

“BUSINESS: BACK TO BASICS”

Thursday, March 18, 2004

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

3:00 p.m. to 7:00 p.m. **SAM Board Meeting**
(Federal Hill – 5th Floor)

7:30 p.m. to 8:30 p.m. **Welcoming Reception**
(Baltimore Foyer – 5th Floor)

8:30 p.m. to 9:45 p.m. **Student Orientation** (Case Competition Schedule Determined at this Meeting)
(Baltimore Ballroom) Louis R. F. Preysz III, Flagler College, SAM VP
5th Floor James Stewart, Merrimack College, SAM VP

Friday, March 19, 2004

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

8:00 a.m. to 9:15 a.m. **“Conference Opening and Welcome”**
(Baltimore Ballroom) □ Moustafa H. Abdelsamad, Texas A&M University-Corpus Christi
5th Floor SAM President & CEO and 2004 Conference Chair
□ “Prospering in Today’s Environment”
Anthony A. Lewis, President of Verizon Wireless Washington, D.C.

9:30 a.m. to 5:00 p.m. **Student Case Competition Presentations as Per Schedule to Be Determined on 3/18/2004**
Director: James Stewart, Merrimack College
(Gibson, St. George, Pride of Baltimore – 6th Floor)

9:20 a.m. to 10:20 a.m. **Concurrent Sessions**

Session A Chair: Omar E. M. Khalil, University of Massachusetts-Dartmouth

(Homeland) □ “Information Systems – Achievement of Maturity”
Michael E. Thorn, Globalink Consulting

5th Floor Discussant: John P. Sagi, Anne Arundel Community College

□ “The Effects of Family Ownership and Management on Firm Performance: Some Empirical Evidence”
Jim Lee, Texas A&M University-Corpus Christi

Discussant: Michael H. Slotkin, Florida Institute of Technology

Session B Chair: Nancy J. Niles, Concord College

(Guilford) □ “Planned Change and Innovation: Do Values Really Matter?”
C. Ray Eldridge, Freed-Hardeman University

5th Floor Discussant: Michael H. Deis, Clayton College & State University

□ “The Theory and Practice of Autonomesis”
Sherri C. Hebert, University of Maryland-UC

Discussant: Dyanne Ferk, University of Illinois, Springfield

Session C Chair: Allen L. Kruger, Johnson & Wales University

(Fells Point) □ “Image Restoration & Whistle-blowing: An Examination of Response Strategies to Allegations of Organizational Wrongdoing”

5th Floor Granville King, III, Indiana University Southeast

Discussant: Constant D. Beugre, Delaware State University

□ “Ethics, Malfeasance, and Greed: Can We Teach Tomorrow's Executives To Do The Right Thing?”

George E. Stevens, Kent State University

Discussant: James L. Alves, Johnson & Wales University

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

(Mt. Washington) □ “The Marginal Employee Enhancement Model”
David J. Wolshon, Baker College

5th Floor Discussant: Paula Ann Hughes, Texas Woman's University

□ “How Long Will They Put Up With It? An Examination of the Effect of Time Spent in Negative Organizational Environments”

Kenneth J. Harris, Florida State University

K. Michele Kacmar, Florida State University

Matthew Valle, Elon University

Discussant: Paula Ann Hughes, Texas Woman's University

Session E Chair: Paul S. Szwed, U.S. Coast Guard Academy

(Federal Hill) □ “Improving Project Management Using the Malcolm Baldrige National Quality Award Criteria”
Robert J. Vokurka, Texas A&M University-Corpus Christi
Michael D. Okrent, Southern Connecticut State University

5th Floor

Discussant: Jerry L. Shmidt, Jr., Warner Southern College

□ “Outsourcing of United States’ White-Collared Jobs”

Amir M. Hormozi, Texas A&M University-Corpus Christi

Amy Brown, Christine Flores, Benjamin Hoffmeyer, Cori Lambert, & Ben Thompson

Texas A&M University-Corpus Christi

Discussant: Fess Green, Radford University

Session F Chair: James G. Pesek, Clarion University

(Kent) □ “Study on the Cultural Impacts on Regulation of Entry”
Jing Runtian, University of California Irvine

6th Floor Discussant: Monisha Das, University of Maryland Eastern Shore

□ “Strategy Follows Process - Natural Order in Systems-Based Strategic Planning”

Jane H. Stanford, Texas A&M University-Corpus Christi

Discussant: Michael Stoica, Washburn University

10:20 a.m. to 10:50 a.m. **Networking Break**
(Maryland Foyer A – 5th Floor)

