tyler

World Bank Development Projects in Africa: A Model for Assessment of Implementation
Millicent Addo, Southern University
Khashruzzaman Choudhury, Jackson State University

Externally Assisted Development Projects in Africa: A Conceptual Model for Performance Evaluation
Nycole Campbell Lewis, Jackson State University
Khashruzzaman Choudhury, Jackson State University

SESSION B  Corporate Finance and Banking

Session Chair:  Chu V. Nguyen, University of Houston-Downtown
Discussants:  Ohannes G. Paskelian, University of Houston-Downtown
             Chu V. Nguyen, University of Houston-Downtown
             Anisul M. Islam, University of Houston-Downtown

Do Partners’ Differences Affect International Joint Venture Control and Performance?
Le Huu Nguyen, University of Vaasa, Finland

Investment Opportunities and the Long-Run Performance of Seasoned Equity Offers: Evidence from Finland
Quynh-Nhu Do, University of Vaasa, Finland
Timo Rothovius, University of Vaasa, Finland

Customer Relationship Management in Banks with Special Reference to Bangladesh
Victoria Wise, University of Tasmania, Australia
Muhammad Mahboob Ali, Atish Dipankar University of Science and Technology, Bangladesh
February 27, 2009
(Friday)

10:30 a.m. - 12:00 p.m.  Room 21

SESSION C  Issues in Emerging Economies

Session Chair:  Gregory Turner, Nicholls State University
Discussants:  Jacque P. Nguemegne, Jackson State University
              H. Ulas Ograk, University of Louisiana at Monroe
              Cecilia Garza, Texas A&M International University
              Mark Mitchell, Coastal Carolina University

Mexican Business Moving to American Side of the U.S.-Mexico Border
Cecilia Garza, Texas A&M International University
Michael Landeck, City of Laredo

Xers Evaluate Occupation and Financial Wealth: A Generational Comparison of the United States and Korea
Gregory Turner, Nicholls State University
Mark Mitchell, Coastal Carolina University

H. Ulas Ograk, University of Louisiana at Monroe

Corruption and Human Development in Africa
Jacque P. Nguemegne, Jackson State University
Khashruzzaman Choudhury, Jackson State University

12:00 p.m. – 1:15 p.m.  Room 20

AIB SOUTHWEST BUSINESS LUNCHEON

Fazlul Miah, AIB-SW President Presiding

AIB-SW Members are invited
## SESSION A  
**Issues in Marketing and Management**

**Session Chair:** Etienne Musonera, Mercer University  
**Discussants:**  
- Khashruzzaman Choudhury, Jackson State University  
- Etienne Musonera, Mercer University  
- Antoinette Christophe, Southern University  

- **Out-Shopping Behavior Influences in Emerging Markets: A Review of Literature**  
  Inhuheri Bideri Nyamulinda, School of Finance and Banking (SFB), Kigali, Rwanda

- **Performance Evaluation in Disaster Management: Indicators Used in the United Nations Framework**  
  Khashruzzaman Choudhury, Jackson State University  
  Antoinette Christophe, Southern University  

- **Dynamic Capabilities and Performance Effectiveness in Dynamic and Complex Environment**  
  Lin Ching-Yi, National Pingtung Institute of Commerce, Taiwan

## SESSION B  
**Issues in E-Commerce and Advertisement**

**Session Chair:** Rock-Antoine Mehanna, Notre Dame University-Lebanon  
**Discussants:**  
- Chin-Feng Lin, National Pingtung Institute of Commerce, Taiwan  
- Wann-Yih Wu, National Cheng Kung University, Taiwan  
- Rene Naert, Alliant International University  

- **An E-Government User Satisfaction Survey (EGUS): A Nationality Neutral Assessment Instrument to Gauge the Technological and Content Effectiveness of Government Online Offerings**  
  Rene Naert, Alliant International University  
  Rachna Kumar, Alliant International University

- **Consumer Cognition of Mutual Fund Web Ads: An International Comparison**  
  Chin-Feng Lin, National Pingtung Institute of Commerce, Taiwan  
  Hsin-Wei Fu, I-Shou University, Taiwan

- **The Cross-Cultural Implications of Web Communications**  
  Wann-Yih Wu, National Cheng Kung University, Taiwan  
  Chen-Su Fu, National Cheng Kung University, Taiwan
SESSION C

Topics in Bangladeshi Economics and Finance

Session Chair: Fazlul Miah, Fayetteville State University, North Carolina
Discussants: Matiur Rahman, McNeese State University
Mohammad Riaz Uddin, University of Illinois at Urbana-Champaign
Anisul M. Islam, University of Houston-Downtown

IPO Under-pricing in Emerging Capital Market: Evidence from Bangladesh
Mohammad Riaz Uddin, University of Illinois at Urbana-Champaign
M. Kabir Hassan, University of New Orleans

Exchange Rate and the U.S.-Bangladesh Bilateral Trade Balance: A Preliminary Analysis.
Anisul M. Islam, University of Houston-Downtown
Matiur Rahman, McNeese State University
Chu V. Nguyen, University of Houston-Downtown

Dynamic Empirics of Expatriates’ Remittance from Saudi Arabia to Bangladesh
Matiur Rahman, McNeese State University
Prashanta K. Banerjee, Bangladesh Institute of Bank Management

3:00 p.m. – 3:30 p.m.

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

Drawing for an I-Pod. Must be present to win.
SESSION A  
Issues in Global Management

Session Chair: Marty Ludlum, University of Central Oklahoma
Discussants: Germain Pichop, Oklahoma Community College
Michael Machiorlatti, Oklahoma Community College
Scott E. Kehiainn, Nova Southeastern University

Corporate Outsourcing of Socially Irresponsible Activities and Firm Value
Scott E. Kehiainn, Nova Southeastern University
H. Young Baek, Nova Southeastern University

Determinants & Differences in Perceptions of Ethical Decisions: A Case Study on Future Russian Business Managers
Michael Machiorlatti, Oklahoma Community College
Marty Ludlum, University of Central Oklahoma

Business Ethics and the Effects of Cultural Diversity in Tanzania
Marty Ludlum, University of Central Oklahoma
Germain Pichop, Oklahoma Community College

SESSION B  
Issues in Global and Domestic Business Management

Session Chair: Yezdi H. Godiwalla, University of Wisconsin-Whitewater
Discussants: John W. Cooley, West Texas A&M University
Saleheen Khan, Minnesota State University
Anisul M. Islam, University of Houston-Downtown
Yezdi H. Godiwalla, University of Wisconsin-Whitewater

Case Analysis: A Review of Comparative Frameworks
Yezdi H. Godiwalla, University of Wisconsin-Whitewater

The Viability of Small Businesses Functioning Successfully in the Global Market: Actually Easier Than Might Be Suspected
John W. Cooley, West Texas A&M University

Global Resurgence of Knowledge Networking Strategy: New Form of Business Diversity in Emerging Market Place
Oskar Kayasan, European Research Center, United Kingdom

Trend in Railway Transportation in Bangladesh: A Preliminary Analysis
Faridul Islam, Utah Valley State College
Saleheen Khan, Minnesota State University
Syed Mushtaque Ahmed, Cameron University
Anisul M. Islam, University of Houston-Downtown
SESSION C  Yield Curve, Interest Rate Spread, and Stock Trading,

Session Chair:  Ohannes G. Paskelian, University of Houston-Downtown
Discussants:  Ohannes G. Paskelian, University of Houston-Downtown
             Chu V. Nguyen, University of Houston-Downtown
             Steve Bell, Park University

The Slope of the Yield Curve and Stock Returns: The Case of Thailand-A Preliminary Empirical Analysis
Chu V. Nguyen, University of Houston-Downtown
Jack H. Ewing University of Houston-Downtown
Erwin W. Hanks, University of Houston-Downtown

The Impact of Algorithmic Trading on the Stock Market
Ohannes G. Paskelian, University of Houston-Downtown
M. Kabir Hassan, University of New Orleans

Asymmetries in the Lending-Deposit Rate Spread: the Case of Bangladesh-A Preliminary Analysis
Chu V. Nguyen, University of Houston-Downtown
Anisul M. Islam, University of Houston-Downtown
Muhammad Mahboob Ali, Atish Dipankar University of Science and Technology, Bangladesh

AIB SOUTHWEST ANNUAL BUSINESS MEETING

Presiding: Fazlul Miah, Fayetteville State University
President of AIB-SW

All members are invited

Notes:
SESSION A  Issues in Healthcare and Corporate Culture

Session Chair:  Rene Naert, Alliant International University
Discussants:  R. Henry Migliore, Managing for Success
             Bryan Jester, Cameron University
             Barbara Crandall, Oklahoma City University

Entrepreneurial Healthcare Expatriation and Inpatriation: Individual, Team level, and Leader Differences.
Bryan Jester, Cameron University
Shawn M. Carraher, Cameron University
Henry Lam, Cameron University
Robert Yuyuenyongwatana, Cameron University

Corporate Culture: Results of Corporate Culture Survey of Chinese and Hong-Kong Managers
R. Henry Migliore, Managing for Success
Barbara Crandall, Oklahoma City University
Robert E. Stevens, Southeastern Oklahoma State University
Melissa Lay, Lay Consulting Group and OSU/Tulsa Langton University
Lianhua Li, University of Alberta

The Hogan Personality Inventory What Does It Measure Among American Nascent Entrepreneurs and European Nascent Health Care Professionals.
Shawn M. Carraher, Cameron University
Jeri Koehler, Cameron University
Khalilah Virgil, Cameron University
Lynn Wilson, Cameron University

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.
◆

Please let exhibitors know how much we appreciate their presence and continued support!
SESSION B  Miscellaneous Issues in Commodities, Corporate Board of Directors

Session Chair:  J. Alexander Smith, Oklahoma City University.
Discussants:  Fen-Chi Cheng, Shu-Te University
Terrence J. Paridon, Cameron University
Shawn M. Carraher, Cameron University

Emotional Antecedents of Personal Shopping Value in Consumption Specific Self-Confidence and Patronage Behavior Research Involving Non-Health Care Shopping Focused Word of Mouth Communication Among Culturally Diverse Women Shoppers: Would It Be Similar in Healthcare and Across Countries.

Terrence J. Paridon, Cameron University
Shawn M. Carraher, Cameron University

CET Scale Evaluation in Kenya
J. Alexander Smith, Oklahoma City University

The Effects of Brand Knowledge Structure, Brand Relationship, and Brand Loyalty on Purchase Intention
Fen-Chi Cheng, Shu-Te University
Sambath Phou, National Chen Kung University

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

◆

Please let exhibitors know how much we appreciate their presence and continued support!
2008 - 2009 OFFICERS

President: Bambi A. Hora, University of Central Oklahoma
Program Chair/President Elect: Treba Marsh, Stephen F. Austin State University
Program Chair Elect: Dennis Togo, University of New Mexico
Secretary/Treasurer: Lucille Montondon, Texas State University
Historian: George L. Hunt, Stephen F. Austin State University
Webmaster: L. Murphy Smith, Texas A&M University
Past President 2007-2008: Roselyn E. Morris, Texas State University-San Marcos

CONGRATULATIONS!

Neal R. VanZante, University of Texas Pan American
Recipient of the 2009 South-Western (Cengage) Outstanding Educator Award

CONGRATULATIONS!

Impact of Cash Holdings on Investment Value
Zane L. Swanson, University of Central Oklahoma
Recipient of the 2009 McGraw-Hill/Irwin Distinguished Paper Award

Runner-up Distinguished Paper

Fighting Financial Fraud in a Principles-Based World
G. Stevenson Smith, Southeastern Oklahoma State University
D. Larry Crumbley, Louisiana State University
FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies. Please let exhibitors know how much we appreciate their presence and continued support!

**Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod Must be present to win.**

1:30 p.m. – 3:00 p.m.  
**SESSION A: Financial Accounting Issues**

**Session Chair:** Reg Rezac, Texas Woman’s University

**Discussant:** Barbara W. Scofield, University of Texas at Permian Basin

*Accounting Convergence of Intangibles: Value Relevance of R&D Accounting Treatment*

Kimberly Church, Oklahoma State University

Mingming Feng, Oklahoma State University

Hong Nee Ang, Melbourne

*Synthetic Leases: Use, Abuses, Benefits and the Future*

Mary Fischer, University of Texas at Tyler

Mark Washburn, University of Texas at Tyler

*FIN 46R Consolidation – Miracle Cure or Placebo?*

Chandra Subramaniam, University of Texas at Arlington

Richard Mark, University of Texas at Arlington
SESSION B: Classroom Techniques and Issues

Session Chair: Laura Jean Kreissl, West Texas A&M University

Sustainability: Innovative Accounting Education Practices
Lee Carl, University of St. Thomas
Cheryl Prachyl, University of Texas at Arlington
Carol Sullivan, Seattle University

Discussant: Katherine P. Terrell, University of Central Oklahoma

Accountants the Coinstar’s of Business
Kerry McTier, University of Texas at San Antonio
Kelly Noe, University of Texas at San Antonio

Discussant: Esther Bunn, Stephen F. Austin State University

Adding Financing Considerations to LP Models
Dennis Togo, University of New Mexico

Discussant: Calee Holcombe, Stephen F. Austin State University

SESSION C: XBRL

Workshop Leader: Zane L. Swanson, University of Central Oklahoma

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for 2-night regular hotel room at 2010 FBD conference ($325 value) and an I-Pod.
Must be present to win.
AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION

February 26, 2009
(Thursday)

3:30 p.m. – 5:00 p.m. Room 16

SESSION A: Accounting in History

Session Chair: Barbara W. Scofield, University of Texas at the Permian Basin

Some Accounting Records from the Books of Italian Merchants and Bankers in Northern Italy During the Fifteenth Century
Alvaro Martinelli, Appalachian State University

Origins and Status of the Accounting Revolution
Carl Brewer, Sam Houston State University

Johnny Inkslinger: Accounting Legend
Barbara W. Scofield, University of Texas of the Permian Basin

3:30 p.m. – 5:00 p.m. Room 17

SESSION B: Tax Issues are Everywhere

Session Chair/Discussant: Bambi A. Hora, University of Central Oklahoma

Effective Use of Roth Accounts and Social Security Planning Can Increase Your After-Tax Retirement Income
Neal R. VanZante, University of Texas Pan American

Do Small Privately-Held Corporations Use Loans to Shareholders to Avoid Taxes
Richard Ray, Oklahoma State University

Does Expected Utility Theory Explain Corporate Tax Compliance?
T. Beth Stetson, Oklahoma City University
Alexis Downs, Emporia State University

3:30 p.m. – 5:00 p.m. Room 18

SESSION C IFRS – Time to Get Ready!

Workshop Leaders: Mary Fischer, University of Texas at Tyler
Alice Ketchand, Sam Houston State University

5:30 p.m. – 7:30 p.m. Ballroom C

FBD Swap Meet

Entertainment and fun - Bring something from your school (T shirt, coffee mug, etc.) to trade
Cash bar (with first drink free)
SESSION A: Governmental and Non-Profit Accounting

Session Chair: George Hunt, Stephen F. Austin State University

An Examination of Accountability in Nonprofit Organizations
Sarah Rector, Oklahoma State University
Maryanne Mowen, Oklahoma State University

Discussant: Mary Fischer, University of Texas at Tyler

Would Nonprofit Organizations Benefit from Sarbanes Oxley?
H. Gin Chong, Prairie View A&M University

Discussant: Robert L. Webster, Ouachita Baptists University

Governmental Health Care Benefits Reporting: A Survey of Texas Governmental Units
Lucille G. Montondon, Texas State University
Treba L. Marsh, Stephen F. Austin State University
George Hunt, Stephen F. Austin State University

Discussant: Alice Ketchand, Sam Houston State University

SESSION B: Issues in Financial Accounting

Session Chair/Discussant: Henry Huang, Prairie View A&M University

Coming to Grips with the Inherent Limits of Accounting
Louella Moore, Arkansas State University

Rate Regulation and Earnings Management: Evidence from the U.S. Electric Utility Industry
K. E. (Skip) Hughes II, Louisiana State University

Pension Disclosures and the Value Relevance of Interim Financial Reports: The Case of SFAS 132R
Wael Aguir, University of Texas at San Antonio
Sharad Asthana, University of Texas at San Antonio
SESSION C: Building Partnerships Between Academics and Practitioners

Moderator: Katherene P. Terrell, University of Central Oklahoma
Panelists: Zane Swanson, University of Central Oklahoma
Linda Stone, CPA, Cadre', Inc.
Tim Adler, CPA, BKD, LLP

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod
Must be present to win.

SESSION A Students: Customers, Characteristics & Participation

Session Chair: Edward R. Walker, University of Central Oklahoma
Discussant: Ralph B. Fritzsch, Midwestern State University

Are Accounting and Business Students Viewed as Customers? Results from Accounting Department Chairs, Business School Deans, and Academic Vice-Presidents
Robert L. Webster, Ouachita Baptist University
Kevin L. Hammond, University of Tennessee at Martin

Empirically Assessing the Importance of Characteristics of Accounting Students – A Replication with Students
William M. Baker, Appalachian State University
Calvert C. (Buck) McGregor, Elon University

Enhancing Student Participation in the Accounting Classroom: An Experimental Investigation
Barbara Lamberton, University of Hartford
SESSION B  Valuation and Market Expectations

Session Chair: Clara Richardson, McMurry University

Explaining the Accrual Anomaly by Market Expectations of Future Returns and Earnings
Randall Zhaohui Xu, University of Houston Clear Lake
Michael Lacina, University of Houston Clear Lake

Discussant: Wael Aguir, University of Texas at San Antonio

Impact of Cash Holdings on Investment Value
Zane L. Swanson, University of Central Oklahoma

Discussant: Haeyoung Shin, University of Houston Clear Lake

An Initial Observation of the Use of SFAS 157 in Valuing Assets in Financial Services
Pamela Smith Baker, Texas Woman’s University
Keith Baker, North Lake College

Discussant: Carl Brewer, Sam Houston State University

SESSION C  Accounting Curricula and Digital Forensics

Session Chair: G. Stevenson Smith, Southeastern Oklahoma State University

AAA-SW Luncheon and Business Meeting

Speaker: Nancy Bagranoff, Old Dominion University
American Accounting Association President-Elect

Moderator: Bambi A. Hora, University of Central Oklahoma
SESSION A  Auditing Issues

Session Chair/Discussant  Gail Kaciuba, St. Mary’s University

*Fraud in the Healthcare Industry: A Frightening Diagnosis*
Patricia H. Mounce, University of Central Arkansas
Jamison Jackson, University of Central Arkansas

*Competition and Low-balling: Evidence from Texas Municipalities*
Kun Wang, Texas Southern University
Sewon O, Texas Southern University

*Fighting Financial Fraud in a Principles-Based World*
G. Stevenson Smith, Southeastern Oklahoma State University
D. Larry Crumbley, Louisiana State University

SESSION B  Assessment and Accreditation

Session Chair:  Lucille Montondon, Texas State University – San Marcos

Discussant:  Gene Johnson, University of Hawaii

*Does the AACSB Advance Accounting Education?*
Carl Smolinski, Louisiana State University - Shreveport
Amy Oakes Wren, Louisiana State University - Shreveport

*Using the PACE for Assessment Purposes*
D. Elaine Sanders, University of Texas at San Antonio
Veronda F. Willis, University of Texas at San Antonio

*Course Assessment: Pre-test and Post-test*
Lucille Montondon, Texas State University - San Marcos
K. Moffitt, Texas State University - San Marcos
1:30 p.m. - 3:00 p.m.  

**SESSION C:** International Financial Reporting Standards (IFRS) Transition

Session Chair:  
L. Murphy Smith, Texas A&M University

3:00 p.m. - 3:30 p.m.  

**FBD Coffee Break**

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.  
Please let exhibitors know how much we appreciate their presence and continued support!

**Drawing for an I-Pod.**  
**Must be present to win.**

3:30 p.m. – 5:00 p.m.  

**SESSION A:** XBRL, ERP and AIS

Session Chair:  
Patricia H. Mounce, University of Central Arkansas

Discussant:  
Sharron Graves, Stephen F. Austin State University

_A Longitudinal Analysis of Financial Reporting with XBRL_  
**Jap Efendi,** University of Texas at Arlington  
**L. Murphy Smith,** Texas A&M University  
**Jeffrey Wong,** University of Nevada, Reno

_The Effect of System Characteristics on Institutional Explanations for ERP Systems Choice_  
**Joseph C. Ugrin,** Kansas State University

_High Note Music, Inc: A Comprehensive Approach to Teaching Accounting Information Systems_  
**Edward R. Walker,** University of Central Oklahoma  
**Mary Sheets,** University of Central Oklahoma
SESSION B: Financial Accounting

Session Chair: Neal R. VanZante, University of Texas Pan American

Discussant: Jonathan Du, University of Houston - Victoria

To Form or Not to Form a Governance Committee – Evidence from the United States
Henry Huang, Prairie View A&M University
Gerald Lobo, University of Houston
Jian Zhou, SUNY of Biaghamton

Stock Option Schedules and Managerial Opportunism
Linxiao Liu, University of Texas at San Antonio
Jennifer Yin, University of Texas at San Antonio

Does International Corporate Diversification Improve Share Capitalization and Operating Performance? An Empirical Perspective
Kingsley O. Olibe, Kansas State University
William (Billy) Strawser, Texas A&M University

SESSION C: Using a Simulation for Instruction and Integration in Management Accounting

Moderator: Stephen B. Salter, University of Texas at El Paso
Juan Claudio Lopez, University of Talca

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

◆

Please let exhibitors know how much we appreciate their presence and continued support!
February 28, 2009
(Saturday)

8:30 a.m. - 10:00 a.m.  Room 16

SESSION A:  Different Types of Audit Issues

Session Chair/Discussant:  Gin Chong, Prairie View A&M University

*Expected Earnings Growth, Intangible Asset Premium and Auditor Litigation Risk*

H. Young Baek, Nova Southeastern University
Joung W. Kim, Nova Southeastern University
Dong Young Lee, Wonkwang University

*Will Litigation Risk Increase with the Adoption of the IFRS?*

Charles Becker, Concord University
John T. Sennetti, Nova Southeastern University
Howard Lawrence, University of Mississippi

*Arthur Andersen Auditors: Did They Keep Their Texas CPA License After Enron?*

Daniel Edelman, Texas A&M University – Commerce

8:30 a.m. - 10:00 a.m.  Room 17

SESSION B:  Classroom Techniques and Issues

Session Chair:  Mary Fischer, University of Texas at Tyler

*Tracking Goodwill: The Case of Boeing*

Barbara Scofield, University of Texas of the Permian Basin

Discussant:  Clara Richardson, McMurry University

*Consolidating Financial Statements in a Multinational Setting: A Case Problem*

Stan Kratchman, Texas A&M University
L. Murphy Smith, Texas A&M University

Discussant:  Jane Calvert, University of Central Oklahoma

*Diffusion of Innovation and Adoption Rate of the AICPA Model Tax Curriculum*

Mark Washburn, University of Texas at Tyler
Mary Fischer, University of Texas at Tyler

Discussant:  George Hunt, Stephen F. Austin State University

8:30 a.m. - 10:00 a.m.  Room 18

SESSION C:  What You Need to Know About Derivatives

Workshop Leader:  Dennis Elam, Texas A&M San Antonio
February 28, 2009 (Saturday)

10:30 a.m. - Noon

ROOM 16

SESSION A: Tax Issues are Everywhere
Session Chair: Wayne Counts, University of Texas of the Permian Basin

New Farm Bill Excludes CRP Payments From Self-Employment Income if Recipients is Retired or Disabled
Darlene Pulliam, West Texas A&M University
Alice Upshaw, West Texas A&M University

Discussant: Beth Stetson, Oklahoma City University

A Last Resort Call for Congressional Action in Regards to State Income Taxation of Nonresident Professional Team Athletes
N. Anna Shaheen, Sam Houston State University

Discussant: Beth Stetson, Oklahoma City University

IRS’s Scores Judicial Successes Against Tax Shelters
Laura Jean Kreissl, West Texas A&M University
Karyn Bybee Friske, West Texas A&M University
Darlene Pulliam, West Texas A&M University

Discussant: Dale Spradling, Stephen F. Austin State University

10:30 a.m. - Noon

ROOM 17

SESSION B: Miscellaneous Accounting Topics
Session Chair: Dennis Elam, Texas A&M San Antonio

Are the Chinese National Audit Office Independent?
H. Gin Chong, Prairie View A&M University

Empirical Support for the PCAOB’S Elimination of the Independent Auditor’s Opinion Regarding Management’s Assessment of Internal Control
James H. Thompson, Washington State University
Bart H. Ward, Oklahoma City University

Corporate Stock Repurchases and the Value of the Firm
Richard L. Alltizer, University of Central Oklahoma
Katherene P. Terrell, University of Central Oklahoma
Robert L. Terrell, University of Central Oklahoma
Barbara Parrish, University of Central Oklahoma
Ralph W. Parrish, University of Central Oklahoma
Stoyan Stoitzev, University of Central Oklahoma

10:30 a.m. - Noon

ROOM 18

SESSION C: How to Make Auditing Class Exciting – Audit Skits
Workshop Leader: Gail Kaciuba, St. Mary’s University
**2008-2009 OFFICERS**

President: Ann Wilson, Stephen F. Austin State University  
President-Elect and Program Chair: Marcel M. Robles, Eastern Kentucky University  
Secretary/Treasurer: Faridah Awang, Eastern Kentucky University  
Historian: Margaret Kilcoyne, Northwestern State University  
Proceedings Editor: Susan Evans Jennings, Stephen F. Austin State University  
Immediate Past President: Carolyn Ashe, University of Houston Downtown  
Program and Paper Reviewers:
- Faridah Awang, Eastern Kentucky University  
- Marsha Bayless, Stephen F. Austin State University  
- Judith Biss, Stephen F. Austin State University  
- Sue Champion, Northwestern State University  
- Debbie Dufrene, Stephen F. Austin State University  
- Donald English, Texas A&M University-Commerce  
- Harold Hurry, Sam Houston State University  
- Betty Johnson, Stephen F. Austin State University  
- Margaret Kilcoyne, Northwestern State University  
- Betty Kleen, Nicholls State University  
- Lorraine Krajewski, Louisiana State University-Shreveport  
- James Larsgaard, Eastern Kentucky University  
- Carol Lehman, Mississippi State University  
- Chynette Nealy, University of Houston Downtown  
- Marcel Robles, Eastern Kentucky University  
- Robin Self, Alabama State University  
- William Wardrope, University of Central Oklahoma  
- Ann Wilson, Stephen F. Austin State University  

**CONGRATULATIONS!**

Recipient of the 2009 McGraw-Hill/Irwin Distinguished Paper Award

*Is Email Out and Text Messaging In? Communication Trends in Secondary and Post Secondary Students*

Susan Evans Jennings, Stephen F. Austin State University  
S. Ann Wilson, Stephen F. Austin State University  
Judith Biss, Stephen F. Austin State University  

**CONGRATULATIONS!**

Recipient of the 2009 Cengage Outstanding Educator Award

Roger Conaway, University of Texas at Tyler
SESSION A  Welcome by ABC-SWUS President Ann Wilson

Business Communication Courses: Is Change on the Horizon Or Is It Already Here?

