

# SUSTAINABILITY

## Sunday, March 22, 2009

1:00 p.m. to 7:00 p.m.	<b>Registration</b>	Mervat, Dina, and Omar Abdelsamad
	<i>Photography</i>	W. Scott Sherman
3:00 p.m. to 7:00 p.m. (Copper)	<b>SAM Board Meeting</b>	
7:30 p.m. to 8:30 p.m. (Reno)	<b>Welcoming Reception</b>	
8:30 p.m. to 9:45 p.m.  (Vegas)	<b>Student Orientation</b> <b>(Case Competition Schedule to Be Determined at this Meeting)</b> Moustafa H. Abdelsamad, SAM International President & CEO Sara Bliss Kiser, Judson College, SAM VP James Stewart, Merrimack College, SAM VP	

## Monday, March 23, 2009

7:30 a.m. to 3:00 p.m.	<b>Registration</b>	Mervat, Dina, and Omar Abdelsamad
7:30 a.m. to 8:00 a.m.  (Tahoe/Reno)	<b>“Conference Opening and Welcome”</b>  □ Moustafa H. Abdelsamad, Texas A&M University-Corpus Christi SAM International President & CEO and 2009 Conference Chair	

8:00 a.m. to 5:00 p.m.  (Parlor B, C, D)	<b>Student Case Competition Presentations as Per Schedule Determined on Sunday 3/22/2009</b> Director: James Stewart, Merrimack College
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8:00 a.m. to 9:30 a.m.	<b>Concurrent Sessions</b>
Session A  (Copper)	Chair: R. Clifton Poole, The Citadel  □ <i>“Exploring the Association Between Talent Retention and a Set of Antecedent and Consequence Factors in a Telecommunications Organization: A Validation Study”</i> Constantine Kontoghiorghes, Cyprus University of Technology, Cyprus Rita Mano, University of Haifa, Israel  Discussant: Robert J. Vokurka, Texas A&M University-Corpus Christi  □ <i>“Integrating Sustainability into Performance Management”</i> Xinhua Wittmann, University of Zurich, Switzerland Andrea Schenker-Wicki, University of Zurich, Switzerland  Discussant: Constantine Kontoghiorghes, Cyprus University of Technology, Cyprus

□ *“Determining Ingratiation for Sustainable Competitive Advantage”*

Daniel Mertens, Saint Vincent College  
Thomas Cline, Saint Vincent College  
Nicole Vowels, University of Colorado at Denver  
Antony Davies, Duquesne University

Discussant: Mitchell Crocker, Stephen F. Austin State University

Session B

Chair: Fred David, Francis Marion University

(Studio 1)

□ *“Who are More Important Stockholders or Stakeholders?”*

Jonathan Jefferson, BearingPoint Management and Technology Consultants

Discussant: Valrie Chambers, Texas A&M University-Corpus Christi

□ *“The Subprime Mortgage Dilemma: A Government or Market Solution?”*

Stacy LeJeune, Nicholls State University  
Wade Mikulla, Troy University  
Aaron Caillouet, Troy University

Discussant: Ann Gilley, Ferris State University

□ *“Microsoft and Yahoo: Will They Combine Forces?”*

Sam Cooper, Texas A&M University-Kingsville  
Richard Aukerman, Texas A&M University-Kingsville  
Jack Shorter, Texas A&M University-Kingsville

Discussant: Forest David, Francis Marion University

Session C

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

(Studio 2)

□ *“The Development of a Specialization in Organizational Sustainability at a University”*

Anita Zavodska, Barry University  
Robert E. Scully, Barry University

Discussant: Debra Beazley, Rocky Mountain University of Health Professionals

□ *“Human Resource Management Curriculum Study: In a Nontraditional Setting”*

James Neblett, III, Chapman University

Discussant: Robert E. Scully, Barry University

□ *“Designing ePortfolios for Program Assessment in Online Education”*

Paula Ann Hughes, Texas Woman's University  
Carol Kominski, Texas Woman's University  
Mary Bold, Texas Woman's University

Discussant: Shanan Gibson, East Carolina University

Session D

Chair: Jayati Ghosh, Dominican University of California

(Studio 3)

□ *“World Water Crisis and Sustainability: Using the Vatican and United Nations’ Positions for Ethical Business Practices”*

Mary Anne Basilone, Carlow University  
Cynthia Busin-Nicola, Carlow University

Discussant: James Maxwell, Ashland University

□ *“Bridging the Gap: California Workforce Needs and California Community Colleges”*

