

October Meeting Program

Association of Pennsylvania University Business and Economics Faculty (APUBEF)

**29th Annual Meeting
October 5 & 6, 2006**



Days Inn
240 South Pugh St.
State College, PA 16801
(814) 238 - 8454

APUBEF

Thursday, October 5, 2006:

7:30 am – 9:00 am	Registration	Breakfast
8:00am	Norman Sigmond, President	Welcome
APUBEF Annual Fall Business Meeting Norman Sigmond, President		

8:05 am – 9:35 am	Session Chair:	<u>Session 1</u> Jerry Belloit
Hey, Senior! - Who decides what's gonna happen to you? Gene Remoff, Lycoming College		
Forging Financial Accounting Standards: An Analysis of Management's Input Claudia Tyska, Richard Stockton College of New Jersey		
Can a Change in Dividend Policy Change Beta? The Case of Microsoft Karen Randall, Ursinus College Henry Check, Kutztown University		

9:35 am – 10:35 am	Session Chair:	<u>Session 2</u> Claudia Tyska
Demographic Characteristics of Rural Female Entrepreneurs Dean Frear, Wilkes University		
Questioning the Impact of Organizational Memory on Organizational Performance: A Case Study of the Studebaker Corporation Irwin Siegel, Pennsylvania College of Technology		
Alternative Energy Tax Subsidies: An Examination of the Alternative Energy Tax Incentives of the 2006 Energy Act Anthony Greci, Clarion University of PA Jerry Belloit, Clarion University of PA		

10:35 am – 10:50 am	Coffee Break
----------------------------	---------------------

10:50 am – 12:10 pm	<u>Session 3</u>
Session Chair:	Jonathan Kramer
 Color and the International Marketplace	
Paul Sable, Kutztown University	
Ocan Ackay, Kutztown University	
 Circular 230 Changes, Form or Substance?	
Barry H. Williams, King's College	
 Getting to the Heart of the Human Resource Professional	
Diane Galbraith, Slippery Rock University	

12:10 pm – 1:10 pm	Lunch
---------------------------	--------------

1:10 pm – 2:10 pm	<u>Session 4</u>
Session Chair:	Barry H. Williams
 Any Questions?: Experiments in Getting Students to Ask Questions.	
Leon Markowicz, Lebanon Valley College	
 Values of Turkish University Students	
Donald Thompkins, Slippery Rock University	
Patricia Thompkins, Koc University, Istanbul, Turkey	
 Critical Thinking In Mis And Dss: Using Bloom To Revise Course Materials	
William Eddins, York College of PA	

2:10 pm – 3:30 pm	<u>Session 5</u>
Session Chair:	William Eddins
 Intra National Trade and Pollution: Evidence from the United States	
Martina Vidovic, Bloomsburg University	
 Mind Mapping: Value-added for Students and Faculty	
Gary Armstrong, Shippensburg University	
Mary Myers, Shippensburg University	
 The Transformation of the Commercial Banking Industry:	
The Movement toward Savings and Loans	
Sarah Bower, Clarion University of PA	
Jerry Belloit, Clarion University of PA	

3:30 pm – 3:40 pm **Coffee Break**

3:40 pm – 5:00 pm **Session 6**
Session Chair: **Leon Markowicz**

The Shareholder Wealth Implications of Strike Size and Duration
Jonathan Peters, City University of Staten Island
Jonathan K. Kramer, Kutztown University

Climate Change, Science, & Business Social Responsibility
Bruce Rockwood, Bloomsburg University

****Winner of APUBEF Best Faculty Paper Award****
**Empirically-Based Rules and Extensions for Improving Business Process
Reengineering Practice**
Germaine Saad, Widener University

5:15 pm – 6:00 pm **Executive Board Meeting**

6:00 pm - 7:00 pm **APUBEF Social Hour I****

7:00 pm **Dinner**

8:00 pm - ?? **APUBEF Social Hour II****

APUBEF

Friday, October 6, 2005:

7:30 am – 9:00 am	Registration	Breakfast
7:30 am – 8:00 am	APUBEF Annual Fall Business Meeting Norman Sigmond, President	