Session Chair: Marcel M. Robles, Eastern Kentucky University

The Changing Face of Business Communication Instruction
Betty S. Johnson, Stephen F. Austin State University
Marsha L. Bayless, Stephen F. Austin State University

How Current is Your BCOM Course?
Jean Sellers, Fort Hays State University
Wally Guyout, Fort Hays State University
Jim Rucker, Fort Hays State University
Scott Jones, Fort Hays State University

Developing a Comprehensive Business Communication Program: An Interdisciplinary and Inclusive Approach
Brad Stratton, University of South Carolina

Defending the Faith: Toward an Apologetics of Business Communication
William Wardrope, University of Central Oklahoma

10:00 a.m. – 10:30 a.m.  Ballroom C

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod
Must be present to win.
ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

February 26, 2009 (Thursday)

10:30 a.m. – 12:00 p.m.  Room 8

SESSION A  Technology Issues in Business Communication

Session Chair:  Marsha L. Bayless, Stephen F. Austin State University

Winner of the McGraw-Hill/Irwin Distinguished Paper Award

Is Email Out and Text Messaging In? Communication Trends in Secondary and Post Secondary Students
Susan Jennings, Stephen F. Austin State University
Judith Biss, Stephen F. Austin State University
Ann Wilson, Stephen F. Austin State University

The Impact of E-communication on Students’ Writing Skills
Faridah Awang, Eastern Kentucky University

Overcoming Challenges in Cross-Cultural Virtual Teams
Debbie D. DuFrene, Stephen F. Austin State University
Carol M. Lehman, Mississippi State University

Social Sites: The Impact on Our Future Cyber Socialites
Margaret Kilcoyne, Northwestern State University
Brenda Hanson, Northwestern State University
Glenn Maples, Northwestern State University
Sue Champion, Northwestern State University
Margaret Garland, Northwestern State University
Julie McDonald, Northwestern State University

Noon – 1:30 p.m.

Lunch – on your own

1:30 p.m. – 3:00 p.m.  Room 8

SESSION A  Facilitating the Thought Process in Communication

Session Chair:  Faridah Awang, Eastern Kentucky University

Teaching Critical Thinking for the First Time
Jim Larsgaard, Eastern Kentucky University

ˈStuck-in-a-Rutˈ Thinking: Recognizing Filters that Anchor Our Ideas
Renee King, Eastern Illinois University

Teaching Methods: Lecture and Hands-On
Harold A. Hurry, Sam Houston State University

From Complex to Simple: Teaching the MBA Student to Simplify the Message
Teresa Taylor Sekine, Purdue University
ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

February 26, 2009
(Thursday)

3:00 p.m. – 3:30 p.m.  Ballroom C

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

*Drawings for 2-night regular hotel room at 2010 FBD conference ($325 value) and an I-Pod. Must be present to win.*

3:30 p.m. – 5:00 p.m.  Room 8

SESSION A  Special Session

Session Chair:  Ann Wilson, ABC-SWUS President
Stephen F. Austin State University

Meeting Facilitator  ABC-SWUS Business Meeting
Ann Wilson, President

Discussion Facilitators  ABC in Action
Jim Dubinsky, ABC President
Betty S. Johnson, ABC Executive Director

5:30 p.m. – 7:30 p.m.  Ballroom C

FBD Swap Meet

Entertainment and fun

Bring something from your school (T shirt, coffee mug, etc.) to trade

Cash bar (with first drink free)

Please make plans to visit the exhibits to receive information on the latest books and newest educational technologies.

◆

Please let exhibitors know how much we appreciate their presence and continued support!
SESSION A  Writing Negative Messages

Session Chair: Carol M. Lehman, Mississippi State University

Sorry Seems to Be the Hardest Word: Legal Effects of the Corporate Apology
Geraldine Hynes, Sam Houston State University
Griffin Pivateau, Sam Houston State University

Indirect Approach: What Is Taught and Why?
Kathy Hill, Sam Houston State University

The Case of Wind River Farms: Using the Direct Approach in Bad News Messages
Lucia Sigmar, Sam Houston State University

Implications of Using Incivility in Workplace Communications
Marguerite P. Shane Joyce, Sam Houston State University

10:00 a.m. – 10:30 a.m.  Ballroom C

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies. Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod. Must be present to win.
SESSION A  Real Communication Lessons

Session Chair: Margaret Kilcoyne, Northwestern State University

Hurricanes Gustav and Ike: One University’s Communication Lessons Learned and Applied after Hurricanes Katrina and Rita
Betty Kleen, Nicholls State University
Shari Lawrence, Nicholls State University

Cross-Cultural Training in Costa Rica: Communication and Cultural Adjustment
Stephanie Graves, Stephen F. Austin State University
Marsha L. Bayless, Stephen F. Austin State University

Practicing What We Teach: A Communication Audit of a College of Business
William Wardrope, University of Central Oklahoma
Lisa Miller, University of Central Oklahoma

Blurring Fact-Fiction Boundaries: A Distinct Opportunity to Enhance Communication Research Texts
Kathryn Rybka, University of Illinois

Noon – 1:30 p.m.

Lunch – on your own

SESSION A  Instilling Professionalism in Business

Session Chair: Betty Kleen, Nicholls State University

Twenty-First Century Communication: The Effects on Today’s Business
Carolyn Ashe, University of Houston Downtown
Chynette Nealy, University of Houston Downtown

Developing Business Dress Guidelines
Beverly Block, Missouri Southern State University
Jean Anna Sellers, Fort Hays State University

Creating a Professional Image: A New Course for Business Students
Lorraine Krajewski, Louisiana State University-Shreveport

The Dream Job Portfolio: An Experiment in Heightened Relevance
Eve Dobkins-Ash, Oklahoma State University-Tulsa
ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

February 27, 2009
(Friday)

3:00 p.m. – 3:30 p.m. Ballroom C

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies. Please let exhibitors know how much we appreciate their presence and continued support!

Drawing for an I-Pod. Must be present to win.

3:30 p.m. – 5:00 p.m. Room 8

SESSION A Communicating in the Corporate Environment

Session Chair: William Wardrope, University of Central Oklahoma

Storytelling Strategies to Convey Policy in Business Organizations
Marcel M. Robles, Eastern Kentucky University

Communication Strategies for Effective Human Resource Management
Apoorva Bharadwaj, Institute of Management Technology

Do You Speak English: Expatriate-Local Staff Communication and Its Impact on Employee Perception Toward the Organization
Li Liu, University of Washington

Cognition and Marketing Communication
Manaswini Acharya, Mudra Institute of Communication, Ahmedabad, India

Qualities Needed in the Workplace: Views of College of Business Undergraduate Students
Donald English, Texas A&M University-Commerce
Edgar Manton, Texas A&M University-Commerce
Janet Walker, Texas A&M University-Commerce
President:
**Carla J. Barber**  
University of Central Arkansas  
Conway, AR  
cjbarber@uca.edu

Vice President/Program Chair:  
**Daniel Friesen**  
University of North Texas, Dallas Campus  
Dallas, TX  
dfriesen@unt.edu

Secretary/Treasurer:  
**Nansi Swartwout**  
Alcorn State University  
Alcorn State, MS  
nansi@alcorn.edu

Proceedings Editor:  
**Gerald Plumlee**  
Southern Arkansas University  
Magnolia, AR  
glplumlee@saumag.edu

Past President:  
**Chynette Nealy**  
University of Houston-Downtown  
Houston, TX  
zealy@uhd.edu

Historian/Parliamentarian:  
**Betty Kleen**  
Nicholls State University  
Thibodaux, Louisiana  
betty.kleen@nicholls.edu

Journal Editor:  
**Chynette Nealy**  
University of Houston-Downtown  
Houston, TX  
zealy@uhd.edu
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

February 26, 2009
(Thursday)

8:30 a.m. – 10:00 a.m. Room 14

SESSION A  Breakfast and Business Meeting

Yearly Business Meeting: Old and New Business of ABIS

Carla Barber, University of Central Arkansas, ABIS President

10:00 a.m. - 10:30 a.m. Ballroom C

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies. Please let exhibitors know how much we appreciate their presence and continued support!

*Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod Must be present to win.*

10:30 a.m. - Noon Room 14

SESSION A  Students and Graduates & ABIS Distinguished Paper

Session Chair: Margaret Kilcoyne, Northwestern State University

Using Experiential Learning to Develop Communication Skills and Increase User Satisfaction with Student Developed Projects (Distinguished Paper)

Kimberly L. Merritt, Oklahoma Christian University

K. David Smith, Cameron University

A Correlation Study: The Effect of Online Quality on Student Learning Outcomes and Attrition

Joselina Cheng, University of Central Oklahoma

Lisa Miller, University of Central Oklahoma

Determinants of Well-being and Growth of University Graduates in US

Jacob Ogunlade, Walden University

Active Learning and Perceptions of First Generation College Students

Chynette Nealy, University of Houston-Downtown

Carolyn Ashe, University of Houston-Downtown
SESSION A  Pedagogy I

Session Chair:  Walter Creighton, Northwestern State University

*Can They Really Walk the Talk?*
- Margaret S. Kilcoyne, Northwestern State University
- Julie McDonald, Northwestern State University
- Brenda L. Hanson, Northwestern State University
- Sue Champion, Northwestern State University
- Margaret Garland, Northwestern State University
- Glenn Maples, Northwestern State University

*Protecting Information Assets: Attitudes and Actions of Business Students*
- Beverly Oswalt, University of Central Arkansas
- Roslyn Lisenby, Southern Arkansas University
- Sean Johnson, The Boeing Company

*Teaching ERPs without ERPs*
- Michael K. Bourke, Houston Baptist University

*Analysis of Improvement in Student Achievement when Teaching Excel and Access Using Screen Recorder Software*
- Carla Barber, University of Central Arkansas
- Lea Ann Smith, University of Central Arkansas

3:00 p.m. – 3:30 p.m.

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies.

Please let exhibitors know how much we appreciate their presence and continued support!

*Drawings for 2-night regular hotel room at 2010 FBD conference ($325 value) and an 1-Pod. Must be present to win.*
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

February 26, 2009
(Thursday)

3:30 p.m. - 5:00 p.m. Room 14

SESSION A  Pedagogy II

Session Chair:  Joselina Cheng, University of Central Oklahoma

Is Compliance Enough to Suggest Accommodation – Do You Hear What I See?
Susan Evans Jennings, Stephen F. Austin State University
Matthew Evans Sutherlin, Stephen F. Austin State University

Communicating with PowerPoint the Right Way
Walter Creighton, Northwestern State University
Margaret Kilcoyne, Northwestern State University

Blogs: A View through the Lens of Business and Education
Marsha L. Bayless, Stephen F. Austin State University
Betty S. Johnson, Stephen F. Austin State University
S. Anne Wilson, Stephen F. Austin State University

Stop Grading and Start Teaching
Ian J. Shepherd, Abilene Christian University
Brent Reeves, Abilene Christian University

5:30 p.m. – 7:30 p.m. Ballroom C

FBD Swap Meet

Entertainment and fun

Bring something from your school (T shirt, coffee mug, etc.) to trade

Cash bar (with first drink free)
SESSION A  Technology Issues

Session Chair:  Betty Kleen, Nicholls State University

Cell Phone Etiquette
Amanda A. Jensen, Accenture
Bradley K. Jensen, Microsoft
Janet L. Bailey, University of Arkansas at Little Rock
Robert B. Mitchell, University of Arkansas at Little Rock

Video Technology in Computer Applications
Walter Creighton, Northwestern State University

The Invisible Guardian: Wireless Asset Control
Anthony Pistilli, Eastern Kentucky State
Marcel Robles, Eastern Kentucky State

COBOL: Excellent History and Great Future
Dayanand Thangada, Southern University at New Orleans
Adnan Omar, Southern University at New Orleans

Cross Culture Management, Transcendence and Empathy
William R. Venable, Oklahoma State University
Aswin Subanthore, University of Wisconsin-Milwaukee
Alfred F. Carlozzi, Oklahoma State University-Tulsa

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod
Must be present to win.
SESSION A  Disaster Recovery and Knowledge Management

Session Chair:  Chynette Nealy, University of Houston-Downtown

Disaster Recovery Plan for Successful Educational Continuity
Adnan Omar, Southern University at New Orleans
Devi Meenakshi Mantha, Southern University at New Orleans

Knowledge-Sharing and Information Management in the Small Church: A Disaster Waiting to Happen?
Lynn R. Heinrichs, Elon University
Betty A. Kleen, Nicholls State University

Security Training Use of Color to Improve Recall
Bradley K. Jensen, Microsoft
Janet Bailey, University of Arkansas at Little Rock
Amanda A. Jensen, Accenture
Robert B. Mitchell, University of Arkansas at Little Rock

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

Drawing for an I-Pod.  Must be present to win.
Association of Collegiate Marketing Educators Officers

President: Maxwell K. Hsu, University of Wisconsin-Whitewater

Program Chair: Patrick D. “Pat” Fountain, East Central University

Vice President-Membership: Kishwar Joonas, Prairie View A&M University

Secretary: Sharon Thach, Tennessee State University

Treasurer: Dennis Emmett, Marshall University

Webmaster: Vaidotas Lukosius, Tennessee State University

Past President: Kimball P. Marshall, Alcorn State University

Workshop and Special Session Coordinators:

Nancy D. Albers-Miller, Berry College

Patrick D. “Pat” Fountain, East Central University

Maxwell Hsu, University of Wisconsin – Whitewater

Kishwar Joonas, Prairie View A&M University

Thomas W. Lanis, East Central University

Proceedings Editor:

Patrick D. “Pat” Fountain, East Central University

CONGRATULATIONS!

Recipients of the 2009 McGraw-Hill/Irwin Distinguished Paper Award

A Note on Modeling Service Capacity Allocation Under Varying Intensities of Competition
Hongkai Zhang, East Central University
Jim Rauch, East Central University

Recipient of the 2009 Cengage Outstanding Educator Award

Denny Bristow, St. Cloud State University
Track Chairs

**Advertising and Marketing Communications:** Vaidotas Lukosius

**Assurance of Learning:** Sherri Coultrup, Morgan State University

**Business–to–Business and New Product Development:** Prashant Srivastava

**Consumer Behavior and Customer Relationship Management:**
Vivek S. Natarajan, Lamar University
Gregory Black, Texas A&M University – Corpus Christi

**E-Commerce and Pricing:** Chien-Ping Chen, University of Houston-Victoria

**Ethics:** Charlie Jones, East Central University

**Health Care Marketing:** Dilaver Tengilimoglu, Gazi University, Turkey

**International Marketing and Cross-Cultural Studies:** Kevin Chiu, Lunghwa University of Science and Technology, Taiwan

**Logistics and Supply Chain Management:** Madhav Pappu, MACOM Technology Solutions
Edie Schmidt, Purdue University

**Marketing Cases:** Scott D. Roberts, St. Edward's University

**Marketing Education:** Dennis Bristow, St. Cloud State University

**Marketing Research:** Hongkai Zhang, East Central University

**Marketing Strategy and Entrepreneurship:** Nacef Mouri, George Mason University

**Public Policy and Not-for-Profit Marketing:** Gordon G. Mosley, Troy University

**Retailing:** Irfan Ahmed, Sam Houston State University

**Selling and Sales Management:** Thomas W. Lanis, East Central University

**Services Marketing:** Andy Stratemeyer, California State University-Fresno

**Service and Experiential Learning:** Patrick D. “Pat” Fountain, East Central University

**Sports Marketing:** Susan D. Geringer, California State University - Fresno

**Doctoral/Graduate Student Track:** Sanjay S. Mehta, Sam Houston State University
CONGRATULATIONS!

BEST OF TRACK PAPER AWARD WINNERS

**Business Ethics**
Using the Hunt-Vitell Framework to Consider Overbooking and Other Revenue Management Practices from an Ethical Perspective
Robert D. Winsor, Loyola Marymount University

**Business-to-Business and New Product Development Track**
The Moderating Effect of Customer Participation on the New Product Capability-Performance Relationship
Jaewon Yoo, Oklahoma State University
Gary L. Frankwick, Oklahoma State University

**Consumer Behavior and Customer Relationship Management Track**
Variable Assessment of Product Benefits Using a Means-end Approach
Chin-Feng Lin, National Pingtung Institute of Commerce

**Health Care Marketing**
What Should Turkey’s Marketing Strategy Be in Health Tourism
Dilaver Tengilimoglu, Gazi University
Pınar Yalcın Balcık, Hacettepe University

**Selling and Sales Management Track**
Effect of Personality on Customer Orientation and Performance Outcomes
Turkan Dursun, West Texas A&M
Ceyhan Kilic, New York Institute of Technology

**Services Marketing Track**
A Note on Modeling Service Capacity Allocation Under Varying Intensities of Competition
Hongkai Zhang, East Central University
Jim Rauch, East Central University

**Sports and Entertainment Marketing Track**
Modeling Video Game Preference Modeling Using Personality and Motivation
Vaidotas (Vaidas) Lukosius, Tennessee State University
Ramprasad Unni, Tennessee State University

**Marketing Education Track**
Relationship of Student Perceptions of Instructor’s Referent and Expert Power With Their Learning/Course Experience: A Comparison of Online and Traditional Classroom Learning Environments
Sarath A. Nonis, Arkansas State University
Shane Hunt, Arkansas State University
Gail I. Hudson, Arkansas State University
**ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS**

February 26, 2009 (Thursday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Grand Avenue</td>
<td>SESSION A</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Session Chair:</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Want To Reach Your College Students? You Need To Change Your Teaching Style</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jana R. Minifie, Texas State University</td>
</tr>
<tr>
<td></td>
<td></td>
<td>William Wardrope, University of Central Oklahoma</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bill Middlebrook, Texas State University</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>What Do College Students, Young Families, and Empty Nesters Want in a Car? A Market Segmentation and Marketing Mix Project for Introduction to Marketing Students</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dennis Bristow, St. Cloud State University</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rajesh Gulati, St. Cloud State University</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kenneth Schneider, St. Cloud State University</td>
</tr>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Biltmore</td>
<td>SESSION B</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Workshop Chair</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Trainers</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 a.m. – 10:30 a.m.</td>
<td>Ballroom C</td>
<td>FBD Coffee Break</td>
</tr>
<tr>
<td>10:30 a.m. – Noon</td>
<td>Egbert</td>
<td>SESSION A: WORKSHOP: Experiential Activities for Teaching Promotion, Ethics and Sales</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Workshop Chair</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Trainers</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SESSION B  Health Care Marketing

Session Chair:  Dilaver Tengilimoglu, Gazi University

Toward the Development of Health Beliefs Measurement Regarding Pain
Kimball P. Marshall, Alcorn State University
Lisa Micich, Alcorn State University
Arthur G. Cosby, Mississippi State University

Understanding Obesity in America: Perceptions of the Problem and Possible Actions
Dennis Emmett, Marshall University
Ashish Chandra, University of Houston - Clear Lake

Service Quality of Dental Prosthodontists: A Comparison of the Findings of a Local and a National Sample
David P. Paul, III, Monmouth University

What Should Turkey’s Marketing Strategy Be in Health Tourism
Dilaver Tengilimoglu, Gazi University
Pınar Yalcın Balcık, Hacettepe University

SESSION C  Business-to-Business and New Product Development

Session Chair:  Prashant Srivastava, The University of Akron

Strategic Alliance Termination: A Synthesis and Research Model
Alex Sharland, University of South Alabama
Anne M. Fiedler, Barry University

A Preliminary Investigation into the Role of Interpersonal Relations on the Complaint Behavior of Purchasing Managers
Lynn R. Godwin, University of St. Thomas

The Moderating Effect of Customer Participation on the New Product Capability-Performance Relationship
Jaewon Yoo, Oklahoma State University
Gary L. Frankwick, Oklahoma State University
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

February 26, 2009 (Thursday)

1:30 p.m. – 3:00 p.m.  Grand Avenue

SESSION A  Ethics

Session Chair:  Charlie C. Jones, East Central University

Using the Hunt-Vitell Framework to Consider Overbooking and Other Revenue Management Practices from an Ethical Perspective
Robert D. Winsor, Loyola Marymount University

Work-Life Balance Perspectives of Future Marketing Professionals
Katherine T. Smith, Texas A&M University

Ethical Conflicts between Stakeholder Dyads: Marketing Departments, the Organization, Employees, and the Media
George M. Zinkhan, University of Georgia
Brett M. Vitrano, University of Georgia
Plamen Peev, University of Georgia

1:30 p.m. – 3:00 p.m.  Biltmore

SESSION B  Logistics and Supply Chain Management

Session Chair:  Malini Natarajan, Texas A&M University

Optimizing Distributor Profitability – A Methodology for Linking Business Processes and Shareholder Value
Nathan A. Servos, Purdue University
Daniel D. Bowman, Purdue University
Jose A. Martinez, Purdue University
Jared R. Warren, Purdue University

Healthcare Supply Chain - Is it Unique?
Arunachalam Narayanan, Texas A&M University

Total Cost of Ownership - A Process Explanation
Regena Scott, Purdue University
Sorraya Khiewnavawongs, Purdue University
Jonathan Davis, Purdue University
Edie Schmidt, Purdue University

1:30 p.m. – 3:00 p.m.  Egbert

SESSION C  WORKSHOP: Starting and Managing Student Run Enterprises

Workshop Chair  Nancy D. Albers-Miller, Berry College

Trainers  Nancy D. Albers-Miller, Berry College
FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

*Drawings for 2-night regular hotel room at 2010 FBD conference ($325 value) and an iPod.*
*Must be present to win.*

SESSION A  Consumer Behavior, Retailing and Advertising

Session Chair:  Yongchuan (Kevin) Bao, Suffolk University

*Explaining Consumers Purchase Intentions of Genetically Modified Food and Pharmaceuticals Using a Cost Benefit Framework*
Sarath A. Nonis, Arkansas State University

*Private Brand Strategies: Creating a Favorable Consumer Perception of Private Brand Quality*
Yongchuan (Kevin) Bao, Suffolk University
David Stewart, University of California, Riverside

*Should We Label? The Influence of Food Safety Information about Offspring of Cloned Animals on Consumer Purchase Intentions*
Sarath Nonis, Arkansas State University
Gail I. Hudson, Arkansas State University
Shane Hunt, Arkansas State University

SESSION B  Doctoral/Graduate Student Track

Session Chair:  Patrick D. “Pat” Fountain, East Central University

*Athletes, Entertainers and Models: An Experimental Examination of Meaning Transfer*
Jennifer Maddox, Berry College
Nancy D. Albers-Miller, Berry College

*Student Run Enterprises: The Next Step in the Evolution of Higher Education*
Ben Wilson, Berry College
Nancy D. Albers-Miller, Berry College

*Experiential Marketing of Sporting Events*
Rachel White, Berry College
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

February 26, 2009
(Thursday)

3:30 p.m. – 5:00 p.m. Egbert

SESSION C Logistics and Supply Chain Management

Session Chair: Arunachalam Narayanan, Texas A&M University

Growing SMEs the Costa Rican Way
Sharon Thach, Tennessee State University
Ana Garcia, Tennessee State University
Esteban M. Lafuente Gonzalez, Autonomous University of Barcelona

Challenges Facing Supply Chains through Ports of Los Angeles/Long Beach
Nikhil Kondati, Texas A&M University
Arunachalam Narayanan, Texas A&M University

New Product Capabilities and Organizational Performance: The Moderating Role of Manufacturing and Distribution Capabilities
Abdullah Al Jafari, Oklahoma State University
Jaewon (Jay) Yoo, Oklahoma State University
Gary L. Frankwick, Oklahoma State University

5:30 p.m. – 7:30 p.m. Ballroom C

FBD Swap Meet

Entertainment and fun

Bring something from your school (T shirt, coffee mug, etc.) to trade

Cash bar (with first drink free)

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

Please let exhibitors know how much we appreciate their presence and continued support!

70
ACME Breakfast and Special Time

All ACME members are invited and encouraged to come and meet old friends, make new acquaintances and enjoy a great breakfast buffet.

SESSION A  Selling and Sales Management

Session Chair  Thomas W. Lanis, East Central University

Salespeople Behaving Badly
Krist R. Swimberghe, Northwestern State University of Louisiana
W. Phil Habig, Northwestern State University of Louisiana

Effect of Personality on Customer Orientation and Performance Outcomes
Turkan Dursun, West Texas A&M
Ceyhan Kilic, New York Institute of Technology

SESSION B  Doctoral/Graduate Student Track

Session Chair:  Nancy D. Albers-Miller, Berry College

Dimensions of Values in Health Care
Laura A. Sutton, Berry College
Nancy D. Albers-Miller, Berry College

Customer Disservice: Differential Mistreatment of Foreign Customers by US Customer Service Representative
Ligia Zobolli, Berry College
Nancy D. Albers-Miller, Berry College

The Nutritional Content of Food Products Marketed toward Children: An International Study
Nancy D. Albers-Miller, Berry College
Caitlyn A. Miller, Berry College

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

◆

Please let exhibitors know how much we appreciate their presence and continued support!
8:30 a.m. – 10:00 a.m.  Egbert

SESSION C
WORKSHOP  Structural Equation Modeling (SEM) Focusing on the SPSS-AMOS Software Application

Workshop Chair  Maxwell Hsu, University of Wisconsin – Whitewater

Trainer  Maxwell Hsu, University of Wisconsin – Whitewater

Join ACME President Maxwell Hsu as he leads a discussion on the use of the AMOS software and share his experience on the features of AMOS 17 software in this special workshop. Those who have AMOS installed on their laptop computer are welcome to bring their computer and their dataset to the workshop for possible hands-on Q&A.

10:00 a.m. - 10:30 a.m.  Ballroom C

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.

Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod
Must be present to win.