Sharon Dalmage, Pepperdine University

Discussant: James Maxwell, Ashland University

□ *“Internet Ethics: The Absence of Ethical Ownership and Management of Information in Russia”*  
Steve Reames, Angelo State University

Discussant: Kevin Pauli, Mississippi College

Session E Chair: Barbara-Leigh Tonelli, Commercial Real Estate Services, Worldwide

(Studio 4) □ *“Dealing with ‘Intent’ in Discipline for Aggression Decisions: Evidence from Published Arbitration Awards”*

Margaret Lucero, Texas A&M University-Corpus Christi

Robert Allen, University of Wyoming

Discussant: Christina Lafferty, National Defense University

□ *“Green Oriented Careers: Sustainable Opportunities or False Promises”*

Fred Dorn, University of Mississippi

Discussant: Peter P. Sebhatu, Westwood College

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

(Tahoe/Reno)

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

Session A Chair: Anne H. Reilly, Loyola University Chicago

(Copper) □ *“We Are All in This Together: The Role of Frontline Employees in Building Sustainable Customer Service”*

Ozgun Ekmekci, The George Washington University

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

□ *“Influences of Culture on International Project Management: A Proposed Training Process Model”*

Dennis Krumwiede, Idaho State University

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

Henning Dillenberger, Paderborn, Germany

Discussant: Michele A. Govekar, Ohio Northern University

Session B Chair: David Flannery, Bryant & Stratton College

(Studio 1) □ *“Taboo Tradeoffs: Sarbanes-Oxley and the Ethics of Auditing”*

Katherine Murray, U.S. Coast Guard Academy

CJ McNair-Connolly, U.S. Coast Guard Academy

Ted Watts, University of Wollongong, Australia

Discussant: Steve Reames, Angelo State University

□ *“Compensation Fraud and Management Turnover: Further Evidence from Option Backdating”*

Bo Ouyang, Texas A&M University-Corpus Christi

Valrie Chambers, Texas A&M University-Corpus Christi

Discussant: Steve Reames, Angelo State University

Session C Chair: Cynthia Busin-Nicola, Carlow University

(Studio 2) □ *“Servant and Sustainable Leadership: An Analysis in the Manufacturing Environment”*

Jack McCann, Lincoln Memorial University

Roger Holt, Kaplan University/LeTourneau University

Discussant: Fred Dorn, University of Mississippi

□ *“An Examination of the Relationship Between Organizational Vision and Perceived Organizational Readiness for Change”*

MD Haque, Los Angeles Community College District  
Thomas Gajewski, Pepperdine University

Discussant: Shelley Kirkpatrick, Management Concepts

Session D

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

(Studio 3)

□ *“Investigating the Entrepreneurial Attitudes of Armenian Immigrants”*

Frank Sadighian, Pepperdine University  
Michael Harris, East Carolina University  
Shanan Gibson, East Carolina University

Discussant: John ‘Jack’ Zimmerman, University of Southern Nevada

□ *“Go to Work on Purpose: Sustaining the New Venture from Intention to Creation”*

Tammy Arthur, Mississippi College  
Kevin Pauli, Mississippi College

Discussant: John ‘Jack’ Zimmerman, University of Southern Nevada

Session E

Chair: Robert E. Scully, Barry University

(Studio 4)

□ *“Organizational Sustainability: The Triple Bottom Line Approach”*

Steven Dunn, University of Wisconsin Oshkosh  
Michael Godfrey, University of Wisconsin Oshkosh  
Andrew Manikas, University of Wisconsin Oshkosh  
Paul Linzmeyer, ISO International Consultants

Discussant: Anthony F. Buono, Bentley University

□ *“Using Social Networking Websites in Hiring and Retention Decisions”*

Brian Elzweig, Texas A&M University-Corpus Christi  
Donna K. Peeples, Texas A&M University-Corpus Christi

Discussant: Edward Showalter, Randolph-Macon College

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

Session A

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

(Copper)

□ *“Re-Accreditation: Doing Strategic Planning in a School of Business”*

Fred David, Francis Marion University  
Forest David, Francis Marion University

Discussant: Jack McCann, Lincoln Memorial University

□ *“Vision Statements Can Help Ensure Organizational Sustainability: Practical Guidelines for Formulating Vision Statements”*

Shelley Kirkpatrick, Management Concepts

Discussant: Forest David, Francis Marion University

Session B

Chair: Chad Smith, Clarion University of Pennsylvania

(Studio 1)

