

**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

2008 - 2009 OFFICERS

Executive Committee:

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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 Suhk 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-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

Global Impact of Gramm-Leach-Bliley Act: Evidence from Insurance Industries of Developed Countries.

M. Kabir Hassan, University of New Orleans
Abdullah Mamun, University of Saskatchewan, Canada

**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

**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

**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

**February 26, 2009
(Thursday)**

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

Room 21

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

1:30 p.m. – 3:00 p.m.

Room 19

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 Sagafi-nejad, Texas A&M International University

**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

**February 26, 2009
(Thursday)**

1:30 p.m. - 3:00 p.m.

Room 21

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

The Globalization Phenomenon Has Had Its Toll On National Institutions of Higher Education in Lebanon: Academic Objectives Must Be Revised To Get "In-The Nationalization."

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

3:00 p.m. – 3:30 p.m.

Ballroom C

FBD Coffee Break

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**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

**February 26, 2009
(Thursday)**

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

Room 19

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

Linkages among Stock Markets of China, India, Japan and the U.S.A.: Evidence from Daily Data (June, 1998-March, 2008)

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

3:30 p.m. – 5:00 p.m.

Room 21

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

**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

**February 26, 2009
(Thursday)**

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)

**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

**February 27, 2009
(Friday)**

8:30 a.m. – 10:00 a.m.

Room 19

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

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

Room 20

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

**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

**February 27, 2009
(Friday)**

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

Native American

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

Why Should Stock Price and Trading Volume of Syariah-Approved Stocks React? A Conceptual Overview

Junaina Muhammad, University Putra Malaysia

Carl B. McGowan, Jr., Norfolk State University

Financial Liberalization/Reform and Economic Growth: Cross-Country Evidence from Selected Southeast Asian Economies.

Syed Ahmed, Cameron University

Abduhamid Sukar, Cameron University

Saleheen Khan, Minnesota State University

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

Ballroom C

FBD Coffee Break

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**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

**February 27, 2009
(Friday)**

10:30 a.m. – 12:00 p.m.	Room 19
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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 Comparison 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

10:30 a.m. – 12:00 p.m.	Room 20
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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

**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

**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

Business Group Performance and Economic Welfare in Emerging Economies: An Exploratory Study.

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

**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

**February 27, 2009
(Friday)**

1:30 p.m. - 3:00 p.m.

Room 19

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

Palanisamy Ganesa, VIT Business School, VIT University, Vellore, India

Etienne Musonera, Mercer University

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

1:30 p.m. – 3:00 p.m.

Room 20

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

**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

**February 27, 2009
(Friday)**

1:30 p.m. - 3:00 p.m.

Room 12

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.

Ballroom C

FBD Coffee Break

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**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

**February 27, 2009
(Friday)**

3:30 p.m. – 5:00 p.m.

Room 19

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

3:30 p.m. – 5:00 p.m.

Room 20

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

**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

**February 27, 2009
(Friday)**

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

Native American

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

5:15 p.m. – 6:15 p.m.

Room 19

AIB SOUTHWEST ANNUAL BUSINESS MEETING

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

All members are invited

Notes:

**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

**February 28, 2009
(Saturday)**

8:30 a.m. – 10:00 a.m.

Room 20

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 Yuyenyongwatana, 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

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**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

**February 28, 2009
(Saturday)**

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

Room 21

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

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**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

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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

**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

10:00 a.m. – 10:30 a.m.

Ballroom C

FBD Coffee Break

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12:30 a.m. – 1:15

Ballroom D

SESSION A: AAA Commons: A Community Supporting Teaching & Research

Presenter: Julie Smith David [CHECK NAME]

1:30 p.m. – 3:00 p.m.

Room 16

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

**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

1:30 p.m. – 3:00 p.m.

Room 17

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

1:30 p.m. – 3:00 p.m.

Room 18

SESSION C: XBRL

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

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.

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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)

**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

8:30 a.m. – 10:00 a.m.

Room 16

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

8:30 a.m. – 10:00 a.m.

Room 17

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

**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

8:30 a.m. – 10:00 a.m.

Room 18

SESSION C: Building Partnerships Between Academics and Practitioners

Moderator: **Katherine P. Terrell**, University of Central Oklahoma

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

10:00 a.m. – 10:30 a.m.

