

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

**36th Annual Meeting
October 17th & 18th, 2013**



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

NABET

Northeastern Association of Business, Economics and Technology

36th Annual Meeting

CONFERENCE PROGRAM CONTENTS

Greeting

Conference Map

Program of Sessions and Events

Instructions for Submitting Your Paper to the Conference Proceedings

NABET Officers

NABET Executive Board

**Northeastern Association of Business, Economics and Technology
Annual Meeting
October 17th and 18th, 2013**

NABET Conference Presenters and Attendees,

On behalf of the Executive Board of NABET, welcome to our thirty-sixth annual meeting.

Over the two days there will be a mix of scholarly papers authored by faculty from 42 colleges and universities representing eight states (Pennsylvania, Ohio, New York, New Jersey, Delaware, Maryland, Virginia and West Virginia). The 72 presentations will feature a wide range of topics 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. After the first session there will be a break followed by concurrent sessions involving four different meeting rooms. If you are not a presenter this year, please consider being a presenter next year.

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

Corina Slaff

NABET Conference Chairperson

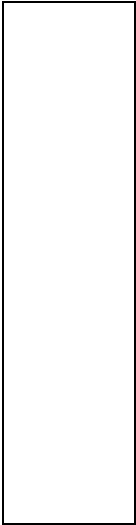
NABET CONFERENCE
October 17th and 18st 2013

Conference Map

LINDEN ROOM NABET (MEALS/REFRESHMENTS)
ARBOR ROOM
CENTER ROOM
SYLVAN ROOM NABET (MAIN CONFERENCE RM)
WILLOW ROOM NABET

NABET
REGISTRATION
DESK

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



**HOTEL
FRONT DESK**

Thursday October 17, 2013

Registration	Days Inn Atrium	7:30 am - 5:00 pm
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**

Online

Session Chair: Robert Derstine

On-Line Business Simulations: Tools for Teachers or Gadgets for Geeks?

Justin Matus

Wilkes University

Embracing the Technology Shift Towards Mobile Technology in the Classroom: Using and Creating Mobile Apps in IT Related Business Courses

Loreen Powell

Bloomsburg University of Pennsylvania

Hayden Wimmer

Bloomsburg University of Pennsylvania

Jake Kehres

Bloomsburg University of Pennsylvania

Chaza Abdul

Bloomsburg University of Pennsylvania

Session 2: Sylvan Room

9:20 am – 10:20 am

Online

Session Chair: Scott MacFarlane

Secured System Design: A Case Study

Carolyn LaMacchia

Bloomsburg University of Pennsylvania

Carl Chimi

Bloomsburg University of Pennsylvania

I am learning the most from the professor who teaches the least: Critical Insights into the Coming Disruption of Higher Education

Lewis Leitner

The Richard Stockton College of New Jersey

Session 3: Willow Room

9:20 am – 10:20 am

Education

Session Chair: Loreen Powell

Cases-Based Approach to Teaching Intermediate Accounting Helps Satisfy Competency and Assurance of Learning Requirements

Robert Derstine

West Chester University of Pennsylvania

James Emig

Villanova University

Thomas Grant

Kutztown University of Pennsylvania

A Multi-level Socratic Approach to Teaching MBA Course Ethical Leadership and Sustainable Organizations Utilizing Instructional Activities Inside and Outside of the Classroom and Student Assessment to Improve the Course

James Haley
Dawn Parasolick
Michael DeSantis

Point Park University
Point Park University
Point Park University

Session 4: Logan/Harris Room

9:20 am – 10:35 am

Ethics

Session Chair: Farhad Saboori
25 Minute Sessions

An Ethical Analysis of the High Cost of Low-Priced Clothing

Karen Stewart

The Richard Stockton College of New Jersey

Social Network Analysis of Assessment, Attitudes, and Abilities

Marlene Burkhardt
Katie Ferguson
Jordan Hileman
Kyle Clemmer
Maverick Force

Juniata College
Juniata College
Juniata College
Juniata College
Juniata College

Corporate Social Responsibility: The Good, The Bad and The Ugly

John Kachurick
Timothy Kearney
Corina Slaff

Misericordia University
Misericordia University
Misericordia University

Session 5: Holmes/Foster Room

9:20 am – 10:20 am

Health Management

Session Chair: David Jensen

Can you really do Marketing in Healthcare Sector?