□ *“Communicating the Sustainability Message: Applying Lessons from Organizational Change”*

Anne H. Reilly, Loyola University Chicago

Discussant: Bo Ouyang, Texas A&M University-Corpus Christi

□ *“Creating a Sustainable Approach to Change: Building Organizational Change Capacity”*

Anthony F. Buono, Bentley University  
Kenneth Kerber, Kerber & Associates

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

Session C

Chair: Minor Peeples, III, Real Estate Institute of Corpus Christi

(Studio 2)

□ *“Personality Characteristics of Entrepreneurs: A Comparison with the Managerial Personality”*

Dean Frear, Wilkes University

Discussant: Shanan Gibson, East Carolina University

□ *“Advancing African Entrepreneurship: Nurturing Opportunity Entrepreneurs”*

Tigineh Mersha, University of Baltimore

Ven Sriram, University of Baltimore

Discussant: Valrie Chambers, Texas A&M University-Corpus Christi

Session D

Chair: Barbara-Leigh Tonelli, Commercial Real Estate Services, Worldwide

(Studio 3)

□ *“Nibble, Nibble, Nibble Mouse, Who’s that Parked Down From My House: A Sustainability Review of Non-Traditional Work Arrangements”*

Maryellen Kelly, Duquesne University

Jeffery Guiler, Robert Morris University

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

□ *“An Integrated Human Resource Management Approach for Sustainability”*

Peter C. Olden, University of Scranton

Discussant: Peter P. Sebhatu, Westwood College

Session E

Chair: Karen Middleton, Texas A&M University-Corpus Christi

(Studio 4)

□ *“Collaboration Processes and Challenges in Nonprofit Performing Arts Organizations: Case Studies”*

Michele Mortensen, Boston Civic Symphony

Mark Mortensen, University of Massachusetts Lowell

Discussant: Donald Deis, Texas A&M University-Corpus Christi

□ *“Advancing Individual and Societal Development at the Community Level: Role of NGO Microcredit and Leadership Training”*

Denise Lucy, Dominican University of California

Jayati Ghosh, Dominican University of California

Edward Kujawa, Dominican University of California

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

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12:05 p.m. to 1:30 p.m.

**Luncheon & Campus Awards**

(Tahoe/Reno)

□ Moustafa H. Abdelsamad, Texas A&M University-Corpus Christi  
SAM President & CEO and 2006 Conference Chair

□ *“Staying True to Mission During Troubled Times”*

Tito Guerrero, III, Cambridge College

□ Campus Awards, Sara Bliss Kiser, Judson College, SAM VP

○ Outstanding Campus Chapter Advisor Awards

○ Outstanding Regional and National SAM Student Awards

1:35 p.m. to 3:05 p.m.

**Concurrent Sessions**

- Session A  
(Copper)
- Chair: Anita Zavodska, Barry University
- *“Improving Performance in Higher Education Institutions: Organizational Influences that Impact College Student Retention and Graduation Rates”*  
Susan Elkins, Tennessee Technological University  
Robert Bell, Tennessee Technological University  
Brittni Simmons, Tennessee Technological University  
Laura McGregor, Tennessee Technological University
- Discussant: Jack McCann, Lincoln Memorial University
- *“College Students’ Job and Salary Expectations: Are They Sustainable?”*  
Michael Monahan, Frostburg State University  
Amit Shah, Frostburg State University  
Josh Wolf, Frostburg State University
- Discussant: Anne H. Reilly, Loyola University Chicago
- *“The Education of Future Business Leaders in Sustainability, Corporate Social Responsibility, and Ethics: A Curriculum Study of MBA Programs”*  
Ron Dulin, Loyola University Chicago  
Abby Ernst, Loyola University Chicago  
Heather Roth, Loyola University Chicago
- Discussant: Karen Middleton, Texas A&M University-Corpus Christi
- Session B  
(Studio 1)
- Chair: John ‘Jack’ Zimmerman, University of Southern Nevada
- *“Sovereign Wealth Funds: Their Significance and Impact on Global Economic Stability”*  
Hany Makhoul, University of the District of Columbia
- Discussant: Ronald McNeil, University of Illinois Springfield
- *“Business Economic Outlook Survey: Perceptions Do Matter”*  
Richard Judd, University of Illinois Springfield  
Ronald McNeil, University of Illinois Springfield  
Richard Schuldt, University of Illinois Springfield
- Discussant: Paula Ann Hughes, Texas Woman’s University
- Session C  
(Studio 2)
- Chair: Barbara-Leigh Tonelli, Commercial Real Estate Services, Worldwide
- *“Developing Sustainability in Organizations: An Organizational Theory Approach”*  
Peter C. Olden, University of Scranton
- Discussant: Cynthia Busin-Nicola, Carlow University
- *“Performance Appraisals: Necessary Evil or Fabulous Opportunity”*  
Nell Tabor Hartley, Robert Morris University
- Discussant: Shelley Kirkpatrick, Management Concepts
- *“The Impact of Innovation Technology on Management”*  
James Maxwell, Ashland University
- Discussant: Chad Smith, Clarion University of Pennsylvania
- Session D
- Chair: R. Clifton Poole, The Citadel