Ballroom C

FBD Coffee Break

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10:30 a.m. – Noon

Room 16

SESSION A Students: Customers, Characteristics & Participation

Session Chair: **Edward R. Walker**, University of Central Oklahoma

Discussant: **Ralph B. Fritzsich**, 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

**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

10:30 a.m. – Noon

Room 17

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

10:30 a.m. – Noon

Room 18

SESSION C Accounting Curricula and Digital Forensics

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

Noon. - 1:30 p.m.

Ballroom B

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

**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

1:30 p.m. – 3:00 p.m.

Room 16

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

1:30 p.m. – 3:00 p.m.

Room 17

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

**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

1:30 p.m. - 3:00 p.m.

Room 18

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.

Ballroom C

FBD Coffee Break

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

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Drawing for an I-Pod.

Must be present to win.

3:30 p.m. – 5:00 p.m.

Room 16

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

**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

3:30 p.m. – 5:00 p.m.

Room 17

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

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

Room 18

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

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**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

**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

**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

February 28, 2009 (Saturday)

10:30 a.m. - Noon	Room 16
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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
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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. Altizer, University of Central Oklahoma

Katherine 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
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SESSION C: How to Make Auditing Class Exciting – Audit Skits

Workshop Leader: **Gail Kaciuba**, St. Mary's University

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

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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

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**February 26, 2009
(Thursday)**

8:30 a.m. – 10:00 a.m.

Room 8

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

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**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

\ 'Stuck-in-a-Rut\ ' 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

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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)

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**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**February 27, 2009
(Friday)**

8:30 a.m. – 10:00 a.m.

Room 8

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

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**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**February 27, 2009
(Friday)**

10:30 a.m. – 12:00 p.m.

Room 8

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 Wardrobe, 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

1:30 p.m. – 3:00 p.m.

Room 8

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

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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 Wardrobe**, 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

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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

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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

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

February 26, 2009
(Thursday)

1:30 p.m. – 3:00 p.m.

Room 14

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 Oswald, 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.

Ballroom C

FBD Coffee Break

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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)

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

February 27, 2009
(Friday)

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

Room 14

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

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.

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

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

February 27, 2009
(Friday)

10:30 a.m. – 12:00 p.m.

Room 14

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

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.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

Association of Collegiate Marketing Educators Officers

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

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

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Secretary: Sharon Thach, Tennessee State University

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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

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

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

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

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

Pinar Yalcin Balcik, 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)

8:30 a.m. – 10:00 a.m.

Grand Avenue

SESSION A Marketing Education

Session Chair: **Dennis Bristow**, St. Cloud State University

Want To Reach Your College Students? You Need To Change Your Teaching Style

Jana R. Minifie, Texas State University

William Wardrope, University of Central Oklahoma

Bill Middlebrook, Texas State University

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

Dennis Bristow, St. Cloud State University

Rajesh Gulati, St. Cloud State University

Kenneth Schneider, St. Cloud State University

8:30 a.m. – 10:00 a.m.

Biltmore

SESSION B WORKSHOP: Assessment and the Assurance of Learning Outcomes

Workshop Chair **Nancy D. Albers-Miller**, Berry College

Trainers **Nancy D. Albers-Miller**, Berry College
 Linda A Hayes, University of Houston – Victoria

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

Egbert

SESSION A: WORKSHOP: Experiential Activities for Teaching Promotion, Ethics and Sales

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

Trainers **Patrick D. “Pat” Fountain**, East Central University
 Charlie C. Jones, East Central University
 Thomas W. Lanis, East Central University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**February 26, 2009
(Thursday)**

10:30 a.m. – Noon

Grand Avenue

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

Pinar Yalcin Balci, Hacettepe University

10:30 a.m. – Noon

Biltmore

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 Khiewnavawongsa, 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

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

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.

Grand Avenue

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

3:30 p.m. – 5:00 p.m.

Biltmore

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!

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**February 27, 2009
(Friday)**

7:30 a.m. – 8:30 a.m.

Ballroom E

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.

8:30 a.m. – 10:00 a.m.

Grand Avenue

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

8:30 a.m. – 10:00 a.m.

Biltmore

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.



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**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**February 27, 2009
(Friday)**

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.

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***Drawings for a complimentary FBD 2010 & FBD 2011 registration fee only and an I-Pod
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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 be charged \$50
(payable to Association of Collegiate Marketing Educators).**

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**February 27, 2009
(Friday)**

1:30 p.m. – 3:00 p.m.

Grand Avenue

SESSION A Logistics and Supply Chain Management

Session Chair: TBD

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

1:30 p.m. – 3:00 p.m.