10:30 a.m. – Noon  Grand Avenue

SESSION A  Marketing Education

Session Chair:  Thomas W. Lanis, East Central University

The Future of Undergraduate Education in Marketing
Thomas W. Lanis, East Central University

The Candidacy of Barack Obama: A Teaching Tool for Integrated Marketing Communications
Donald Baack, Pittsburg State University

Relationship of Student Perceptions of Instructor’s Referent and Expert Power With Their Learning/Course Experience: A Comparison of Online and Traditional Classroom Learning Environments
Sarath A. Nonis, Arkansas State University
Shane Hunt, Arkansas State University
Gail I. Hudson, Arkansas State University
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

February 27, 2009
(Friday)

10:30 a.m. – Noon Biltmore

SESSION B
Doctoral/Graduate Student Track

Session Chair: Jim Rauch, East Central University

A Comparison of Sex Appeals in Print Advertisements: A Multicountry Study
Emily R. Sivertsen, Berry College
Nancy D. Albers-Miller, Berry College

Branding Effects on Consumer Perceptions of Quality: An Experiment
Kate Fitchett, Berry College
Nancy D. Albers-Miller, Berry College

The Influence of Power Distance in International Advertising: An Analysis of Status and Quality Appeals
Alison M. Watts, Berry College
Nancy D. Albers-Miller, Berry College

10:30 a.m. – Noon Egbert

SESSION C
WORKSHOP
Service Learning

Workshop Chair Kishwar Joonas, Prairie View A&M University

Trainer Kishwar Joonas, Prairie View A&M University

Noon – 1:15 p.m. Ballroom A

ACME Luncheon

All ACME members and invited guests are encouraged to attend as we honor our award winners and hold our annual Business Meeting

This event is open ONLY to ACME Members and invited guests. Others will we charged $50 (payable to Association of Collegiate Marketing Educators).
**ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS**

February 27, 2009  
(Friday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Grand Avenue</td>
<td>Logistics and Supply Chain Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Session Chair: TBD</td>
</tr>
</tbody>
</table>
|               |              | **Entrepreneurs’ Storytelling: Preliminary Evidence of Entrepreneurs’ Use of Oral Narrative**  
Brian McKenzie, California State University – East Bay |
|               |              | **Hollywood Reconstituted & Repackaged on DVD**  
Linden Dalecki, Pittsburg State University |
|               |              | **Modeling Video Game Preference Modeling Using Personality and Motivation**  
Vaidotas (Vaidas) Lukosius, Tennessee State University  
Ramprasad Unni, Tennessee State University |

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session B</th>
</tr>
</thead>
</table>
| 1:30 p.m. – 3:00 p.m. | Biltmore | Logistics and Supply Chain Management  
(Doctoral/Graduate Student Track) |
|               |              | Session Chairs: Madhav Pappu, M/A-COM  
Edie Schmidt, Purdue University |
|               |              | **Implementing Six Sigma Principles in Reverse Logistics**  
Nathan Servos, Purdue University  
Daniel Bowman, Purdue University |
|               |              | **Free Trade Zones in Central America: A Comparison**  
Felipe Alainis, Texas A&M University  
Malini Natarajan, Texas A&M University |
|               |              | **Homeland Security and Distribution/SCM – Providing for a Secure & Efficient Supply Chain**  
Charles Hagee, Purdue University |
Jen Frasier, Purdue University |
SESSION C
WORKSHOP  Simulations for Marketing and Business

Workshop Chair  Patrick D. “Pat” Fountain, East Central University

TRAINER  Tony Naidu, Interpretive Simulations

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

Drawing for an I-Pod. Must be present to win.

Session A  International, Cross Cultural and Consumer Behavior

Session Chair:  Kishwar Joonas, Prairie View A&M University

Empirical Study of Brand Attributes Via Higher-Order Confirmatory Factor Analysis
Weng-Hung Wang, National Taiwan Ocean University
Shiu-Han Tang, National Taiwan Ocean University

Mexican Students’ Attitudes Toward Personal Selling: An Exploratory Investigation
Kishwar Joonas, Prairie View A&M University
Ricardo Caballero, Instituto Tecnológico y de Estudios Superiores de Monterrey

College Men’s Casual Wear Shopping Behaviors: An Investigation of the Relationship between Product Involvement and Brand Commitment
Jung-Im Seo, Tennessee State University

Variable Assessment of Product Benefits Using a Means-end Approach
Chin-Feng Lin, National Pingtung Institute of Commerce
SESSION B Logistics and Supply Chain Management

Session Chair: Madhav Pappu, M/A-COM

Integrated Stock Replenishment and Shipment Consolidation with Service Level Constraint
Niranjan R Nataraja, Texas A&M University
Veeintramuthu Subramanian, Texas A&M University
Ismail Capar, Texas A&M University

RFID Applications - Strategies for Applied Research
Erin Weir, Purdue University
Robert Winkworth, Purdue University
Edie Schmidt, Purdue University

RFID Utilization and Information Sharing Impact Supply Chain Performance
Pamela J. Zelbst, Sam Houston State University
Kenneth W. Green, Jr., Sam Houston State University
Victor E. Sower, Sam Houston State University
Gary Baker, Sam Houston State University

SPECIAL SESSION Using Academic Knowledge from a PhD in Marketing in the Real World

Session Chair: Thomas W. Lanis, East Central University

Presenter: Major General (Retired) Jerry Grizzle

Join Jerry Grizzle (Retired Major General, current CEO of AMS Health Sciences Inc., former President and CEO of Orbit Finer Foods, Skolniks and CD Warehouse) as he talks about how he has used the academic knowledge he gained in earning a PhD in Marketing in his managerial and leadership roles as a Major General in the Oklahoma National Guard, CEO and consultant. This will be a great session for anyone interested in consulting.

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

◆ Please let exhibitors know how much we appreciate their presence and continued support!
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

February 28, 2009
(Saturday)

8:30 a.m. – 10:00 a.m. Room 12

SESSION A Services Marketing

Session Chair: Jim Rauch, East Central University

Harnessing Marketing, Operations Management and Organizational Behavior: The Role of the Store Manager in Delivering Service
Lynn Murray, Pittsburg State University

Hollywood Movie Success Factors
Prashant Srivastava, The University of Akron
R. Ray Gehani, The University of Akron

A Note on Modeling Service Capacity Allocation Under Varying Intensities of Competition
Hongkai Zhang, East Central University
Jim Rauch, East Central University

10:30 a.m. – Noon Room 12

SESSION A International Marketing and Cross-Cultural Studies

Session Chair MaryRose Hart, Rogers State University

The Moderating Influence of Cultural Values on the Relationship Between Dress and Customer Affect
Chris Shao, Midwestern State University
John E. Martinez, Midwestern State University
Phillip H. Wilson, Midwestern State University
Grace Zhang, Midwestern State University

The Accommodation Needs of Leisure Western and Asian Travelers Visiting Cambodia
Fen-Chi Cheng, Shu-Te University
Phou Sambath, National Cheng Kung University

Impact of Religious Animosity on Middle East Consumers' Intentions to Buy American Products -- A Theoretical Perspective
Zafar U. Ahmed, Fahad Bin Sultan University
Mahmood Odah Eid Hamad, Fahad Bin Sultan University
2008 – 2009 OFFICERS

President: Bonnie Daily, New Mexico State University

President-Elect: Kai S. Koong, University of Texas – Pan American

Program Chair: Kai S. Koong, University of Texas – Pan American

Program Chair-Elect: Roderick Posey, University of Southern Mississippi

Secretary: Carl Rebman, Jr., University of San Diego

VP - Finance: Roderick Posey, University of Southern Mississippi

VP - Student Liaison: Donna Davis, University of Southern Mississippi

VP – Membership: June Lu, University of Houston - Victoria

DSI Regionally-Elected VP: Binshan Lin, Louisiana State University - Shreveport

Regional Archivist: Paul Cronan, University of Arkansas

Publications Coordinator: Carl Rebman, Jr., University of San Diego

Council Members: Michael Brendler, Louisiana State University – Shreveport
Leida Chen, Creighton University
Mike Hanna, University of Houston – Clear Lake
Charlotte Jones, Louisiana State University – Shreveport
Russell Jones, Arkansas State University
Fred Kitchens, Ball State University
Peggy Lane, Emporia State University
Lai C. Liu, University of Texas – Pan American
June Wei, University of West Florida

Past President: David Chou, Eastern Michigan University
2008-2009 TRACK CHAIRS

Accounting: Mary Fischer, University of Texas - Tyler
DSS/ES/KM: Mark McMurtrey, University of Central Arkansas
E-commerce: Adnan Omar, Southern University of New Orleans
E-Government and Non-Profit: June Wei, University of West Florida
Economics: Noel Campbell, University of Central Arkansas
Entrepreneurship: C. Yu, University of Houston – Victoria
Finance: Shuming Bai, University of Texas – Permian Basin
Global Business: Punit Ahluwalia, University of Texas – Pan American
Information Security and Privacy: Janet Bailey, University of Arkansas – Little Rock
Innovative Education: Lee Revere, University of Houston – Clear Lake
Management: Jim Bishop, New Mexico State University
Management Information Systems: Sung-kwan Kim, University of Arkansas – Little Rock
Marketing: Maxwell Hsu, University of Wisconsin - Whitewater
Online Learning: June Lu, University of Houston - Victoria
Operations & Supply Chain Management: Pedro Reyes, Baylor University
Quantitative Methods and Quality: Charlotte Jones, Louisiana State University - Shreveport
Research Pedagogy: Rhonda Syler, University of Arkansas – Little Rock
Student Track: Donna Davis, University of Southern Mississippi
Special Panels: Lai C. Liu, University of Texas – Pan American
Proceedings Editor: Mohan Rao, University of Louisiana – Lafayette
2009 Special Events

♦ Two sessions of a new Business Intelligence Workshop by Microsoft specialist, Bradley Jensen: Wednesday, February 25, 2009, from 8 a.m. to 12 noon and 1 p.m. to 5 p.m.

♦ One hundred and twenty-eight paper presentations sessions scheduled: Thursday, February 26, 2009 and Friday, February 27, from 8:30 a.m. to 5 p.m. daily, and on Saturday, February 28, 2009, from 8:30 a.m. to 11:45 a.m.

♦ One Special Panel on Challenges in the Decision Sciences: 8:30 a.m. through 12:00 p.m. Thursday, February 26, 2009.
  - “Increasing Enrollments in IS Programs and Courses”

♦ SWDSI 2009 Business Meeting, 5 p.m. - 6:30 p.m., Thursday, February 26, 2009.

♦ Three Special Sessions for the Student and New Faculty Mini-Consortium: 10:30 a.m. through 5 p.m. Friday, February 27, 2009.
  - “From Job Search to Promotion and Tenure – Comments from University Administrators”
  - “Successful Publishing – Comments from Journal Editors”
  - “Curriculum Development and Instructional Innovation”

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

♦ Please let exhibitors know how much we appreciate their presence and continued support!
THANK YOU !!!

BEST PAPERS SELECTION COMMITTEE MEMBERS:

Gene Hou, Old Dominion University
Ping Lin, California State University – Long Beach
Jeffrey S. Siekpe, Tennessee State University
Haomin Wang, Dakota State University
H. Roland Weistroffer, Virginia Commonwealth University

CONGRATULATIONS!!!

RECIPIENT OF THE 2009 CENGAGE OUTSTANDING EDUCATOR AWARD

CHANG-TSEH HSIEH

UNIVERSITY OF SOUTHERN MISSISSIPPI

CONGRATULATIONS!!!

RECIPIENT OF THE 2009 MCGRAW-HILL/IRWIN DISTINGUISHED PAPER AWARD

VALIDATING DETERMINANTS OF INFORMATION SYSTEMS DEVELOPMENT MATURITY MODEL

BRIAN SALMANS
LEON KAPPELMAN
ROBERT PAVUR

UNIVERSITY OF NORTH TEXAS
Presented Thursday, February 26, 2009 at 3:30 p.m. in Session A

CONGRATULATIONS!!!

RECIPIENT OF THE 2009 ALPHA IOTA DELTA INNOVATIVE EDUCATION PAPER AWARD

AN EXPERIMENTAL STUDY OF STUDENTS’ STYLE IN USING INTERNET INFORMATION TO ASSIST THEIR STUDY AND LEARNING

PHILIP TSANG, OPEN UNIVERSITY OF HONG KONG, SAR
SUI-SANG MOK, OPEN UNIVERSITY OF HONG KONG, SAR
PAUL KWOK, OPEN UNIVERSITY OF HONG KONG, SAR
REGGIE KWAN, CARITAS FRANCIS HSU COLLEGE
CONGRATULATIONS!!

RECIPIENT OF THE 2009 BEST STUDENT PAPER AWARDS

BEST GRADUATE PAPER

RELATIONSHIP BETWEEN ICT MATURITY AND GLOBAL COMPETITIVENESS: A TWO-WHEEL CAUSALITY MODEL

MANAL M. YUNIS, UNIVERSITY OF TEXAS – PAN AMERICAN

HONORABLE MENTION GRADUATE PAPERS

AN EXAMINATION OF USER’S RELIANCE ON FINANCIAL STATEMENT IN CONNECTION WITH THE FASB CONCEPTUAL FRAMEWORK FOR ACCOUNTING

LAWRENCE CHUI, UNIVERSITY OF NORTH TEXAS
BYRON J. PIKE, UNIVERSITY OF NORTH TEXAS

and

MULTI-PERSPECTIVE, MULTI-CRITERIA ORGANIZATIONAL ATTRACTION

ROSEMOND A. MOORE, UNIVERSITY OF TEXAS – PAN AMERICAN

Presented Saturday, February 28, 2009 at 10:15 a.m. and 11:45 a.m. in Session C

BEST UNDERGRADUATE PAPER

DEVELOPMENT OF A MOBILE TAX SYSTEM WITH USABILITY FEATURES

KRYSTLE ESCARFULET, UNIVERSITY OF WEST FLORIDA
CHRISTINA JANTZEN, UNIVERSITY OF WEST FLORIDA
SHARI TUCKER, UNIVERSITY OF WEST FLORIDA

HONORABLE MENTION UNDERGRADUATE PAPER

SKILLS REQUIRED OF IT PROJECT MANAGERS

HECTOR CORNEJO, UNIVERSITY OF TEXAS – PAN AMERICAN
BRUCE GRIFFITHS, UNIVERSITY OF TEXAS – PAN AMERICAN
NILS SCHMIDT, UNIVERSITY OF TEXAS - PAN AMERICAN

Presented Saturday, February 28, 2009 at 8:30 a.m. and 10:00 a.m. in Session C
SESSION A:  Business Intelligence Pre-Conference Workshop I

Presenter:  Bradley Jensen, Microsoft Corporation

To participate in this special workshop, all delegates must have their own laptops. Internet access may be purchased from the Renaissance Hotel using a credit card. Approximate cost for 24 hours is $13.00 plus applicable taxes. Delegates who desire a Certificate of Participation will receive one after the conference. Cost is a modest $5 (separate check made payable to SWDSI for certificate generation and postage). Maximum capacity is limited to 40 participants per session. Registrations will be on a first-come first served basis. Late and onsite registrations will be available only if there are no-shows or capacity left. This is a full 4-hour workshop.

SESSION A:  Business Intelligence Pre-Conference Workshop II

Presenter:  Bradley Jensen, Microsoft Corporation

This is a repeat of Session A. Again, to participate in this special workshop, delegates must have their own laptops. Internet access may be purchased from the Renaissance Hotel using a credit card. Approximate cost for 24 hours is $13.00 plus applicable taxes. Delegates who desire a Certificate of Participation will receive one after the conference. Cost is a modest $5 (separate check made payable to SWDSI for certificate generation and postage). Maximum capacity is limited to 40 participants per session. Registrations will be on a first-come first served basis. Late and onsite registrations will be available only if there are no-shows or capacity left. This is a full 4-hour workshop.

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

◆

Please let exhibitors know how much we appreciate their presence and continued support!
7:30 a.m. – 8:30 a.m.  Breakfast Meeting

MEETING:  Officers and Directors Meeting

Presiding:  Bonnie Daily, New Mexico State University

Agenda:  Continental Breakfast

Officers Reports

Old Business – Various Committee Reports

New Business – To be Determined

8:30 a.m. – 10:00 a.m.

SESSION A  MANAGEMENT INFORMATION SYSTEMS - I

Session Chair:  James P. Downey, University of Central Arkansas

A Theoretical Knowledge Creation Process in Virtual Teams: A Socio-Technical Perspective
Kamphol Wipayangkool, University of Texas - Arlington

Information Systems Characteristics and Social Network Software Adoption
Amy Y. Chou, Illinois State University
David C. Chou, Eastern Michigan University

Four-Dimensional Computer-Aided Drafting – Current Status and Potential Business Applications
Chang-tseh Hsieh, University of Southern Mississippi

Critical Skills for New MIS Graduates
James P. Downey, University of Central Arkansas
Mark E. McMurtrey, University of Central Arkansas
Steven M. Zeltmann, University of Central Arkansas

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

Please let exhibitors know how much we appreciate their presence and continued support!
SESSION B  OPERATION AND SUPPLY CHAIN MANAGEMENT - I

Session Chair: Mary Margaret Rogers, University of New Mexico

Will Reducing CO2 Emissions in Truck Transport Increase Traffic Fatalities? Evidence from Eleven Countries
Mary Margaret Rogers, University of New Mexico
William L. Weber, Southeast Missouri State University

Using Customer Integration to Improve Supply Chain Performance
Kanchan Das, East Carolina University

An Empirical Investigation of the Influence of Critical Factors on ERP Information Quality
Arun Madapusi, Drexel University
Daniel Cernas Ortiz, University of North Texas

An Inventory Model with Split Orders and Random Lead Times
Esmail Mohebbi, University of West Florida

SESSION C  DSS/ES/KM - I

Session Chair: Sam Y. Sung, South Texas College

Integrating Data Mining into Human Decision Making
Sam Y. Sung, South Texas College
Robert Ho, South Texas College

Web Conferencing as an Enabler for Knowledge Management System
Danielle Gordillo, California State University – East Bay
Svetlana Yankina, California State University – East Bay
Hongwei Du, California State University – East Bay

Strategic Project Management: The IQ-Meter Approach
Mahesh S. Raisinghani, Texas Women University
Anshu Saxena, Indian Institute of Foreign Trade
Roberto Vinaja, Texas A & M University - Commerce

Web-Based Text Mining of Hotel Customer Comments Using Sas® Text Miner and Megaputer Polyanalyst®”
Richard S. Segall, Arkansas State University
Qingyu Zhang, Arkansas State University
Mei Cao, University of Wisconsin – Superior
SESSION D INNOVATIVE EDUCATION - I

Session Chair: Charles R. Johnson, Midwestern State University

The Role of Employment in Academic Performance
Guoying Zhang, Midwestern State University
Charles R. Johnson, Midwestern State University

Innovative Pedagogy: The Effects of Virtual Tutor on MIS Student’s Learning Outcomes
Joselina Cheng, University of Central Oklahoma

Have Math Skills Been Outsourced?
Thomas W. Jones, University of Arkansas

Writing the Operations Management Mystery Manual
Scott T. Young, DePaul University

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod
Must be present to win.
SESSION A MANAGEMENT – I

Session Chair: Yvette N. Essounga, Long Island University – Brooklyn Campus

Generation Y and Generation Z: Significantly Contributing to the Decline of a Lack of Respect in Society
James E. Pittman, Southern University at New Orleans
Sonia K. Boone, Southern University at New Orleans

Boston Scientific Corporation: The Medical Device Industry
Hanzel Hutchinson, St. John’s University
Robert J. Mockler, St. John’s University
Marc Gartenfeld, St. John’s University

The Americans with Disabilities Act Amendments: New Developments in the Protection of the Disabled
Amy Oakes Wren, Louisiana State University – Shreveport
John Vassar, Louisiana State University – Shreveport

Leadership Style Effectiveness and Accountability in Times of Crisis: The Moderating Effect of National Culture
Yvette N. Essounga, Long Island University – Brooklyn Campus

SESSION B QUANTITATIVE METHODS AND QUALITY - I

Session Chair: William Pinney, Alcorn State University

Application of Simulation Modeling for Streamlining Operations in Hospital Emergency Departments
Igor Georgievskiy, Alcorn State University
Zhanna Georgievskaya, Alcorn State University
William Pinney, Alcorn State University

Commercial Software Application Specifically Designed for Patient Flow Simulation
Cliff King, Flexsim Software Products, Inc.
Roger Hullinger, Flexsim Software Products, Inc.

Queuing Theory: A Cure for Hospital Waiting Lists?
Gouri Gupta, University of Alabama at Birmingham
Philip F. Musa, University of Alabama at Birmingham
Susan Key, University of Alabama at Birmingham

Integration of Clinical Information Systems by Ontology Annotation for Relational Databases
Ching-Song D. Wei, City University of New York
Simon J. Doong, China University of Technology – Taiwan
Peter A. Ng, Indiana University-Purdue University Fort Wayne
SESSION C  ACCOUNTING - I

Session Chair: Dennis F. Togo, University of New Mexico

Corporate International Diversification and Firm Value: Empirically Testing the Relevance of Segment Reporting
Kingsley O. Olibe, Kansas State University
Bob Strawser, Texas A & M University

Synthetic Leases: Uses, Abuses, Benefits and the Future
Mary Fischer, University of Texas at Tyler
Mark Washburn, University of Texas at Tyler

Capital Budgeting Decisions Using Simulation and Binary Linear Programming
Dennis F. Togo, University of New Mexico

Consequentialism, Deontology, and Virtue Ethics: Can Businessman Realistically Use Them to Determine what is Moral and Ethical?
David Satava, University of Houston - Victoria

SESSION D  SPECIAL PANEL SESSION  I

Chairs:  Khaled Alshare, Emporia State University
Peggy Lane, Emporia State University
Panelists: David Nickels, University of North Alabama
Obyung Kwun, Southern University at New Orleans

Topic: “Increasing Enrollments in IS Programs and Courses”

As enrollments in information systems start to level off from the steady decline over the past recent years, how do we as Information Systems professors increase interest in our programs (majors and minors) and courses? The panel is comprised of information systems professors from various institutions who have been addressing this issue. Audience participation will be encouraged. Questions to be addressed include:

1. What is the current status of enrollment in information systems programs and courses— are we still decreasing, are we leveling off, or are we increasing? What is it about the information systems major or careers that students are positive and negative about?
2. When should recruiting start—junior high, high school, and incoming freshmen? Should we and how can we make the information systems major and careers “sexy” to the students? Do students understand what the major is about? If not, what can be done about it and by whom?
3. How well do we use our industry connections and listen to them when it comes to making curriculum decisions? What are the predictions about the information systems career?
4. How do we address the paradox that the skills our students need to be hired for an entry-level position are those that are most likely to be outsourced?
**SESSION A**  MANAGEMENT INFORMATION SYSTEMS - II  

Session Chair: **Ernst Bekkering**, Northeastern State University  

*IT Competency, Intellectual Capital and Innovation for Knowledge-intensive Manufacture Industry in Taiwan*  
**Chi-Min Wu**, Chia Nan University of Pharmacy & Science - Taiwan  

*The Micro and Macro of ECM/BPM Technologies*  
**Anil Singh**, University of Texas at Brownsville  
**Sunil Singh**, ContentSilo, Inc.  
**Vikram S. Bhadauria**, Southern Arkansas University  

*User Acceptance of Remote Desktop Applications*  
**Ernst Bekkering**, Northeastern State University  
**Dan Hutchison**, Northeastern State University  
**Bill Rosener**, Northeastern State University  

*Change Auditing in Information Systems Consulting*  
**David C. Chou**, Eastern Michigan University  
**Amy Y. Chou**, Illinois State University  

---

**SESSION B**  INFORMATION SECURITY AND PRIVACY – I  

Session Chair: **James L. Parrish**, University of Arkansas – Little Rock  

*A Personality Based Model for Determining Susceptibility to Phishing Attacks*  
**James L. Parrish**, University of Arkansas – Little Rock  
**Janet L. Bailey**, University of Arkansas – Little Rock  
**James F. Courtney**, Louisiana Tech University  

*Getting the Most Out of Security Policies Through the Use of Color*  
**Bradley K. Jensen**, Microsoft Corporation  
**Amanda A. Jensen**, Accenture  
**Janet L. Bailey**, University of Arkansas at Little Rock  
**Robert B. Mitchell**, University of Arkansas at Little Rock  

*Knowledge Retention in Information Assurance Training: A Case Study of Security Awareness Training in University Environment*  
**Jing Yang**, Oklahoma State University  
**David Biros**, Oklahoma State University  
**Michael Haas**, Oklahoma State University  

*Securing Electronic Health Records in a Dynamic Environment*  
**Barbara Hewitt**, Texas A & M University – Kingsville
SESSION C       FINANCE - I

Session Chair: Stephen M. Black, University of Central Oklahoma

Firm-specific Variations in Returns and Fundamentals in Emerging Asian Stock Markets
Md. Arifur Rahman, University of Western Sydney
M. Kabir Hassan, University of New Orleans

Equity market returns and volatility: Evidence from India and Japan.

The Impact of Personal Finance Courses on Student’s Financial Decisions
Stephen M. Black, University of Central Oklahoma
Julie Cumbie, University of Central Oklahoma
Allen Arnold, University of Central Oklahoma

The Impact of Personal Finance Courses on Student’s Financial Decisions

Performance Analysis: The Case of a Medium-Sized Oil and Gas Exploration and Production Company
Roger Minner, University of Texas-Permian Basin
Denise Gibson, University of Texas-Permian Basin
Sheng Pulse, University of Texas-Permian Basin
Shuming Bai, University of Texas-Permian Basin

Systematic Risk and International Diversification: Does International Expansion Reduce a Firm’s Risk?
Kingsley O. Olibe, Kansas State University

SESSION D       E-COMMERCE

Session Chair: Obyung Kwan, Southern University – New Orleans

Credit Card Junkies: Buy Now Pay Later, the Generation of Instant Gratification
Pamela Stratton, Sam Houston State University
Balasundram Maniam, Sam Houston State University

Development of a Value Increasing Model for Movie Industry
Faustine Casassus, University of West Florida
June Wei, University of West Florida

Factors that Influence Strategic Value in E-Commerce among Small Businesses
Obyung Kwan, Southern University at New Orleans
Ghasem S. Alijani, Southern University at New Orleans
Adnan Omar, Southern University at New Orleans
Daniel Gentry, Southern University at New Orleans

Attitude, Behavioral Intention and Usage: An Empirical Study of Taiwan Railway’s Internet Ticketing System
Wen-Hung Wang, National University Ocean University
FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for 2-night regular hotel room at 2010 FBD conference ($325 value) and an I-Pod.
Must be present to win.