(Studio 3) □ *“Lowering Psychological Barriers to Participation: Efficacy and Social Facilitation in Demanding Projects”*  
Quintus Jett, Dartmouth College  
Isabel Ng, Dartmouth College

Discussant: Derek Crews, Texas Woman’s University

□ *“Cluegg International and the Tocopilla Jam”*  
Simone de Colle, University of Virginia  
Ed Freeman, University of Virginia

Discussant: Peter P. Sebhatu, Westwood College

□ *“Doing Well by Doing Good: Corporate Responsibility and Profitability”*  
Kent Byus, Texas A&M University-Corpus Christi  
Donald Deis, Texas A&M University-Corpus Christi

Discussant: John Okpara, Bloomsburg University of Pennsylvania

Session E Chair: Allen Kruger, Johnson & Wales University

(Studio 4) □ *“Determining Expected Starting Salaries of Business Students”*  
Gregory Black, Texas A&M University-Corpus Christi  
Adolfo Benavides, Texas A&M University-Corpus Christi

Discussant: Edward Showalter, Randolph-Macon College

□ *“Creating a Sustainable Workforce: Contentment Matters”*  
Edward Showalter, Randolph-Macon College  
George Lowry, Randolph-Macon College

Discussant: Margaret Lucero, Texas A&M University-Corpus Christi

□ *“The Impact of Rubrics on Student Perceptions of Teacher Effectiveness”*  
Larry Faulk II, University of Arkansas-Fort Smith

Discussant: Maryellen Kelly, Duquesne University

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3:05 p.m. to 3:30 p.m. **Networking Break**  
(Tahoe/Reno)

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3:30 p.m. to 5:00 p.m. **Concurrent Sessions**

Session A Chair: Luís María R. Calingo, Dominican University of California

(Copper) □ *“Using Major Field Tests as an Assessment Tool”*

○ *“The Relationship between Online Review Practice and Performance Outcomes in the MFT Administration”*

Karen Middleton, Texas A&M University-Corpus Christi  
Karen A. Loveland, Texas A&M University-Corpus Christi

○ *“Differences in Student Recall Preferences and their Relationship with Performance Outcomes in the MFT Administration Process”*

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

○ *“Results of the Post-MFT Survey of Student Attitudes and Opinions”*  
Kent Byus, Texas A&M University-Corpus Christi

Session B Chair: Peter C. Olden, University of Scranton

(Studio 1)

□ *“A New Perspective on Ethical Safeguards: Where is the Clout?”*  
Thomas von der Embse, Indiana University Kokomo  
Mayur Desai, Texas Southern University  
Kwadwo Ofori-Brobbe, Texas Southern University

Discussant: Anita Zavodska, Barry University

□ *“Creating Sustainable Organizations by Sustaining Ethical Behavior”*  
Darlene Gambill Motley, Robert Morris University  
Rande Somma, Rande Somma & Associates

Discussant: Jack McCann, Lincoln Memorial University

□ *“The Trainability of Business Ethics in America”*  
Ben Tran, Alliant International University

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

Session C

Chair: Margaret Lucero, Texas A&M University-Corpus Christi

(Studio 2)

□ *“Predicting the Emergence of Entrepreneurship in the Former Soviet Bloc: Evidence from Turkmen Students”*  
Shanan Gibson, East Carolina University  
Michael Harris, East Carolina University

Discussant: Michele A. Govekar, Ohio Northern University

□ *“Towards a Sustainable Development of the IT Sector in Abilene: Responding to the Re-Invent Abilene Initiative”*  
Fortune Mhlanga, Abilene Christian University  
Phillip Vardiman, Abilene Christian University

Discussant: Christina Lafferty, National Defense University

□ *“The Arts: Effects on Education and Society”*  
Katelyn Rumbaugh, Ohio Northern University