Biltmore

**SESSION B 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

The American Terrorist Dream: U.S. Distribution and Homeland Security
Jen Frasier, Purdue University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**February 27, 2009
(Friday)**

1:30 p.m. – 3:00 p.m.

Egbert

**SESSION C
WORKSHOP Simulations for Marketing and Business**

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

TRAINER Tony Naidu, Interpretive Simulations

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.
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Drawing for an I-Pod.

Must be present to win.

3:30 p.m. – 5:00 p.m.

Grand Avenue

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

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**February 27, 2009
(Friday)**

3:30 p.m. – 5:00 p.m.

Biltmore

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

Vecinramuthu 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

3:30 p.m. – 5:00 p.m.

Egbert

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.



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**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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

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SOUTHWEST REGION**

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E-commerce:	Adnan Omar , Southern University of New Orleans
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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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

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!

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

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

Presented Friday, February 27, 2009 at 8:30 a.m.

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

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 ESCARFULLET, 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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 25, 2009
(Wednesday)**

8:00 a.m. – 12:00 noon.

Kingcade

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.

1:00 p.m. – 5:00 p.m.

Kingcade

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!

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

7:30 a.m. – 8:30 a.m. **Breakfast Meeting**

Ballroom B

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.

Kingcade

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 Wipawayangkool, 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

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**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

8:30 a.m. – 10:00 a.m.

Huckins

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

8:30 a.m. – 10:00 a.m.

Lee

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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

8:30 a.m. – 10:00 a.m.

Threadgill

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

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.***

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

10:30 a.m. – Noon

Kingcade

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

10:30 a.m. – Noon

Huckins

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 Gupte, 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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

10:30 a.m. – Noon

Lee

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

10:30 a.m. – Noon

hreadgill

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?

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

1:30 p.m. – 3:00 p.m.

Kingcade

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

1:30 p.m. – 3:00 p.m.

Huckins

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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

1:30 p.m. – 3:00 p.m.

Lee

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

Md. Arifur Rahman, University of Western Sydney

M. Kabir Hassan, University of New Orleans

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

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

1:30 p.m. – 3:00 p.m.

Threadgill

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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**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.

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***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.

Kingcade

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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

3:30 p.m. – 5:00 p.m.

Huckins

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

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

Lee

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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

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

Threadgill

SESSION D RESEARCH PEDAGOGY AND ENTREPRENEURSHIP

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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

5:00 p.m. – 6:30 p.m.

Ballroom D

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

8:30 p.m.

Ballroom D

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**

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)

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

8:30 a.m. – 10:00 a.m.

Kingcade

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

8:30 a.m. – 10:00 a.m.

Huckins

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

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

February 27, 2009
(Friday)

8:30 a.m. – 10:00 a.m.

Lee

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

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**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

8:30 a.m. – 10:00 a.m.

Threadgill

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

Summer 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

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**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

10:30 a.m. – Noon

Kingcade

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

10:30 a.m. – Noon

Huckins

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

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

February 27, 2009
(Friday)

10:30 a.m. – Noon

Lee

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

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**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

10:30 a.m. – Noon

Threadgill

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*”

Panelists: **David Chou**, *International Journal of Information Systems and Change Management*

Chang-tseh Hsieh, *International Journal of Information Intercultural Management*

Binshan Lin, *Industrial Management & Data Systems*

Lou Pelton, *Journal of Marketing Channels*

June Wei, *Electronic Government: An International Journal*

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

1:30 p.m. – 3:00 p.m.

Huckins

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

1:30 p.m. – 3:00 p.m.

Lee

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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

February 27, 2009 (Friday)

1:30 p.m. – 3:00 p.m.

Threadgill

SESSION D OPERATION AND SUPPLY CHAIN MANAGEMENT – II

Session Chair: **Pamela J. Zellbst**, Sam Houston State University

Supply Chain Linkages: Power, Benefits, and Risk Reduction

Pamela J. Zellbst, 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

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.

Kingcade

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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

3:30 p.m. – 5:00 p.m.

Huckins

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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 28, 2009
(Saturday)**

8:30 a.m. – 10:00 a.m.

Kingcade

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

8:30 a.m. – 10:00 a.m.

Egbert

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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 28, 2009
(Saturday)**

8:30 a.m. – 10:00 a.m.

Lee

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.

10:15 a.m. – 11:45 a.m.

Kingcade

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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 28, 2009
(Saturday)**

10:15 a.m. – 11:45 a.m.

Egbert

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

10:15 a.m. – 11:45 a.m.