SESSION A    MANAGEMENT INFORMATION SYSTEMS - III

Session Chair: Cindy Meyer Hanchey, Oklahoma Baptist University

Validating Determinants of Information Systems Development Maturity Model
Brian Salmans, University of North Texas
Leon Kappelman, University of North Texas
Robert Pavur, University of North Texas

OpenOffice.org: When will it be ready for Prime Time?
John Seydel, Arkansas State University

Business Technology: A Curricular Infusion
Cindy Meyer Hanchey, Oklahoma Baptist University
Dale Hanchey, Oklahoma Baptist University

Salary Trends of IT Staff
Lai C. Liu, University of Texas Pan American
Jun Sun, University of Texas Pan American
May Hou, Norfolk State University
SESSION B   GLOBAL BUSINESS

Session Chair: John A. Parnell, University of North Carolina at Pembroke

The Impact of Institutional Transitions on Corporate Knowledge Transfer in Emerging Economies
Huy Q. Tran, University of Texas – Pan American

The Competitive Strategy-Performance Nexus: An Exploratory Assessment of Turkey and the United States
John A. Parnell, University of North Carolina at Pembroke
Mehmet Ali Koseoglu, Menderes EDAS - Turkey

Next Phase for the Competitiveness of Trade in Services-referring to Analyses in Japan
Kanji Sahara, Nakamura Gakuen University

Unified Metropolitan Technology Market of the Yangtze River Delta in China and its Operational Mechanism
Fuji Xie, Shanghai Jiao Tong University
Hongwei Du, California State University East Bay
Yetao Pang, Shanghai Jiao Tong University

SESSION C   MARKETING

Session Chair: Hong Qin, University of North Texas

Store Image, Customer Satisfaction and Behavioral Intentions: Grocery Shopping in a Typical American College Town
Maxwell K. Hsu, University of Wisconsin – Whitewater
Yinghua Huang, Xiamen University, China
Scott Swanson, University of Wisconsin – Eau Claire

The Brand Preference to Search Relationship: An Empirical Investigation
Carol F. Gwin, Pepperdine University

Perceived Service Quality in the Urgent Care Industry
Hong Qin, University of North Texas
Victor R. Prybutok, University of North Texas

The Impact of Trust and Brand Relationship Quality on Perceived Value and Loyalty in a Consumer Goods Environment
Carol F. Gwin, Pepperdine University
SESSION D       RESEARCH PEDAGOGY AND ENTERPRENEURSHIP

Session Chair: Mike Unuakhalu, Kentucky State University

*Teaching versus Research: From a Principal-Agency Perspective*
David Satava, University of Houston - Victoria

*An Empirical Investigation of Visual Computer Programming Language Effects on HBCU Student’s Problem Solving Capabilities*
Mike Unuakhalu, Kentucky State University
Chi Shen, Kentucky State University

*Cheating: Not a New Phenomena*
Vincent Johnson, Southern University at New Orleans
MEETING: SOUTHWEST DECISION SCIENCES INSTITUTE - BUSINESS MEETING

Presiding: Bonnie Daily, New Mexico State University

Decision Sciences Institute – Southwest Region

Business Meeting

Officer’s and Committee Reports

Announcements and Presentation of Awards

MEETING: Southwest Decision Sciences Institute, Social and Networking Meeting

Decision Sciences Institute – Southwest Region
SOCIAL AND NETWORKING MEETING

8:30 p.m., Thursday, February 26, 2009

SPONSOR:

TEOFILO OZUNA, DEAN
COLLEGE OF BUSINESS ADMINISTRATION
THE UNIVERSITY OF TEXAS PAN AMERICAN

FBD Swap Meet

Entertainment and fun

Bring something from your school (T shirt, coffee mug, etc.) to trade

Cash bar (with first drink free)
SESSION A  ECONOMICS AND FINANCE

Session Chair: Mary L. White, Louisiana State University – Shreveport

An Alternative Method for Measuring the Inequality of Educational Attainment: A Suggested Application
Michael D. Brendle, Louisiana State University – Shreveport
Mary L. White, Louisiana State University – Shreveport

State Regulatory Spending: Boon or Brake for New Enterprise Creation and Income?
Noel D. Campbell, University of Central Arkansas
Kirk C. Heriot, Columbus State University
Andres Jauregui, Columbus State University

Understanding Religious Choice: A Product Attributes Model Application
Carl R. Gwin, Pepperdine University
Carol F. Gwin, Pepperdine University

Knock Out Discount Accumulator (KODA): A Case Study of Hong Kong Shanghai Bank Accumulator Contract
Thomas Kwong, University High School
Daisy Fok, Academy of the Sacred Heart
K. Kern Kwong, California State University – Los Angeles
Wing Fok, Loyola University of New Orleans

SESSION B  E-GOVERNMENT AND NON-PROFIT ADMINISTRATION

Session Chair: Seungjae Shin, Mississippi State University

What’s Wrong with City Wireless Infrastructure?
Seungjae Shin, Mississippi State University
Jack E. Tucci, Mississippi State University

Determinants of E-government Readiness: An Application of Canonical Correlation and SEM Analysis Techniques
Manal M. Yunis, University of Texas – Pan American
Jun Sun, University of Texas – Pan American

Design of Creative E-Government Website
June Wei, University of West Florida
Meiga Loho-Noya, University of West Florida

Progress in E-filing at Tax Processing Centers
Shuming Bai, University of Texas at Permian Basin
Jun Sun, University of Texas Pan American
Kai S. Koong, University of Texas Pan American
SESSION C  ONLINE LEARNING

Session Chair: Joselina Cheng, University of Central Oklahoma

Internet-based System for Advanced Distributed Learning
Xue Bai, Virginia State University

A Comparative Study: E-Learning Motivators and Deterrents of Graduate and Undergraduate Students
Joselina Cheng, University of Central Oklahoma

An Experimental Study of Students’ Style in Using Internet Information to Assist Their Study and Learning
Philip Tsang, Open University of Hong Kong, SAR
Sui-Sang Mok, Open University of Hong Kong, SAR
Paul Kwok, Open University of Hong Kong, SAR
Reggie Kwan, Caritas Francis Hsu College

Continuing Medical Education for Medical Practitioners through the Use of ICT
Alfred Tang, Hong Kong Doctors’ Union, SAR
Philip Tsang, Open University of Hong Kong, SAR
Paul Kwok, Open University of Hong Kong, SAR
M. W. Tsang, United Christian Hospital of Hong Kong, SAR
H. S. Ho, Hong Kong Doctors’ Union, SAR
Sandy Tse, Hong Kong Web Symposium Consortium, SAR
G. Tang, School of Medicine at University of Hong Kong, SAR

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

◆
Please let exhibitors know how much we appreciate their presence and continued support!
SESSION D  DSS/ES/KM – II

Session Chair:  Francis Kofi Andoh-Baidoo, University of Texas – Pan American

An Empirical Assessment of the Impact of ERP Task-Technology Fit on Decision Quality
Arun Madapusi, Drexel University
Daniel Cernas Ortiz, University of North Texas

A Comparative Usability and End-User Satisfaction Analysis of Two Geographic Information Systems (GIS) Applications
Mark E. Barner, United States Air Force Academy
Sumner E. Bartczak, University of Central Arkansas
Kevin Lee Elder, Georgia Southern University
Jim Downey, University of Central Arkansas

Enhancing Knowledge Management Process in Academic Tutoring: The use of Domain Memory and Scenarios Academic Tutoring
Babajide Osatuyi, New Jersey Institute of Technology
Francis Kofi Andoh-Baidoo, University of Texas – Pan American
Jon Blue, University of Delaware

A Comparison Study of the Financial Factors Affecting the Valuation and Return of Internet versus Traditional Firms
Jaehan Koh, University of Texas Pan American
Bin Wang, University of Texas Pan American

10:00 a.m. - 10:30 a.m.  Ballroom C

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod Must be present to win.
SESSION A  MINI- STUDENT AND NEW FACULTY CONSORTIUM - I

Session Chair: Wing Fok, Chairman, Loyola University in New Orleans

Topic: “From Job Search to Promotion and Tenure”

Panelists: Bonnie Daily, Chair, New Mexico State University
Adnan Omar, Chair, Southern University at New Orleans
Charlotte Jones, Dean, Louisiana State University – Shreveport
Reggie Kwan Ching Ping, President, Caritas Francis Hsu College, Hong Kong

SESSION B  QUANTITATIVE METHODS AND QUALITY – II

Session Chair: Frank G. Landram, West Texas A & M University

Teaching Multiple Regression in Elementary Statistics
Frank G. Landram, West Texas A & M University
Francis Mendez, Texas State University

Digital Supply Chain Management and Implementation: A Research Review
Binshan Lin, Louisiana State University – Shreveport
Charlotte Jones, Louisiana State University – Shreveport

Comparing an Improved Croston Method to More Traditional Methods for Forecasting Intermittent Demands
Stephen A. De Lurgio, University of Missouri Kansas City

The Effects of Individual-Level Random Measurement Error on Group-Level Correlations
Dmitriy A. Nesterkin, University of Arkansas
Daniel C. Ganster, University of Arkansas
Thomas W. Jones, University of Arkansas
SESSION C INNOVATIVE EDUCATION – II

Session Chair: Queen Esther Booker, Minnesota State University.

A Review of Risk Management and Insurance Academic Programs
Christine T. Berry, University of Louisiana – Monroe
Cindy Strickler, University of Louisiana – Monroe
Ronald Berry, University of Louisiana – Monroe

Daily Quizzes and Effects on Student Learning of Statistics
Jesus Tanguma, University of Texas Pan American
Lai C. Liu, University of Texas Pan American
Kai S. Koong, University of Texas Pan American

Does a Technology Intensive Program Improve Student Comfort Towards Using Information Technology?
Queen Esther Booker, Minnesota State University
Carl Rebman, University of San Diego
Fred L. Kitchens, Ball State University

Examining Factors that Influence Student Effort of Learning and Using Class-Related IT: The TAM Approach
Khaled A. Alshare, Emporia State University

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.
◆ Please let exhibitors know how much we appreciate their presence and continued support!
SESSION D  MANAGEMENT – II

Session Chair:  John Vassar, Louisiana State University – Shreveport

*Theoretical Development of a Business Performance Management (BPM) Framework*
Muhammad Muazzem Hossain, University of North Texas
Victor R. Prybutok, University of North Texas

*How Transformational Leadership Behavior Influences Employee’s Knowledge Exchange and Combination: A Mediating Approach*
His-An Shih, National Cheng Kung University - Taiwan
Tso-Jen Chen, National Cheng Kung University - Taiwan

*Strange, Bizarre or Just Funny: Workers Compensation Cases*
Amy Oakes Wren, Louisiana State University - Shreveport
John Vassar, Louisiana State University - Shreveport
Carl Smolinski, Louisiana State University – Shreveport

*Schwartz& Co. LLP: The Accounting Services Industry*
Brian Pagano, St. John’s University
Robert J. Mockler, St. John’s University
Marc Gartenfeld, St. John’s University

1:30 p.m. – 3:00 p.m.  Kingcade

SESSION A  MINI-STUDENT AND NEW FACULTY CONSORTIUM - II

Session Chair:  Kai S. Koong, International Journal of Services and Standards

Topic: “Successful Publishing – Comments from Editors”

Binshan Lin, Industrial Management & Data Systems
Lou Pelton, Journal of Marketing Channels
June Wei, Electronic Government: An International Journal
SESSION B  ACCOUNTING – II

Session Chair: Mark Washburn, University of Texas - Tyler

Diffusion of Innovation and Adoption Rate of the AICPA Model Tax Curriculum
Mark Washburn. University of Texas – Tyler

Taxpayer’s Compliance Decisions: Ethical Perceptions or Personal Characteristics?
Stanley W. Hays, Louisiana State University – Shreveport

Insider Trading from the Internal Auditor’s Perspective
Lawrence Chui, University of North Texas
Mary B. Curtis, University of North Texas

Optimizing Subsidies for the Location of Distribution Centers
Joy Bhadury, University of North Carolina at Greensboro
H. A. Eiselt, University of New Brunswick

SESSION C  INFORMATION SECURITY AND PRIVACY – II

Session Chair: Gary A. Poe, Grambling State University

Security Awareness and Security Training: An Attitudinal Perspective
Kamphol Wipawayangkool, University of Texas – Arlington

An Introduction to the DHS EBK: Competency and Functional Framework for IT Security Workforce Development
Wm. Arthur Conklin, University of Houston

Privacy, Relationships and Harm: An Integrated Approach to Security Specification
Gary A. Poe, Grambling State University
Donald Berndt, University of South Florida
SESSION D  OPERATION AND SUPPLY CHAIN MANAGEMENT – II

Session Chair: Pamela J. Zelbst, Sam Houston State University

Supply Chain Linkages: Power, Benefits, and Risk Reduction
Pamela J. Zelbst, Sam Houston State University
Kenneth Green, Jr., Sam Houston State University
Victor E. Sower, Sam Houston State University
Pedro Reyes, Baylor University

Current State of Operations Research
Greg Frazier, University of Texas at Arlington
Sherry Avery, University of Texas at Arlington
Carol Cagle, University of Texas at Arlington
Paul Ferguson, University of Texas at Arlington
Randy Napier, University of Texas at Arlington
Brad Masters, University of Texas at Arlington

The Impact of Safety Stock in a Supply Chain on Service Level, Schedule Instability, and Cost
Xue Bai, Virginia State University
Steve Davis, Clemson University

Revised Mean Absolute Percentage Errors (MAPE) on Errors from Simple Exponential Smoothing Methods for Normal Independent Time Series
Luh Yu (Louie) Ren, University of Houston – Victoria
Peter Ren, University of North Texas

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

Drawing for an I-Pod. Must be present to win.

SESSION A  MINI-STUDENT AND NEW FACULTY CONSORTIUM

Session Chair: Lai C. Liu, University of Texas – Pan American

Topic: “Assessment, Curriculum Development and Instructional Innovation”

Panelists: David Alijani, Southern University at New Orleans
Ronald Berry, University of Louisiana – Monroe
Jesus Tanguma, University of Texas - Pan American
Jack E. Tucci, Mississippi State University
SESSION B MANAGEMENT INFORMATION SYSTEMS – III

Session Chair: K. Niki Kunene, University of Louisville

An Evaluation of CASE Tools as Pedagogical Aids in Software Development Courses
Francis Kofi Andoh-Baidoo, University of Texas – Pan American
K. Niki Kunene, University of Louisville
Ross E. Walker, State University of New York

Examining Solutions to the Challenges in Offshore Software Development: The Perspective of a SME with a Captive Development Office in India
Jeremy Bellah, Texas Tech University
James R. Burns, Texas Tech University

Study of Motivating Factors in Online Advertising
Ghasem S. Alijani, Southern University at New Orleans
Adnan Omar, Southern University at New Orleans
Louis C. Mancuso, Southern University at New Orleans
Tiffiney Victor, Southern University at New Orleans
SESSION A  DOCTORAL STUDENT PAPERS - I

Session Chair:  Jun Sun, University of Texas – Pan American

Relationship between ICT Maturity and Global Competitiveness: A Two-Wheel Causality Model
Manal M. Yunis, University of Texas – Pan American

An Examination of User’s Reliance on Financial Statement in Connection with the FASB Conceptual Framework for Accounting
Lawrence Chui, University of North Texas
Byron J. Pike, University of North Texas

Multi-perspective, Multi-criteria Organizational Attraction
Rosemond A. Moore, University of Texas – Pan American

University Student Advisor-Assisted Declaration of Business Major: A Data Mining Approach
Joseph Thomas, Oklahoma State University
Michael Hass, Oklahoma State University
Fone Pengnate, Oklahoma State University
Jongsawas Chongwatpol, Oklahoma State University

SESSION B  DOCTORAL STUDENT PAPERS - II

Session Chair:  Bin Wang, University of Texas – Pan American

A Tale of Two Cities: A Retrospective Comparison of Business Programs in Cape Town and Santa Barbara
Hak Tam, University of California – Santa Barbara

Second Life Experience: Preliminary Analysis Regarding Novel Experience as a Necessary Component of Customer Expectation in Second Life
Michael Magro, University of North Texas

Child Influence in Female Headed Single-Parent Households: Agenda for Consumer Research
Sarita Ray Chaudhury, New Mexico State University

To Leave or not Leave that is the Question: Convincing the Latina to Relocate
Olga Chapa, University of Texas – Pan American
SESSION C    MASTER STUDENT PAPERS

Session Chair: Lai Liu, University of Texas – Pan American.

Why is Integrity Important in the Audit Profession – How Can it be Attained?
Leticia Pena, University of Texas – Pan American

The Responsibility of Auditors to Third Parties Established by Litigation
Fabiola Jacuinde, University of Texas – Pan American.

Integrity and Ethics in Hiring Practices
Alicia Ginez, University of Texas - Pan American

Fraud Type and Auditor Litigation: A Comparison of Pre-Sarbanes Oxley Act (SOX), Post SOX
Ruben Rodriguez, University of Texas – Pan American.

SESSION A    DOCTORAL STUDENT PAPERS - III

Session Chair: Jesus Tanguma, University of Texas – Pan American

A Comparison of Data Mining Methods for Binary Response Variables in Direct Marketing
John Sparks, University of Illinois - Chicago

An Exploratory Study on Strategic Type and Performance in Supplier Relations: Assessment of Strategic Context
Jung-Hoon Lim, University of Texas – Pan American

Are Lean Organizations Better Prepared for Disaster?
Lisa M Russell, University of North Texas

The Performance Evaluation of Mutual Funds
Sangheon Shin, University of Texas – Pan American

105
SESSION B DOCTORAL STUDENT PAPERS – IV

Session Chair: Kofi Francisco Andohbaidoo, University of Texas – Pan American

An Assessment of Scholastic Success of MBA Students Using Grade Point Average as a Criterion
Ankur Nandedkar, University of Texas – Pan American

The Relationships Among Organizational Learning Process, Organizational Learning Facilitators, Working Environment, and Value Creation
Long Pham, New Mexico State University

The Impact of Dominant Logic Orientation (Exploitation versus Exploration) on the Firm’s Real Option Recognition
Daniel Cernas Ortiz, University of North Texas

The Impact of Sarbanes-Oxley on Audit Fees, Going-Concern Opinions and Auditor Switching
Omar Rodriguez, University of Texas – Pan American

SESSION C UNDERGRADUATE STUDENT PAPERS

Session Chair: Olga Chapa, University of Texas – Pan American.

Development of a Mobile Tax System with Usability Features
Krystle Escarfület, University of West Florida
Christina Jantzen, University of West Florida
Shari Tucker, University of West Florida

Skills Required of IT Project Managers
Hector Cornejo, University of Texas – Pan American
Bruce Griffiths, University of Texas – Pan American
Nils Schmidt, University of Texas - Pan American

Portable Electronic Tallying System (PETS): A Mobile Voting System
Christopher Barton, University of West Florida
Toshia Hasse, University of West Florida
David Kinter, University of West Florida
Peter Tormey, University of West Florida

Planning and IT Project Management Positions
David Garcia, University of Texas – Pan American
Sixto San Martin, University of Texas – Pan American
2008-2009 OFFICERS

President
Larry Garner, Tarleton State University

President-Elect
Scott Douglas, University of Montana

Program Chair
M. Suzanne Clinton, University of Central Oklahoma

Program Chair-Elect
Janice Black, California State University-Bakersfield

Secretary
Pamela Zelbst, Sam Houston State University

Treasurer/Membership Chair
Sandra D. Edwards, Northeastern State University

Representatives-at-large
Therese Yaeger, Benedictine University
Karen Middleton, Texas A&M University Corpus Christi
Alix Valenti, University of Houston – Clear Lake

Proceedings Editor
Nicholas Twigg, Coastal Carolina University

Historian and Archivist
Susan C. Hanlon, The University of Akron

Immediate Past President
Darla Domke-Damonte, Coastal Carolina University

CONGRATULATIONS!

Recipient of the 2009 McGraw-Hill/Irwin Distinguished Paper Award

Are We Really So Different? An Empirical Study of Generational Differences and Careers
Sherry Sullivan, Bowling Green State University
Monica Forret, St. Ambrose University
Shawn Carragher, Cameron University
Lisa Mainiero, Fairfield University

Recipient of the 2009 Cengage Outstanding Educator Award

Peter Sorensen, Benedictine University
2008-2009 TRACK CHAIRS

Business Policy and Strategy / Public and Nonprofit Issues / Research Methods / Health Care Management
Mark Poulos, St. Edward’s University

Entrepreneurship / Small Business / Management Consulting
Laurent Josien, Mount Marty College

Organizational Behavior / Organizational Communication
John N. Davis, Hardin-Simmons University

Human Resources / Careers / Gender & Diversity in Organizations / Social Issues in Management
Lee Tyner, University of Central Oklahoma

Technology, Innovation and Operations Management
Frank Markham, Mesa State College

International Management / OMT /
Management & Organizational Cognition / Management Education & Development
Shawn Carraher, Cameron University

Organizational Development / Conflict Management
Peter Sorensen, Therese Yaeger, Benedictine University

Faculty Learning and Innovation
Janie Gregg, The University of West Alabama

Developmental Papers
Janice Black, California State University-Bakersfield
SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

February 25, 2009 (Wednesday)

1:30 – 3:00 p.m. Room 1

TRACK TITLE International Management / Organizational & Management Theory / Critical Management Studies/ Management & Organizational Cognition / Management Education & Development

INTRODUCTION TO TRACK Shawn Carraher, Cameron University, Track Chair

SESSION A Globalization and Multi-country Research

Session Chair: Robert Yuyuenyongwatana, Cameron University
Discussants: Terrence Paridon, Cameron University
Courtney Russ-Kernek, Texas A & M University - Commerce
Theresa Sadler, Texas A & M University - Commerce

The Effect of Service Failure and Recovery on Airline-Passenger Relationships: A Comparison Between South Africa and United States Airline Passengers
Derik Steyn, Cameron University
Pierre Mostert, North-West University
Christine De Meyer, North-West University
Renier Jansen van Rensburg, North-West University

Internal Communication at DaimlerChrysler South Africa: A Qualitative Perspective on Two-Way Symmetrical Communication and Internal Marketing
Derik Steyn, Cameron University
Elanie Steyn, University of Oklahoma
Marieke Van Rooyen, University of Stellenbosch

Research Challenges in the Age of Globalization: Conducting Cross-Disciplinary Cross-Cultural Research Projects
Terry Coalter, NorthWest Missouri State University
Anthony Olson, NorthWest Missouri State University

1:30 – 3:00 p.m. Room 2

TRACK TITLE Organizational Development / Conflict Management

SESSION B: Crafting the OD Discipline: Integrating Theory and Industry

Session Chair: Therese Yaeger, Benedictine University

PRESENTER & Affiliation Therese Yaeger, Benedictine University
Toni Knott, Alliant International University
Jason Wolf, Benedictine University
Scott Sherman, Texas A&M-Corpus Christi
1:30 – 3:00 p.m. Room 3

TRACK TITLE  Organizational Development / Conflict Management

SESSION C:  Crafting Tomorrow's OD Industry: Topics on the Horizon

Session Chair:  Peter Sorensen, Benedictine University

PRESENTER & Affiliation  Peter Sorensen, Benedictine University
Amy Alferman, Doctoral Student, Benedictine University
Jan Kirby, Doctoral Student, Benedictine University
Deb Colwill, Doctoral Student, Benedictine University
Tiffany Yates, Doctoral Student, Benedictine University
Neal P. Breslin, Sears Holding Company-IT Support Services

1:30 – 3:00 p.m. Room 4

TRACK TITLE  All Academy

SESSION D:  Utilizing Competitions as a Method of Teaching

PRESENTER  David Thomison, Vice President Enterprise Services, i2E, Inc., Tulsa, OK
Lowell Busenitz, University of Oklahoma

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.
◆

Please let exhibitors know how much we appreciate their presence and continued support!
Starting at 3:30 p.m., Room 1

**TRACK TITLE**: Entrepreneurship and Small Business

**INTRODUCTION**

Laurent Josien, Track Chair, Mount Marty College

**SESSION A**: Getting to know the Entrepreneurs

Session Chair: Nicholas W. Twigg, Coastal Carolina University

Discussants: Karen L. Middleton, Texas A & M University, Corpus Christi
Nicholas W. Twigg, Coastal Carolina University
Karen L. Middleton, Texas A & M University, Corpus Christi

*Entrepreneurship, General Management, and Healthcare Journal Rankings by Entrepreneurship Faculty Members*

Shawn Carraher, Cameron University
Terrence Paridon, Cameron University

*Tracing the Evolution of Entrepreneurs: A Multi-Domain/Multi-Level Probabilistic Epigenesis Perspective*

Karen L. Middleton, Texas A & M University, Corpus Christi

*Toward a Better Understanding of Personality, Self-Efficacy Cognitions, and Entrepreneurial Intentionality*

Bryan Fuller, Louisiana Tech University
Yan Liu, Louisiana Tech University
Jon Pratt, Louisiana Tech University

---

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

◆

Please let exhibitors know how much we appreciate their presence and continued support!
3:30 – 5:00 p.m. Room 2

TRACK TITLE Human Resources/ Careers/ Gender & Diversity in Organizations/ Social Issues in Management

SESSION B Testing, Bias, and Discrimination

Session Chair: Alix Valenti, University of Houston, Clear Lake
Discussants: Paul Shelton, University of Central Oklahoma
Gayle Baugh, University of West Florida
Ethan Waples, Louisiana State University in Shreveport

How Future Business Leaders Feel About Hiring Illegal Immigrants
Bill Price, University of Texas of the Permian Basin
John Perez, University of Texas of the Permian Basin

Hidden Bias: Evaluation of Overweight Male and Female Job Applicants
William Wardrope, University of Central Oklahoma
Renee Warning, University of Central Oklahoma

Do Personality Tests in Pre-Employment Screening Violate the ADA?
Jennifer Barger Johnson, University of Central Oklahoma

3:30 – 5:00 p.m. Room 3

TRACK TITLE Organizational Development / Conflict Management

INTRODUCTION TO TRACK Peter Sorensen, Benedictine University
Therese Yaeger, Benedictine University

SESSION C Integrating Scholars and Industry: Paradox, Diversity and Divides

Session Chair: Toni Knott, Alliant International University
Discussants: Tiffany Yates, Doctoral Student, Benedictine University

Bridging the Scholar-Practitioner Divide: Integrating the Academy and Industry through an Exploration of Paradox and its Application in the Organization Sciences
Jason Wolf, Benedictine University

From Entrepreneurial State to State of Entrepreneurs: Ownership Implication of the Transformation in Mexican Governance since 1982
José G. Vargas-Hernández, Universidad de Guadalajara

Diversity Training: Its Failures and Consequences
Lee Tyner, University of Central Oklahoma
Oraynab Mohamad, University of Central Oklahoma
3:30 – 5:00 p.m. Room 4

TRACK TITLE  Organizational Development / Conflict Management

SESSION D:  Reaching Across Borders: Using Organization Development to Improve Health Care in a Rural Mexican Village

Students and program volunteers will join the faculty to describe and reflect on their experiences of using organization development and the action research methodology to affect change in health care in a rural Mexican village.