Discussant: Christina Lafferty, National Defense University

Session D

Chair: Donald Deis, Texas A&M University-Corpus Christi

(Studio 3)

□ *“The Global War on Economic Terrorism: Can America Defeat International Weapons of Mass Production?”*  
David O’Dell, Texas Woman’s University  
Becci Wilhite, Texas Woman’s University  
Trung Hoang, Texas Woman’s University  
Merrilee Kick, Texas Woman’s University  
Mahesh Raisinghani, Texas Woman’s University

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

□ *“A Comparative Study on E-Banking Services Between China and United States”*  
Li Cheng, Georgia College & State University  
Jiaqin Yang, Georgia College & State University

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

□ *“Growth Sustainability within Indian IT/BPO Industry”*  
Joe Ponce de Leon, University of St. Thomas

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

- Session E  
(Studio 4) Chair: Ronald McNeil, University of Illinois Springfield
- “*The Effect of Related Diversification on the Sustainability of the Firm: U.S. Steel*”  
Stephanie Vergnaud, Ecole Superior de Commerce et Management, France  
Elizabeth Capener, Dominican University of California
- Discussant: Albert Smith, Jr., Radford University
- “*Shareholder Wealth Reaction to Officer Leave of Absence Announcements*”  
Bo Ouyang, Texas A&M University-Corpus Christi  
Armand Picou, Texas A&M University-Corpus Christi
- Discussant: George Lowry, Randolph-Macon College
- “*Building Trades: Sector Analysis of Sustainability Opportunities*”  
Marcia Bouchard, University of Maryland University College
- Discussant: George Lowry, Randolph-Macon College

**Tuesday, March 24, 2009**

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

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

- Session A  
(Copper) Chair: R. Clifton Poole, The Citadel
- “*Support for Executive Females: Is There Enough?*”  
Albert Smith, Jr., Radford University  
Holly Cox, Radford University
- Discussant: Michele A. Govekar, Ohio Northern University
- “*Understanding the “V” in Diversity*”  
Debra Beazley, Rocky Mountain University of Health Professionals  
Sara Haines-Luplow, Troy University August Campus
- Discussant: Mitchell Crocker, Stephen F. Austin State University
- “*Sustainability in Education: Green in the Facilities, But not in the Classrooms*”  
Elmer Hall, Warner University  
Shawn Taylor, Warner University  
Christopher Zapalski, Warner Southern University  
Timothy Hall, Warner University
- Discussant: Gregory Black, Texas A&M University-Corpus Christi
- Session B  
(Studio 1) Chair: Jane Whitney Gibson, Nova Southeastern University
- “*Change, Resistance, and the Organizational Immune System*”  
Ann Gilley, Ferris State University  
Marisha Godek, Covidien Surgical Devices  
Jerry Gilley, Colorado State University
- Discussant: Ozgur Ekmekci, The George Washington University

□ *“The Benefit Packages of Workers in the Union Shop State of Michigan Versus the Open Shop State of Virginia: What is the Impact of these Packages on the Company?”*  
Laura Zapalski, Warner University  
Christopher Zapalski, Warner Southern University

Discussant: Sherrill Taylor, Texas Woman’s University

Session C Chair: Allen Frazier, Harding University

(Studio 2) □ *“CRM Implementation: Critical Success Factors”*  
Sam Nataraj, Morehead State University

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

□ *“Enhancing Healthcare Delivery by Improving Total Quality Management”*  
Jeffery Dallas, Bridgewater College

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

□ *“Domestic Hemp Cultivation for Ethanol Production and Agricultural Sustainability”*  
Isaac Riggins, Dominican University of California  
Paul Schneider, Dominican University of California

Discussant: Sam Nataraj, Morehead State University

Session D Chair: Desmond Colleran, SAM Board of Directors

(Studio 3) □ *“Corporate Social Responsibility: The Lynchpin of Sustainable Economic Development”*  
LeGene Quesenberry, Clarion University of Pennsylvania

Discussant: Bo Ouyang, Texas A&M University-Corpus Christi

□ *“Epistemological Analysis of Triadic Philosophies of Ethics of Clinical Pain and Suffering Management”*  
Kamal Dean Parhizgar, Texas A&M International University  
Fuzhan Parhizgar, Texas Tech Health Center

Discussant: Christina Lafferty, National Defense University

□ *“Large Firms and Small Firms: Job Quality, Innovation, and Economic Development”*  
Richard Judd, University of Illinois Springfield  
Ronald McNeil, University of Illinois Springfield