10:50: a.m. to 11:50 a.m. **Concurrent Sessions**

- Session A
(Homeland)
5th Floor
- Chair: Michael H. Slotkin, Florida Institute of Technology
- “Global Entrepreneurship Education: Cases from the Developing World”
Lynda Y. de la Vina, Johns Hopkins University
David Linglebach, Johns Hopkins University
- Discussant: George E. Stevens, Kent State University
- “Creating Integration within a MBA Curriculum Using a Computer-based Simulation”
Jack C. Green, Pepperdine University
- Discussant: Jack Cook, Rochester Institute of Technology
- Session B
(Guilford)
5th Floor
- Chair: David J. Wolshon, Baker College
- “The Rewards and Challenges of Presenting Continuing Professional Education Seminars”
Andrew D. Schiff, Towson University
- Discussant: Paul L. Ewell, Bryant & Stratton College, Virginia Beach
- “An Examination of Standardization Trend in Industry and Society-A Case Study for Academic Practices”
Minoo Ghoreishi, Millersville University of Pennsylvania
Dariush Rezaei, Kent State University-Trumbull
- Discussant: Catherine Honig, National-Louis University
- Session C
(Fells Point)
5th Floor
- Chair: Sherri C. Hebert, University of Maryland-UC
- “Sex Differences in Motivational Traits and Ethical Decision Making Among Graduating Accounting Majors”
Ed Doty, East Carolina University
Joe Tomkiewicz, East Carolina University
Kenneth Bass, East Carolina University
- Discussant: Jerry L. Shmidt, Jr., Warner Southern College
- “Beyond KSAs - Exploring the Competencies Needed for Good Fit When the Job is Virtual”
Paula Ann Hughes, Texas Woman's University
Julia D. Newcomer, Texas Woman's University
- Discussant: Jane H. Stanford, Texas A&M University-Corpus Christi
- Session D
(Mt. Washington)
5th Floor
- Chair: Sylvia Ann Bembry, Winston-Salem State University
- “Religious Accommodation Versus Religious Harassment: Guidelines for Employer Compliance”
Charlie C. Jones, East Central University
- Discussant: Albert C. Smith, Jr., Radford University
- “A Comparison of Organizational Commitment Among Married Dual-Career Employees: Traveling Commuter Versus Single Residence”
Dyanne J. Ferk, University of Illinois, Springfield
- Discussant: Charlie C. Jones, East Central University
- Session E
(Federal Hill)
- Chair: Maria Petrovici, Baltimore International College
- “A Market-based Integrative Electronic Commerce Model”
Rowland Chidomere, Winston-Salem State University

5th Floor Discussant: Michael E. Thorn, Globalink Consulting

□ “The Participative Management Initiative: The Adaptation of Operational Auditing Techniques as a Catalyst for the Implementation of Participative Management Practices”
 Steven J. Doster, Shawnee State University
 Pete Simmons, Argosy University – Sarasota
 Barbara Trube, Ohio University – Chillicothe

Discussant: Fred J. Dorn, University of Mississippi

Session F Chair: John P. Sagi, Anne Arundel Community College
 (Kent) □ “Integrated Process Strategic Plan”
 Rhonda Rhodes, California State University, Pomona
 6th Floor Susan Stern, Boeing Rocketdyne

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

□ “Women in the Graphic Communications Industry: An Exploratory Research Study”
 Twyla J. Cummings, Rochester Institute of Technology

Discussant: Susan Eisner, Ramapo College of New Jersey

12:00 p.m. to 1:30 p.m. **Luncheon & Campus Awards**
 (Maryland B) □ “Human Resource Trends: Are You Ready For The Future?”
 Susan R. Meisinger, President and Chief Executive Officer
 Society for Human Resource Management

5th Floor □ Campus Awards, Louis R. F. Preysz III, Flagler College, SAM VP
 □ Outstanding Campus Chapter Advisor Awards
 □ Outstanding Regional and National SAM Student Awards

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

Session A Chair: Sara Bliss Kiser, Judson College
 (Homeland) □ “Whither Franchising? The Case of Avis Europe PLC”
 Lowell R. Jacobson, Baker College

5th Floor Discussant: Gregory S. Black, Texas A&M University-Corpus Christi

□ “What Do Business School Customers Think of Our Product?”
 Vince Luchsinger, University of Baltimore

Discussant: Sara Bliss Kiser, Judson College

Session B Chair: Granville King, III, Indiana University Southeast
 (Guilford) □ “Ethics Takes Back Seat As States Compete for the Same Casino Dollar”
 Marjorie G. Adams, Morgan State University”

5th Floor Discussant: Paul L. Ewell, Bryant & Stratton College, Virginia Beach

□ “Ethics and Professionalism: The Expectations of Status and Responsible Position”
 Kendall Blanchard, Fort Lewis College
 Herb Snyder, North Dakota State University

Discussant: Matthew Valle, Elon University

Session C Chair: Dale Krueger, Missouri Western State College

(Fells Point)	□ “A 10-Step Program for Small Business Start-Ups” Nancy J. Niles, Concord College
5 th Floor	Discussant: Twyla J. Cummings, Rochester Institute of Technology
	□ “Cultural Assessment: Differences in Perception Between Board of Directors and Other Organizational Members” B. S. Sridhar, University of Wisconsin Oshkosh Don Gudmundson, University of Wisconsin Oshkosh Dale Feinauer, University of Wisconsin Oshkosh
	Discussant: Michael H. Deis, Clayton College & State University
Session D	Chair: Jerome Ashford, Ashford Miller International, Inc.
(Mt. Washington)	□ “The Day of Observation: A Synthesizing Project for Organizational Communications Class” Leon Markowicz, Lebanon Valley College
5 th Floor	Discussant: Andrew D. Schiff, Towson University
	□ “Meeting Contemporary Challenges in Educating Future Health Care Managers” Donna M. Cox, Towson University Sharon B. Buchbinder, Towson University
	Discussant: Katy Peebles, Texas A&M University-Corpus Christi
Session E	Chair: Sally Sledge, Christopher Newport University
(Federal Hill)	□ “The Roth IRA’s Advantage Over the Traditional IRA When Measured Using Pre Tax Income” Mark O. Tengesdal, Texas Woman’s University
5 th Floor	Discussant: James M. Donovan, Quincy College
	□ “Transparency and Efficiency of Risk Management in the Banking Industry under SFAS 133” Abraham Mulugetta, Ithaca College Hristo Hadjinikolov, Ithaca College
	Discussant: Mark O. Tengesdal, Texas Woman’s University
Session F	Chair: R. Cliff Poole, The Citadel
(Kent)	□ “Leadership – The Magic For Effective Business Through Organizational Culture” M. Ezhilarasan, Ayya Nadar Janaki Ammal College, India
6 th Floor	Discussant: Jim Lee, Texas A&M University-Corpus Christi
	□ “CRM in Financial Services” Allen W. Frazier, Harding University
	Discussant: Jim Lee, Texas A&M University-Corpus Christi

2:40 p.m. to 3:40 p.m.

