

**Northeastern
Association
of
Business,
Economics
and
Technology
(NABET)**

**32nd Annual Meeting
October 29th & 30th, 2009**



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

NABET

**Northeastern Association of Business, Economics and
Technology
(NABET – a regional organization)**

NABET is in its thirty-second year as a forum for academic expression for faculty within the business disciplines, technology and economics. It formerly was known as APUBEF (The Association of Pennsylvania University Business and Economics Faculty). It was founded by a small group of Economics professors from the fourteen state universities comprising the Pennsylvania System of Higher Education. Their goal was to provide a platform for sharing and exploring scholarly work among the business faculty of the fourteen state universities in Pennsylvania. As a result of their efforts, the organization has sponsored an academic conference each year for the past 31 years.

Over the years, the fundamental goal of NABET/APUBEF has been to target the business faculty of the small business colleges in Pennsylvania, and surrounding states. The organization has been successful in achieving this goal for several years. In 2006 the Executive Board determined that the APUBEF organization should be renamed as NABET and become regional in scope.

The original founders also established a referred journal, the Pennsylvania Journal of Business and Economics (now renamed as the Northeastern Journal of Business, Economics and Technology). The journal applies a double blind review process and is listed in Cabell's Directory. It is published at least once each year, and has a devoted editorial staff supported by an excellent corps of reviewers.

The Executive Board intends to continue and expand on the organization's accomplishments of the past.

NABET
Thirty-Second Annual Meeting
October 29th and 30th 2009

NABET Conference Presenters and Attendees,

On behalf of the Executive Board of NABET, welcome to our thirty-second annual meeting. We are very pleased that you have come to join us.

Over the two days of this conference, there will be a mix of workshops and scholarly papers authored by faculty from 41 colleges and universities representing eight states (Pennsylvania, Ohio, New York, New Jersey, Delaware, Maryland, Virginia and West Virginia). The total number of presentations is 84 featuring topics that cover a wide range within the disciplines of business, economics and technology.

Please note that the Conference will start each day with common session and breakfast in the Sylvan Room (see the conference map on the next page). After the first session there will be a break followed by concurrent sessions involving four different meeting rooms. The last session on Thursday will be a common session where the Faculty Best Paper Award winners (co-authors) will present their paper.

If you are not a presenter this year, please consider presenting next year.

I hope that you enjoy your experiences at the NABET Conference.

Marlene Burkhardt

NABET Conference Chair

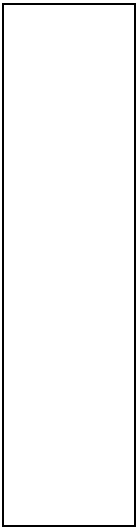
NABET
Thirty-Second Annual Meeting
October 29th and 30th 2009

Conference Map

| |
|--|
| LINDEN ROOM NABET (Lunch/Dinner) |
| ARBOR ROOM |
| CENTER ROOM |
| SYLVAN ROOM NABET (MAIN CONFERENCE ROOM) |
| WILLOW ROOM NABET |

NABET
REGISTRATION
DESK

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|--|
| LOGAN/ HARRIS ROOM NABET |
| HOLMES/ FOSTER ROOM NABET |
| MADISON ROOM |



HOTEL
FRONT DESK

Thursday October 29, 2009

| | | |
|--|------------------|--------------------------|
| Registration | Days Inn Atrium | Begins at 7:30 am |
| Breakfast | Sylvan Room | 7:30 am - 9:00 am |
| Welcome - Norman Sigmond, Board Chair | | 8:00 am - 8:15 am |
| Dean Frear | President | |

Session 1: Sylvan Room **8:15 am – 9:15 am**

Session Chair: Justin Matus

Social Networks, Work Implications and Correlates

Miguel R. Olivas-Luján Clarion University and Tecnológico de Monterrey Mexico
Elizabeth Presutti Clarion University

A Risk Analysis of Fixed and Variable Rate Loans

Jerry Belloit Clarion University
Barbara Garland Clarion University
Joe Green Clarion University

Session 2: Sylvan Room **9:20 am – 10:20 am**

Session Chair: Gaetan Giannini

Is there a business case for sustainability?