Gita Maharaja
Archish Maharaja

Duquesne University
Point Park University

ObamaCare: Facts and Fictions

Jerry Belloit

Clarion University of Pennsylvania

Medicare Spending and Financing

M. Arshad Chawdhry
Saima Bashir

California University of Pennsylvania
California University of Pennsylvania

Coffee Break– Sylvan Room

10:20 am – 10:45 am

Session 6: Sylvan Room

10:45 am – 11:45 am

Economics

Session Chair: Archish Maharaja

The Impact of Oil Price Shocks on the Economies of United states, Canada, and Mexico

Farhad Saboori

Albright College

The Economic Growth in Peru compared to the Irish Economic Model

Michael Gallagher

DeSales University

Session 7: Willow Room

10:45 am – 11:45 am

Fraud

Session Chair: Jerry Belloit

Occupational fraud and motivations for fraud in today's corporate world: Who is to blame?

Archish Maharaja

Point Park University

Gita Maharaja

Duquesne University

Dawn Parasolick

Point Park University

College Student Behavior and Identity Theft

Mike Shapeero

Bloomsburg University of Pennsylvania

A. Blair Staley

Bloomsburg University of Pennsylvania

Sara Underwood

Bloomsburg University of Pennsylvania

Peter Rivera

Bloomsburg University of Pennsylvania

Session 8: Logan/Harris Room

10:45 am – 11:45 am

Finance

Session Chair: John Kachurick

Getting in the Game: Why Running Real Money Matters

David Jensen

Bucknell University

From J.P. Morgan to 2008: Bank Runs and Panics

William Carlson

Duquesne University

Session 9: Holmes/Foster Room

10:45 am – 12:00 pm

Education

Session Chair: Marlene Burkhardt

25 Minute Sessions

Teaching Techniques in Economics

John Doyle

Springfield College

Factors Associated with Student Performance in Intermediate Accounting: A Comparative Study at Commuter and Residential Schools

Mostafa Maksy

Kutztown University of Pennsylvania

Are Interns an Endangered Species? An Examination of the Changing Internship Environment in Sports and Entertainment