Concurrent Sessions

Session A	Chair: James R. Maxwell, State University of New York, College at Buffalo
(Homeland)	□ “Small Business Struggle in a Transitional Economy: Does Organizational Culture Matter?” Michael Stoica, Washburn University
5 th Floor	Patriya Tansuhaj, Washington State University Jim McCullough, Washington State University Jerman Rose, Washington State University
	Discussant: Constant D. Beugre, Delaware State University

□ “The ‘Creditory’ Instinct: Using Chapter-11 to Hijack Ownership of Corporate Assets from Shareholders”
Edward J. McDonnell, III, C.F.A.

Discussant: Christopher Zaplaski, Warner Southern College

Session B
Chair: Shimshon Kinory, New Jersey City University

(Guilford)
5th Floor □ “Bancassurance in China: a case study in life insurance”
Xiaoling Hu, University of Gloucestershire, England
Hanmer-Lloyd Stuart, University of Gloucestershire, England

Discussant: Jim Lee, Texas A&M University-Corpus Christi

□ “Achieving Self-Reliance through Grassroots Microlending”
Warner Woodworth, Brigham Young University
Shon Hiatt, Brigham Young University

Discussant: Sally Sledge, Christopher Newport University

Session C
Chair: Laurel R. Goulet, U.S. Coast Guard Academy

(Fells Point)
5th Floor □ “Incorporating Knowledge Management into Nonprofit Organizations: Theory, Problems and Strategies”
Tracy A. Hurley, Texas A&M University-Kingsville, San Antonio
Carolyn W. Green, Texas A&M University-Kingsville, San Antonio
Peter Shaw, Texas A&M University-Kingsville, San Antonio

Discussant: Judith Hunt, East Carolina University

□ “Internal Competition and Organizational Meaning”
Bernard J. Reilly, Widener University

Discussant: Larry Chasteen, Stephen F. Austin State University

Session D
Chair: B. S. Sridhar, University of Wisconsin Oshkosh

(Mt. Washington)
5th Floor □ “Organic Stress Reactions in Complex Business Organizations: An Initial Exploration of Organizational Shedding”
James E. Skibo, University of Dallas
David Gordon, University of Dallas

Discussant: Fred J. Dorn, University of Mississippi

□ “Using a Strategic Performance Measurement System to Enhance Organizational Emotional Intelligence (OEI)”
William L. Sparks, Queens University of Charlotte

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

Session E
Chair: R. Cliff Poole, The Citadel

(Federal Hill)
5th Floor □ “Impact of Globalization on FDI Determinants”
Zu Kweon Kim, Konkuk University, Korea

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

□ “Free Trade Area of the Americas: The Future Depends on Legal and Attitudinal Adjustments”
Sara Bliss Kiser, Judson College
Christine Lewis, Auburn University at Montgomery
Marcia Staff, University of North Texas

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

Session F
(Kent)
6th Floor

Chair: Allen L. Kruger, Johnson & Wales University

□ “A CRM Data Warehouse to Enhance Knowledge about Consumers”
Jalel Akaichi, State University of New York
Faouzi Najjar, State University of New York

Discussant: Vince Luchsinger, University of Baltimore

□ “A Centennial Celebration at Pelican Island: The National Wildlife Refuge System's 100th Anniversary”
Michael H. Slotkin, Florida Institute of Technology
Alexander R. Vamosi, Florida Institute of Technology
Karen Chambliss, Florida Institute of Technology

Discussant: Monisha Das, University of Maryland Eastern Shore

3:40 p.m. to 4:10 p.m. **Networking Break**
(Maryland Foyer A – 5th Floor)

4:10 p.m. to 5:40 p.m. **Concurrent Sessions**

Session A
(Homeland)
5th Floor

Chair: Farouk Abdelwahed, California State University-Fullerton

□ “Innovating in Global Service Organizations”
Hervé Mathe, Ecole Supérieure des Sciences Economiques et Commerciales, Paris, France

Discussant: B. S. Sridhar, University of Wisconsin Oshkosh

□ “Emergence of Transformational Leadership in Organizations: An Environment-Induced Model”
Constant D. Beugre, Delaware State University
William Acar, Kent State University
Yaw Badu, Delaware State University

Discussant: Tom Barley, Columbus State Community College

□ “Basic Boss Behaviors and Their Impacts: Perceptions of the Bossed”
Catherine Honig, National-Louis University
Robert E. Skenes, National-Louis University

Discussant: Tom Barley, Columbus State Community College

Session B
(Guilford)
5th Floor

Chair: Roger McIntyre, East Carolina University

□ “Maintaining Focus: A Model for Program Prioritization for Today's Non-Profit Organization”
Kelly M. Kilcrease, Franklin Pierce College