Session Chair:  Toni A. Knott, Alliant International University

PRESENTER  Charles Touton, MD, LIGA
            Gordon Knott, Rotary International

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

◆

Please let exhibitors know how much we appreciate their presence and continued support!
February 26, 2009
(Thursday)

7:00 a.m. – 8:15 a.m.  Room 16

MEETING:  SWAM Officer’s Meeting and Breakfast

Presiding:  Larry Garner, Tarleton State University
President, Southwest Academy of Management

8:30 a.m. – 10:00 a.m.  Room 9

TRACK TITLE  International Management / Organizational & Management Theory / Critical Management Studies/ Management & Organizational Cognition / Management Education & Development

SESSION A  Domestic and International Work Practices

Session Chair:  Theresa Sadler, Texas A & M University - Commerce
Discussants:  Greg Treadwell, Cameron University
            Kendra Ingram, Texas A & M University – Commerce
            Ken Masters, Cameron University

Bing Bai, University of Redlands
Ruth Aguilera, University of Illinois at Urbana Champaign

North American Economic Integration and Terrorism
Yan Cimon, Universite Laval
Andrew Papadopoulos, HEC Montreal

E Pluribus Unum: Creating Viable Organizational Culture Types
Sue Hartl, Capella University & Nyack College

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.
◆
Please let exhibitors know how much we appreciate their presence and continued support!
8:30 a.m. – 10:00 a.m.  Room 10

TRACK TITLE  Organizational Development / Conflict Management

SESSION B  Crafting our Learning: Conflict, Sources and Resilience

Session Chair: Scott Sherman, Texas A&M-Corpus Christi
Discussants: Amy Alferman, Doctoral Student, Benedictine University
             Jan Kirby, Doctoral Student, Benedictine University
             Deb Colwill, Doctoral Student, Benedictine University

Towards an Identification of Core Sources in Organizational Development Using Doctoral Dissertations
Gretel Stock-Kuperman, Director, Consulting and Continuing Education, Metropolitan Library System

Bent Not Broken: Developing Organizational Resilience
Wenwen Liu, Yihua Wang, School of Economics and Management, Tsinghua University, Beijing, China

Integrating Conflict Situation, Personal Characteristics, and Behavior in the Workplace
Jennie S. Johnson, The University of Texas at Brownsville
Barbara B. Nussbaum, The University of Texas at Brownsville

8:30 a.m. – 10:00 a.m.  Room 11

TRACK TITLE  Organizational Development / Conflict Management and International Management

SESSION C:  New Opportunities and Approaches for Organization Development in Southeast Asia

SESSION CHAIR  Peter Sorensen, Benedictine University

PRESENTER  Therese Yaeger, Benedictine University
             Shawn Carraher, Cameron University
             Peter Sorensen, Benedictine University
             Taiwan Students: Benedictine Doctoral Students
             Chieh-Ming (Jay) Chiang
             Wan-Ju Chung (Carol)
             Chuan-I Kuo (Edward)

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

◆
Please let exhibitors know how much we appreciate their presence and continued support!
8:30 a.m. – 10:00 a.m.  Room 12

TRACK TITLE  All Academy
SESSION D:  Assessment, Accreditation, Self-study, etc.: What Next?
PRESENTER  Gerry Huybregts, Eastern New Mexico University

10:00 a.m. – 10:30 a.m.  Ballroom C

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod Must be present to win.

10:30 a.m. – Noon  Room 10

TRACK TITLE  Faculty Learning and Innovation

INTRODUCTION TO TRACK  Janie Gregg, The University of West Alabama, Track Chair

SESSION B:  Empowering Faculty: Develop Your own Multimedia Content with Free Software
PRESENTER  Karen Hardin, Cameron University
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30 a.m. – Noon</td>
<td>All Academy</td>
<td>Room 11</td>
</tr>
<tr>
<td><strong>SESSION C:</strong></td>
<td>Overcoming the Obstacles to Publishing</td>
<td></td>
</tr>
<tr>
<td><strong>PRESENTER</strong></td>
<td>Jo Ann Duffy, Sam Houston State University</td>
<td></td>
</tr>
<tr>
<td>10:30 a.m. – Noon</td>
<td>All Academy</td>
<td>Room 12</td>
</tr>
<tr>
<td><strong>SESSION D:</strong></td>
<td>Build it and they Will Come: How to Create a 1,000-Member Business Network on a Volunteer Budget</td>
<td></td>
</tr>
<tr>
<td><strong>PRESENTER</strong></td>
<td>Larry Musslewhite, Employer Council, Workforce Oklahoma&lt;br&gt; Vickie Karns, Program Manager, Center for Executive and Professional Development, Oklahoma State University&lt;br&gt; Lee Tyner, University of Central Oklahoma</td>
<td></td>
</tr>
<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Lunch Break</td>
<td></td>
</tr>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>ALL ACADEMY--Invited Session</td>
<td>Ballroom B</td>
</tr>
<tr>
<td><strong>SESSION A:</strong></td>
<td>Crisis Management: Waco</td>
<td></td>
</tr>
<tr>
<td><strong>PRESENTER</strong></td>
<td>Bob Ricks, Chief of Police in Edmond, Oklahoma, FBI Assistant&lt;br&gt; Special Agent in Charge at the Waco Incident, Head of the FBI's Oklahoma City Field Office, Head of the FBI's Oklahoma City Field Office, Secretary of Public Safety in the Cabinet of Oklahoma Governor Frank Keating</td>
<td></td>
</tr>
</tbody>
</table>
FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Please let exhibitors know how much we appreciate their presence and continued support!

*Drawings for 2-night regular hotel room at 2010 FBD conference ($325 value) and an I-Pod. Must be present to win.*

---

**TRACK TITLE**  
Organizational Development / Conflict Management and International Management

**SESSION A:**  
Understanding Today's Organization Development for Tomorrow's Organizations

**Chair:**  
Therese Yaeger, Benedictine University

**PRESENTERS**  
Peter Sorensen, Benedictine University  
Shawn Carraher, Cameron University  
Therese Yaeger, Benedictine University  
Benedictine University Taiwan Students:  
Chiang, Yu-Yun (Gill)  
Chao Chia Chang (Jo)  
Yi-Hsiu Hsieh (Stanley)  
Chiung-Wen Yeh (Vivian)  
Benedictine University
TRACK TITLE  Developmental Papers Workshop

INTRODUCTION TO TRACK  Jan Black, California State University – Bakersfield, Track Chair

SESSION C:  Developmental Paper Session

An Investigation of the Experiences of New Orleans Faculty and Students  Sandra Hartman, University of New Orleans & MaryJo DeMatteis, DeMatteis and Associates

Leadership Explored: New Definitions and New Avenues for Discovery  Donna Carlon, University of Central Oklahoma

An Exploration Into Hidden Factors Affecting User Satisfaction: Interviewing Data Warehouse Users  Kimberly L. Merritt, Oklahoma Christian University

Partnerships between Governments, Firms, Communities, and New Social Movements  Jose Vargas-Hernandez, Centro Universitario de Ciencias Económico Administrativas

University de Guadalajara; University of California Berkeley

TRACK TITLE  All Academy

SESSION D:  Experiential Learning:  Students in Free Enterprise Changes the World

PRESENTER  Mindy VerSteegt, Campus Program Director, Students in Free Enterprise, USA

Shawn Carracher, Cameron University

Janie Gregg, University of West Alabama

TRACK TITLE  Invited

TRACK CHAIR  M. Suzanne Clinton, University of Central Oklahoma

National Basketball Association

Special Guest from the Oklahoma City Thunder, formerly the Seattle SuperSonics
5:00 p.m. – 6:00 p.m. Room 9

TRACK TITLE  Southwest Academy of Management
Planning Meeting for 2010 Conference
Presiding: Janice Black, California State University-Bakersfield

5:30 p.m. – 7:30 p.m. Ballroom C

FBD Swap Meet
Entertainment and fun
Bring something from your school (T shirt, coffee mug, etc.) to trade
Cash bar (with first drink free)
7:00 a.m. – 8:15 a.m.  Room 9

TRACK TITLE: Southwest Academy of Management

SWAM Doctoral Student Breakfast with SWAM Officers

Presiding: Larry Garner, Tarleton State University

8:30 a.m. – 10:00 a.m.  Room 9

TRACK TITLE: Business Policy and Strategy, Public and Nonprofit Issues, Research Methods and Healthcare Management

INTRODUCTION TO TRACK: Mark S. Poulos, St. Edward’s University, Track Chair

SESSION A: Corporate Governance and Performance

Chair: Karla Peterson, East Central University

Discussants: Pamela Zelbst, Sam Houston State University
            Stan Horner, St. Edward's University
            Guclu Atinc, Louisiana Tech University

The Effects of Firm Performance on Corporate Governance

M. Alix Valenti, University of Houston Clear Lake; Rebecca Luce, Xavier University

Board Power and Corporate Focus: Board Monitoring Capacity

Stephen Horner, Arkansas State University

Strategic Orientation Versus Market Orientation: Conceptual and Operational Differences

Larry Weinzier, Bradley University
Eric J. Michel, Bradley University
Jennifer L. Franczak, Bradley University

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

Please let exhibitors know how much we appreciate their presence and continued support!
TRACK TITLE  
Organizational Behavior / Organizational Communication

INTRODUCTION TO TRACK  
John N. Davis, Hardin-Simmons University, Track Chair

SESSION B  
Models and Meta-Analyses

Session Chair: Nicholas Twigg, Coastal Carolina University  
Discussants: Paul Shelton, University of Central Oklahoma  
Stephen Jaros, Southern University

Manager Rated Affective Commitment to the Organization: Exploring New Antecedents and Outcomes  
Bryan Fuller, Louisiana Tech University  
Yan Liu, Louisiana Tech University  
Alison Wall, Louisiana Tech University  
Kim Hester, Arkansas State University

Testing the Predictive Validity of the Basadur Creative Problem Solving Profile (CPSP)  
Min Basadur, McMaster University  
Garry Gelade, Business Analytic Ltd.  
Tim Basadur, University of Illinois at Chicago  
Tetyana Skorokhod, University of Illinois at Chicago

Perceptions of Organizational Politics: A Meta-Analysis of Antecedents and Consequences  
Guclu Atinc, Louisiana Tech University  
Mahmoud Darrat, Louisiana Tech University  
Barry W. Parker, Louisiana Tech University  
Bryan Fuller, Louisiana Tech University
8:30 a.m. – 10:00 a.m.  

**TRACK TITLE**  
Human Resources/ Careers/ Gender & Diversity in Organizations/ Social Issues in Management

**INTRODUCTION TO TRACK**  
Lee Tyner, University of Central Oklahoma, Track Chair

**SESSION C:**  
**Perceptual Differences Among Organizational Members**

Chair:  
Ethan Waples, Louisiana State University-Shreveport

Discussants:  
MaryRose Hart, Rogers State University  
Jim Guzak, University of Texas, Arlington  
Alix Valenti, University of Houston, Clear Lake

*Differences between Temporary and Permanent Employees with Respect to Workplace Deviance, Organizational Commitment, Trust, and Fairness*

Stephanie Pane-Haden, Texas A&M University-Commerce  
John Humphreys, Texas A&M University-Commerce  
Jennifer Oyler, Texas A&M University-Commerce

*The Relation of the Perception of Money to Equity Sensitivity*

Kenneth Wheeler, University of Texas, Arlington

*Stress 101 For College Professors: Recognizing Stressful Signs and Using Quick Fixes*

Janie Gregg, University of West Alabama

---

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.  

◆  

Please let exhibitors know how much we appreciate their presence and continued support!
February 27, 2009
(Friday)

8:30 a.m. – 10:00 a.m. Room 12

TRACK TITLE International Management / Organizational & Management Theory / Critical Management Studies/ Management & Organizational Cognition / Management Education & Development

SESSION D Leadership, Vision, and the Future
Chair: Kendra Ingram, Texas A & M University – Commerce
Discussants: Courtney Russ-Kernek, Texas A & M University – Commerce
Derik Steyn, Cameron University
Terrence Paridon, Cameron University

Scenarios and Strategic Decision Making
Kathleen Wilburn, St. Edward's University
Ralph Wilburn, St. Edward's University

A Vision for the Future: Bridging the Academia-Practitioner Divide
Jennifer Oyler, Texas A & M University – Commerce
Mildred Golden Pryor, Texas A & M University – Commerce
John Humphreys, Texas A & M University – Commerce
Stephanie Pane Haden, Texas A & M University – Commerce

Beyond the Charismatic Leader: Examples in the U.S. Government
Larry Chasteen, Stephen F. Austin State University & University of Texas at Dallas
Andy Reynolds, U.S. State Department

10:00 a.m. – 10:30 a.m. Ballroom C

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod Must be present to win.
February 27, 2009
(Friday)

10:30 a.m. – Noon

ROOM 9

TRACK TITLE  
Integrated Session: Business Policy and Strategy, and International Management

SESSION A  
Strategic Orientation and Management Journal Rankings

Chair: Karen Middleton, Texas A & M at Corpus Christi
Discussants: Ali Soylu, Cameron University
Guclu Atinc, Louisiana Tech University
Theresa Sadler, Texas A & M University – Commerce

A Mark of Health and Leadership for SWAM: A Ranking of Strategic Management and General Management Journals
Robert Yuyuenyongwatana, Cameron University
Shawn Carraher, Cameron University

Min Carter, Auburn University
Steven Brown, Auburn University

The Business of Globalization in Today's Market
Walter MacMillan, Oral Roberts University
Patience Abodakpi, Oral Roberts University
Love Oyedepo, Oral Roberts University
Cherrie Ogandaga, Oral Roberts University

10:30 a.m. – Noon

ROOM 10

TRACK TITLE  
Faculty Learning and Innovation/Technology, Innovation and Operations Management

SESSION B  
Symposium: Experiential Learning: The Benefits of Incorporating Cutting-Edge Technology in the Management Classroom

Discussants: Pat Fitzgerald, Oklahoma City University
Joan Mileski, Texas A&M University, Galveston

PRESENTER  
Pamela Zelbst, Sam Houston State University
Victor Sower, Sam Houston State University
Kathy Utecht, Sam Houston State University
February 27, 2009  
(Friday)

10:30 a.m. – Noon  
Room 1

TRACK TITLE Faculty Learning and Innovation
SESSION C: Improving Interaction in Your Online Course: Student to Student, Student to Content, Student to Instructor
PRESENTER Kimberly Merritt, Oklahoma Christian University  
K. David Smith, Cameron University

10:30 a.m. - Noon  
Room 12

TRACK TITLE All Academy
SESSION D: Managing the New Generation of Organizational Entrants: It is a “Special” Problem
PRESENTER Michael R. Buckley, JC Penney Company Business Leadership Chair, Michael F. Price College of Business, University of Oklahoma

12:00 p.m. – 1:30 p.m.

Lunch Break

1:30 p.m. – 3:00 p.m.  
Ballroom E

TRACK TITLE All Academy
SESSION A: Sonic: America’s Drive-in
PRESENTER Betsey Durham, SPHR  
Franchise Human Resources  
Sonic, America's Drive-In

10:30 a.m. – Noon  
Room 9

TRACK TITLE Faculty Learning and Innovation
SESSION A: Grant Writing Vitals
PRESENTER Beth Cox Brown, Senior Program Officer, Butterfield Memorial Foundation
FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

*Drawing for an I-Pod.  Must be present to win.*

3:30 p.m. – 5:00 p.m.
Room 9

**TRACK TITLE**  Faculty Learning and Innovation

**SESSION A:**  Workshop: Using Videos to Enhance Learning

Session Chair:  *Aliquippa Allen*, The University of West Alabama

*Reel Learning: Experiencing Human Resource Management through Film*
*M. Suzanne Clinton*, University of Central Oklahoma

*Delivering Human Resources to the YouTube Generation*
*Lee J. Tyner*, University of Central Oklahoma

3:30 p.m. – 5:00 p.m.
Room 10

127(92,127),(123,135)

**TRACK TITLE**  Faculty Learning and Innovation

**SESSION B:**  Technology in the Classroom

Session Chair:  *Aliquippa Allen*, The University of West Alabama

*Team Work Wiki: A Tool to Improve Team Work in the Classroom*
*Angel Tazzer*, St. Edward’s University
*Mark Poulos*, St. Edward’s University
3:30 p.m. – 5:00 p.m.  Room 11

TRACK TITLE  Faculty Learning and Innovation

SESSION C:  Motivation, Assessment, and Measurements of Learning

Session Chair:  Martha Kent, The University of West Alabama

Discussants:  Mitzi Green, The University of West Alabama

Motivational Influences in an MBA Program  
Robert Epstein, University of Central Oklahoma  
Oleg Petrenko, University of Central Oklahoma

3:30 p.m. – 5:00 p.m.  Room 12

TRACK TITLE  All Academy

SESSION D:  The Distinguished Paper and The Distinguished Educator Session

Presiding:  Scott Douglas, The University of Montana

5:15 p.m. – 6:15 p.m.  Ballroom B

TRACK TITLE  Southwest Academy of Management

Southwest Academy of Management Annual Business Meeting

Presiding:  Larry Garner, Tarleton State University

6:30 p.m. – 8:00 p.m.  Rooms 14 and 15

SOUTHWEST ACADEMY OF MANAGEMENT RECEPTION

Come join us for some unwinding and social time with friends and colleagues who you may see only a few times a year. This is your only opportunity to redeem the free drink ticket you picked up at last night’s business meeting, and if you’d like a little more after you use your ticket (and anyone else’s!), a cash bar will be available. Come enjoy some good food and camaraderie after all the dynamic sessions!

Presiding:  Larry Garner, Tarleton State University
# SOUTHWEST ACADEMY OF MANAGEMENT DOCTORAL CONSORTIUM

**Presiding:** Darla Domke-Damonte, Coastal Carolina University

## 2009 Southwest Academy of Management Doctoral Consortium

### Preliminary Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Focus</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30am – 9:00am</td>
<td>Coffee and Refreshments</td>
<td></td>
</tr>
</tbody>
</table>
| 9:00am - 10:00am | Focus: Welcome and the State of the Job Market for Management  
Therese Yaeger, Benedictine University  
Larry Garner, Tarleton State University  
Don Baack, Pittsburg State University |                                                                                                   |
| 10:15am - 11:45am | Focus: Success in Today's (and Tomorrow's) Management Field: Balancing Job Roles  
M. Suzanne Clinton, University of Central Oklahoma  
Don Baack, Pittsburg State University  
Mark Bolino, University of Oklahoma  
K. Michele Kacmar, University of Alabama |                                                                                                   |
| 11:45am - 1:15pm | Focus: Lunch and Discussion (Location to be Announced)                                       |                                                                                                   |
| 1:30pm - 2:30pm | Focus: Building an Effective Research Program  
K. Michele Kacmar, University of Alabama  
Mark Bolino, University of Oklahoma  
Mark Sharfman, University of Oklahoma  
Scott Douglas, University of Montana |                                                                                                   |
| 2:45 - 3:30pm | Focus: Effective Teaching Tips  
K. Michele Kacmar, University of Alabama (2005 Distinguished Educator Award)  
Tim Peterson, North Dakota State University |                                                                                                   |
| 3:30 – 4:00pm | Focus: Concluding Comments/Evaluation  
Coordinator: Darla Domke-Damonte |                                                                                                   |
8:30 a.m. – 5:00 p.m.  Room 1

**TRACK TITLE**  Human Resources/ Careers/ Gender & Diversity in Organizations/ Social Issues in Management

**SESSION A**  Legal Issues in HR

Session Chair:  **Paul Shelton**, University of Central Oklahoma
Discussants:  **Paul Shelton**, University of Central Oklahoma

*CSI: At Your University*
**Janie Gregg**, University of West Alabama

**Does the Age Discrimination in Employment Act Apply to Native American Tribes?**
**Jennifer Bargar-Johnson**, University of Central Oklahoma

8:30 a.m. – 10:00 a.m.  Room 2

**TRACK TITLE**  Faculty Learning and Innovation

**SESSION B:**  Measuring Strategic Alignment

**PRESENTER & Affiliation**  **Robert Epstein**, University of Central Oklahoma
**Katerina Gabrovska**, University of Central Oklahoma

8:30 a.m. – Noon.  Biltmore

**TRACK TITLE**  Human Resources/ Careers/ Gender & Diversity in Organizations/ Social Issues in Management

**SESSION C:**  Workshop: Leadership in Practice

**PRESENTER & Affiliation**  **Donna Carlon**, University of Central Oklahoma
## TRACK TITLE
Organizational Behavior / Organizational Communication

### SESSION A
Practitioner's Perspective: What Does This Mean to Me?

**Session Chair:** Connie G. Davis, Texas Department of Family and Protective Services

**Discussants:**
- Guclu Atinc, Louisiana Tech University
- Tim Basadur, University of Illinois at Chicago
- Bryan Fuller, Louisiana Tech University

---

**Commitment to Organizational Change: A Critical Review**
Stephen Jaros, Southern University

---

**What Businesses Organizations Can Learn From the Performing Arts**
Nicholas Twigg, Coastal Carolina University

**J. Kay Keels,** Coastal Carolina University

**Jeffery Jones,** Coastal Carolina University

---

**Group Potency and Perceived Organizational Support: Academia and Industry Learn from Each Other**
Paul Shelton, University of Central Oklahoma

**Carole Makela,** Colorado State University

**Jerry Gilley,** Colorado State University

---

### TRACK TITLE
Human Resources/ Careers/ Gender & Diversity in Organizations/ Social Issues in Management

### SESSION B
Leadership and Organizational Growth

**Session Chair:** Ethan Waples, Louisiana State University-Shreveport

**Discussants:**
- Jim Guzak, University of Texas, Arlington
- MaryRose Hart, Rogers State University

---

**Are We Really So Different? An Empirical Study of Generational Differences and Careers**
Sherry Sullivan, Bowling Green State University

**Monica Forret,** St. Ambrose University

**Shawn Carraher,** Cameron University

**Lisa Mainiero,** Fairfield University

---

**Is It Mentoring or a Developmental Relationship? Does It Matter?**
Gayle Baugh, University of West Florida

**Sherry E. Sullivan,** Bowling Green State University
INTRODUCTION TO TRACK
Frank B. Markham, Mesa State College, Track Chair

SESSION C: Cluster Analysis / Technology in Education
Session Chair: Frank B. Markham, Mesa State College
Discussants: Christine Miller, Tennessee Tech University
Vic Sower, Sam Houston State University
Tekle Wanorie, Northwest Missouri State

Database Management Class Gives HOPE to Local Public High School
K. David Smith, Cameron University
M. Suzanne Clinton, University of Central Oklahoma

Using Technology to Prevent Online Cheating: A Pilot Study of Remote Proctor
D. Wayne Bedford, University of West Alabama
Janie Gregg, University of West Alabama
M. Suzanne Clinton, University of Central Oklahoma

An Improved Cluster Concentration Typology for Examining the Fit Between Organization Needs and Cluster Concentration
Pamela Zelbst, Sam Houston State University
Victor Sower, Sam Houston State University
Gregory V. Frazier, University of Texas-Arlington

SESSION E: Copyright: What Every Professor Should Know

PRESENTER Jennifer Barger Johnson, University of Central Oklahoma
2008/2009 SWCRA OFFICERS

SWCRA President: Alex Sharland, University of South Alabama

SWCRA President Elect: Steve Vitucci, Tarleton State University-Central Texas

SWCRA Program Chair: Don C. Mosley, Jr., University of South Alabama

SWCRA Treasurer: Charles (Chad) M. Carson, Samford University

SWCRA Secretary: John S. Bishop, Jr., University of South Alabama

SWCRA Past President: Carol J. Cumber, South Dakota State University

SWCRA Archivist/Newsletter Editor: Marlene Reed, Baylor University

SWCRA Webmaster: Gerald Kohers, Sam Houston State University

2008/2009 SWCRA Track Chairs

Accounting/Finance
Kay Guess, St. Edward’s University

Human Resource Management/Organizational Behavior/Ethics/Social Responsibility
Rodney Vandeveneer, Purdue University

Marketing
Robert Stevens, Southeastern Oklahoma State University
C. W. McConkey, University of Louisiana at Monroe

Non-Profit Management/International Management
Donald Grunewald, Iona College

Strategic Management/Business Policy
Daniel Jennings, Texas A & M University

Small Business/Entrepreneurship
Joseph Kavanaugh, Sam Houston State University
Tim D. Wise, Southern Arkansas University

Case Embryo
Marlene M. Reed, Baylor University

Recipient of the 2009 McGraw-Hill/Irwin Distinguished Paper Award

Case: Austin Electronics
Daniel F. Jennings, Texas A&M University

Recipient of the 2009 Cengage Outstanding Educator Award

Joseph Kavanaugh, Sam Houston State University
SESSION A

The Case Process: From Cradle to Grave

Session Chairs: Robert E. Stevens, Southeastern Oklahoma State University
C. William McConkey, University of Louisiana at Monroe

3:30 p.m. – 5:00 p.m.

SESSION A

Institutional Research Boards (IRBs) and Case Research: What Should Our Future Be?

Session Chair: Joseph Kavanaugh, Sam Houston State University

Discussants: Marlene Reed, Baylor University
Carol Cumber, South Dakota State University

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

Please let exhibitors know how much we appreciate their presence and continued support!
February 26, 2009
(Thursday)

7:30 a.m. – 8:00 a.m. Room 20

Past President’s Meeting

8:00 a.m. – 9:30 a.m. Ballroom D

SOUTHWEST CASE RESEARCH ASSOCIATION BREAKFAST AND BUSINESS MEETING

All SWCRA Members invited. Business meeting starts at 8:00 a.m.

10:00 a.m. – 10:30 a.m. Ballroom C

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies. Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod
Must be present to win.

10:00 a.m. – 12:30 p.m. Room 20

SESSION A: Accounting/Finance

Session Chair: Kay Guess, St. Edward’s University

If Dead Donors Could Talk, Would They Approve?
Thomas D. Tolleson, Texas Wesleyan University

Tom, Dick and Harry Learn Some Sad Truths about Fixed Costs
W. D. English, Tarleton State University
James R. McGhee, King College

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

Please let exhibitors know how much we appreciate their presence and continued support!
SESSION B: Human Resource Management/Organizational Behavior/Ethics/ Social Responsibility

Session Chair: Rodney Vandeveer, Purdue University

Ace Binding Company
Michael L. Menefee, Purdue University
Rodney C. Vandeveer, Purdue University

Austin Electronics
Daniel F. Jennings, Texas A & M University

General Electric: The Cost of Social Responsibility
Marlene M. Reed, Baylor University
Mitchell Neubert, Baylor University

Columbia Medical Center and the Cocaine-Addicted Pharmacist: Unjust Termination? (B)
Carol J. Cumber, South Dakota State University
Charles M. Carson, Samford University
Alan R. Spies, Southwestern Oklahoma State University

A Case of Sexual Harassment and Consequences
Mildred Golden Pryor, Texas A&M University-Commerce
Jennifer Oyler, Texas A&M University-Commerce
Stephanie Pane, Texas A&M University-Commerce
Leslie A. Toombs, The University of Texas at Permian Basin

Transforming the Texas Plant
Mildred Golden Pryor, Texas A&M University-Commerce
Donna Anderson, Texas A&M University-Commerce
John Humphreys, Texas A&M University-Commerce
Lisa Pryor Singleton, Texas A&M University-Commerce
Sonia Taneja, Texas A&M University-Commerce

Customer Service in the United States
F. Robert Buchanan, University of Central Oklahoma
M. Suzanne Clinton, University of Central Oklahoma
SESSION C: Marketing

Session Chair: Robert E. Stevens, Southeastern Oklahoma State University
C. William McConkey, University of Louisiana at Monroe

Distribution Channel Issues in Crafts Businesses: The Case of Whalebone and Ivory Carvings
Irfan Ahmed, Sam Houston State University
Jeri G. Rubin, University of Alaska Anchorage

SESSION D: Non-Profit Management/International Management

Session Chair: Donald Grunewald, Iona College

Help Hospitalized Veterans
Chad Muccino, Iona College
Donald Grunewald, Iona College

SESSION E: Strategic Management/Business Policy

Session Chair: Daniel Jennings, Texas A & M University

ExxonMobil in 2008
Sue Andrews Cullers, Buenta Vista University

Macquarie and the Global Infrastructure Industry
Syed Tariq Anwar, West Texas A&M University

Herschend Family Entertainment and Silver Dollar City
Timothy D. Wise, Southern Arkansas University

Whole Foods Market, Inc.
James L. Harbin, Texas A&M University - Texarkana
Patricia Humphrey, Texas A&M University - Texarkana

Enesco Group
J. Bryant Kirkland, Barry University
Anne M. Fiedler, Barry University
February 26, 2009  
(Thursday)

10:00 a.m. – 12:30 p.m.  Room 20

SESSION F  Small Business/Entrepreneurship

Session Chairs:  
Joseph Kavanaugh, Sam Houston State University  
Tim D. Wise, Southern Arkansas University

Adult Day Care  
Jeffrey R. Miller, Augusta State University  
Robert E. Stevens, Southeastern Oklahoma State University  
David L. Loudon, Samford University  
C. William McConkey, University of Louisiana, Monroe

Becky’s Floral and Gift Shop  
John S. Bishop, University of South Alabama  
Don C. Mosley, Jr., University of South Alabama

Chef Gregory  
Alex Sharland, University of South Alabama  
Anne Fiedler, Barry University

10:00 a.m. – 12:30 p.m.  Room 20

SESSION G  Case Embryo

Session Chair:  
Marlene M. Reed, Baylor University (Track Chair)

2:00 p.m. – 3:00 p.m.  Room 20

Planning Session for 2010

3:00 p.m. – 3:30 p.m.  Ballroom C

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Please let exhibitors know how much we appreciate their presence and continued support!