Discussant: Berkwood M. Farmer, Wright State University

Session E Chair: James E. Skibo, Texas Woman’s University

(Elko/Ely) □ *“The Infusion of Biotechnology Constructs into the School of Business Curriculum: A Mississippi Perspective”*  
Whitman Dowlen, University of Mississippi  
Fred Dorn, University of Mississippi

Discussant: Brian Elzweig, Texas A&M University-Corpus Christi

□ *“The Businessman in Science and Technology: The Case of Businessmen in the Software Sector of Jalisco”*  
Berta Ermila Madrigal Torres, Universidad de Guadalajara, CUCEA, México  
Jonathan Daniel Pérez Muñoz, Universidad de Guadalajara, CUCEA, México

Discussant: James Stewart, Merrimack College

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9:30 a.m. to 10:00 a.m. **Networking Break**  
(Tahoe/Reno)

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

- Session A  
(Copper) Chair: Thomas B. Wilson, SAM Board of Directors
- “*E-Employment? Career Building in an Electronic Age*”  
Susan Eisner, Ramapo College of New Jersey
- Discussant: Donna K. Peeples, Texas A&M University-Corpus Christi
- “*Sustainable Leader, Responsible Actions: A Call for Courage During a Crisis of Confidence*”  
L. Hyatt, University of La Verne  
June Schmieder-Ramirez, Pepperdine University  
Farzin Madjidi, Pepperdine University
- Discussant: Donna K. Peeples, Texas A&M University-Corpus Christi
- Session B  
(Studio 1) Chair: Gregory Black, Texas A&M University-Corpus Christi
- “*Better, Faster, Less Expensive: Seven Tactics to Reduce Cost and Improve Profitability in Uncertain Environments*”  
Thomas Box, Pittsburg State University  
Kent Byus, Texas A&M University-Corpus Christi
- Discussant: James Grinnell, Merrimack College
- “*Green Advertising Strategies: A Thematic Analysis of Firm Eco-Advertising*”  
Marcel Minutolo, Robert Morris University  
Ryan Bova, Robert Morris University
- Discussant: Fred Dorn, University of Mississippi
- Session C  
(Studio 2) Chair: Donald Deis, Texas A&M University-Corpus Christi
- “*Predicting Acceptance of Electronic Medical Records: Is the Technology Acceptance Model (TAM) Enough?*”  
Elaine Seeman, East Carolina University  
Shanan Gibson, East Carolina University
- Discussant: Donald Deis, Texas A&M University-Corpus Christi
- “*Wellness Programs: The Sustainable and Affordable Health Benefit for Small Business Employers*”  
Sherrill Taylor, Texas Woman’s University  
DeShaun Davis, Texas Woman’s University
- Discussant: Maryellen Kelly, Duquesne University
- Session D  
(Studio 3) Chair: James Neblett, Chapman University
- “*Neuro Leadership: Sustaining Research Relevance into the 21st Century*”  
Christina Lafferty, National Defense University  
Ken Alford, Brigham Young University
- Discussant: Anthony F. Buono, Bentley University
- “*Analyzing Values among Managers and Non-Managers for Sustainable Organizational Effectiveness*”  
Edward Murphy, Jr., Embry Riddle Aeronautical University  
Jane Whitney Gibson, Nova Southeastern University  
Regina Greenwood, Nova Southeastern University
- Discussant: Shelley Kirkpatrick, Management Concepts
- Session E  
Chair: William I. Sauser, Jr., Auburn University

- (Elko/Ely) □ *“Corporate Governance in a Developing Economy: Barriers, Opportunities, and Implications for Firms in Nigeria”*  
John Okpara, Bloomsburg University of Pennsylvania  
Jean Kabongo, Millersville University of Pennsylvania
- Discussant: Bo Ouyang, Texas A&M University-Corpus Christi
- *“Developing a More Appropriate Exchange Rate System for the Ethiopian Birr”*  
Admassu Bezabeh, Dominican University of California
- Discussant: William I. Sauser, Jr., Auburn University
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11:05 a.m. to 12:05 p.m. **Concurrent Sessions**