Discussant: Nadia El-Aref, Alexandria University, Egypt

□ “Non-Profit Boards of Directors: A Typology”
Laurel R. Goulet, U.S. Coast Guard Academy

Discussant: Tracy A. Hurley, Texas A&M University-Kingsville, San Antonio

□ “A Model for Pairing State-of-the-Art Student-Consulting Groups with Non-Profit Organizations”
Paul S. Szwed, U.S. Coast Guard Academy
Laurel R. Goulet, U.S. Coast Guard Academy

Discussant: Judith Hunt, East Carolina University

Session C
(Fells Point)

Chair: Susan Eisner, Ramapo College of New Jersey

□ “In Search of the 75 Cents-on-the-Dollar Woman”

- 5th Floor Matthew Valle, Elon University
Jayoti Das, Elon University
Heather F. Studley, Elon University
- Discussant: Sara Bliss Kiser, Judson College
- “Professional Men's and Women's Psychological and Demographic Characteristics”
Dale Krueger, Missouri Western State College
- Discussant: Bernard J. Reilly, Widener University
- “Energy Diamond: Study of Technological Innovation in the Global Petroleum Industry”
Monisha Das, University of Maryland Eastern Shore
- Discussant: Larry Chasteen, Stephen F. Austin State University
- Session D
(Mt. Washington) Chair: Talal F. Al-Azmi, Environment Public Authority, Kuwait
- 5th Floor □ “Faculty Perception and Use of IT-Mediated Classrooms”
Omar E. M. Khalil, University of Massachusetts-Dartmouth
Susanne Scott, University of Massachusetts-Dartmouth
Carlos Benavides, University of Massachusetts-Dartmouth
- Discussant: Jack Cook, Rochester Institute of Technology
- “A Test of Organization Learning Model: The Interrelatedness between Learning Dimensions and Facilitators and Their Impact on Organization Effectiveness”
Mahmoud Elgamal, Kuwait University, Kuwait
- Discussant: Mohamed El-Hennawi, Arab Academy for Science & Technology, Egypt
- “Comparison of Final Grade Averages between A Distance Delivered and an On-Campus Class Titled ‘Markets for Print and Graphic Media’”
Alfreda Brown, Rochester Institute of Technology
Twyla J. Cummings, Rochester Institute of Technology
- Discussant: Andrew D. Schiff, Townson University
- Session E
(Federal Hill) Chair: Cliff Doubek, SAM Board of Directors
- 5th Floor □ “Is the Effectiveness of a Humorous Ad within a Product Category Moderated by Age?”
Jerry L. Schmidt, Jr., Warner Southern College
Christopher Zaplaski, Warner Southern College
- Discussant: James L. Alves, Johnson & Wales University
- “Customer Relationship Management in the Commercial Banking Industry”
William S. Spears, Energy Education, Inc.
- Discussant: Allen L. Kruger, Johnson & Wales University
- “Current Issues in Consumer Privacy Policies”
Katy Peebles, Texas A&M University-Corpus Christi
Pamela Stokes, Texas A&M University-Corpus Christi
Leon Dube, Texas A&M University-Corpus Christi
- Discussant: Mark O. Tengesdal, Texas Woman's University
- Session F
(Kent) Chair: Nadia El-Aref, Alexandria University, Egypt
- 6th Floor □ “Online Gambling: Implications, Legislation, and Comparison to Terrestrial Casino Gambling”
Amir M. Hormozi, Texas A&M University-Corpus Christi
Ilona H. Morales, Sharpton Brunson and Company PA

Discussant: Steven R. Kursh, Northeastern University

□ “The Impact of 21st Century Communications-Ka-band on Human Resource Management, Development and Training”
James R. Maxwell, State University of New York, College at Buffalo

Discussant: Dyanne J. Ferk, University of Illinois, Springfield

□ “When Experience Matters: An Empirical Study of Attitudes Towards eCommerce Across Three Nations”
John P. Sagi, Anne Arundel Community College

Discussant: Steven R. Kursh, Northeastern University

<i>Saturday, March 20, 2004</i>
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7:30 a.m. to 1:00 p.m.	Registration	Mervat and Omar Abdelsamad
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8:00 a.m. to 9:00 a.m. **Concurrent Sessions**

Session A Chair: Jerome Ashford, Ashford Miller International, Inc.

(Gibson) □ “Back to Basics: A Return to the Philosophic Foundations of Current 'Ideas du Jour”
Nell Tabor Hartley, Robert Morris University

6th Floor Discussant: Robert J. Vokurka, Texas A&M University-Corpus Christi

□ “A Model for the Achievement of Organizational Excellence”
Cedric Chau, University College Dublin, Ireland
Claudine Kearney, Dublin Business School, Ireland

Discussant: Jane H. Stanford, Texas A&M University-Corpus Christi

Session B Chair: Thomas B. Wilson, SAM Board of Directors

(Guilford) □ “The Influence of Organizational Web Site Information and Applicant Self-Efficacy Levels on
Person-Organization Fit Perceptions and Attraction to the Organization”

5th Floor J. P. Palmer, Radford University

Discussant: Abdul Aziz, College of Charleston

□ “Skill Charting Methods: Stimulating Employee Learning and Performance Improvement”
Paul Lyons, Frostburg State University

Discussant: Kathleen Gurley, Fayetteville State University

Session C Chair: Suzette M. Jelinek, Auburn University

(Fells Point) □ “The Self-Managed Work Team Structure Benefits Sales: Some Preliminary Evidence”
Michael E. Dwyer, National University