*Drawings for 2-night regular hotel room at 2010 FBD conference ($325 value) and an I-Pod. Must be present to win.*
FBD Swap Meet

Entertainment and fun

Bring something from your school (T shirt, coffee mug, etc.) to trade

Cash bar (with first drink free)
**2008 - 2009 OFFICERS**

President: **Philip J. Young**, University of Tennessee–Martin

Vice President & Program Chair: **Lalatendu Misra**, University of Texas at San Antonio

Secretary/Treasurer: **Natalya Delcoure**, University of St. Thomas

Directors:
- **John Banko**, University of Florida
- **Chenchu Bathala**, Cleveland State University
- **William C. Hudson**, St. Cloud State University
- **Melissa Melancon**, University of Louisiana at Monroe

Program Committee:

| Arvi Arunachalam, Salisbury University |
| Mounter H. Barakat, Securities & Commodities Authority - UAE |
| Chenchu Bathala, Cleveland State University |
| Onur Bayar, University of Texas at San Antonio |
| Karan Bhanot, University of Texas at San Antonio and NYU* |
| Jorge Brusa, Texas A&M International University |
| Natasha Burns, University of Texas at San Antonio |
| C. Steven Cole, University of North Texas |
| Natalya Delcoure, University of St. Thomas* |
| Prakash Deo, University of Houston–Downtown |
| Laura Gonzalez, Fordham University* |
| Sheng Guo, Florida International University |
| Atul Gupta, Bentley University* |
| Iftekhar Hassan, Rensselaer Polytechnic Institute* |
| M. Kabir Hassan, University of New Orleans |
| William C. Hudson, St. Cloud State University |
| Rob Hull, Washburn University |
| Palani-Rajan Kadapakkam, University of Texas at San Antonio* |
| V. Sivarama Krishnan, University of Central Oklahoma |
| Julia S. Y. Kwok, Northeastern State University–Broken Arrow |
| Rick LeCompte, Wichita State University |
| Don Lien, University of Texas at San Antonio* |
| Cornelis Los, University of Lethbridge |
| Abdullah Mamun, University of Saskatchewan |
| Timothy B. Michael, University of Houston–Clear Lake |
| Jim Musumeci, Southern Illinois University* |
| Mohan Nandha, Monash University* |
| Karyn L. Neuhauser, SUNY Plattsburgh |
| George Ogum, La Sierra University |
| Darshana Palkar, Minnesota State University, Mankato |
| Vivek Pandey, University of Texas at Tyler |
| James Philpot, Missouri State University |
| Dev Prasad, University of Massachusetts–Lowell |
| Ramesh P. Rao, Oklahoma State University* |
| Ronald Rutherford, University of Texas at San Antonio |
| R. Stephen Sears, West Virginia University* |
| Jonathan D. Stewart, Abilene Christian University |
| Michael F. Toyne, Northeastern State University* |
| Yiuman Tse, University of Texas at San Antonio |
| John Wald, University of Texas at San Antonio |
| Jian Yang, University of Colorado Denver* |
| Philip J. Young, University of Tennessee - Martin |
| Susana Yu, Montclair State University |

*These individuals also served on the Best Paper Awards Subcommittee*
McGraw-Hill Distinguished Paper in Finance

Organizational Structure and Managerial Turnover
John Adams, University of North Florida
Sattar Mansi, University of California – Riverside
Takeshi Nishikawa, St. Johns University

Outstanding Educator Awards
Michael F. Toyne, Northeastern State University
Richard L. B. LeCompte, Wichita State University

SWFA Special Events

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday</td>
<td>12:00 p.m. - 1:30 p.m.</td>
<td>Doctoral Student Luncheon (for SWFA registered doctoral students)</td>
<td>Bricktown Brewery</td>
</tr>
<tr>
<td>Thursday</td>
<td>5:00 p.m. - 7:00 p.m.</td>
<td>Southwestern Finance Association Reception</td>
<td>Bricktown Brewery</td>
</tr>
<tr>
<td>Friday</td>
<td>7:00 a.m. - 9:00 a.m.</td>
<td>Southwestern Finance Association Board Meeting</td>
<td>Hotel</td>
</tr>
<tr>
<td>Friday</td>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Southwestern Finance Association Luncheon and Business Meeting</td>
<td>Hotel</td>
</tr>
</tbody>
</table>
SESSION A  
**Bank Liquidity and Risks**

**Session Chair:** Thomas H. Payne, University of Tennessee - Martin  
**Discussants:** Constantin Slotty, Goethe University - Frankfurt  
Subramanian Rama Iyer, Oklahoma State University  
Thomas H. Payne, University of Tennessee - Martin

*Contagion Effects In Consumer Lending: Are Community Bank Portfolios at Risk?*  
Thomas H. Payne, University of Tennessee - Martin  
Arnold Redman, University of Tennessee - Martin

*Determinants of Bank Liquidity Creation - Evidence from Savings Banks*  
Christian Rauch, Goethe University – Frankfurt  
Sascha Steffen, Goethe University – Frankfurt  
Marcell Tyrell, European Business School – Oestrich Winkel  
Andreas Hackethal, Goethe University – Frankfurt

*Does IT Standardization Help to Boost Cost and Profit Efficiency? Empirical Evidence from German Savings Banks*  
Constantin Slotty, Goethe University - Frankfurt

SESSION B  
**Behaviors and Preferences**

**Session Chair:** Cornelis Los, University of Lethbridge  
**Discussants:** Cornelis Los, University of Lethbridge  
Pernille Jessen, Aarhus University  
James Briley, Northeastern State University

*Behavioural Finance or Efficient Market: Which Is Right?*  
Mamadou Konte, University Panthéon Sorbonne

*Managerial Preferences and Competition in Internal Capital Markets*  
Uwe-Wilhelm Bloos, Goethe University - Frankfurt  
Christian Gerhardt, Deutsche Bank

*Do Contracts Impact Comprehensive Financial Advice?*  
Michael Finke, Texas Tech University  
Sandra Huston, Texas Tech University  
William Waller, Texas Tech University
SESSION C  Volatility Issues

Session Chair:  Ming-Jen Chang, National Dong Hwa University and University of California, Riverside  
Discussants:  Ming-Jen Chang, National Dong Hwa University and University of California, Riverside  
Fatma Sonmez Saryal, University of Toronto  
Lucia Morales, Dublin Institute of Technology

Rethinking Idiosyncratic Volatility: Is It Really a Puzzle?  
Fatma Sonmez Saryal, University of Toronto

Volatility Spillovers on Precious Metals Markets  
Lucia Morales, Dublin Institute of Technology

Announcement Effects and Asymmetric Volatility in Industry Stock Returns: Evidence from Taiwan  
Ming-Jen Chang, National Dong Hwa University and University of California, Riverside

SESSION D  Market Microstructure Issues

Session Chair:  Mohan S. Nandha, Monash University  
Discussants:  Ryan Riordan, University of Karlsruhe  
Jeff Whitworth, University of Houston – Clear Lake  
Arzé Karam, University Paris X

Does Market Microstructure Matter for Corporate Finance? Theory and Evidence on Seasoned Equity Offerings Decisions  
William Cheung, University of Macau  
Scott Fung, California State University – East Bay  
Lewis Tam, University of Macau

Price Leadership in the NASDAQ  
Arzé Karam, University Paris X

Optical Illusions: The Effects of Exchange System Latency on Liquidity Supply  
Ryan Riordan, University of Karlsruhe  
Andreas Storkenmaier, University of Karlsruhe
SOUTHWESTERN FINANCE
ASSOCIATION

February 26, 2009
(Thursday)

8:30 a.m. – 10:00 a.m. Room 5

SESSION E Models to Measure Performance

Session Chair: Sudip Ghosh, Pennsylvania State University
Discussants: Paul Moon Sub Choi, Cornell University
Alexandra Hansis, Goethe University – Frankfurt
Sebastian Krimm, Catholic University of Eichstaett-Ingolstadt

Asset Allocation in SVCJ Models: How Much Does Model Choice Matter?
Nicole Branger, University of Münster
Alexandra Hansis, Goethe University - Frankfurt

Selection, Timing and Total Performance of Equity Mutual Funds: On the Relevance of Model Specification
Sebastian Krimm, Catholic University of Eichstaett-Ingolstadt
Hendrik Scholz, Catholic University of Eichstaett-Ingolstadt
Marco Wilkins, Catholic University of Eichstaett-Ingolstadt

The Relationship between Price Momentum and Institutional Ownership
Shu-Ya Chuang, Tainan University of Technology
Jiun-Lin Chen, Louisiana State University

8:30 a.m. – 10:00 a.m. Room 6

SESSION F Futures and Stock Return Synchronicity

Session Chair: Nilanjan Basu, Concordia University
Discussants: Martin Lozano, University of the Basque Country
Eric C. Lin, California State University
Haibo Jiang, Concordia University

On the Estimation of Risk Premium in the Gold Futures Market: Using the Goldman Sachs Commodity Index (GSCI) Approach
John Kensinger, University of North Texas
Eric C. Lin, Cal State Sacramento
Helen Xu, Holy Names University

Frozen Concentrated Orange Juice Futures Prices, the Quality Option and Temperature
Haibo Jiang, Concordia University
Latha Shanker, Concordia University

Product Market Competition, Information Environment, and Stock Return Synchronicity
Lin Zou, University of Texas at Dallas
SESSION G  
Capital Structure Issues

Session Chair: Mounther H. Barakat, Securities & Commodities Authority – UAE
Discussants:  
Candra S. Chahyadi, Eastern Illinois University  
Mounther H. Barakat, Securities & Commodities Authority – UAE  
Tom Franck, Catholic University of Leuven and Lessius Hogeschool

The Impact of Leverage on Investment Expenditures Revisited: Insights from Analyzing Private Enterprises  
Tom Franck, Catholic University of Leuven and Lessius Hogeschool  
Nancy Huyghebaert, Catholic University of Leuven

Nonlinear Modeling of Target Leverage with Latent Determinant Variables – New Evidence on the Trade-off Theory  
Ralf Sabiwalisky, University of Cologne

What Do We Know about Capital Structure of Privatized Firms? A Study of Evolution and Determinants of Capital Structure of Privatized Firms  
Candra S. Chahyadi, Eastern Illinois University

10:00 a.m. - 10:30 a.m.  
Ballroom C

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.  
Please let exhibitors know how much we appreciate their presence and continued support!  

Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod  
Must be present to win.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30 a.m. – Noon</td>
<td>SESSION A</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>CANCELLED</td>
<td></td>
</tr>
<tr>
<td>10:30 a.m. – Noon</td>
<td>SESSION B</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>CEO Compensation</td>
<td></td>
</tr>
</tbody>
</table>

**Session Chair:** R. Stephen Sears, West Virginia University

**Discussants:**
- Sudip Ghosh, Pennsylvania State University
- Tom Franck, Catholic University Leuven and Lessius Hogeschool
- William Waller, Texas Tech University

*Compensation Contracts for Prudent and Risk Averse Agent*

**Pierre Chaigneau**, London School of Economics

*In Search of Responsible CEOs: The Case of CEOs with Non-profit Experience*

**Stanley Peterburgsky**, Polytechnic University

*Incentive and Agency Problems with Corporate Stock Donations*

**Sudip Ghosh**, Pennsylvania State University

**Maretno A. Harjoto**, Pepperdine University
SESSION C  
CEO Turnover and Compensation  
Session Chair:  
Michael Toyne, North Eastern State University  
Discussants:  
Atul Gupta, Bentley University  
Irina Barakova, Controller of the Currency  
John Adams, University of North Florida  

Limits to Relative Performance Evaluation: Evidence from Bank Executive Turnover  
Irina Barakova, Controller of Currency  

Organizational Structure and Managerial Turnover  
John Adams, University of North Florida  
Sattar Mansi, University of California – Riverside  
Takeshi Nishikawa, St. Johns University  

SOX and CFO Compensation  
Otgo Erhemjamts, Bentley University  
Atul Gupta, Bentley University  
Bayar Tumennasan, Bentley University  

SESSION D  
Price Behavior Relationships  
Session Chair:  
Susan J. Crain, Missouri State University  
Discussants:  
Susan J. Crain, Missouri State University  
Mohan S. Nandha, Monash University  

An Analysis of the Oil Price Impact on the U. S. Oil and Gas Company Returns  
Sunil K. Mohanty, University of St. Thomas  
Mohan S. Nandha, Monash University  

The Interrelationship Between Trading Volume, Duration and Futures Contract Price Volatility  
Michael Bowe, Manchester Business School  
Stuart Hyde, Manchester Business School  
Lavern McFarlane, Manchester Business School
SESSION E  Aspects of Market Microstructure

Session Chair:  Natalya Delcoure, University of St. Thomas
Discussants:  Ryan Riordan, University of Karlsruhe
Paul Moon Sub Choi, Cornell University

*A Trans-Niagara Tale of Informed Traders*

Paul Moon Sub Choi, Cornell University

*Are Algorithmic Traders Informed?*

Ryan Riordan, University of Karlsruhe

SESSION F  Ownership in International Corporate Context

Session Chair:  Rick LeCompte, Wichita State University
Discussants:  Michael Keefe, University of Texas at Dallas
Binbin Cui, Carleton University
Iness Aguir, University of Texas at San Antonio

*Ownership Structure and Value Creation in International Joint Ventures*

Atul Gupta, Bentley University
Lalatendu Misra, University of Texas San Antonio
Iness Aguir, University of Texas San Antonio

*Business Groups and Pyramidal Ownership in Ecuadorian Business*

Maria L. Granda, Texas A&M University

*Does Corporate Ownership Affect Capital Structure? — Evidence from Chinese Listed Companies*

Michael Keefe, The University of Texas at Dallas
Zhengwei Wang, Tsinghua University
Wei Lin, Xiamen University
SESSION G  Return Relationships in Linked Markets

Session Chair:  Marsha Weber, Minnesota State University Moorhead
Discussants:  Chun-Pin Hsu, The Graduate Center, CUNY  
            Mei Zhang, Montclair State University  
            Violeta Diaz, University of Texas – Pan American

Stock Market Uncertainty and Developed-Emerging Market Return Comovement
Xi Dong, Boston College

Do American Depositary Receipts Over- or Underreact?
Violeta Diaz, University of Texas - Pan American

Risk Management with Copula-EVT Based Semiparametric Approach and Its Applications in Asian Stock Markets
Chun-Pin Hsu, The Graduate Center, CUNY

All Ph.D. students registered for SWFA are invited to the lunch. It will be held at Bricktown Brewery which is a 5 minute walk from the hotel.

SESSION A  Bank Governance Issues

Session Chair:  Atul Gupta, Bentley University
Discussants:  Pernille Jessen, Aarhus University  
            Lin Zou, University of Texas at Dallas  
            Subramanian Rama Iyer, Oklahoma State University

Bank Performance, Corporate Governance, and Risk Management: The Case of the Subprime Crisis of 2007
Subramanian Rama Iyer, Oklahoma State University  
Takeshi Nishikawa, St. John’s University  
Ramesh P. Rao, Oklahoma State University

Optimal Investment in Structured Bonds
Pernille Jessen, Aarhus University and University of British Columbia  
Peter Lachte Jorgensen, Aarhus University
SESSION B  Aspects of IPO

Session Chair:  John Adams, University of North Florida
Discussants:   Pierre Chaigneau, London School of Economics
               Michael Keefe, University of Texas at Dallas
               Jie He, Boston College

What Can One Million Regressions Tell Us About Which Variables Robustly Explain IPO Underpricing?
Alexander Butler, The University of Texas at Dallas
Michael Keefe, The University of Texas at Dallas
Robert Kieschnick, The University of Texas at Dallas

Thomas Chemmanur, Boston College
Jie He, Boston College

The Certification and Monitoring Roles of Underwriters in IPO Earnings Management
Yong Sun, Southwestern University of Finance and Economics

SESSION C  Aspects of Capital Structure

Session Chair:  William Cheung, University of Macau
Discussants:   Ralf Sabiwalsky, University of Cologne
               Constantin Slotty, Goethe University – Frankfurt
               Maria L. Granda, Texas A&M University

Financial Constraints and the Decision to Lease – Evidence from German SME
Constantin Slotty, Goethe University - Frankfurt

When Does Leverage Stimulate or Hamper Post-Entry Performance?
Tom Franck, Catholic University Leuven and Lessius Hogeschool
Nancy Huyghebaert, Catholic University of Leuven

The Determinants of Corporate Borrowing in the Arab World
Mounther H. Barakat, Securities & Commodities Authority - UAE
SESSION D  Cross-border Mergers

Session Chair:  Eduardo Pablo, Instituto de Estudios Superiores de Administración – Venezuela & Tulane University
Discussants:  Christian Rauch, Goethe University – Frankfurt
  Eduardo Pablo, Instituto de Estudios Superiores de Administración – Venezuela & Tulane University
  Lei Zhang, INSEAD

Why Do Firms Pay Cash in Acquisitions? Evidence from a Catering Perspective
Lei Zhang, INSEAD

Corporate Governance and Cross-Border Acquiree Returns
Paul Moon Sub Choi, Cornell University
Seth H. Huang, Cornell University

Do Investors Know Better than Regulators – Stock Price Patterns in International Bank
Yassin Hankir, Goethe University - Frankfurt
Christian Rauch, Goethe University - Frankfurt
Marc Umber, Goethe University – Frankfurt

SESSION E  Pricing Models

Session Chair:  James Philpot, Missouri State University
Discussants:  Aldrin Herwany, University of Padjadjaran
  Lavern McFarlane, Manchester Business School
  Chien-Ting (Edward) Lin, University of Adelaide

Efficiency of the SDF and Beta Methods at Evaluating Asset-Pricing Models
Martin Lozano, University of the Basque Country
Ian Garrett, University of Manchester
Stuart Hyde, University of Manchester

Pricing Assets with Higher Moments: Evidence from Australian and the U.S. Markets
Phuong Doan, University of RMIT
Chien-Ting Lin, University of Adelaide
Ralf Zurbruegg, University of Adelaide

CAPM and APT Validation Test Before, During, and After Financial Crisis in Emerging Market: Evidence from Indonesia
Erie Febrian, University of Padjadjaran
Aldrin Herwany, University of Padjadjaran
SESSION F  Selling and Shorting

Session Chair:  **Jeff Whitworth**, University of Houston – Clear Lake
Discussants:  **Yilun Shi**, University of Texas at San Antonio  
**Marina Druz**, University of Lugano  
**Andrew A. Lynch**, University of Missouri

*Absence of Access to Management-Provided Information as a Reason to Issue a Sell Recommendation*
**Marina Druz**, University of Lugano

*Are Short Sellers Informed? Evidence from REITs*
**Dan W. French**, University of Missouri
**Andrew A. Lynch**, University of Missouri
**Xuemin (Sterling) Yan**, University of Missouri

*Lost in Translation: The Case of Hong Kong ADRs*
**Palani-Rajan Kadapakkam**, University of Texas at San Antonio
**Alex Meisami**, University of Texas at San Antonio
**Yilun Shi**, University of Texas San Antonio

3:00 p.m. – 3:30 p.m.  Ballroom C

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

*Drawings for 2-night regular hotel room at 2010 FBD conference ($325 value) and an i-Pod. Must be present to win.*
SESSION A  Ph.D. Student Panel Session

Moderator:  R. Stephen Sears, West Virginia University
Panelists:  Thomas H. Payne, University of Tennessee - Martin
           Jim Musumeci, Southern Illinois University

This session is intended for Ph.D. students. Panelists will discuss various aspects of success in academe and respond to questions from the audience. Attendance in either this session or in the Editor session (scheduled on Friday at 10:30 AM) is mandatory for Ph.D. students to receive stipend. Students must sign their names in the sign-up sheets to be provided in the session.

SESSION B  Value Creation for Investors

Session Chair:  Keiichi Kubota, Chuo University
Discussants:  Ahmad Khasawneh, Hashemite University
             Johannes Rieks, University of Regensburg
             Keiichi Kubota, Chuo University

Cutting Cost of Capital via Investor Relations: Evidence from the German Stock Market
Johannes Rieks, University of Regensburg
Sebastian Lobe, University of Regensburg

Corporate Branding and Shareholders’ Wealth
Natalya Delcoure, University of St. Thomas

The Effect of Accrued Capital Gains on Ex-Dividend Day Pricing
Jeff Whitworth, University of Houston - Clear Lake

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

Please let exhibitors know how much we appreciate their presence and continued support!
SESSION C  Value Enhancing Actions

Session Chair:  Irina Barakova, Office of the Controller of Currency
Discussants:  Stanley Peterburgsky, Polytechnic University
Hitoshi Takehara, Waseda University

*A Theoretical and Empirical Study of Computing Earnings Per Share*
Mei Zhang, Montclair State University

*The Evolution of Leveraged Buyouts (LBOs) and Recent Overheated LBO Market*
Binbin Cui, Carleton University

SESSION D  Mergers and Acquisitions

Session Chair:  Ramesh P. Rao, Oklahoma State University
Discussants:  Nilanjan Basu, Concordia University
Ramesh P. Rao, Oklahoma State University
George Alexandridis, Durham Business School

*Cross-Country Diversification through M&A Transactions in Emerging Markets: Evidence in Latin America*
Eduardo Pablo, Instituto de Estudios Superiores de Administración – Venezuela & Tulane University

*Depth of the Market for Corporate Control*
George Alexandridis, Durham Business School
Dimitris Petmezas, Surrey Business School
Nikoalaos G. Travlos, ALBA Business School

*High-tech Mergers During the Stock Market Bubble*
Nilanjan Basu, Concordia University
Haibo Jiang, Concordia University
Reena Kamath, Independent
SESSION E  Faculty and Student Issues

Session Chair: Philip J. Young, University of Tennessee - Martin
Discussants: Michael Carter, University of North Texas
Philip J. Young, University of Tennessee – Martin
James Philpot, Missouri State University

Using Item Set Exams to Assess Higher Order Learning in a Corporate Finance Course
John D. Stowe, Ohio University
Philip J. Young, University of Tennessee - Martin

Determinants of Tuition Benefits as Faculty Compensation
James Philpot, Missouri State University

Academic Content, Research Productivity and Tenure
Jorge Brusa, Texas A&M International University
Michael Carter, University of North Texas
George E. Heilman, Winston-Salem State University

SESSION F  Investment Strategies: Theory

Session Chair: Chien-Ting (Edward) Lin, University of Adelaide
Discussants: Serguey Khovansky, Clark University
Jiun-Lin Chen, Louisiana State University

Investment Model Uncertainty and Fair Pricing
Cornelis Los, University of Lethbridge
Satjaporn Tungsong, Thammasat University – Bangkok

Optimal Trading with Terminal-Time Leverage Constraints
Serguey Khovansky, Clark University

5:00 p.m. – 7:00 p.m.
Off Site: Bricktown Brewery

SWFA reception will be held at the Bricktown Brewery in the restored warehouse district, a short 5 minute walk from the conference hotel. All SWFA attendees are cordially invited to attend.