David Gorgone

Misericordia University

Joshua Winneker

Misericordia University

Lunch – Linden Room

12:00 pm – 1:00 pm

Session 10: Sylvan Room

1:15 pm – 2:15 pm

International

Session Chair: John Doyle

Off-shoring is Over: Key Trends for the Future of U.S. Manufacturing

Scott MacFarlane

Strayer University

Global Water Crisis: Dying of Thirst on a Water Planet

Mohammed Sidky

Point Park University

Session 11: Willow Room

1:15 pm – 2:15 pm

Management

Session Chair: Michael Gallagher

The Managerial Power Theory of Executive Compensation—a Test

Daniel Singer

Towson University

Ensuring Effective Communication in Times of Crisis: The Business Perspective

Robert Fleming

Rowan University

Session 12: Logan/Harris Room

1:15 pm – 2:15 pm

Ethics

Session Chair: Kathleen Hartzel

Ethics Education and Accreditation

Michele Langbein

Point Park University

Ethics Obstacles in Business Communications

Ann Lee

John Carroll University

Session 13: Holmes/Foster Room

1:15 pm – 2:15 pm

Finance

Session Chair: Patricia Galletta

Ratio Analysis at Private Colleges and Universities in Pennsylvania

Michael Gallagher

DeSales University

On the NYSE's Retail Liquidity Program's Price Improvement Program

Roy Fletcher

Pennsylvania College of Technology

Session 14: Sylvan Room

2:15 pm – 3:15 pm

Social Media

Session Chair: Mohammed Sidky

Online Learning and Social Interaction Patterns

Marlene Burkhardt

Juniata College

Heidi Kleber

Juniata College

Kyle Clemmer

Juniata College

Ethan Farrell

Juniata College

Zane Kelton

Juniata College

Erica Nagle

Juniata College

On-Line Social Network Adoption for Social Causes: A Cross-Cultural Study

Kathleen Hartzel

Duquesne University

Kathryn Marley

Duquesne University

William Spangler

Duquesne University

Session 15: Willow Room

2:15 pm – 3:15 pm

Accounting

Session Chair: Robert Fleming

Taking Credit for Your Work: A Review of Tax Credits Available to Individuals

Patricia Galletta

College of Staten Island

Accounting Rules Divergence - Dealing with The Growing Gap in GAAP

John Kruglinski

Muhlenberg College

Session 16: Logan/Harris Room

2:15 pm – 3:15 pm

Organizational

Session Chair: Michele Langbein

Wellness Program of Blue Cross of Northeastern Pennsylvania

Zhen Ma

Misericordia University

Timothy Kearney

Misericordia University

Session 17: Holmes/Foster Room

2:15 pm – 3:15 pm

Education

Session Chair: Roy Fletcher

The Flipped Classroom

John Kachurick

Misericordia University

The Ressurrection of the Marriage Tax: Where We Have Been and Where We are Going

A.J. Cataldo

West Chester University of Pennsylvania

Kevin Flynn

West Chester University of Pennsylvania

Coffee Break– Sylvan Room

3:15 pm – 3:30 pm

Session 18: Sylvan Room

3:30 pm – 4:30 pm

Education

Session Chair: Mostafa Maksy

A Study of BYOD and its Implementation in Real World Cases

Kathleen Hartzel

Duquesne University

Dustin Craig

Duquesne University

Ernest Ngirimana

Duquesne University

Zahra Alhaiki

Duquesne University

Brittany Evans

Duquesne University

Frank Civitarese

Duquesne University

Adam Galucci

Duquesne University

Mercy Shitemi

Duquesne University

How to Make Your BusComm Course (One of) the Most Popular

Ann Lee

John Carroll University

Session 19: Willow Room

3:30 pm – 4:30 pm

Session Chair: Daniel Singer

The Role of Telecommuting in Ensuring Business Continuity in Times of Crisis

Robert Fleming

Rowan University

Positive Business Ethics: Addressing the Four Contributory Causes of Business Ethics Ineffectiveness

Jeffrey Hillard

Baltimore City Community College

Session 20: Logan/Harris Room

3:30 pm – 4:30 pm

Marketing

Session Chair: Kevin Flynn

How to be Treated as Every Company's Favorite Customer

Audrey Guskey

Duquesne University

Importance of Value Marketing and Online Shopping

Okan Akcay

Kutztown University of Pennsylvania

Session 21: Holmes/Foster Room

3:30 pm – 4:30 pm

Session Chair: John Kruglinski

High Impact Practices (HIPs): How a Business Accelerator Can Effectively Foster Cross-Disciplinary Experiential Learning

John Golden

Slippery Rock University of Pennsylvania

The Entrepreneurial Nature of Organizational Sustainability

Dorene Ciletti

Duquesne University

Session 22: Sylvan Room

4:45 pm – 5:15 pm

Organizational Effectiveness, Organizational Culture and the Glass Ceiling

Daniel Singer

Towson University

Michael Dewally

Towson University

Susan Flaherty

Towson University

Executive Board Meeting

5:15pm – 6:00 pm

NABET Social Hour I – Windsor Suite/Room 210 **6:00 – 7:00 pm**

Dinner – Linden Room **7:00 – 8:00 pm**

NABET Social Hour II – Windsor Suite/Room 210 **8:00 pm**

Friday, October 18, 2013

Registration – Days Inn Foyer	7:30 am-11:00am
Breakfast - Sylvan Room	7:30 am - 9:00am
Welcome - Norman Sigmond, Board Chair	7:45 am - 8:15am
Dean Frear	President

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

Session 23: Sylvan Room	8:15 am – 9:30 am
Finance	
Session Chair: Cori Myers	
25 Minute Sessions	

Embrace the Credit Union Alternative

Glenn Soltis
Peter Oehlers
Phyllis Belak

West Chester University of Pennsylvania
West Chester University of Pennsylvania
West Chester University of Pennsylvania

Assessment of Critical Thinking and Problem-Solving Learning Goals and "Closing the Loop" in Managerial Accounting

Robert Kachur
Warren Kleinsmith

The Richard Stockton College of New Jersey
The Richard Stockton College of New Jersey

Applying Bogle's Decomposition Model to the Review and Analysis of a Community Bank's Stock Performance