Justin Matus Wilkes University

Case Study: Fitting Queuing Lines Models with Poisson Arrival Processes and Exponential Service Time Distributions

Edward Sullivan Lebanon Valley College
Lauren Throne Lebanon Valley College

Session 3: Willow Room

9:20 am – 10:20 am

Session Chair: Miguel R. Olivas-Luján

Comparative Results on Whistle Blowing Policy: A Content Analysis of Codes Of Ethics In Global Fortune 500 Firms for the Top and Bottom 250 Firms

| | |
|-----------------|--------------------|
| Barbara Garland | Clarion University |
| Thomas Oliver | Clarion University |
| Randon C. Otte | Clarion University |
| Brenda Ponsford | Clarion University |

Exploring the Linkage Between Workforce Unionization and Executive Compensation

| | |
|-------------|--------------------|
| Irene Houle | Assumption College |
|-------------|--------------------|

Assessing the Effectiveness of Teaching Business Ethics to Undergraduate Business Administration Students

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| John Eichlin | Clarion University |
| Frank Shepard | Clarion University |

Session 4: Logan/Harris Room

9:20 am – 10:20 am

Session Chair: Jerry Belloit

An Exploratory Examination of Service Quality and Customer Orientation in the Child Care Business

| | |
|------------|--------------------|
| Kevin Roth | Clarion University |
|------------|--------------------|

Does Experiential Learning Impact Small Business Contingency Planning?

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|------------------|---|
| Cynthia Scarinci | The College of Staten Island of The City University of New York |
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Session 5: Holmes/Foster Room

9:20 am – 10:20 am

Session Chair: Margaret O'Connor

Reflections on Lindblom: Then and Now

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|----------------|-------------------------|
| Timothy Wilson | Umeå School of Business |
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The Sources of Real Exchange Rate Fluctuations in Sub-Saharan Africa

| | |
|--------------|--------------------|
| Yaya Sissoko | Indiana University |
|--------------|--------------------|

Coffee Break– Sylvan Room

10:20 am – 10:45 am

Session 6: Sylvan Room

10:45 am – 11:45 am

Session Chair: Kevin Roth

An Exploration of the Effect of Brand Transgressions on Consumer Attitude and Behavior

Ross Steinman

Widener University

Bundling Strategies within a Product-Line Framework

John M. Zych

University of Scranton

Session 7: Willow Room

10:45 am – 11:45 am

Session Chair: Timothy Wilson

Occupational Health in the Refineries

Alok Sen

Assam University

Agency Relationships and Ethical Conflicts in Real Estate Markets

Jerry Belloit

Clarion University

Brenda Ponsford

Clarion University

Frank Shepard

Clarion University

Session 8: Logan/Harris Room

10:45 am – 11:45 am

Session Chair: Yaya Sissoko

Building Trust into an Information System Framework: Can it be accomplished with Technology?

Margaret O'Connor

Bloomsburg University

Workaholic Tendencies and Use of Smart Phones

Gayle Porter

Rutgers University

Session 9: Holmes/Foster Room

10:45 am – 11:45 am

Session Chair: Cynthia Scarinci

Are Professional Auditors Overconfident in their Abilities to Predict Corporate Bankruptcy?

Kim Anderson

Indiana University

Is the Reinvestment Rate Assumption for Internal Rate of Return Calculations Truth or Fiction?

John S. Walker

Kutztown University of Pennsylvania

Henry F. Check

Pennsylvania State University

Karen Randall

Ursinus College

Lunch – Linden Room

12:00 pm – 1:00 pm

Session 10: Sylvan Room

1:15 pm – 2:15 pm

Session Chair: Bob Kachur

Engaging Students Online: Best Practices for Legal Environment of Business Courses

Donald R. Mong

Slippery Rock University of Pennsylvania

Using the MSLQ in a Computer Information Systems Course: Report from a Summer Pilot Study