Lee

SESSION C UNDERGRADUATE STUDENT PAPERS

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

Development of a Mobile Tax System with Usability Features
Krystle Escarfullet, 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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

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
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Secretary	Pamela Zelbst, Sam Houston State University
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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 Carraher, Cameron University

Lisa Mainiero, Fairfield University

Recipient of the 2009 Cengage Outstanding Educator Award

Peter Sorensen, Benedictine University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

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-Kerneke, 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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 25, 2009
(Wednesday)**

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!

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 25, 2009
(Wednesday)**

3:30 – 5:00 p.m.

Room 1

TRACK TITLE Entrepreneurship and Small Business

**INTRODUCTION
TO TRACK 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

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 25, 2009
(Wednesday)**

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 Wardrobe, 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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 25, 2009
(Wednesday)**

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.



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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**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

High Performance Work Practices and Knowledge Transfer within US Multinational Corporations: The Moderating Effects of Host Countries' Institutional and Cultural Environments

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

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 26, 2009
(Thursday)**

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

Discussant: **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)

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books and newest education technologies.



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continued support!

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 26, 2009
(Thursday)**

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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 26, 2009
(Thursday)**

10:30 a.m. – Noon

Room 11

TRACK TITLE All Academy

SESSION C: Overcoming the Obstacles to Publishing

PRESENTER Jo Ann Duffy, Sam Houston State University

10:30 a.m. – Noon

Room 12

TRACK TITLE All Academy

**SESSION D: Build it and they Will Come: How to Create a 1,000-Member Business
Network on a Volunteer Budget**

PRESENTER Larry Musslewhite, Employer Council, Workforce Oklahoma
Vickie Karns, Program Manager, Center for Executive and Professional
Development, Oklahoma State University
Lee Tyner, University of Central Oklahoma

12:00 p.m. – 1:30 p.m.

Lunch Break

1:30 p.m. – 3:00 p.m.

Ballroom B

TRACK TITLE ALL ACADEMY--Invited Session

SESSION A: Crisis Management: Waco

PRESENTER Bob Ricks, Chief of Police in Edmond, Oklahoma, FBI Assistant
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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**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 9

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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 26, 2009
(Thursday)**

3:30 p.m. – 5:00 p.m.

Room 11

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
Universidad de Guadalajara; University of California Berkeley

3:30 p.m. – 5:00 p.m.

Room 12

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 Carraher, Cameron University
Janie Gregg, University of West Alabama

3:30 p.m. – 5:00 p.m.

Ballroom E

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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 26, 2009
(Thursday)**

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)

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 27, 2009
(Friday)**

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 Weinzimmer, Bradley University

Eric J. Michel, Bradley University

Jennifer L. Franczak, Bradley University

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books and newest education technologies.



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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 27, 2009
(Friday)**

8:30 a.m. – 10:00 a.m.

Room 10

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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 27, 2009
(Friday)**

8:30 a.m. – 10:00 a.m.

Room 11

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

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**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-Kerneck**, 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.***

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**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

A Study of Original Equipment Manufacturer Outsourcing in China: A Transaction Cost Economics and Resource Dependence Theory Perspective

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

PRESENTER **Victor Sower**, Sam Houston State University

PRESENTER **Kathy Utecht**, Sam Houston State University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 27, 2009
(Friday)**

10:30 a.m. – Noon

Room 11

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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**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 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

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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 27, 2009
(Friday)**

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
(SWAM)**

**February 28, 2009
(Saturday)**

8:30 a.m. – 5:00 p.m.

Room 19

SOUTHWEST ACADEMY OF MANAGEMENT DOCTORAL CONSORTIUM

Presiding: Darla Domke-Damonte, Coastal Carolina University

**2009 Southwest Academy of Management
Doctoral Consortium
Preliminary Schedule**

8:30am – 9:00am

Coffee and Refreshments

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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 28, 2009
(Saturday)**

8:30 a.m. – 5:00 p.m.	Room 1
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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 Barger-Johnson, University of Central Oklahoma

8:30 a.m. – 10:00 a.m.	Room 2
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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
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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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 28, 2009
(Saturday)**

10:30 a.m. – Noon

Room 1

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 Business 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

10:30 a.m. – Noon

Room 2

**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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 28, 2009
(Saturday)**

10:30 a.m. – Noon

Room 4

TRACK TITLE Technology, Innovation and Operations Management

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

10:30 a.m. – Noon

Room 5

TRACK TITLE Faculty Learning and Innovation

SESSION E: **Copyright: What Every Professor Should Know**

PRESENTER **Jennifer Barger Johnson**, University of Central Oklahoma

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

2008/2009 SWCRA OFFICERS

SWCRA President: **Alex Sharland**, University of South Alabama

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2008/2009 SWCRA Track Chairs

Accounting/Finance

Kay Guess, St. Edward's University

Human Resource Management/Organizational Behavior/Ethics/Social Responsibility

Rodney Vandever, 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

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

February 25, 2009
(Wednesday)

1:30 p.m. – 3:00 p.m.