John Walker
Jonathan Kramer

Kutztown University of Pennsylvania
Kutztown University of Pennsylvania

Session 24: Willow Room

8:15 am – 9:30 am

Computer

Session Chair: Marcia Kurzynski

25Minute Sessions

Security Issues in Private Use of Cloud Computing

Kustim Wibowo

Indiana University of Pennsylvania

Rasben Dantes

Ganesha University of Education

Big Data for Public Policy: Exploring Taxicab GPS Tracking Data for Markets Analysis and Urban Planning

Jonathan Peters

The College of Staten Island

David King

Columbia University

Michael Kress

The College of Staten Island

Cameron Gordon

The University of Canberra

Are Social Media Fans and Followers Correlated to Revenue in the Chain Restaurant Franchise Industry?

Bonnie Rohde

Albright College

Session 25: Logan/Harris Room

8:30 am – 9:30 am

Leader/International

Session Chair: Melanie Anderson

From the Inside-Out: A Comparative Study of Leadership Motives

Scott MacFarlane

Strayer University

A Pilot Study of Survey Questionnaire and Model Specification of CSR: U.S., Korean, Chinese and Indian MBA Students in the U.S.

Kwahng Kim

Fitchburg State University

Session 26: Holmes/Foster Room

8:30am – 9:30 am

Session Chair: John Zyck

Limiting the Use of Calculators to Encourage Cognitive Calculations of Relationships

Wei-Chung Wang

Juniata College

Kathy Baughman

Juniata College

Patricia Weaver

Juniata College

The Factors Influencing Parental Valuation of Pennsylvania Charter Schools

Kerry Adzima

Penn State - Erie

Session 27: Sylvan Room

9:30 am – 10:30 am

Accounting/Finance

Session Chair : Kustim Wibowo

Is It Taking Responsibility Or Is It Fear? – Creating Virtual Business Environments

Barbara Brazon

Loreen Powell

Penn State - Hazleton

Bloomsburg University of Pennsylvania

The Payless Payday

Jerry Belloit

Anthony Greci

Frank Shepard

Clarion University of Pennsylvania

Clarion University of Pennsylvania

Clarion University of Pennsylvania

Session 28: Willow Room

9:30 am – 10:30 am

Finance

Session Chair: Kerry Adzima

The Financial Performance of Toll Road Agencies Pre and Post the 2007-2008 Financial Crisis

Jonathan Peters

Jonathan Kramer

Michael Kress

The College of Staten Island

Kutztown University of Pennsylvania

The College of Staten Island

Financial JigSaw

Glenn Soltis

Phyllis Belak

West Chester University of Pennsylvania

West Chester University of Pennsylvania

Session 29: Logan/Harris Room

9:30 am – 10:30 am

Education

Session Chair: John Walker

Reaching the Not Easily Reached in Discussion-Oriented Classes

Richard Schott

Albright College

Bridging the Gap between Marketing Theory and Practice through Student Presentations

John Zyck

University of Scranton

Session 30: Holmes/Foster Room

9:30am – 10:30 am

Social Media

Session Chair: Christopher Speicher

Social Media and the Management Accountant

Melanie Anderson

Slippery Rock University of Pennsylvania

**Towards a Culture of Evidence-Based Assessment for Institutional Effectiveness:
Constancy of Purpose and Closing the Loop**

Murray Pyle

Marywood University

Rex Dumdum

Marywood University

Coffee Break– Linden Room

10:30 am – 10:45 am

Session 31: Sylvan Room

10:45 am – 11:45 pm

Education

Session Chair: Richard Schott

A Five-Point Framework for Creative Problem Solving

Cori Myers

Lock Haven University of Pennsylvania

Marcia Kurzynski

Lock Haven University of Pennsylvania

Towards a Robust Understanding of Virtual World Learning Technology Adoption: A Research Update

Mark Choman

Luzerne County Community College

Making Students Competitive in a Global Environment: The Importance of Including International Education in Business Curriculum

Daniela A. Feenstra

Pennsylvania State University

Session 32: Willow Room

10:45 am – 11:45 pm

Social Media

Session Chair: Jonathan Peters

Employing a “Cloud ERP” University Alliance Program: Strategic Approach to Develop Applied Learning Experiences in an Accounting Curriculum