William R. Eddins

York College of Pennsylvania

G.E. Strouse

York College of Pennsylvania

Session 11: Willow Room

1:15 pm – 2:15 pm

Session Chair: Gayle Porter

An Appraisal and Compensation Framework for Assessing the Short- and Long-Term Impact on Gas Rights Leasing in the Marcellus Zone: A Research in Progress

Christopher Speicher

Marywood University

Uldarico Rex Dumdum

Marywood University

Teaching Personal Financial Decision-Making in Today's Environment- A Panel Discussion

Bruce L. Rockwood

Bloomsburg University

Christine Haririan

Bloomsburg University

Loreen Powell

Bloomsburg University

Wilmer Leinbach

Bloomsburg University

Session 12: Logan/Harris Room

1:15 pm – 2:15 pm

Session Chair: John S. Walker

Blending Academia and Experiential Learning

Christine Dennison

Youngstown State University

Leigh Ann Waring

Youngstown State University

Innovation in Teaching Techniques: Workshop

Marilyn Vito

Richard Stockton College of New Jersey

Session 13: Holmes/Foster Room

1:15 pm – 2:15 pm

Session Chair: Henry F. Check

Art of War and Leadership: A Description of Courage

Dave Hartley

Clarion University

Executive Reaction to Today's Economy

F. K. Marsh

Mount Saint Mary's University

Creativity Necessitates a Changed Organizational Design

Ellen Raineri

Wilkes University

Session 14: Sylvan Room

2:15 pm – 3:15 pm

Session Chair: Dave Hartley

Socio-economic Factors, Freedom and Happiness

Sukhwinder Bagi

Bloomsburg University

What Do Economics Faculty at Community Colleges Know and Believe about Assurance of Learning?

Mark Eschenfelder

Robert Morris University

Lois Bryan

Robert Morris University

Tanya Lee

Robert Morris University

The Interdependence of Natural Gas Prices and Rig Count on the Development of the Marcellus Shale Industry and its Economic Impact on Pennsylvania

Art Comstock

Marywood University

Christopher Speicher

Marywood University

Session 15: Willow Room

2:15 pm – 3:15 pm

Session Chair: Christine Dennison

AACSB Accreditation and Market Dominance

Rob Poole
Bob Kachur

Richard Stockton College of NJ
Richard Stockton College of NJ

Spreading the Vision of Exciting Undergraduate Business Learning Through Assessment: Systems, Tools, Techniques, and People

Alan Brumagim
Paul Perhach

University of Scranton
University of Scranton

Session 16: Logan/Harris Room

2:15 pm – 3:15 pm

Finance

Session Chair: Bruce L. Rockwood

Business Ethics and Service Learning: A Liberal Arts Approach

W. Michael Donovan

Cedar Crest College

Teaching is Conversation, Not Lecture: Integrating Web 2.0 Technologies Meaningfully into Business Pedagogy - A Panel Discussion

Loreen Powell
John Olivo
Carl Chimi
Margaret O'Connor

Bloomsburg University
Bloomsburg University
Bloomsburg University
Bloomsburg University

Session 17: Holmes/Foster Room

2:15 pm – 3:15 pm

Session Chair: Marilyn Vito

Strategic Adaptation to the Recession by the Hospitality Industry

Charles Lipinski

Marywood University

Ethnicity and Baseball Memorabilia Revisited

Timothy J. Stanton
Curtis D. Johnson
Stephen McGinley

Mount Saint Mary's University
Mount Saint Mary's University
Mount Saint Mary's University

The Relationship Between Wine Rating, Price, Quantity Produced, and Appellation Among 2006 California Chardonnays

Roger Hibbs
Larry Jensen

Kutztown University of Pennsylvania
Kutztown University of Pennsylvania

Coffee Break– Sylvan Room

3:15 pm – 3:30 pm

Session 18: Sylvan Room

3:30 pm – 4:30 pm

Session Chair: Roger Hibbs

The Perceived Utility of Accounting Support by Operations Managers

Mark A. Cornman

Youngstown State University

Demographic Transition and Its Impact on Financial Market Performance

Jonathan Ohn

Bloomsburg University

Session 19: Willow Room

3:30 pm – 4:30 pm

Session Chair: Charles Lapinski

The Evolution of Critical Success Factors (CSF) in ERP Implementations for Large-scale Organizations, and Small to Medium Sized Enterprises (SME) Market Segments. Are There Similarities or Differences?