Room 20

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.

Room 20

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.



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SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

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

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*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, Tarlton State University

James R. McGhee, King College

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SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

February 26, 2009
(Thursday)

10:00 a.m. – 12:30 p.m.

Room 20

SESSION B: Human Resource Management/Organizational Behavior/Ethics/ Social Responsibility

Session Chair: **Rodney Vandev eer**, Purdue University

Ace Binding Company

Michael L. Menefee, Purdue University

Rodney C. Vandev eer, 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

**SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA**

**February 26, 2009
(Thursday)**

10:00 a.m. – 12:30 p.m.

Room 20

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

10:00 a.m. – 12:30 p.m.

Room 20

SESSION D Non-Profit Management/International Management

Session Chair: **Donald Grunewald**, Iona College

Help Hospitalized Veterans

Chad Muccino, Iona College

Donald Grunewald, Iona College

10:00 a.m. – 12:30 p.m.

Room 20

SESSION E Strategic Management/Business Policy

Session Chair: **Daniel Jennings**, Texas A & M University

ExxonMobil in 2008

Sue Andrews Cullers, Buena 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

**SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA**

**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.***

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

February 26, 2009
(Thursday)

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)

SOUTHWESTERN FINANCE ASSOCIATION

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**These individuals also served on the Best Paper Awards Subcommittee*

SOUTHWESTERN FINANCE ASSOCIATION

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

Day	Time	Event	Room
Thursday	12:00 p.m. - 1:30 p.m.	Doctoral Student Luncheon (for SWFA registered doctoral students)	Bricktown Brewery
Thursday	5:00 p.m. - 7:00 p.m.	Southwestern Finance Association Reception	Bricktown Brewery
Friday	7:00 a.m. - 9:00 a.m.	Southwestern Finance Association Board Meeting	Hotel
Friday	12:00 p.m. – 1:30 p.m.	Southwestern Finance Association Luncheon and Business Meeting	Hotel

**SOUTHWESTERN FINANCE
ASSOCIATION**

**February 26, 2009
(Thursday)**

8:30 a.m. – 10:00 a.m.

Room 1

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

8:30 a.m. – 10:00 a.m.

Room 2

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

SOUTHWESTERN FINANCE
ASSOCIATION

February 26, 2009
(Thursday)

Room 3

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

Room 4

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

**SOUTHWESTERN FINANCE
ASSOCIATION**

**February 26, 2009
(Thursday)**

8:30 a.m. – 10:00 a.m.

Room 7

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 Sabiwalsky, 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.***

**SOUTHWESTERN FINANCE
ASSOCIATION**

**February 26, 2009
(Thursday)**

10:30 a.m. – Noon

Room 1

SESSION A CANCELLED

10:30 a.m. – Noon

Room 2

SESSION B CEO Compensation

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

**SOUTHWESTERN FINANCE
ASSOCIATION**

**February 26, 2009
(Thursday)**

10:30 a.m. – Noon

Room 3

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

10:30 a.m. – Noon

Room 4

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

**SOUTHWESTERN FINANCE
ASSOCIATION**

**February 26, 2009
(Thursday)**

10:30 a.m. – Noon

Room 5

SESSION E Aspects of Market Microstructure

Session Chair: **Natalya Delcours**, 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

10:30 a.m. – Noon

Room 6

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

**SOUTHWESTERN FINANCE
ASSOCIATION**

**February 26, 2009
(Thursday)**

10:30 a.m. – Noon

Room 7

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

Noon – 1:15

Ph.D. Student Lunch

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.

1:30 p.m. – 3:00 p.m.

Room 1

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

**SOUTHWESTERN FINANCE
ASSOCIATION**

**February 26, 2009
(Thursday)**

1:30 p.m. – 3:00 p.m.

Room 2

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

IPO Waves, Product Market Competition, and the Going Public Decision: Theory and Evidence
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

1:30 p.m. – 3:00 p.m.