- Session A Chair: Ronald D. McNeil, University of Illinois at Springfield
- (Copper) □ *“Current Issues in Managing Business Schools”*  
Moustafa H. Abdelsamad, Texas A&M University-Corpus Christi  
Luís María R. Calingo, Dominican University of California  
Berkwood M. Farmer, Wright State University  
Paula Ann Hughes, Texas Woman’s University
- Session B Chair: Thomas Box, Pittsburg State University
- (Studio 1) □ *“The Leadership Compass: Finding Directions for Emerging Leaders”*  
Susan Elkins, Tennessee Technological University  
Robert Bell, Tennessee Technological University  
Brad Gray, Peabody Global Group
- Discussant: Ozgur Ekmekci, The George Washington University
- *“Sustainability across the Curriculum Pedagogical Approaches within an AACSB Institution”*  
Maryellen Kelly, Duquesne University
- Discussant: Thomas Box, Pittsburg State University
- Session C Chair: Bo Ouyang, Texas A&M University-Corpus Christi
- (Studio 2) □ *“Sustaining Market Position Under Conditions of Risk: Trade Promotion Spend After the 2008 Market Collapse”*  
James E. Skibo, Texas Woman’s University
- Discussant: David Flannery, Bryant & Stratton College
- *“Ethics and the Accounting Profession: An Exploratory Study of Sarbanes Oxley Act of 2002 and Accounting”*  
Nicholas Koumbiadis, Briarcliffe College  
Grace Conway, Adelphi University
- Discussant: James E. Skibo, Texas Woman’s University
- Session D Chair: Margaret Lucero, Texas A&M University-Corpus Christi
- (Studio 3) □ *“Developing a Sustainability Initiative Utilizing a Continuous Improvement Process and Outcomes-Based Assessments in a University”*  
Darlene Gambill Motley, Robert Morris University  
Lois Bryan, Robert Morris University  
Mark Eschenfelder, Robert Morris University  
Gayle Marco, Robert Morris University  
Kurt Schimmel, Robert Morris University
- Discussant: Peter C. Olden, University of Scranton

□ *“Sustainability and Ethics”*  
Kenneth Bonus, Clarion University of Pennsylvania

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

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

(Elko/Ely) □ *“Offsetting the Cost of Tertiary Education for the Cohort of 2024: An Alternative Financing Model”*  
Eric Mattson Gamble, University of North Carolina Charlotte

Discussant: Jiaqin Yang, Georgia College & State University

□ *“Engaging Undergraduate Business Students in Experiential Learning through a Required Term Project in Operations Management Course”*

Rui Kang, Georgia College & State University  
Jiaqin Yang, Georgia College & State University  
Leo Cheng, Georgia College & State University

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

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

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

Session A Chair: Susan Eisner, Ramapo College of New Jersey

(Copper) □ *“Fourth Generation Wireless Communication: The Reality Beyond 3G”*  
Amir M. Hormozi, Texas A&M University-Corpus Christi

Discussant: Brad Lafferty, Consultant

□ *“Complexity, Culture, and the Virtual Project Manager”*

Robert Gordon, DeVry University  
Wanda Curlee, North Central University

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

□ *“How Do Cultural and Technological Factors in India Contribute to Sustainable IT Innovation?”*  
Paul Marek, University of St. Thomas

Discussant: Xinhua Wittmann, University of Zurich, Switzerland

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

(Studio 1) □ *“Entrepreneurs on Entrepreneurship: A Research Structure Based on 12 Practitioner Case Studies”*  
John ‘Jack’ Zimmerman, University of Southern Nevada

Discussant: Valrie Chambers, Texas A&M University-Corpus Christi

□ *“Promoting Environmental Sustainability Through Business Education and Outreach”*

Luís María R. Calingo, Dominican University of California  
John Stayton, Dominican University of California

Session C Chair: James E. Skibo, Texas Woman’s University

(Studio 2) □ *“A Cultural Analysis: Managing a Multi-Cultural Environment within One Building”*  
Melissa Wenger, Robert Morris University

Discussant: Margaret Lucero, Texas A&M University-Corpus Christi

□ *“Making Social Networking Work for You”*  
Timothy White, Ohio Northern University

Discussant: Sara Bliss Kiser, Judson College

□ *“Accountability: The Buck Stops Here”*  
Ben Tran, Alliant International University

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

Session D Chair: Joseph D. Barnes, University of Illinois Foundation

(Studio 3) □ *“Borrowing Practices of College Students and Parallel Knowledge on Debt Management”*  
Chad Smith, Clarion University of Pennsylvania  
Gustavo Barboza, Clarion University of Pennsylvania

Discussant: Jiaqin Yang, Georgia College & State University

□ *“Recent Trend and Development E-Banking in a Developing Nation: A Case Study”*  
Kh Tanveer Ahmed, Georgia College & State University  
Jiaqin Yang, Georgia College & State University