5th Floor Discussant: Vince Luchsinger, University of Baltimore

□ “Is eBay for Everyone: An Assessment of Consumer Demographics”
Gregory S. Black, Texas A&M University-Corpus Christi

Discussant: Eric Drouart, Rivier College

Session D Chair: Michael Stoica, Washburn University

- (Mt. Washington) □ “The Ethical Context in Organizations: Influences on Managerial Job Satisfaction and Commitment in a Developing Economy”
5th Floor John O. Okpara, Briarcliffe College Bethpage Campus
- Discussant: Lowell R. Jacobson, Baker College
- “The History of Emotional Intelligence”
David Spath, Wilkes University
- Discussant: Donatus I. Amaram, Virginia State University
- Session E
Chair: Minor Peeples, III, Real Estate Institute
- (Federal Hill) □ “The Context of Human Resource Management in Kuwait”
5th Floor A. Amin Mohamed, Indiana University of Pennsylvania
Sayed Elkhoully, Kuwait University, Kuwait
- Discussant: Chigbo Ofong, Rust College
- “What Gestural Space Reveals about Trainers’ Assumptions in South African Coal Mine Safety Training”
Beverly Sauer, Johns Hopkins University
- Discussant: Jeff Guiler, Robert Morris University
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9:05 a.m. to 10:05 a.m.

Concurrent Sessions

- Session A
Chair: John O. Okpara, Briarcliffe College Bethpage Campus
- (Gibson) □ “Business Ethics: Back to Basics”
William I. Sauser, Jr., Auburn University
- 6th Floor Discussant: Robert J. Vokurka, Texas A&M University-Corpus Christi
- “The Impact of Advertising on Customer Quality Perceptions of for Profit Universities vs. Not for Profit Universities”
Christopher Zaplaski, Warner Southern College
Jerry L. Schmidt, Jr., Warner Southern College
Melody Guilbault, Warner Southern College
- Discussant: Gregory S. Black, Texas A&M University-Corpus Christi
- Session B
Chair: Bud Fletcher, SAM Board of Directors
- (Guilford) □ “Mining Data Mining”
5th Floor Sam Nataraj, Morehead State University
Jim Lee, Texas A&M University-Corpus Christi
- Discussant: Michael E. Thorn, Globalink Consulting
- “Impact of Firm and Industry Characteristics on Technology Licensing”
YoungJun Kim, The George Washington University
- Discussant: Michael E. Thorn, Globalink Consulting
- Session C
Chair: Abdul Aziz, College of Charleston
- (Fells Point) □ “Direct-to-Customer Advertising of Pharmaceutical Products: Issues Analysis and Direct-to-Consumer Promotion”
5th Floor Lee Richardson, University of Baltimore
Vince Luchsinger, University of Baltimore
- Discussant: Eric Drouart, Rivier College

□ “The Market Orientation and its Effect in the Satisfaction in the Commercial Relations Manufacturing and Distributing of Pharmaceutical Products in Jalisco, Mexico”
Ernesto Gonzalez, University of Guadalajara, Mexico

Discussant: Heberto Ochoa-Morales, University of New Mexico

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

(Mt. Washington) □ “The Business Benefits of Welfare Reform”
Tina Cappa, Bryant & Stratton College-Virginia Beach

5th Floor Discussant: James E. Skibo, University of Dallas

□ “Analysis of the Cleanup Program at the Oak Ridge Reservation Using the Theory of Constraints”

Daryl D. Green, Nova Southeastern University

Discussant: James E. Skibo, University of Dallas

Session E Chair: Dale Krueger, Missouri Western State College

(Federal Hill) □ “Determining the Impact of a two-year National Extension Leadership Development Program on its Participants”

5th Floor Suzette M. Jelinek, Auburn University

Discussant: Donna M. Cox, Towson University

□ “Learning Styles in Financial Accounting”

Gloria Clark, Winston-Salem State University

Discussant: Dean Frear, Wilkes University

Session F Chair: Kenneth K. Mitchell, Shaw Univeristy

(Pride of Baltimore) □ “The Impact of Cultural Diversity on Web Site Design”

6th Floor Jack Cook, Rochester Institute of Technology
Myke Finlayson, Rochester Institute of Technology

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

□ “Value Stream Mapping of Information System Activities”

Dianna Moore-Lawson, Rochester Institute of Technology

Jack Cook, Rochester Institute of Technology

Steve Bubel, Rochester Institute of Technology

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

10:05 a.m. to 10:35 a.m. **Networking Break**
(Maryland Foyer D – 5th Floor)

10:35 a.m. to 11:35 p.m. **Concurrent Sessions**

Session A Chair: Nell Tabor Hartley, Robert Morris University

(Gibson) □ “Women as Entrepreneurs: Journey to Empowerment”
Lane D. Sauser, Auburn University

6th Floor Discussant: Dale Krueger, Missouri Western State College

□ “Determinants of Economic Success for Women Entrepreneurs: An Analysis Across Racial Lines”

Andrea E. Smith-Hunter, Siena College

William Engelhardt, Siena College

Discussant: Dale Krueger, Missouri Western State College

Session B Chair: A. Amin Mohamed, Indiana University of Pennsylvania

(Guilford) □ “A Model for Win-Win Interviewing: The Five C's”
Susan Eisner, Ramapo College of New Jersey