5:30 p.m. – 7:30 p.m.
Ballroom C

FBD Swap Meet
Entertainment and fun
Bring something from your school (T shirt, coffee mug, etc.) to trade
Cash bar (with first drink free)
SWFA Board Meeting and Breakfast

SESSION A  Finance and Economic Growth

Session Chair:  Nadia Doytch, University of New Haven
Discussants:  Philip Tew, University of Mississippi
Blaise Roncagli, Cleveland State University
Daniel Perez Liston, University of Texas – Pan American

*Foreign Portfolio Investment Inflows to the United States: The Impact of Investor Risk Aversion and US Stock Market Performance*
Peter V. Egly, University of Texas – Pan American
David W. Johnk, University of Texas – Pan American
Daniel Perez Liston, University of Texas – Pan American

*Does the Worldwide Shift of FDI from Manufacturing to Services Accelerate Economic Growth? A GMM Estimation Study*
Nadia Doytch, University of New Haven
Merih Uctum, Graduate Center of CUNY and Brooklyn College

*Market-Based System, Bank-Based System, or Legal System: What Matters When it Comes to Economic Development in the U.S.*
Philip Tew, University of Mississippi

SESSION B  Behavioral Finance

Session Chair:  Thomas Thompson, Lamar University
Discussants:  Russell Poskitt, University of Auckland
Arvi Arunachalam, Salisbury University

*Managerial Sentiment and Value of the Firm*
Arvi Arunachalam, Salisbury University
Edward R. Lawrence, Florida International University
Arun J. Prakash, Florida International University
Siddharth Shankar, Texas A&M International University

*Herding on the Minimum: Strategic Quote Behaviour in the LIBOR Fixing*
Russell Poskitt, University of Auckland
SESSION C  Aspects of Option Pricing

Session Chair: William (Steve) Smith, University of North Dakota
Discussants: Guan Jun Wang, Florida A&M University
Alexandra Hansis, Goethe University – Frankfurt

Expected Option Returns and the Structure of Jump Risk Premia
Nicole Branger, University of Münster
Alexandra Hansis, Goethe University - Frankfurt
Christian Schlag, Goethe University - Frankfurt

Which Implied Volatility Provides the Best Measure of Future Volatility?
Guan Jun Wang, Florida A&M University

SESSION D  Contrarian Investment Strategies

Session Chair: Marsha Weber, Minnesota State University Moorhead
Discussants: Fahad W. Almudhaf, University of Texas – Arlington
Xi Dong, Boston College
Kartick Gupta, University of Waikato

Do Changes in the Portfolio Structure Affect Momentum or Contrarian Returns? – A Global Study
Kartick Gupta, University of Waikato

Expected Return, Liquidity Risk, and the Contrarian Strategy: Evidence from Tokyo Stock Exchange Firms
Keiichi Kubota, Chuo University
Hitoshi Takehara, Waseda University

The Islamic Calendar Effects: Evidence from Twelve Stock Markets
Fahad W. Almudhaf, University of Texas – Arlington

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

♦

Please let exhibitors know how much we appreciate their presence and continued support!
SESSION E  Empirical Examinations of Investment Strategies

Session Chair: Carlos A. De Mello-e-Souza, Susquehanna University
Discussants: Kin-Yip Ho, Swinburne University of Technology
Frank D’Souza, Loyola College in Maryland
Fatma Sonmez Saryal, University of Toronto

Equity Market Timing, Investment Opportunity and Shareholder Benefit
Frank D’Souza, Loyola College in Maryland
Ramesh P. Rao, Oklahoma State University

Truly Ambiguous: Cheap Versus Chic
Fatma Sonmez Saryal, University of Toronto

Sizing Up the Size Effect: Investigating the Dynamic Relationship between Small and Large Cap Stock Prices
Kin-Yip Ho, Swinburne University of Technology
Bradley C. Ernst, Accretive Health

SESSION F  Bank Portfolios and Income Management

Session Chair: Wallace N. Davidson III, Southern Illinois University
Discussants: Vincenzo Farina, University of Rome
Olaf Clemens, Goethe University – Frankfurt
V. Sivarama Krishnan, University of Central Oklahoma

The Euro 4 Billion Gambling Loss and Failure of the Mortgage Bank AHBR
Olaf Clemens, Goethe University – Frankfurt

A Performance Analysis of Pure Cyber Banks
V. Sivarama Krishnan, University of Central Oklahoma

Banks’ Centrality in Corporate Interlock Networks: Evidences in Italy
Vincenzo Farina, University of Rome

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

Please let exhibitors know how much we appreciate their presence and continued support!
SESSION G  International Bank Issues

Session Chair:  Chenchu Bathala, Cleveland State University
Discussants:  Perihan Iren, Cleveland State University
             Uwe-Wilhelm Bloos, Goethe University – Frankfurt
             Hussein A. Hussan Al-Tamimi, University of Sharjah

On the Relevanve of Agency Problems: Evidence from German Banks
Uwe Bloos, Johan Wolfgang Goethe University – Frankfurt
Felix Schwarze, Johan Wolfgang Goethe University – Frankfurt

Assessing Performance Factors in the UAE Commercial Banks Using Different Approaches
Hussein A. Hussan Al-Tamimi, University of Sharjah

Determinants of Cross-Border Lending from the Perspective of the Home Country
Perihan Iren, Cleveland State University
Alan Reichert, Cleveland State University

10:00 a.m. - 10:30 a.m. Ballroom C

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod
Must be present to win.

10:30 a.m. – Noon  Room 1

SESSION A  Session with Journal Editors

           Arnie Cowan, Financial Review, Iowa State University
           Ramesh Rao, Journal of Applied Corporate Finance, Oklahoma State University

This session is intended for all participants and especially recommended for Ph.D. students. Panelists will
discuss various aspects of success in the journal publication process and respond to questions from the
audience. Attendance in either this session or in the Ph.D. student session (Thursday 3:30 PM) is
mandatory for Ph.D. students to receive stipend. Students must sign their names in the sign-up sheets to
be provided in the session.
SESSION B  International Financial Markets and Risks

Session Chair:  Daniella Acker, University of Bristol
Discussants:  Tih Koon (Alex) Tan, University of Central Florida
Abul Shamsuddin, University of Newcastle
Panayiotis Theodossiou, Rutgers University

What Drives the International Equity Market Efficiency?
Abul Shamsuddin, University of Newcastle
Jae H. Kim, Monash University

Should Stock Specific Risk Due to Outliers Be Priced? Evidence and Implications
Panayiotis Theodossiou, Rutgers University
Alexandra Theodossiou, Rutgers University

Financial Distress and Firm Performance: Evidence from the Asian Financial Crisis
Tih Koon (Alex) Tan, University of Central Florida

SESSION C  Corporate Performance in Global Context

Session Chair:  Vivek Pandey, University of Texas at Tyler
Discussants:  Do-Quoc-Tho Nguyen, University of New South Wales and State Bank of Vietnam
Tanakorn Makaew, University of Maryland
Mehmet F. Dicle, Loyola University New Orleans

Do Small Firms Benefit More from Foreign Portfolio Investment? Evidence from a Natural Experiment
Tanakorn Makaew, University of Maryland

Market Efficiency and International Diversification: Evidence from India
Mehmet F. Dicle, Loyola University New Orleans
Aydin Beyhan, T.C.Yeditepe University
Lee J. Yao, Loyola University New Orleans

Target Interest Rate News Spillover Effects on Asia-Pacific Equity Markets
Suk-Joong Kim, University of New South Wales
Do-Quoc-Tho Nguyen, University of New South Wales and State Bank of Vietnam
SESSION D  
Creating Value

Session Chair: Hitoshi Takehara, Waseda University
Discussants: Hieu Phan, University of Connecticut
Thomas Thompson, Lamar University
Sigitas Karpavicius, University of New South Wales

Partial Price Adjustments and Equity Carve-outs
Thomas Thompson, Lamar University

Shelf Registrations and Offerings: Intra-industry Effects
Sigitas Karpavicius, University of New South Wales
Jo-Ann Suchard, University of New South Wales

Impact of Change in Retirement Benefits Plan on Firm Value and Risk
Hieu Phan, University of Connecticut
Shantaram Hedge, University of Connecticut

SESSION E  
Real Option Applications

Session Chair: Rob Hull, Washburn University
Discussants: William (Steve) Smith, University of North Dakota
Carlos A. De Mello-e-Souza, Susquehanna University
Jim Musumeci, University of Southern Illinois

Diversification With The Option-To-Abandon: An Integrated Valuation Model
Carlos A. De Mello-e-Souza, Susquehanna University

A Simple Option-Theoretic Approach to the Lease versus Purchase Decision
William (Steve) Smith, University of North Dakota
Charles I. Harter, Georgia Southern University

Player Absence and Betting Lines in the NBA
Steven Dennis, University of North Dakota
William H. Dare, Oklahoma State University
SESSION F  Portfolio Management

Session Chair: John Adams, University of North Florida
Discussants: Jie He, Boston College
Felix Miebs, European Business School
Daniella Acker, University of Bristol

Is Minimum-variance Investing Really Worth the While? An Analysis with Robust Performance Inference
Patrick Behr, Goethe University - Frankfurt
André Güttler, European Business School
Felix Miebs, European Business School

Estimation Error and Optimal Portfolio Size
Daniella Acker, University of Bristol
Nigel W. Duck, University of Bristol

Information Production, Retail Investors, and Delegated Portfolio Management
Jie He, Boston College

SESSION G  Exchange Traded Funds

Session Chair: Nancy Ursel, University of Windsor
Discussant: Susan J. Crain, Missouri State University
M. Imtiaz Mazumder, SUNY Institute of Technology
Natalya Delcoure, University of St. Thomas

Index Funds or ETFs: The Case of the S&P 500 for Individual Investors
Larry J. Prather, Southeastern Oklahoma State University
Ting-Heng Chu, East Tennessee State University
M. Imtiaz Mazumder, State University of New York Institute of Technology
John C. Topuz, Southeastern Oklahoma State University

ETFs: Watching the Weight
Natalya Delcoure, University of St. Thomas

Nonsynchronous Trading and Index Returns: An Empirical Investigation
Rakesh Bharati, Southern Illinois University - Edwardsville
Susan J. Crain, Missouri State University
Manu Gupta, Virginia Commonwealth University
Noon – 1:45 p.m.  Ballroom D

Annual Business Meeting and Lunch

1:45 p.m. – 3:15 p.m.  Room 1

SESSION A  Real Estate Investment Trust

Session Chair:  Dan Jubinski, St. Joseph’s University
Discussants:  Daniel Perez Liston, University of Texas - Pan American
Scott Roark, University of Connecticut
Sudip Ghosh, Pennsylvania State University

Anomaly Revisited: Seasoned Equity Offerings and the Operating Performance of REITs
Scott Roark, University of Connecticut

Historical Trends in the REITs: Mergers and Acquisitions
Sudip Ghosh, Penn State University

A Re-Examination of REIT Return Volatility, a Bivariate Approach
Daniel Perez Liston, University of Texas – Pan American

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

◆

Please let exhibitors know how much we appreciate their presence and continued support!
SESSION B  
When CEOs Get Fired

Session Chair: Jim Musumeci, Southern Illinois University  
Discussants: Wallace N. Davidson III, Southern Illinois University  
John Adams, University of North Florida  
Nancy Ursel, University of Windsor

CEO Turnover and Bondholder Wealth  
John Adams, University of North Florida  
Sattar Mansi, University of California – Riverside

Antecedents and Consequences of CEO Succession: The Role of Demographics  
Nancy Ursel, University of Windsor  
Eahab Elsaid, University of Windsor

The Market Reaction to Changes in CEO Compensation Structure Following Succession: Evidence of Optimal Incentives with Career Concerns  
Eahab Elsaid, University of Windsor  
Wallace N. Davidson III, Southern Illinois University  
Bradley W. Benson, Louisiana Tech University

SESSION C  
Risk Management

Session Chair: Kabir Hassan, University of New Orleans  
Discussants: Uwe-Wilhelm Bloos, Goethe University – Frankfurt  
Abdullah Mamun, University of Saskatchewan  
Jinlin Liu, Concordia University

Sources of Indexed Bonds Diversification Benefit: An Empirical Examination  
Abdullah Mamun, University of Saskatchewan  
Nuttawat Visaltanachoti, Massey University  
Elton Daal, State Street Global Associates

Market Efficiency and Returns from Convertible Bond Hedging and Arbitrage Strategies  
Jinlin Liu, Concordia University  
Lorne Switzer, Concordia University  
Frank Fabozzi, Yale School of Management

On the Organization of Risk Management  
Uwe-Wilhelm Bloos, Goethe University - Frankfurt
SESSION D  Close-Ended and Exchange Traded Funds

Session Chair: Natalya Delcoure, University of St. Thomas
Discussants: Stoyu I. Ivanov, University of Nebraska – Lincoln
Jullavut Kittiakarasakun, University of Texas at San Antonio
Susana Yu, Montclair State University

Discount Behavior of Closed End Funds Announcing Open Ending
Lalatendu Misra, University of Texas at San Antonio
Jullavut Kittiakarasakun, University of Texas at San Antonio
Sinan Yildirim, Texas Wesleyan University

The Effects of ETF Splits on Returns, Liquidity, and Individual Investors
Susana Yu, Montclair State University
Gwendolyn Webb, Baruch College/CUNY

Exchange Traded Funds and Index Analysis: Volatility and Options
Stoyu I. Ivanov, University of Nebraska-Lincoln
Yi Zhang, Prairie View A&M University

SESSION E  Small Firm Financing

Session Chair: Abul Shamsuddin, University of Newcastle
Discussants: Fahad Almudhaf, University of Texas at Arlington
Chenchu Bathala, Cleveland State University
Emily Breit, Fort Hays State University

Determinants of Cash Holdings in Small Firms
Blaise Roncagli, Cleveland State University
Chenchu Bathala, Cleveland State University

Determinants of Loan Interest Rates: Evidence from the Survey of Small Business Finances (SSBF)
Emily Breit, Fort Hays State University
Kathleen Arano, Fort Hays State University

Determinants of the Use of Trade Credit Discounts in Small Firms
Blaise Roncagli, Cleveland State University
Chenchu Bathala, Cleveland State University
SESSION F  
**Theoretical Models in Finance**

**Session Chair:** Serguey Khovansky, Clark University  
**Discussants:** Olaf Clemens, Goethe University – Frankfurt  
Eiichiro Kazumori, University of Tokyo  
Liyan Yang, Cornell University

**A Strategic Theory of Markets**  
Eiichiro Kazumori, University of Tokyo

**Prospect Theory, the Disposition Effect and Asset Prices**  
Liyan Yang, Cornell University

**Accounting Opportunities, Ambiguity of Information and Informational Cascades**  
Olaf Clemens, Goethe University - Frankfurt

SESSION G  
**Finance, Growth and Development**

**Session Chair:** Dennis Philip, Cass Business School, City University - London  
**Discussants:** Nadia Doytch, University of New Haven  
Andrey Zagorchev, Lehigh University  
Chih-Chun Chen, Yuan Ze University

**The Impact of the Macroeconomic Environment on Financial Development, Technology and Growth: Evidence from Accession to the EU**  
Andrey Zagorchev, Lehigh University  
Youngsoo Bae, Lehigh University  
Geraldo Vasconcellos, Lehigh University

**The Abolishment of QFII’s Investment Quota in Taiwan**  
Chih-Chun Chen, Yuan Ze University  
Alex YiHou Huang, Yuan Ze University  
Chun-Da Chen, Tennessee State University

**Growth Effects of Sectoral Distribution of Cross-border Mergers and Acquisitions (M&A) on Host Countries: a GMM Estimation**  
Nadia Doytch, University of New Haven
**FBD Coffee Break**

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.  
Please let exhibitors know how much we appreciate their presence and continued support!

*Drawing for an I-Pod.*  *Must be present to win.*

---

### SESSION A  
**Applications of Eventus**

**PRESENTER:**  
Arnie Cowan, Iowa State University

Eventus software to conduct event studies will be presented.

### SESSION B  
**Interest Rates and Sentiments**

**Session Chair:**  
Carl B. McGowan, Norfolk State University

**Discussants:**  
Carl B. McGowan, Norfolk State University  
Dan Jubinski, St. Joseph's University  
Arvi Arunachalam, Salisbury University

*Interest Rates and Real Estate Investment Trusts: Evidence from Individual Securities*  
Dan Jubinski, St. Joseph’s University

*Investor Sentiment and Stock Trading Strategy*  
Arvi Arunachalam, Salisbury University  
Edward R. Lawrence, Florida International University  
Siddharth Shankar, Texas A&M International University  
Arun J. Prakash, Florida International University

*Sticky Mortgage Rates during the Decade of 1994-2004*  
V. Reddy Dondeti, Norfolk State University  
Carl B. McGowan, Norfolk State University
SESSION C  Volatility Relationships across Markets

Session Chair:  Guan Jun Wang, Florida A&M University
Discussants:  Natalya Delcoure, University of St. Thomas
Abul Shamsuddin, University of Newcastle
George Ogum, La Sierra University

Asymmetric Volatility in Emerging South Asian Equity Markets
Abul Shamsuddin, University of Newcastle

Dynamic Correlation Analysis of Volatility and Information Linkages in the South African Financial System
George Ogum, La Sierra University

Testing for Periodic Integration and Cointegration of the Stock Prices of the G7 Countries
Hassan Shirvani, University of St. Thomas
Barry Wilbratte, University of St. Thomas
Natalya Delcoure, University of St. Thomas
SESSION E  
Using Derivatives in Hedging

Session Chair:  
Abdullah Mamun, University of Saskatchewan

Discussants:  
James R. Scott, Missouri State University
Kabir Hassan, University of New Orleans
Vasantha Rao Chigurupati, University of Connecticut

The Determinants of Derivatives Activities in the U.S. Commercial Banks
M. Kabir Hassan, University of New Orleans
Ahmad Khasawneh, Hashemite University

Effect of Financial Hedging on Capital Investments of Non-Financial Firms
Vasantha Rao Chigurupati, University of Connecticut
Shantaram Hedge, University of Connecticut

Binomial Lattice Approach to Health Care Administration Expansion Decisions: An Integration of the Quality Chasm and Real Option Models
Ashley Newton, Missouri State University
James R. Scott, Missouri State University

SESSION F  
Agency and Signalling in SEO

Session Chair:  
Susana Yu, Montclair State University

Discussants:  
Vivek Pandey, University of Texas at Tyler
William Cheung, University of Macau
Rob Hull, Washburn University

Government Ownership and Agency Problems in Equity Offerings in China
William Cheung, University of Macau

Insider Signaling and Seasoned Equity Offerings
Rob Hull, Washburn University

Information Content of Secondary Equity Offerings of Seasoned Internet IPOs: Market Correction Induced Discipline After the Dot-Com Bubble Collapse
Vivek Pandey, University of Texas at Tyler
SESSION G  Term Structure and Valuation

Session Chair:  Vadhindran K. Rao, American University in Dubai
Discussants:  Dennis Philip, Cass Business School, City University – London
             Chin-Wen Huang, The Graduate Center, CUNY

Monetary Shocks and the Asymmetric Bond Market Reactions: Evidence from the Narrative Approach to Shock Identification
Chin-Wen Huang, The Graduate Center, CUNY

Estimation of Factors for Term Structures with Dependence Clusters
Dennis Philip, Cass Business School, City University – London

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

◆

Please let exhibitors know how much we appreciate their presence and continued support!
SESSION A Interest Rate Relationships

Session Chair: Julia S. Kwok, Northeastern State University
Discussants: Julia S. Kwok, Northeastern State University
C. Steven Cole, University of North Texas
Akash Dania, Alcorn State University

A Classroom Demonstration of Convergence Trades Using On-the-run vs. Off-the-run 30 Year Treasury Bonds as Held by Long-Term Capital Management
William C. Hudson, St. Cloud State University
C. Steven Cole, University of North Texas
Andreas Schüller, Universität der Bundeswehr München

Covered Interest Rate Arbitrage in BRIC Countries
Akash Dania, Alcorn State University
Vivek Bhargava, Alcorn State University

Arbitraging between the Forward Market and the U.S. Treasury Note Futures Market: A Pedagogical Exercise
C. Steven Cole, University of North Texas
William C. Hudson, St. Cloud State University
SESSION B  
**Issues in Investing and Indexing**

**Session Chair:** Karyn L. Neuhauser, SUNY Plattsburgh  
**Discussants:**  
Christian Walkshaeusl, University of Regensburg  
Karyn L. Neuhauser, SUNY Plattsburgh  
Stoyu I. Ivanov, University of Nebraska-Lincoln

*Forbes Platinum 400 Lists for the Best Big Companies: Are They Good Investments?*  
Salil Sarkar, University of Texas Arlington  
Fahad W. Almudhaf, University of Texas Arlington

*Analysis of the Importance of S&P500 Changes*  
Stoyu I. Ivanov, University of Nebraska-Lincoln

*Fundamental Indexing: A Global and New Perspective*  
Christian Walkshaeusl, University of Regensburg  
Sebastian Lobe, University of Regensburg

SESSION C  
**Interest Rates**

**Session Chair:** Janikan Supanvanij, St. Cloud University  
**Discussants:**  
Sheng Guo, Florida International University  
Jonathan Stewart, Abilene Christian University  
Janikan Supanvanij, St. Cloud University

*Measuring the Impact of Reserve Requirement Changes Using Interest Rate Spreads*  
Jonathan Stewart, Abilene Christian University  
Terrance Jalbert, University of Hawaii at Hilo  
Mercedes Jalbert, The Institute for Business and Finance Research

*The Relationship Between Currency Movement and Performance Measures*  
Janikan Supanvanij, St. Cloud University

*Interest Rate Dynamics in Selected Asian Markets*  
Vadhindran K. Rao, American University in Dubai
SESSION A  Case Applications in Corporate Finance

Session Chair:  William C. Hudson, St. Cloud State University
Discussants:   James H. Rauch, East Central University
               William C. Hudson, St. Cloud State University
               Subramanian Iyer, Oklahoma State University

*Is There a Conflict Between Doing Well and Doing Good? Capital Budgeting Case: Coors*
Julia S. Kwok, Northeastern State University
Elizabeth C. Rabe, Northeastern State University

*Shareholder Activism à la Carl Icahn: A Clinical Study*
Vinod Venkiteshwaran, Ohio University
Subramanian Iyer, Oklahoma State University
Ramesh P. Rao, Oklahoma State University

*Bob’s Gaming Center: Creating a Casino Budget*
James H. Rauch, East Central University

SESSION B  Eclectic Topics

Session Chair:  Mahfuzul Haque, Indiana State University
Discussants:   Satjaporn Tungsong, Thammasat University – Bangkok
               Steven Dennis, University of North Dakota
               Ron Shaw, Oklahoma State University

*Impact of September 11, 2001 (911) in the Emerging Market’s Stock Volatility*
Mahfuzul Haque, Indiana State University

*Model for Manipulating Residential Real Estate Taxes*
Ron Shaw, Oklahoma State University

*A Test for Inherent Characteristic Bias in Betting Markets*
Steven Dennis, University of North Dakota
SESSION C  
Macro Finance

Session Chair: Ann Marie Hibbert, West Virginia University
Discussants: Vadhindran K. Rao, American University in Dubai
Travis Davidson, Oklahoma State University
Do-Quoc-Tho Nguyen, University of New South Wales and State Bank of Vietnam

The Demographics of Non-participation
Ann Marie Hibbert, West Virginia University
Edward R. Lawrence, Florida International University
Arun J. Prakash, Florida International University

Why is the U.S. Personal Saving Rate So Low?
Karyn L. Neuhauser, SUNY Plattsburgh

Switching Regression Estimates of EIS for Stockholders and Non-stockholders
Sheng Guo, Florida International University

SESSION D  
Pedagogical Issues

Session Chair: C. Steven Cole, University of North Texas
Discussants: T. K. Bhattacharya, Cameron University
Armand Picou, TAMU – Corpus Christi
Prakash Deo, University of Houston - Downtown

Student Test Performance: The Influence of Linked Questions
Armand Picou, TAMU – Corpus Christi

Internal Cost Allocation Revisited
Prakash Deo, University of Houston - Downtown

Using Real Clients to Teach Client Portfolio Management
T. K. Bhattacharya, Cameron University
Shawn Carraker, Cameron University
Bernadette Lonzanida, Cameron University
CONGRATULATIONS TO AWARD WINNERS!

Richard L. B. LeCompte, Wichita State University
Michael F. Toyne, Northeastern State University
Recipient of the 2009 Cengage Outstanding Educator Award

Organizational Structure and Managerial Turnover
John Adams, University of North Florida
Sattar Mansi, University of California – Riverside
Takeshi Nishikawa, St. Johns University
Recipient of the 2009 McGraw-Hill/Irwin Distinguished Paper Award

AAII Best Paper Award
Expected Return, Liquidity Risk, and the Contrarian Strategy: Evidence from Tokyo Stock Exchange
Keiichi Kubota, Chuo University
Hitoshi Takehara, Waseda University

SWFA Best Paper in Corporate Finance
Equity Market Timing, Investment Opportunity and Shareholder Benefit
Frank D’Souza, Loyola College in Maryland
Ramesh P. Rao, Oklahoma State University

SWFA Best Paper in International Finance
Depth of the Market for Corporate Control and Gains to Public Acquisitions
George Alexandridis, Durham Business School
Dimitris Petmezas, Surrey Business School
Nickoalaos G. Travlos, ALBA Business School

SWFA Best Paper in Investment
Does Market Microstructure Matter for Corporate Finance? Theory and Evidence on Seasoned Equity Offerings Decisions
William Cheung, University of Macau
Scott Fung, California State University – East Bay
Lewis Tam, University of Macau
SWFA Best Doctoral Student Papers

Best Doctoral Student Papers in Corporate Finance

*When Does Leverage Stimulate or Hamper Post-Entry Performance?*

**Tom Franck**, Catholic University Leuven and Lessius Hogeschool  
**Nancy Huyghebaert**, Catholic University Leuven

*IPO Waves, Product Market Competition, and the Going Public Decision: Theory and Evidence*

**Thomas Chemmanur**, Boston College  
**Jie He**, Boston College

*Why Do Firms Pay Cash in Acquisitions? Evidence from a Catering Perspective*

**Lei Zhang**, INSEAD

Best Doctoral Student Paper in Investment

*Truly Ambiguous: Cheap Versus Chic*

**Fatma Sonmez Saryal**, University of Toronto

Best Doctoral Student Paper in International Finance

*Do Small Firms Benefit More from Foreign Portfolio Investment? Evidence from a Natural Experiment*

**Tanakorn Makaew**, University of Maryland

Special appreciation is expressed to the sponsors of the research awards:  
**American Association of Individual Investors**  
**Southwestern Finance Association Members**
OFFICERS

President
Elizabeth L. Rankin, Centenary College

President-Elect and Program Chair
Shari Lawrence, Nicholls State University

Vice President
Geungu Yu, Jackson State University

Secretary-Treasurer
Anne Macy, West Texas A&M University

Editor, Southwestern Economic Review
Edward M. McNertney, Texas Christian University

Webmaster
L. Murphy Smith, Texas A&M University

Program Committee
Andrew W. Bacdayan, Lamar University
Bruce C. Payne, Barry University
Elizabeth L. Rankin, Centenary College
Shari Lawrence, Nicholls State University
Edward M. McNertney, Texas Christian University
Marshall J. Horton, Ouachita Baptist University
Anisul Islam, University of Houston-Downtown
Geungu Yu, Jackson State University

Executive Committee
Andrew W. Bacdayan, Lamar University
Bruce C. Payne, Barry University
Elizabeth L. Rankin, Centenary College
Shari Lawrence, Nicholls State University
Edward M. McNertney, Texas Christian University
Marshall J. Horton, Ouachita Baptist University
Anisul Islam, University of Houston-Downtown
M. Kabir Hassan, University of New Orleans
Warren Matthews, LeTourneau University
Geungu Yu, Jackson State University

CONGRATULATIONS!