8:10 am – 9:30 am	Session Chair:	<u>Session 7</u> C. J. Rhodes
** Winner of the APUBEF Best Undergraduate Paper Award **		
Aging of the US Population and its Effects on the US Economy Robert Sadowski, Gettysburg College		
The Economics of Emergency Response Erwin Blackstone, Temple University Andrew Buck, Temple University Simon Hakim, Temple University		
Dual-Class Capitalizations - For Whom, for What, and for How Much? Karen L. Randall, Ursinus College Henry F. Check, Jr., Kutztown University		
Characteristics and Strategic Decision Patterns Among Turkish Entrepreneurs Hung Chu, West Chester University Kara Orhan, West Chester University Cynthia Benzing, West Chester University		

9:30 am – 10:30 am	Session Chair:	<u>Session 8</u> Jonathan Ohn
Which Influence Network Determines Cell Phone Attitudes? Marlene Burkhardt, Juniata College		
Women Get Lost on Wall Street Victoria Geyfman, Bloomsburg University Laura Davis, Bloomsburg University		

10:30 am – 10:50 am

Coffee Break and Hotel Checkout

10:50 am – 12:10 pm

Session Chair:

Session 9

Dean Frear

Calculating the Risk of Information Technology Projects

CJ Rhoads, Kutztown University

Preliminary Results On Whistleblowing Policy:

A Content Analysis Of Codes Of Ethics In Global Fortune 500 Firms

Tom Oliver, Clarion University

Barbara Garland, Clarion University

Randon Otte, Clarion University

Brenda Ponsford, Clarion University

**On the Process of Wage Adjustment in US and PA: Using the Wage
Phillips Curve Model**

Jonathan Ohn, City Bloomsburg University

12:10 pm – 1:00 pm

Lunch

1:00 pm – 2:00 pm

Session Chair:

Session

Denise Ogden

**Integrating Information Technology in Undergraduate
Tax Accounting Curriculum**

Blair Staley, Bloomsburg University

Charles Russo, Bloomsburg University

**Globalization and Societal Disintegration: Order and Chaos in
the Modern World System**

Mohammed Sidky, Point Park University

Dimitris Kraniou, Point Park University

The PPD Series: Integrated Advisement and Leadership Development

Anne Batory, Wilkes University

Matthew Sowcik, Wilkes University

Stephen Batory, Bloomsburg University

<p>2:00 pm – 3:20 pm Session Chair:</p>	<p><u>Session 11</u> Charles Russo</p>
<p>A Project Based Learning Approach to Integrating Portfolio Analysis Curriculum with Investment Trading Room Technology Byron Hollowell, Penn State Worthington Scranton</p>	
<p>Closed end funds: Is Performance Affected by Changes in the Approach Toward Prospectus Liability James Ravelle, Moravian College</p>	
<p>Using Community Partners to Facilitate Learning James R. Ogden, Kutztown University of PA Denise T. Ogden, Penn State Berks/Lehigh Valley</p>	
<p>Selling an Entrepreneurial Business Dan Benson, Kutztown University Daniel Goldberg, Kutztown University</p>	

3:20 pm – 3:35 pm	Coffee Break
--------------------------	---------------------

<p>3:35 pm – 4:55 pm Session Chair:</p>	<p><u>Session 6</u> Byron Hollowell</p>
<p>The Attitude - Behavior Gap In Environmental Consumerism Denise T. Ogden, Penn State Berks/Lehigh Valley Shruti Gupta, Penn State – Abington</p>	
<p>A Brief History of the Capital Asset Pricing Model Edward Sullivan, Lebanon Valley College</p>	
<p>An Exploration of Academic and Demographic Influences on Alumni Job Placement and Earnings in a Four-Year, Undergraduate Business Program Barbara Garland, Clarion University John Eichlin, Clarion University Randon Otte, Clarion University Charnchai Tangpong, Clarion University Paul Woodburne, Clarion University</p>	
<p>Why Do Mergers Fail: Can Better Organizational Learning Improve the Chances for Success? Mohammed Sidky, Point Park University James Haley, Point Park University</p>	

4:55 pm	Closing Remarks	Norman Sigmond, President
----------------	------------------------	----------------------------------