5th Floor Discussant: Paul Lyons, Frostburg State University

□ “An Effective Human Resources Curriculum: What Should It Contain?”
Michael Z. Sincoff, Wright State University
Crystal L. Owen, Wright State University

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

Session C Chair: John O. Okpara, Briarcliffe College-Bethpage Campus

(Fells Point) □ “Translocal Imagination in Local: the Case in Taiwan on the Voyaging Businessmen and the families between Taiwan and China”

5th Floor Hsiang-Chieh Lee, University of Illinois at Urbana-Champaign

Discussant: Joseph A. Petrick, Wright State University

□ “Nonparametric Kernel Estimation of Money Demand”
Mark O. Tengesdal, Texas Woman's University
Kenneth L. Chinn, Texas Woman's University

Discussant: Rowland Chidomere, Winston-Salem State University

Session D Chair: Donatus I. Amaram, Virginia State University

(Mt. Washington) □ “Relationship between Type A Behavior and Machiavellianism”
Abdul Aziz, College of Charleston

5th Floor Discussant: Katy Peebles, Texas A&M University-Corpus Christi

□ “The Effects of Perceived Organizational Hypocrisy and Intention to Leave”
Thomas W. Philippe, St. Petersburg College
Jerry W. Koehler, University of South Florida

Discussant: J. P. Palmer, Radford University

Session E Chair: Ronald McNeil, University of Illinois, Springfield

(Federal Hill) □ “Current Issues in Managing Business Schools”
Moustafa H. Abdelsamad, Texas A&M University-Corpus Christi

5th Floor Berkwood M. Farmer, Wright State University
George E. Stevens, Kent State University

11:35 a.m. to 1:00 p.m. **Lunch on Your Own**

1:00 p.m. to 2:00 p.m. **Concurrent Sessions**

Session A Chair: Michael Z. Sincoff, Wright State University

(Gibson) □ “Business Program Outcomes Assessment Plan: How to Prepare for an Accreditation Process”
Charlene Glenn, Peirce College

6th Floor Discussant: James Stewart, Merrimack College

□ “The Results of Student Involvement in the Assessment Process”

- Jonathan Gueverra, Wentworth Institute of Technology
 Discussant: Catherine Honig, National-Louis University
- Session B
 (Guilford) Chair: Chigbo Ofong, Rust College
- 5th Floor □ “Assessment of China's Entry in the WTO”
 Eric Drouart, Rivier College
- 5th Floor Discussant: Zafar A. Bokhari, Chicago State University
- “A Modification of Monopoly® for Use as a Simulation in International Finance Classes”
 George S. Lowry, Randolph-Macon College
 Edward D. Showalter, Randolph-Macon College
- Discussant: Michele A. Govekar, Ohio Northern University
- Session C
 (Fells Point) Chair: Vince Luchsinger, University of Baltimore
- 5th Floor □ “Barriers in Using Birth Order to Segment Market: Implications for Customer Relationship Management”
 Dinker Raval, Morgan State University
 Bina Raval, Towson University
- Discussant: Louis R. F. Preysz III, Flagler College, SAM VP
- “A Tale of Two Advertising Relationships”
 Cortney B. Fanning, Penn State University
 Premal P. Vora, Penn State University
- Discussant: Suzette M. Jelinek, Auburn University
- Session D
 (Mt. Washington) Chair: James R. Calvin, Johns Hopkins University
- 5th Floor □ “Revising Covey's Maturity Matrix: The Insertion of 'Win' and 'Win/Win' or No Deal”
 Kimberly M. Dean, Jackson State University
- Discussant: James E. Skibo, University of Dallas
- “The Relative Importance of Supplier Selection Criteria: The Case of MRO Industrial Products”
 Gail M. Zank, Texas State University-San Marcos
 Robert J. Vokurka, Texas A&M University-Corpus Christi
- Discussant: Albert C. Smith, Jr., Radford University
- Session E
 (Federal Hill) Chair: William I. Sauser, Jr., Auburn University
- 5th Floor □ “Iranian Entrepreneurs in the United States are not a Typical Group”
 Keramat Poorsoltan, Frostburg State University
- Discussant: Amir M. Hormozi, Texas A&M University-Corpus Christi
- “Quo Vadis Japan?”
 Nobuo Shigenaga, SAM Japan Chapter, Japan
- Discussant: ‘Maurie’ Kaoru Kobayashi, The SANNO Institute of Management, Japan
- Session F
 (Pride of Baltimore) Chair: Cliff Doubek, SAM Board of Directors
- 6th Floor □ “Managerial Ethical Theory”
 Peter Spang Goodrich, Providence College
 Nancy Rossiter, Simmons College
- Discussant: Joseph A. Petrick, Wright State University

□ “Information Communication and Utilization for Ethical Decision Making: Back to Individual Responsibility in Business”

Robert Wheatley, Troy State University

Ryan Wheatley, Consultant, Troy, Alabama

Henry Findley, Troy State University

Discussant: Farouk Abdelwahed, California State University, Fullerton

2:05 p.m. to 3:05 p.m.

Concurrent Sessions

Session A

Chair: Dariush Rezaei, Kent State University-Trumbull

(Gibson)

□ “Change to Win: Components for Successful E-Learning”

Sylvia Ann Bembry, Winston-Salem State University

6th Floor

Carolyn Anderson, Winston-Salem State University

Discussant: Sam Nataraj, Morehead State University

□ “Ready, set, go: An analysis of student readiness to use ERP technology”

Sheryl Shivers-Blackwell, Florida A&M University

Atira Brown, Florida A&M University

Discussant: Sam Nataraj, Morehead State University

Session B

Chair: Bud Fletcher, SAM Board of Directors

(Guilford)

□ “Leveraged Buyouts and Reverse Leveraged Buyouts: A Discussion”

Sudhir Singh, Frostburg State University

5th Floor

Discussant: Christopher Zaplaski, Warner Southern College

□ “‘Toxic’ Convertibles: Catalysts of Doom or Financing of Last Resort?”