Recipient of the 2009 McGraw-Hill/Irwin Distinguished Paper Award

Sustainable Development: Model and Test
Joshua J. Lewer, Bradley University
Michael Hangartner, Bradley University

Runner-up for the 2009 McGraw-Hill/Irwin Distinguished Paper Award

Gulf Monetary Union and Regional Integration
M. Kabir Hassan, University of New Orleans
Ashraf Nakibullah, University of Bahrain
SESSION A  Energy Economics

Session Chair: Larry Allen, Lamar University
Discussants: Syed M. Ahmed, Cameron University
Larry Allen, Lamar University

Money Supply, Interest Rates, and Oil Prices
Larry Allen, Lamar University
Howell Lynch, Lamar University

A Long-Run Co-integration Analysis between Oil Price and Inflation
Syed M. Ahmed, Cameron University
Anisul M. Islam, University of Houston-Downtown
Abdulhamid Sukar, Cameron University

SESSION B  Economic Education

Session Chair: Paul Kochanowski, Indiana University South Bend
Discussants: Susanne Rassouli-Currier
Paul Kochanowski, Indiana University South Bend
William J. Wardrope, University of Central Oklahoma

The Bachelor’s (Business) Degree in Economics: What Does it Look Like Today?
William J. Wardrope, University of Central Oklahoma

Competition in Academics
Susanne Rassouli-Currier, University of Central Oklahoma

The Use of Spreadsheets to Illustrate Statistical and Mathematical Concepts
Paul Kochanowski, Indiana University, South Bend
Morteza Shafii-Mousavi, Indiana University, South Bend
FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

*Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod Must be present to win.*

10:30 a.m. – Noon

**SESSION A**

**International Economics I**

Session Chair: **Vasudeva N. R. Murthy**, Creighton University

Discussants: **M. Kabir Hassan**, University of New Orleans

**Ohannes George Paskelian**, University of Houston-Downtown

**Vasudeva N. R. Murthy**, Creighton University

*Is the Inflationary Rate Stationary in African Countries? Evidence from Stationary Panel Unit Root Tests with Multiple Structural Breaks*

**Vasudeva N. R. Murthy**, Creighton University

*Gulf Monetary Union and Regional Integration – Runner-up for McGraw-Hill Irwin Distinguished Paper Award*

**M. Kabir Hassan**, University of New Orleans

**Ashraf Nakibullah**, University of Bahrian

*Agency Costs, Ownership Structure and Cash Holding – Evidence from China*

**Ohannes George Paskelian**, University of Houston-Downtown

**Stephen Bell**, Park University

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

Please let exhibitors know how much we appreciate their presence and continued support!
SESSION B  Regional/Urban Economics

Session Chair:  Mihai Nica, University of Central Oklahoma
Discussants:  Andrew W. Bacdayan, Lamar University
Mihai Nica, University of Central Oklahoma
Aaron K. Lusby, Louisiana Tech

Zipf was Right. We are Predictable after All!
Mihai Nica, University of Central Oklahoma

Where Did All my Workers Go? Potential Economic Shocks from Immigration Policy in Southwestern Kansas
Aaron K. Lusby, Louisiana Tech University

An Incentive-Compatible Mechanism for Transforming Communally-Owned Water Resources into Active Capital for Economic and Human Development in Poor Indigenous Communities in the Philippine Cordilleras
Andrew W. Bacdayan, Lamar University
Carl Montano, Lamar University

SESSION A  International Economics II

Session Chair:  M. Kabir Hassan, University of New Orleans
Discussants:  Khashruzzaman Choudhury, Jackson State University
Phillip J. Bryson, Brigham Young University

The Construction Industry in the Economy of Shanghai, Beijing, and China
Keren Sun, University of Shanghai for Science and Technology
Phillip J. Bryson, Brigham Young University

World Bank Development Projects in Africa: A Model for Assessment of Implementation
Millicent Addo, Southern University
Khashruzzaman Choudhury, Jackson State University
SESSION B  Economic Issues I

Session Chair:  Joshua J. Lewer, Bradley University

Discussants  Joshua J. Lewer, Bradley University
              Frank G. Landram, West Texas A&M University
              Mohamad Shaaf, University of Central Oklahoma

A Dynamic Model of the Current Bubble and Economic Crisis
Mohamad Shaaf, University of Central Oklahoma

Sustainable Development: Model and Test – Winner of McGray-Hill/Irwin Distinguished Paper Award
Joshua J. Lewer, Bradley University
Michael Hangartner, Bradley University

Understanding the Economic Decline: Cause, Sure, and Duration
Apatstane (Kim) Seemakucp, West Texas A&M University
Patrick Pollard, West Texas A&M University
Frank G. Landrum, West Texas A&M University

3:00 p.m. – 3:30 p.m.  Ballroom C

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for 2-night regular hotel room at 2010 FBD conference ($325 value) and an I-Pod.
Must be present to win.
SESSION A  Financial Markets

Session Chair:  Zhen Zhu, University of Central Oklahoma
Discussants  Zhen Zhu, University of Central Oklahoma
Geungu Yu, Jackson State University
Bruce Payne, Barry University
Shari Lawrence, Nicholls State University

Financial Risk-Return Characteristics Consistent with those Firms Ranked Highest for Price Growth Persistence by Value Line
Bruce Payne, Barry University

Allowed Return on Risk and Equity
Zhen Zhu, University of Central Oklahoma
Dasha Titkina, University of Central Oklahoma

The Effects of 2005 Revaluation of Chinese Yuan on U.S. and Chinese Stock Markets
Geungu Yu, Jackson State University

To Hedge or Not to Hedge: This is a Question
Zhen Zhu, University of Central Oklahoma
Dasha Titkina, University of Central Oklahoma

5:30 p.m. – 7:30 p.m.  Ballroom C

FBD Swap Meet

Entertainment and fun

Bring something from your school (T shirt, coffee mug, etc.) to trade

Cash bar (with first drink free)

6:30 p.m. – 7:30 p.m.  Native American

SSE Executive Committee Meeting
Presiding: Elizabeth L. Rankin, Centenary College of Louisiana

All current officers and the three most recent past presidents should attend. All other past presidents are invited to attend as well.
SOUTHWESTERN SOCIETY OF ECONOMISTS

February 27, 2009
(Friday)

7:00 a.m. – 8:15 a.m. Ballroom A

SSE Breakfast

10:00 a.m. – 10:30 a.m. Ballroom C

FBD Coffee Break

Please make plans to visit the exhibitors for information on the latest books & newest educational technologies. Please let exhibitors know how much we appreciate their presence and continued support!

Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod. Must be present to win.

10:30 a.m. - Noon Native American

SESSION A Economic Issues II

Session Chair: Warren Matthews, LeTourneau University
Discussants: Warren Matthews, LeTourneau University
Recai Aydin, Lamar University
Carl B. Montano, Lamar University

Indexed Universal Life Insurance Used as a Tax Avoidance?
James L. Slaydon, Lamar University
Ashraf El-Houbi, Lamar University
Carl B. Montano, Lamar University

The Mortgage Security Crisis of 2008: Causes and Remedies
Warren Matthews, LeTourneau University
Robert Driver, LeTourneau University
David Strong, LeTourneau University

Commercial Development Spillover Effects upon Residential Values
Recai Aydin, Lamar University
Evert Crawford, University of Houston
Barton A. Smith, University of Houston
SESSION B  Economic Issues III

Session Chair: Harold R. Christensen, Centenary College of Louisiana
Discussants: Shari Lawrence, Nicholls State University
Harold R. Christensen, Centenary College of Louisiana
Chad Denson, Delta State University
Anne Macy, West Texas A&M University

Price Elasticity of Demand for Jackson State University: 2000-4
Chad Denson, Delta State University

Profitability of Minute Clinics
Anne Macy, West Texas A&M University

What Can Be Learned from Railroad Dwell Times? A Preliminary Investigation
Harold R. Christensen, Centenary College of Louisiana

An Analysis of the GPO and WEP: How Do These Provisions Affect Retirement Plan Participants in Higher Education?
Shari Lawrence, Nicholls State University
John Lajaunie, Nicholls State University
Shawn Mauldin, Nicholls State University

SESSION A  Public Choice/Public Finance

Session Chair: John Lovett, Texas Christian University
Discussants: Marilyn Spencer, Texas A&M University-Corpus Christi
William A. Peek, Niagara University
John Lovett, Texas Christian University

Impact of Cross-Border Shopping on Sales Tax Revenue: New York State’s International Border Counties
William A. Peek, Niagara University
Stephen G. Peek, Utica College

Economic and Geographic Interests Behind the First Nationalist Movement: A Voting Study of the 1783 Push to Strengthen the Articles of Confederation
John Lovett, Texas Christian University

It’s My Money! Do Taxpayers Really Do as the President Asks?
Marilyn Spencer, Texas A&M University-Corpus Christi
Valrie Chambers, Texas A&M University-Corpus Christi
FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Please let exhibitors know how much we appreciate their presence and continued support!

*Drawing for an I-Pod.*  
*Must be present to win.*
The Federation of Business Disciplines (FBD) – a 21st century designation for its organizational primogenitor, the Southwestern Federation of Administrative Disciplines (SWFAD) – has developed into one of the largest annual meetings for those disciplines common to business administration. SWFAD was an outgrowth of the business disciplines in the Southwestern Social Science Association (SSA). The founders of SWFAD met in Dallas, Texas, April of 1973 and defined the purposes of SWFAD: (1) to foster professional development in each of the academic disciplines common to business administration, (2) to provide an annual meeting in the Southwest for each of the academic disciplines and (3) to provide a common general program in which all the disciplines participate together.

Eight disciplinary groups founded SWFAD. They were the Academy of Management, Southwest Division (now Southwest Academy of Management), American Accounting Association (Southwest Region), American Business Communication Association, Southwest Region (now Association for Business Communications, Southwest Region), American Institute for Decision Sciences, Southwest Region (now Decision Sciences Institute, Southwest Region), Southern Regional Business Law Association, Southwestern Business Administration Association (later Southwestern Business Dean’s Association), Southwestern Finance Association, and the Southwestern Marketing Association (now Association of Collegiate Marketing Educators). At the first annual meeting held in Dallas in March of 1974, the Southern Case Research Association (now Southwest Case Research Association) was admitted to membership. Successive disciplines were affiliated: Southwestern Society of Economics (1975), Southwestern Small Business Institute Association (1976) (later Association for Small Business and Entrepreneurship), and the Southwest Administrative Services Association (1979) (now Association of Business Information Systems). In 1989 the Board of Directors voted to permit the Academy of International Business, Southwest, to meet with the 1990 session. This discipline was admitted to membership in 1991. In 2004 the Industrial Distribution Educator’s Association asked to meet with FBD as a guest association, and in 2005 the Organizational Systems Research Association also asked to meet with FBD as a guest association.

FBD meetings consist of the professional programs of various business disciplines. The number of registrations for the various current FBD member (and guest) associations at our 2002 - 2008 meetings was as follows:

<table>
<thead>
<tr>
<th>Association</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academy of International Business</td>
<td>66</td>
<td>80</td>
<td>53</td>
<td>61</td>
<td>72</td>
<td>76</td>
<td>67</td>
</tr>
<tr>
<td>American Accounting Association</td>
<td>125</td>
<td>140</td>
<td>0</td>
<td>69</td>
<td>129</td>
<td>0</td>
<td>108</td>
</tr>
<tr>
<td>Association for Business Communication</td>
<td>54</td>
<td>57</td>
<td>58</td>
<td>50</td>
<td>36</td>
<td>45</td>
<td>43</td>
</tr>
<tr>
<td>Association of Business Information Systems</td>
<td>40</td>
<td>62</td>
<td>37</td>
<td>39</td>
<td>40</td>
<td>28</td>
<td>36</td>
</tr>
<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>98</td>
<td>85</td>
<td>79</td>
<td>87</td>
<td>67</td>
<td>77</td>
<td>100</td>
</tr>
<tr>
<td>Decision Sciences Institute</td>
<td>135</td>
<td>172</td>
<td>266</td>
<td>131</td>
<td>135</td>
<td>157</td>
<td>154</td>
</tr>
<tr>
<td>Industrial Distribution Educator’s Association</td>
<td>-</td>
<td>-</td>
<td>18</td>
<td>4</td>
<td>3</td>
<td>8</td>
<td>-</td>
</tr>
<tr>
<td>Organizational Systems Research Association</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>38</td>
<td>20</td>
<td>21</td>
<td>-</td>
</tr>
<tr>
<td>Southwest Academy of Management</td>
<td>134</td>
<td>131</td>
<td>126</td>
<td>135</td>
<td>141</td>
<td>110</td>
<td>146</td>
</tr>
<tr>
<td>Southwest Case Research Association</td>
<td>43</td>
<td>36</td>
<td>27</td>
<td>45</td>
<td>36</td>
<td>24</td>
<td>34</td>
</tr>
<tr>
<td>Southwestern Finance Association</td>
<td>100</td>
<td>91</td>
<td>113</td>
<td>99</td>
<td>113</td>
<td>120</td>
<td>131</td>
</tr>
<tr>
<td>Southwestern Society of Economists</td>
<td>84</td>
<td>100</td>
<td>72</td>
<td>48</td>
<td>51</td>
<td>48</td>
<td>64</td>
</tr>
</tbody>
</table>

|       | 963 | 1,054 | 849 | 806 | 843 | 714 | 883 |

186
The officers for each of the annual meetings in FBD’s history are as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Officers</th>
</tr>
</thead>
</table>
| 1974 | Adolphus Hotel Dallas, Texas | Henry H. Hays, President  
Ridley J. Gros, Vice President |
| 1975 | Hyatt Regency Houston, Texas | Ridley J. Gros, President  
Donald R. Williams, Vice President  
George F. Pinches, Secretary/Treasurer |
| 1976 | Hilton Palacio Del Rio San Antonio, Texas | Donald R. Williams, President  
R. Conrad Doenges, Vice President  
Sam J. Bruno, Secretary/Treasurer |
| 1977 | Hyatt Regency New Orleans, Louisiana | R. Conrad Doenges, President  
John J. Willingham, Vice President  
Sam J. Bruno, Secretary/Treasurer |
| 1978 | Fairmont Hotel Dallas, Texas | John J. Willingham, President  
Van C. McGraw, Vice President  
Sam J. Bruno, Secretary/Treasurer |
| 1979 | Hyatt Regency Houston, Texas | Van C. McGraw, President  
Sam J. Bruno, Vice President  
Jack M. Starling, Secretary/Treasurer*  
Peter M. Ginter, Coordinator of Registration |
| 1980 | Hilton Palacio Del Rio San Antonio, Texas | Sam J. Bruno, President  
Gaylord A. Jentz, Vice President  
Jack M. Starling, Secretary/Treasurer*  
Peter M. Ginter, Coordinator of Registration |
| 1981 | Fairmont Hotel New Orleans, Louisiana | Gaylord A. Jentz, President  
John D. Pettit, Jr., Vice President  
Jack M. Starling, Secretary/Treasurer*  
Peter M. Ginter, Coordinator of Registration |
| 1982 | Hyatt Regency Dallas, Texas | John D. Pettit, Jr. President  
Jack M. Starling, Vice President*  
Peter M. Ginter, Secretary/Treasurer  
Linda E. Swayne, Coordinator of Registration  
Sam J. Bruno, Executive Director |
| 1983 | Hyatt Regency Houston, Texas | Jack M. Starling, President*  
William T. Flannery, Vice President  
Peter M. Ginter, Secretary/Treasurer  
Linda E. Swayne, Coordinator of Registration  
Sam J. Bruno, Executive Director |
<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Officers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1984</td>
<td>Hyatt Regency</td>
<td>William T. Flannery, President</td>
</tr>
<tr>
<td></td>
<td>San Antonio, Texas</td>
<td>Paul A. Dierks, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Peter M. Ginter, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Linda E. Swayne, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1985</td>
<td>Sheraton</td>
<td>Paul A. Dierks, President</td>
</tr>
<tr>
<td></td>
<td>New Orleans, Louisiana</td>
<td>Thomas W. Jones, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Linda E. Swayne, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Andrew C. Rucks, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1986</td>
<td>Hyatt Regency</td>
<td>Thomas W. Jones, President</td>
</tr>
<tr>
<td></td>
<td>Dallas, Texas</td>
<td>Robert McGlashan, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Linda E. Swayne, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Andrew C. Rucks, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1987</td>
<td>Hyatt Regency</td>
<td>Robert McGlashan, President</td>
</tr>
<tr>
<td></td>
<td>Houston, Texas</td>
<td>Peter M. Ginter, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Linda E. Swayne, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Andrew C. Rucks, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1988</td>
<td>Hyatt Regency</td>
<td>Peter M. Ginter, President</td>
</tr>
<tr>
<td></td>
<td>San Antonio, Texas</td>
<td>Linda E. Swayne, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Andrew C. Rucks, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Robert J. Olney, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1989</td>
<td>Sheraton</td>
<td>Linda E. Swayne, President</td>
</tr>
<tr>
<td></td>
<td>New Orleans, Louisiana</td>
<td>Tom S. Sale, III, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Andrew C. Rucks, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Robert J. Olney, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1990</td>
<td>Hyatt Regency</td>
<td>Tom S. Sale, III, President</td>
</tr>
<tr>
<td></td>
<td>Dallas, Texas</td>
<td>David E. R. Gay, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Andrew C. Rucks, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Robert J. Olney, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1991</td>
<td>Hyatt Regency</td>
<td>David E. R. Gay, Vice President</td>
</tr>
<tr>
<td></td>
<td>Houston, Texas</td>
<td>W. Jack Lord, Jr., Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Andrew C. Rucks, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Robert J. Olney, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>Year</td>
<td>Location</td>
<td>Officers</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------</td>
<td>------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| 1992 | Hyatt Regency, San Antonio, Texas | W. Jack Lord, Jr., President  
|      |                            | Marlin C. Young, Vice President  
|      |                            | Robert J. Olney, Secretary/Treasurer  
|      |                            | Anita S. Bednar, Coordinator of Registration  
|      |                            | Sam J. Bruno, Executive Director |
| 1993 | Sheraton, New Orleans, Louisiana | Marlin C. Young, President  
|      |                            | Thomas R. McKinnon, Vice President  
|      |                            | Robert J. Olney, Secretary/Treasurer  
|      |                            | Anita S. Bednar, Coordinator of Registration  
|      |                            | Sam J. Bruno, Executive Director |
| 1994 | Hyatt Regency, Dallas, Texas | Thomas R. McKinnon, President  
|      |                            | Robert J. Olney, Vice President  
|      |                            | Timothy Paul Cronan, Secretary/Treasurer  
|      |                            | Steven D. White, Coordinator of Registration  
|      |                            | Sam J. Bruno, Executive Director |
| 1995 | Hyatt Regency, Houston, Texas | Robert J. Olney, President  
|      |                            | James T. Hood, Vice President  
|      |                            | Timothy Paul Cronan, Secretary/Treasurer  
|      |                            | Steven D. White, Coordinator of Registration  
|      |                            | Sam J. Bruno, Executive Director |
| 1996 | Marriott Riverwalk, San Antonio, Texas | James T. Hood, President  
|      |                            | Charlotte D. Sutton, Vice President  
|      |                            | Timothy Paul Cronan, Secretary/Treasurer  
|      |                            | Steven D. White, Coordinator of Registration  
|      |                            | Sam J. Bruno, Executive Director |
| 1997 | Sheraton, New Orleans, Louisiana | Charlotte D. Sutton, President  
|      |                            | Timothy Paul Cronan, Vice President  
|      |                            | Steven D. White, Secretary/Treasurer  
|      |                            | Doug Rusth, Coordinator of Registration  
|      |                            | Sam J. Bruno, Executive Director |
| 1998 | Hyatt Regency, Dallas, Texas | Timothy Paul Cronan, President  
|      |                            | John M. Norwood, Vice President  
|      |                            | Steven D. White, Secretary/Treasurer  
|      |                            | Debasish Banerjee, Coordinator of Registration  
|      |                            | Sam J. Bruno, Executive Director |
| 1999 | Hyatt Regency, Houston, Texas | John N. Norwood, President  
|      |                            | Wilda F. Meixner, Vice President  
|      |                            | David E. Douglas, Secretary/Treasurer  
|      |                            | Debasish Banerjee, Coordinator of Registration  
<p>|      |                            | Sam J. Bruno, Executive Director |</p>
<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Officers</th>
</tr>
</thead>
</table>
| 2000 | Hyatt Regency, San Antonio, Texas | Wilda F. Meixner, President  
Mary Fischer, Vice President  
David E. Douglas, Secretary-Treasurer  
Debasish Banerjee, Coordinator of Registration  
Sam J. Bruno, Executive Director |
| 2001 | Sheraton, New Orleans     | Mary Fischer, President  
C. Aaron Kelley, Vice President  
David E. Douglas, Secretary-Treasurer  
Peggy Lane, Coordinator of Registration  
Sam J. Bruno, Executive Director |
| 2002 | Adam’s Mark, St. Louis, Missouri | C. Aaron Kelley, President  
Lou Pelton, Vice President  
David E. Douglas, Secretary-Treasurer  
Peggy Lane, Coordinator of Registration  
Sam J. Bruno, Executive Director |
| 2003 | Hyatt Regency, Houston, Texas | Lou Pelton, President  
Diana Reed, Vice President  
R. Wayne Headrick, Secretary-Treasurer  
Peggy Lane, Coordinator of Registration  
Sam J. Bruno, Executive Director |
| 2004 | Caribe Royale, Orlando, Florida | Diana Reed, President  
David Douglas, Vice President  
R. Wayne Headrick, Secretary-Treasurer  
Sam J. Bruno, Executive Director |
| 2005 | Hyatt Regency, Dallas, Texas | David Douglas, President  
Keith Tudor, Vice President  
R. Wayne Headrick, Secretary-Treasurer  
Sam J. Bruno, Executive Director |
| 2006 | Renaissance Hotel, Oklahoma City, Oklahoma | Keith Tudor, President  
Wolfgang Hinck, Vice President  
E. Michelle McEacharn, Secretary-Treasurer  
Sam J. Bruno, Executive Director |
| 2007 | Town and Country Resort, San Diego, California | Wolfgang Hinck, President  
Betty Kleen, Vice President  
E. Michelle McEacharn, Secretary-Treasurer  
Sam J. Bruno, Executive Director |
| 2008 | Hyatt Regency, Houston, Texas | Betty Kleen, President  
Ashish Chandra, Vice President  
E. Michelle McEacharn, Secretary-Treasurer  
Sam J. Bruno, Executive Director |
| 2009 | Renaissance Hotel, Oklahoma City, Oklahoma | Ashish Chandra, President  
David P. Paul, III, Vice President  
Thomas D. Tolleson, Secretary-Treasurer  
Sam J. Bruno, Executive Director |
<table>
<thead>
<tr>
<th>Year</th>
<th>Registrants</th>
<th>Participants</th>
<th>Positions</th>
<th>Applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1974</td>
<td>834</td>
<td>459</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1975</td>
<td>991</td>
<td>806</td>
<td>201</td>
<td>104</td>
</tr>
<tr>
<td>1976</td>
<td>1,153</td>
<td>876</td>
<td>231</td>
<td>85</td>
</tr>
<tr>
<td>1977</td>
<td>1,280</td>
<td>1,053</td>
<td>264</td>
<td>120</td>
</tr>
<tr>
<td>1978</td>
<td>1,445</td>
<td>1,063</td>
<td>396</td>
<td>156</td>
</tr>
<tr>
<td>1979</td>
<td>1,556</td>
<td>1,306</td>
<td>438</td>
<td>166</td>
</tr>
<tr>
<td>1980</td>
<td>1,731</td>
<td>1,166</td>
<td>461</td>
<td>167</td>
</tr>
<tr>
<td>1981</td>
<td>1,579</td>
<td>1,485</td>
<td>473</td>
<td>188</td>
</tr>
<tr>
<td>1982</td>
<td>1,763</td>
<td>1,584</td>
<td>464</td>
<td>196</td>
</tr>
<tr>
<td>1983</td>
<td>1,619</td>
<td>1,397</td>
<td>379</td>
<td>174</td>
</tr>
<tr>
<td>1984</td>
<td>1,839</td>
<td>1,666</td>
<td>385</td>
<td>171</td>
</tr>
<tr>
<td>1985</td>
<td>1,765</td>
<td>1,655</td>
<td>429</td>
<td>202</td>
</tr>
<tr>
<td>1986</td>
<td>1,778</td>
<td>1,272</td>
<td>351</td>
<td>239</td>
</tr>
<tr>
<td>1987</td>
<td>1,636</td>
<td>1,154</td>
<td>310</td>
<td>194</td>
</tr>
<tr>
<td>1988</td>
<td>1,727</td>
<td>1,296</td>
<td>394</td>
<td>189</td>
</tr>
<tr>
<td>1989</td>
<td>1,884</td>
<td>1,411</td>
<td>306</td>
<td>225</td>
</tr>
<tr>
<td>1990</td>
<td>2,076</td>
<td>1,431</td>
<td>269</td>
<td>246</td>
</tr>
<tr>
<td>1991</td>
<td>1,703</td>
<td>1,831</td>
<td>164</td>
<td>252</td>
</tr>
<tr>
<td>1992</td>
<td>2,164</td>
<td>2,256</td>
<td>121</td>
<td>248</td>
</tr>
<tr>
<td>1993</td>
<td>1,921</td>
<td>1,509</td>
<td>141</td>
<td>221</td>
</tr>
<tr>
<td>1994</td>
<td>1,711</td>
<td>1,348</td>
<td>105</td>
<td>234</td>
</tr>
<tr>
<td>1995</td>
<td>1,575</td>
<td>1,335</td>
<td>80</td>
<td>180</td>
</tr>
<tr>
<td>1996</td>
<td>1,815</td>
<td>1,562</td>
<td>105</td>
<td>190</td>
</tr>
<tr>
<td>1997</td>
<td>1,405</td>
<td>1,365</td>
<td>158</td>
<td>142</td>
</tr>
<tr>
<td>1998</td>
<td>1,449</td>
<td>1,233</td>
<td>179</td>
<td>110</td>
</tr>
<tr>
<td>1999</td>
<td>1,110</td>
<td>1,285</td>
<td>187</td>
<td>95</td>
</tr>
<tr>
<td>2000</td>
<td>1,349</td>
<td>1,340</td>
<td>215</td>
<td>92</td>
</tr>
<tr>
<td>2001</td>
<td>1,241</td>
<td>1,100</td>
<td>206</td>
<td>77</td>
</tr>
<tr>
<td>2002</td>
<td>963</td>
<td>782</td>
<td>71</td>
<td>51</td>
</tr>
<tr>
<td>2003</td>
<td>1054</td>
<td>888</td>
<td>76</td>
<td>44</td>
</tr>
<tr>
<td>2004</td>
<td>849</td>
<td>715</td>
<td>60</td>
<td>34</td>
</tr>
<tr>
<td>2005</td>
<td>806</td>
<td>662</td>
<td>55</td>
<td>28</td>
</tr>
<tr>
<td>2006</td>
<td>843</td>
<td>727</td>
<td>43</td>
<td>45</td>
</tr>
<tr>
<td>2007</td>
<td>714</td>
<td>647</td>
<td>17</td>
<td>28</td>
</tr>
<tr>
<td>2008</td>
<td>883</td>
<td>786</td>
<td>37</td>
<td>11</td>
</tr>
</tbody>
</table>
Federation of Business Disciplines

“I know no way of judging the future but by the past.”
- Patrick Henry, American Statesman

Seeded in Our Roots...
“Nothing endures but change.”
- Heraclitus, Greek Philosopher

Branching Out to Meet the Future!
Floor Map of the 1st Floor of the Convention Center Meeting Rooms
Floor Map of the 2nd Floor of the Convention Center Meeting Rooms
Floor Map of the Renaissance Hotel Meeting Rooms (on the 2nd floor of the hotel)