Robert Kachur

The Richard Stockton College of New Jersey

Warren Kleinsmith

The Richard Stockton College of New Jersey

A Preliminary Examination of Interorganizational Collaborative Service Delivery in Regional Economic Development Efforts

Kevin Roth

Clarion University of Pennsylvania

Session 33: Logan/Harris Room

10:45 am – 11:45 pm

Education

Session Chair: Jonathan Kramer

Best Practices: Attracting, Maintaining and Graduating Transfer Students

Roger Hibbs

Kutztown University of Pennsylvania

Kathleen Kaminski

Kutztown University of Pennsylvania

Liberal Arts and Business -- Partners not Adversaries for Career Success

Peter Goodrich

Providence College

Session 34: Holmes/Foster Room

10:45am – 12:00 am

Education

Session Chair: Peter Oehlers

25 Minutes Each Presentation

A Framework for Collaborative Sensemaking and Judgment Support: Implications for the Development of Curriculum and New Competencies

Rex Dumdum

Marywood University

Understanding Business Plan Competitions: A Literature Review Focusing on Success Factor and Regional Differences

Christopher Speicher

Marywood University

Murray Pyle

Marywood University

Stanley Kania

Marywood University

Lunch – Linden Room

12:00 pm – 1:00 pm

**Instructions for Submitting Your
Paper**

To

The Conference Proceedings

**PROCEEDINGS OF THE NORTHEASTERN ASSOCIATION
OF BUSINESS, ECONOMICS AND TECHNOLOGY
FINAL SUBMISSION REQUIREMENTS**

SUBMISSION:	Submit as a Word attachment. DO NOT USE MICROSOFT STYLES for headings!
FONT:	Times New Roman 10
MARGINS:	Set to 1" all around. The Word default is 1.25" and you will have to change the left and right margins to 1".
TABS:	Use the default tab stops of 0.5". DO NOT INDENT paragraphs.
PARAGRAPH:	DO NOT INDENT paragraphs. Use 0 pt. spacing before paragraphs and 10 pt. after paragraphs. (To set the paragraph spacing in Word XP or 2002. Click on the Format and then click on Paragraph. Set the appropriate settings under Spacing. For Word 2007 and 2010, click on the Page Layout ribbon and set the appropriate settings under the Spacing settings under Paragraph.)
JUSTIFICATION:	Full block.
FOOTER:	DO NOT USE a footer or header. DO NOT USE page numbering.
COLUMNS:	Use the default two-column setting which will be 0" to 3" and 3.5" to 6.5".
REFERENCES:	References should be part of the paper and put into columns.
HEADINGS:	Major headings are bolded, capitalized and centered within the column. Secondary headings are positioned at the left margin, bolded, but not capitalized. DO NOT USE MICROSOFT STYLES for headings!
TABLES/GRAPHS:	If possible, tables and graphs should be located in the paper where referenced. See attached example 2. If the table or graph is too large, place at the end of the paper after the references. In the body of the text, refer to the table, chart, or graph as follows: "See Table x in the appendix." DO NOT USE A LANDSCAPE page setting.

(continued)

BIOGRAPHY: Biographies are placed after the references, but before any tables/graphs or appendices. See attached example. Biographies should be started in a new section and placed at the bottom of the page. The first line of the biography should have a top border. (In Microsoft Word XP or 2002, click on the border icon usually located between the decrease indent icon and the highlight icon. In Word 2007 or later, click on the border icon located on the Home ribbon under the Paragraph Settings.) Please provide for each author: Author's Name, Position, University, Present research interests, and Funding Source for this research (if applicable). See Example 1.

Begin the paper by typing the title. Set your spacing after paragraph to zero. (See above under PARAGRAPH.) Center, bold and caps the title of the paper. Single space. Center the author(s) name(s) and Institution. Insert a bottom border. (In Microsoft Word XP or 2002, click on the border icon usually located between the decrease indent icon and the highlight icon. In Word 2007 or later, click on the border icon located on the Home ribbon under the Paragraph Settings.) Single space. Center and type in bold and caps the word **ABSTRACT**. Single space. Type in the abstract. (Do not indent.) Insert another bottom border. Single space. Set your columns to two and begin your columned paper. Set your after paragraph spacing to 10 pt. (See above under PARAGRAPH.) See attached example.