Room 3

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

SOUTHWESTERN FINANCE
ASSOCIATION

February 26, 2009
(Thursday)

Room 4

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 Ueber, Goethe University – Frankfurt

Room 5

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

**SOUTHWESTERN FINANCE
ASSOCIATION**

**February 26, 2009
(Thursday)**

1:30 p.m. – 3:00 p.m.

Room 6

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

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

**SOUTHWESTERN FINANCE
ASSOCIATION**

**February 26, 2009
(Thursday)**

3:30 p.m. – 5:00 p.m.

Room 1

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.

3:30 p.m. – 5:00 p.m.

Room 2

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 Delcours, University of St. Thomas

The Effect of Accrued Capital Gains on Ex-Dividend Day Pricing

Jeff Whitworth, University of Houston - Clear Lake

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**February 26, 2009
(Thursday)**

3:30 p.m. – 5:00 p.m.

Room 3

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

3:30 p.m. – 5:00 p.m.

Room 4

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
Nickoalaos G. Travlos, ALBA Business School

High-tech Mergers During the Stock Market Bubble
Nilanjan Basu, Concordia University
Haibo Jiang, Concordia University
Reena Kamath, Independent

**SOUTHWESTERN FINANCE
ASSOCIATION**

**February 26, 2009
(Thursday)**

3:30 p.m. – 5:00 p.m.

Room 5

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

3:30 p.m. – 5:00 p.m.

Room 6

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)

SOUTHWESTERN FINANCE ASSOCIATION

**February 27, 2009
(Friday)**

7:00 a.m. – 9:00 a.m.

Ballroom B

SWFA Board Meeting and Breakfast

8:30 a.m. – 10:00 a.m.

Room 1

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

8:30 a.m. – 10:00 a.m.

Room 2

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

**SOUTHWESTERN FINANCE
ASSOCIATION**

**February 27, 2009
(Friday)**

8:30 a.m. – 10:00 a.m.

Room 3

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

8:30 a.m. – 10:00 a.m.

Room 4

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

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**SOUTHWESTERN FINANCE
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February 27, 2009
(Friday)

8:30 a.m. – 10:00 a.m.

Room 5

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

8:30 a.m. – 10:00 a.m.

Room 6

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

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books and newest education technologies.



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**SOUTHWESTERN FINANCE
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**February 27, 2009
(Friday)**

8:30 a.m. – 10:00 a.m.

Room 7

SESSION G International Bank Issues

Session Chair: **Chenchu Bathala**, Cleveland State University
Discussants: **Perihan Iren**, Cleveland State University
 Uwe-Wilhelem 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

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***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

Panelists: **Jayant Kale**, *Journal of Financial Research*, Georgia State University
 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.

**SOUTHWESTERN FINANCE
ASSOCIATION**

**February 27, 2009
(Friday)**

10:30 a.m. – Noon

Room 2

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

10:30 a.m. – Noon

Room 3

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

**SOUTHWESTERN FINANCE
ASSOCIATION**

**February 27, 2009
(Friday)**

10:30 a.m. – Noon

Room 4

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

10:30 a.m. – Noon

Room 5

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

**SOUTHWESTERN FINANCE
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**February 27, 2009
(Friday)**

10:30 a.m. – Noon

Room 6

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

10:30 a.m. – Noon

Room 7

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 Delcours, 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 Delcours, 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

**SOUTHWESTERN FINANCE
ASSOCIATION**

**February 27, 2009
(Friday)**

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

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**February 27, 2009
(Friday)**

1:45 p.m. – 3:15 p.m.

Room 2

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

1:45 p.m. – 3:15 p.m.

Room 3

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

**SOUTHWESTERN FINANCE
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**February 27, 2009
(Friday)**

1:45 p.m. – 3:15 p.m.

Room 4

SESSION D Close-Ended and Exchange Traded Funds

Session Chair: **Natalya Delcours**, 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 Kittiakaraskun, 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

1:45 p.m. – 3:15 p.m.

Room 5

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

**SOUTHWESTERN FINANCE
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**February 27, 2009
(Friday)**

1:45 p.m. – 3:15 p.m.

Room 6

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

1:45 p.m. – 3:15 p.m.

Room 7

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

**SOUTHWESTERN FINANCE
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**February 27, 2009
(Friday)**

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

Ballroom C

FBD Coffee Break

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Drawing for an I-Pod.

Must be present to win.

3:45 p.m. – 5:15 p.m.