Sudhir Singh, Frostburg State University

Discussant: Mark O. Tengesdal, Texas Woman's University

Session C

Chair: Lane D. Sauser, Auburn University

(Fells Point)

□ “Overhauling the U.S. Power Grid: Are Deregulating Efforts Preventing Construction of a Power Grid for the 21st Century?”

5th Floor

Mark J. Prioletti, Virginia Wesleyan College

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

□ “Environmental Factors Affecting Firm's Ability to Compete”

James V. Neblett, III, Argosy University

Discussant: Shimshon Kinory, New Jersey City University

Session D

Chair: Gloria Clark, Winston-Salem State University

(Mt. Washington)

□ “Window Dressing or Not? Evaluating Consumer Perceptions of Corporate Social Responsibility with the Petty and Cacioppo Elaboration Likelihood Model”

5th Floor

Douglas R. Ewing, Ohio Northern University

Discussant: Joseph A. Petrick, Wright State University

□ “Using Real Options in a Multidisciplinary Approach for Evaluating and Executing Business Investments That Grow Shareholder Value”

Steven R. Kursh, Northeastern University

James M. Donovan, Quincy College

Discussant: R. Cliff Poole, The Citadel

Session E (Federal Hill) 5 th Floor	<p>Chair: Abraham Mulugetta, Ithaca College</p> <p>□ “Why Don’t Students Major in Accounting?” Bill Francisco, Georgia Southern University Tom Noland, Georgia Southern University Ann Kelly, Georgia Southern University</p> <p>Discussant: Lynda S. Livingston, University of Puget Sound</p> <p>□ “Wenatchee Growers” Lynda S. Livingston, University of Puget Sound</p> <p>Discussant: Dean Frear, Wilkes University</p>
Session F (Pride of Baltimore) 6 th Floor	<p>Chair: Berkwood M. Farmer, Wright State University</p> <p>□ “Global Considerations, Sustainability and Actions for Leading and Managing Effectively Toward the Triple Bottom Line” James R. Calvin, Johns Hopkins University</p> <p>Discussant: Jim Grinnell, Merrimack College</p> <p>□ “Main Inadequacies in Strategic Planning Process in Jalisco's Companies: Case Studies” José Sánchez, CUCEA Universidad de Guadalajara, Mexico</p> <p>Discussant: Larry Chasteen, Stephen F. Austin State University</p>
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3:05 p.m. to 3:35 p.m.	Networking Break (Maryland Foyer D – 5 th Floor)
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3:35 p.m. to 5:05 p.m.	Concurrent Sessions
Session A (Gibson) 6 th Floor	<p>Chair: Jack C. Green, Pepperdine University</p> <p>□ “The Pied Piper Syndrome” Jerry L. Schmidt, Jr., Warner Southern College Christopher Zaplaski, Warner Southern College Hiba Alyawer, Argosy University</p> <p>Discussant: Jack C. Green, Pepperdine University</p> <p>□ “Practitioner Assessment of Production Management Role Delineation by Organizational Managers in the Arts and Cultural Sector” R. T. Good, Shenandoah University</p> <p>Discussant: Fess Green, Radford University</p> <p>□ “How to not put yourself out of Business: The 12 Commandments for a Perfect Business Model” Mark L. Hilton, Lyndon State College Stanley Hurwitz, Creative Communications</p> <p>Discussant: Jim Grinnell, Merrimack College</p>
Session B (Guilford) 5 th Floor	<p>Chair: Dinker Raval, Morgan State University</p> <p>□ “Challenges and Strategies in Manpower Acquisition in the Information Technology Age” Donatus I. Amaram, Virginia State University</p> <p>Discussant: J. P. Palmer, Radford University</p> <p>□ “Using Critical Success Factors (CSFs) for Partners Choice in International Joint Ventures (IJVs) Formation: A Theoretical Framework”</p>

Heberto Ochoa-Morales, University of New Mexico

Discussant: James R. Maxwell, State University of New York, College at Buffalo

□ “World Politics and Economics: The Impact of US Foreign Policy on Small Business”
Zafar A. Bokhari, Chicago State University

Discussant: Michele A. Govekar, Ohio Northern University

Session C

Chair: Talal F. Al-Azmi, Environment Public Authority, Kuwait

(Mt. Washington)

□ “Is the Limited Liability Company the New Choice for Small Business in the New Millennium”
Paul O. Cloud, Winston-Salem State University

5th Floor

Discussant: Christopher Zaplaski, Warner Southern College

□ “Urban Regeneration Revisited: A Basic Economic Strategy for the Renewal of Urban Communities”

Paul O. Cloud, Winston-Salem State University
Carolyn Mims, Winston-Salem State University

Discussant: Kenneth K. Mitchell, Shaw Univeristy

□ “Should We Abolish the Federal Reserve System?”
Sunny Coons, Virginia Pilot

Discussant: James M. Donovan, Quincy College

Session D
(Fells Point)
(5th – Floor)

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

Session E

Chair: Zu Kweon Kim, Konkuk University, Korea

(Federal Hill)