Bob Kachur

Richard Stockton College of New Jersey

Has the Work Ethic Run out of Steam

William Roth

Kutztown University of Pennsylvania

Session 20: Logan/Harris Room

3:30 pm – 4:30 pm

Session Chair: Christopher Speicher

Enhancing the Undergraduate Accounting Curriculum to Augment Core Competencies

Becky Smith

York College of Pennsylvania

Sean Andre

York College of Pennsylvania

Moving Students from a Static to Dynamic Understanding of Accounting in the Basic Financial Management Course using Spreadsheet Modeling

Gary Leinberger

Millersville University

Mediating Effect of Follower Communication Apprehension on the Relationship Between Demographic Dissimilarity and Leader-Member Exchange

Joy Jones

Regent University

Session 21: Holmes/Foster Room 3:30 pm – 4:30 pm

Session Chair: Donald R.Mong

Future of Medicare

Arshad Chawdhry

California University of Pennsylvania

Use of Electronic Health Record in Private Medical Practices

Archish Maharaja

Point Park University

Performance Measurement in Medical Transcription: Turn-Around Time (TAT)

Nora Palugod

Richard Stockton College of New Jersey

Paul A. Palugod

Insights Business Solutions

Session 22: Sylvan Room 4:30 pm – 5:00 pm

Optimal Capital Structure: A Special Case Debunking M & M

William Carlson

Duquesne University

Conway Lackman

Duquesne University

****Winner of NABET Best Faculty Paper Award****

Executive Board Meeting 5:15 – 6:00 pm

NABET Social Hour I – Windsor Suite/Room 208 6:00 – 7:00 pm

Dinner – Linden Room 7:00 – 8:00 pm

NABET Social Hour II – Windsor Suite/Room 208 8:00 pm

Friday October 30, 2009

Registration – Days Inn Atrium **7:30 am - 11:00 am**

Breakfast - Sylvan Room **7:30 am - 9:00**

Welcome - Norman Sigmund, Board Chair **7:45am - 8:15am**
Dean Frear, President

NABET Annual Fall Business Meeting
All conference participants may attend
Norman Sigmund and Dean Frear

Special Session **8:15 am – 8:25 am**
Sylvan Room

Journal of the Northeastern Association of Business, Economics and Technology (JNABET)

Steve Liedtka
John Walker
Kevin Roth

Villanova University
Kutztown University
Clarion University

Session 23: Sylvan Room **8:30 am – 9:30 am**

Session Chair: Marlene Burkhardt

The Evolution of the Journal of the Northeastern Association of Business Economics and Technology

John Walker
Jonathan Kramer
Kevin Roth

Kutztown University
Kutztown University
Clarion University

Analysis of Student Perceptions in a Business Statistics Course

Deborah J. Gougeon

University of Scranton

Business Simulation for Collaboration and Team Building in Online Business Classes

Paul Ditmore

Edinboro University of Pennsylvania

Session 24: Willow Room

8:30 am – 9:30 am

Session Chair: Kustim Wibowo

The Fire and Emergency Services Higher Education (FESHE) Initiative: Implications and Opportunities for Business Schools

Robert Fleming

Rowan University

Session 25: Sylvan Room

9:30 am – 10:30 am

Session Chair: Jonathan Kramer

A Re-examination of Student Perceptions of Corporate Goals

Gabriel Jaskolka

Tiffin University

Is the Federal Income Tax Code Unconstitutionally Vague?