Room 1

SESSION A Applications of Eventus

PRESENTER: **Arnie Cowan**, Iowa State University

Eventus software to conduct event studies will be presented.

3:45 p.m. – 5:15 p.m.

Room 2

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

**SOUTHWESTERN FINANCE
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**February 27, 2009
(Friday)**

3:45 p.m. – 5:15 p.m.

Room 3

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
 Goerge Ogum, LaSierra Univrsity

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, LaSierra 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

**SOUTHWESTERN FINANCE
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**February 27, 2009
(Friday)**

3:45 p.m. – 5:15 p.m.

Room 5

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

3:45 p.m. – 5:15 p.m.

Room 6

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

**SOUTHWESTERN FINANCE
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**February 27, 2009
(Friday)**

3:45 p.m. – 5:15 p.m.

Room 7

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

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**February 28, 2009
(Saturday)**

8:30 a.m. – 10:00 a.m.

Room 10

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

**SOUTHWESTERN FINANCE
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**February 28, 2009
(Saturday)**

8:30 a.m. – 10:00 a.m.

Room 11

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

8:30 a.m. – 10:00 a.m.

Room 8

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

**SOUTHWESTERN FINANCE
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**February 28, 2009
(Saturday)**

10:30 a.m. – Noon

Room 8

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

10:30 a.m. – Noon

Room 9

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

SOUTHWESTERN FINANCE
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February 28, 2009
(Saturday)

10:30 a.m. – Noon	Room 10
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Room 10

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

10:30 a.m. – Noon	Room 11
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Room 11

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 Carraher, Cameron University
Bernadette Lonzanida, Cameron University

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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

**SOUTHWESTERN FINANCE
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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

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Sustainable Development: Model and Test

Joshua J. Lewer, Bradley University

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Gulf Monetary Union and Regional Integration

M. Kabir Hassan, University of New Orleans

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**SOUTHWESTERN SOCIETY
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**February 26, 2009
(Thursday)**

8:30 a.m. – 10:00 a.m.

Native American

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

8:30 a.m. – 10:00 a.m.

Room 15

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

**SOUTHWESTERN SOCIETY
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**February 26, 2009
(Thursday)**

10:00 a.m. – 10:30 a.m.

Ballroom C

FBD Coffee Break

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10:30 a.m. – Noon

Native American

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

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**February 26, 2009
(Thursday)**

10:30 a.m. – Noon

Room 15

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

1:30 p.m. – 3:00 p.m.

Native American

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

**SOUTHWESTERN SOCIETY
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**February 26, 2009
(Thursday)**

1:30 p.m. – 3:00 p.m.

Room 15

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
Apatsanee (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

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**February 26, 2009
(Thursday)**

3:30 p.m. – 5:00 p.m.

Native American

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
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**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

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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

**SOUTHWESTERN SOCIETY
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**February 27, 2009
(Friday)**

10:30 a.m. – Noon

Ballroom A

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

1:30 p.m. – 3:00 p.m.

Native American

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, II, 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

**SOUTHWESTERN SOCIETY
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**February 27, 2009
(Friday)**

3:00 p.m. – 3:30 p.m.

Ballroom C

FBD Coffee Break

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FBD HISTORY

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:

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Academy of International Business.....	66	80	53	61	72	76	67
American Accounting Association.....	125	140	0	69	129	0	108
Association for Business Communication.....	54	57	58	50	36	45	43
Association of Business Information Systems	40	62	37	39	40	28	36
Association of Collegiate Marketing Educators	98	85	79	87	67	77	100
Decision Sciences Institute	135	172	266	131	135	157	154
Industrial Distribution Educator's Association	-	-	18	4	3	8	-
Organizational Systems Research Association	-	-	-	38	20	21	-
Southwest Academy of Management.....	134	131	126	135	141	110	146
Southwest Case Research Association.....	43	36	27	45	36	24	34
Southwestern Finance Association.....	100	91	113	99	113	120	131
Southwestern Society of Economists	84	100	72	48	51	48	64
	963	1,054	849	806	843	714	883

FBD HISTORY

The officers for each of the annual meetings in FBD's history are as follows:

<u>Year</u>	<u>Location</u>	<u>Officers</u>
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

FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
1984	Hyatt Regency San Antonio, Texas	William T. Flannery, President Paul A. Dierks, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director
1985	Sheraton New Orleans, Louisiana	Paul A. Dierks, President Thomas W. Jones, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1986	Hyatt Regency Dallas, Texas	Thomas W. Jones, President Robert McGlashan, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1987	Hyatt Regency Houston, Texas	Robert McGlashan, President Peter M. Ginter, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1988	Hyatt Regency San Antonio, Texas	Peter M. Ginter, President Linda E. Swayne, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1989	Sheraton New Orleans, Louisiana	Linda E. Swayne, President Tom S. Sale, III, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1990	Hyatt Regency Dallas, Texas	Tom S. Sale, III, President David E. R. Gay, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1991	Hyatt Regency Houston, Texas	David E. R. Gay, Vice President W. Jack Lord, Jr., Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director

FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
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 Sam J. Bruno, Executive Director

FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
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

FBD HISTORY

Year	<u>Program</u>		<u>Placement</u>	
	Registrants	Participants	Positions	Applicants
1974	834	459		
1975	991	806	201	104
1976	1,153	876	231	85
1977	1,280	1,053	264	120
1978	1,445	1,063	396	156
1979	1,556	1,306	438	166
1980	1,731	1,166	461	167
1981	1,579	1,485	473	188
1982	1,763	1,584	464	196
1983	1,619	1,397	379	174
1984	1,839	1,666	385	171
1985	1,765	1,655	429	202
1986	1,778	1,272	351	239
1987	1,636	1,154	310	194
1988	1,727	1,296	394	189
1989	1,884	1,411	306	225
1990	2,076	1,431	269	246
1991	1,703	1,831	164	252
1992	2,164	2,256	121	248
1993	1,921	1,509	141	221
1994	1711	1348	105	234
1995	1,575	1,335	80	180
1996	1,815	1,562	105	190
1997	1,405	1,365	158	142
1998	1,449	1,233	179	110
1999	1,110	1,285	187	95
2000	1,349	1,340	215	92
2001	1,241	1,100	206	77
2002	963	782	71	51
2003	1054	888	76	44
2004	849	715	60	34
2005	806	662	55	28
2006	843	727	43	45
2007	714	647	17	28
2008	883	786	37	11

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!**

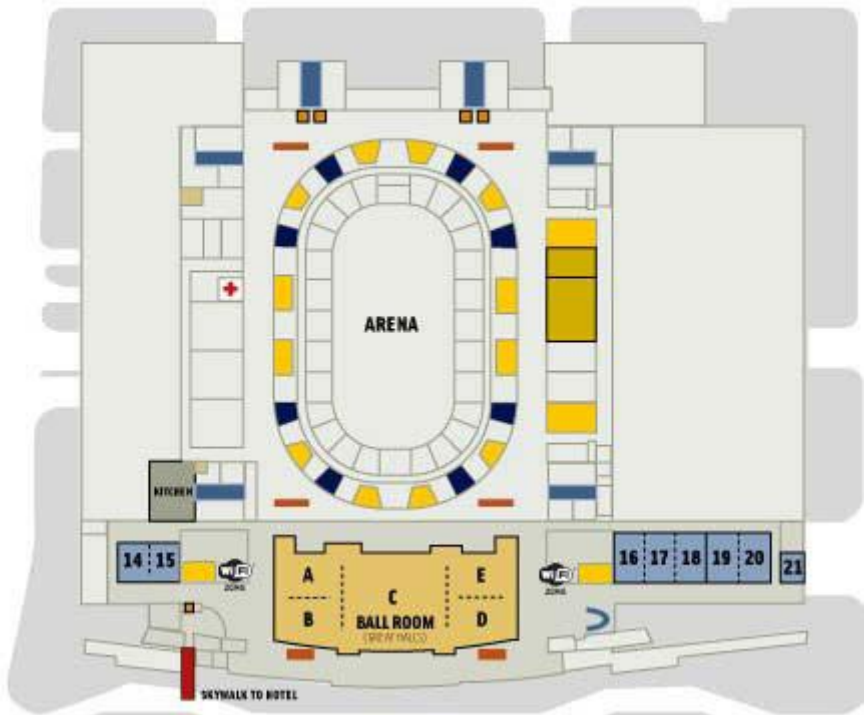
HOTEL FLOOR/ROOM MAP

Floor Map of the 1st Floor of the Convention Center Meeting Rooms



HOTEL FLOOR/ROOM MAP

Floor Map of the 2nd Floor of the Convention Center Meeting Rooms



HOTEL FLOOR/ROOM MAP

Floor Map of the Renaissance Hotel Meeting Rooms (on the 2nd floor of the hotel)