□ “Entrepreneurship and Small Business Development in Transition Economies: Empirical Findings from Kyrgyzstan”

5th Floor

Serkan Yalcin, International Ataturk Alatoo University, Kyrgyzstan

Discussant: Zu Kweon Kim, Konkuk University, Korea

□ “Color Discrimination: Differentiate at Your Peril”

Henry Findley, Troy State University
Robert Wheatley, Troy State University
Stephen C. Garrott, Troy State University

Discussant: Kathleen Gurley, Fayetteville State University

□ “Business Ethics and Its Role in Corporate America”
Ivan J. Daigs, Gallot Law Office

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

Session F

Chair: John A. Seeger, Bentley College

(Pride of Baltimore)

□ “The 3-Day Car – A review of trends and enabling technologies in Agile Manufacturing, Mass Customization, and Build-to-Order”

6th Floor

Amir M. Hormozi, Texas A&M University-Corpus Christi
Jill Burke, Camille Jones, Brian McTier, James Rhyne, & Jonathon Yosko
Texas A&M University-Corpus Christi

Discussant: Bill Francisco, Georgia Southern University

□ “Are Bank Tying Arrangements the Next Step in Deregulation?”
James S. Sagner, Sagner/Marks and Berkeley College-Westchester

Discussant: Dean Frear, Wilkes University

□ “Voting the Proxy: A Sordid Tale of Mutual Fund Malfeasance”
Rizvana Zameeruddin, University of Wisconsin Parkside

Discussant: Lynda S. Livingston, University of Puget Sound

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

Awards Banquet

(Baltimore Ballroom)

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

(5th Floor)

□ “Back to Basics”
Tony R. Brown, President & CEO TRB Ventures, LLC

□ **2004 SAM International Awards**

Fellow Of the Society

Lane D. Sauser, Auburn University

Gilbreth Medal Award

Akira Takanaka, Special Advisor, Research Institution for International Management

Taylor Key Award

Tony R. Brown, President & CEO TRB Ventures, LLC

□ **SAM Honor Society Inductees**

Everett Anderson, Pepsi-Cola

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

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

- **Announcing SAM Student Board Members for 2004/2005**
- **Campus Chapter Performance Awards**

Sunday, March 21, 2004

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

Concurrent Sessions

Session A

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

(Guilford)

□ “Hubris: The Executive Widow Maker”

H. B. Karp, Hampton University

5th Floor

Kanata A. Jackson, Hampton University

Discussant: Julia D. Newcomer, Texas Woman's University

□ “Frederick Winslow Taylor's Impact on Organizational Operations: A Historical Review of His Revolutionary Work”

Alan Tillquist, West Virginia State College

Discussant: Tom Barley, Columbus State Community College

Session B

Chair: Zafar A. Bokhari, Chicago State University

(Federal Hill)

□ “Foreign Direct Investment Benefits: Do They Accrue Similarly for German, Japanese and U.S. Firms?”

5th Floor

Sally Sledge, Christopher Newport University

Discussant: Jeff Guiler, Robert Morris University

□ “Back to the Future the Era of Relationships”
Mosad Zineldin, Vaxjo University, Sweden

Discussant: Jeff Guiler, Robert Morris University

Session C Chair: Ronald McNeil, University of Illinois, Springfield

(Mt. Washington) □ “Is the Fishbein Behavioral Intentions Model Useful in Both the U.S. and Russia? A Cross
Cultural Comparison of the FBI in Russia and the U.S.”

5th Floor V. Natasha Wilkins, Jackson State University

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

□ “The Challenges of Global Food Policy Management”

Joseph A. Petrick, Wright State University

John F. Quinn, University of Dayton

Discussant: Donatus I. Amaram, Virginia State University

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

Session A Chair: William I. Sauser, Jr., Auburn University

(Guilford) □ “Occupational Safety and Health in Mexico: Another International Human Resource Management
Test for Mexico”

5th Floor Joseph A. Petrick, Wright State University
Foster C. Rinefort, Foster C. Rinefort & Associate, Inc.

Discussant: Michele A. Govekar, Ohio Northern University

□ “The Ethics of Peer Review Panels and Internal Corporate Tribunals”

Douglas M. McCabe, Georgetown University

Discussant: Julia D. Newcomer, Texas Woman's University

Session B Chair: Ronald McNeil, University of Illinois, Springfield

(Federal Hill) □ “New Product Development: Market Orientation and Relational Capital Perspective”

5th Floor Shih-Chien Fang, National Kaohsiung First University, Taiwan
Shyh-Rong Fang, National Chung Hsing University, Taiwan
Cheng-Kai Hu, I-Shou University, Taiwan

Discussant: Rowland Chidomere, Winston-Salem State University

□ “Recommendations for Wealth Building after Graduation Based on Pearce and Robinson’s
Strategic Management Model”

Dwight Stanley Morgan, Nova Southeastern University

Discussant: James Stewart, Merrimack College

Session C Chair: Talal F. Al-Azmi, Environment Public Authority, Kuwait

(Mt. Washington) □ “A Defense for Enron”
Carol M. Whitney, Buell Securities

5th Floor Discussant: Moustafa H. Abdelsamad, Texas A&M University-Corpus Christi

Monopolies: Detrimental or Beneficial to Society”

Dana Pieper, Virginian Wesleyan College

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

10:35 a.m. to 11:35 a.m. **Conference Critique**
(Guilford – 5th Floor)