David Vance

Rutgers University

Session 26: Willow Room

9:30 am – 10:30 am

Session Chair: Deborah J. Gougeon

End Users' Information Security Awareness

Madan Batra

Indiana University

Pankaj

Indiana University

Kustim Wibowo

Indiana University

Time Value of Writing: Effective Learning and Efficient Assessment: Workshop

Cori Myers

Lock Haven University

Dr. Richard Van Dyke

Lock Haven University

Session 27: Logan/Harris Room

9:30 am – 10:30 am

Session Chair: Uldarico Rex Dumdum

Corporate Operating Characteristics and Capital Structure

Enyang Guo

Millersville University

Osman Suliman

Millersville University

At a Crossroads: The Impact of International Financial Reporting Standards in the U.S.

Cindy Harris

Ursinus College

Gaming as a Tribal Economic Engine

Gary Gordon

Wilkes University

Session 28: Holmes/Foster Room 9:30 am – 10:30 am

Session Chair: Todd Greer

When the Center Fails: Perspectives On The End of Globalization as We Know It

Mohammed Sidky

Point Park University

Cross Cultural differences in American and Korean Executives' decision making: Implications for global leadership

Jude L. Jolibois

Regent University

Cosmopolitanism: A Crucial Competency in International Collaborations

Miguel R. Olivas-Luján

Clarion University and Tecnológico de Monterrey Mexico

Sergio Madero Gomez

Dep. Académico de Administración

Edward F. Murphy, Jr.

Embry Riddle Aeronautical University

Coffee Break– Linden Room

10:30 am – 10:45 am

Session 29: Sylvan Room

10:45 am – 11:45 am

Session Chair: Mohammed Sidky

Marketing to College Women to Encourage Reflection and Self-Responsibility Regarding Underage or Risky Consumption of Alcohol on All-Women Campuses

Arlene M. Peltola

Cedar Crest College

James A. Scepansky

Cedar Crest College

Practices for Increasing Quality of Learning Experience and Satisfaction, Retention and Graduation Rates – A Panel Discussion

Uldarico Rex Dumdum

Marywood University

Arthur Comstock

Marywood University

Sam Dagher

Marywood University

Gail Jaeger

Marywood University

Brian Petula

Marywood University

Christopher Speicher

Marywood University

Session 30: Willow Room

10:45 am – 11:45 am

Session Chair: Cindy Harris

XBRL: What Future Business Leaders Need to Know

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|------------------|-----------------------|
| Andrew Staley | Bloomsburg University |
| David E. Magolis | Bloomsburg University |
| Mark Law | Bloomsburg University |
| Mark L. Usry | Bloomsburg University |
| Gary Robson | Bloomsburg University |
| Wilmer Leinbach | Bloomsburg University |

Global Credit Crisis of 2008: Role of Unrestrained Deregulation and Fair Value Accounting Standard

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| Mahendra Gujarathi | Bentley University |
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Pharmaceutical Industry and Health Care Practitioners - An Ethical Perspective

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| Minoo Ghoreishi | Millersville University |
| Renato C. Goreshi | University of Pennsylvania |

Session 31: Logan/Harris Room

10:45 am – 11:45 am

Session Chair: David Vance

The Relationship between Attitudes, Socialization, and Entertainment Preferences

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|-------------------|-----------------|
| Marlene Burkhardt | Juniata College |
| Alyssa Cuttler | Juniata College |
| Caleb Davis | Juniata College |
| Drew Hufford | Juniata College |
| Jacob Johnston | Juniata College |
| Anthony Martini | Juniata College |
| Lucie Molkova | Juniata College |
| Michael Pearson | Juniata College |
| Andrew Steffen | Juniata College |

The Time Line Process For Delivering Products To Market

| | |
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| Abid Haidery | Professional Engineer Retired |
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eXtensible Markup Language (XML): A Comparison of Vertical Standards

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| Rubin Mendoza | Saint Joseph's University |
| Ashley Travis | Saint Joseph's University |

Session 32: Holmes/Foster Room 10:45 am – 11:45 am

Session Chair: Cori Myers

**Formal Socialization Process as a Moderating Variable on Transformational Leadership's
Development of Value Congruence**

James Early

Regent University

A Factorial Study of Theory X/Y Beliefs

Gabriel Jaskolka

Tiffin University

The Influence of Implicit Leadership Theories

Todd Greer

Regent University

Lunch – Linden Room

12:00 pm – 1:00 pm

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