Discussant: Behnaz Z. Quigley, Marymount University

□ *“A Radical Solution to California’s Budget Crisis: Renewable Energy Markets”*  
Caroline Hawkins, Dominican University of California

Discussant: Louis Chin, Bentley University

Session E Workshop (Students are Encouraged to attend this Session)

(Elko/Ely) □ *“National Recruiting and Selection Trends”*  
Malcolm Coco, Abilene Christian University

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2:35 p.m. to 3:00 p.m. **Networking Break**  
(Tahoe/Reno)

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

Session A Chair: Valrie Chambers, Texas A&M University-Corpus Christi

(Copper) □ *“Leading Social Change: Social Entrepreneurs”*  
Lani Fraizer, Pepperdine University

Discussant: Susan Eisner, Ramapo College of New Jersey

□ *“Strategies for Implementing Sustainability: Five Leadership Challenges”*  
Derek Crews, Texas Woman’s University

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

Session B Chair: Cliff Doubek, SAM Board of Directors

(Studio 1) □ *“Consumer Perception in Shoe Buying Decision Process: Case Younger People in Guadalajara”*  
José Sánchez-Gutiérrez, Universidad de Guadalajara, CUCEA, México  
Silvio Genaro Hernandez-Coton, Universidad de Guadalajara, CUCEA, México  
Karla Marysol Garcia Delgado, Universidad de Guadalajara, CUCEA, México

Discussant: Karen Middleton, Texas A&M University-Corpus Christi

□ *“Organizational Politics, Commitment, and Their Relationship with Knowledge Management”*

Edgar Rogelio Ramirez Solis, Universidad de Guadalajara, CUCEA, México  
Verónica Ilian Baños Monroy, Universidad de Guadalajara, CUCEA, México

Discussant: Christopher Zapalski, Warner Southern University

Session C Chair: Kent Byus, Texas A&M University-Corpus Christi

(Studio 2) □ *“The ‘Peter Principle’ is Alive and Well”*

Behnaz Z. Quigley, Marymount University

Discussant: Thomas Box, Pittsburg State University

□ *“Sustainability”*

Kyle Ackerman, Keene State College

Discussant: Behnaz Z. Quigley, Marymount University

Session E Student Session:  
(Elko/Ely) Sara Bliss Kiser, Judson College

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

**Concurrent Sessions**

Session A Chair: Susan Eisner, Ramapo College of New Jersey

(Copper) □ *“The Boomers are Leaving: A Study of the Tangible and Intangible Costs on Organizations of Mass Retirements”*

Paula Ann Hughes, Texas Woman’s University

David Gordon, Texas Woman’s University

James E. Skibo, Texas Woman’s University

Discussant: Jane Whitney Gibson, Nova Southeastern University

□ *“A Metropolitan University’s Business School Relocation: A Strategy for Sustainability”*

John Stockwell, University of South Carolina Upstate

Darrell Parker, University of South Carolina Upstate

Discussant: James E. Skibo, Texas Woman’s University

Session B Chair: Joseph D. Barnes, University of Illinois Foundation

(Studio 1) □ *“A Baltimore City Approach to Business Viability and Sustainability by Affecting a Green Business Strategy to Promote New Business Ventures”*

James R. Calvin, The Johns Hopkins University

Discussant: David Flannery, Bryant & Stratton College

□ *“A Framework for Remanufacturing Industries”*

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

Discussant: Brad Lafferty, Consultant

Session D Conference Critique  
(Goldfield/Tonopah) Moustafa H. Abdelsamad, SAM International President & CEO, Texas A&M University-Corpus Christi

Session E Student Session and Elections of Student Members to SAM Board of Directors  
(Elko/Ely) Sara Bliss Kiser, Judson College, SAM VP

6:30 p.m. to 9:30 p.m.    **Awards Banquet**

(Tahoe/Reno)

▣ **Introductions**

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

▣ **“Managing in Turbulent Times”**

Mike J. Shaw, President and Owner, Mike Shaw Automotive Group, Colorado, Texas, Utah

▣ **Campus Awards**

Moustafa H. Abdelsamad, SAM International President & CEO  
Sara Bliss Kiser, Judson College, SAM VP

- **Announcing SAM Student Board Members for 2009/2010**
- **Campus Chapter Performance Awards**

▣ **Recognizing Student Case Competition Winners**

Moustafa H. Abdelsamad, SAM International President & CEO  
James Stewart, Merrimack College, SAM VP

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