Steps in Creating an Account and Submitting a Paper at the nabet.us website: (If you already have an account, go to the next section)

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☒ Reader: Notified by email on publication of presentations.

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☐ Reviewer: Willing to conduct peer review of submissions to the conference. Identify reviewing interests (substantive areas and research methods).

*Denotes required field

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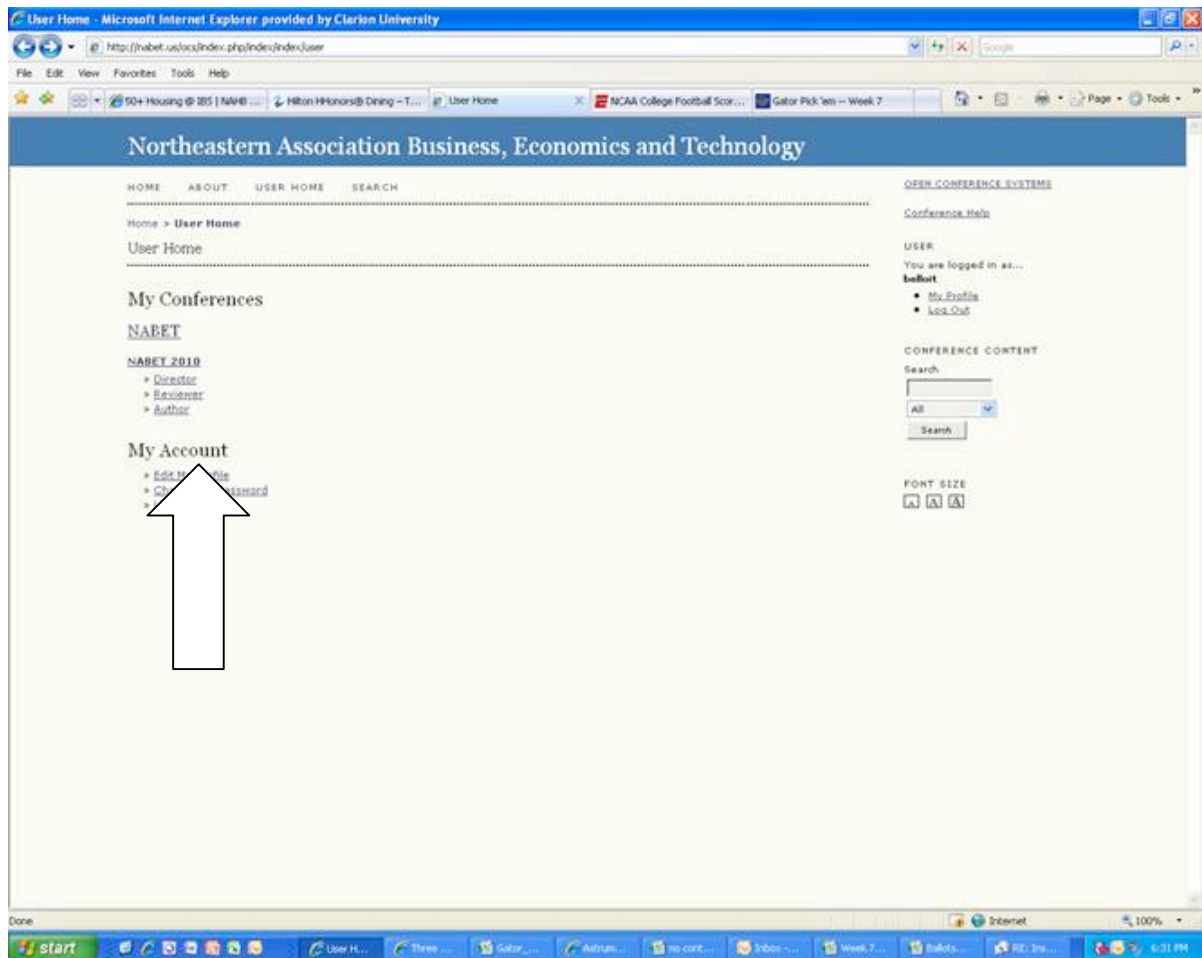
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1 - 1 of 1 Items

Start here to submit a paper to this conference.
STEP ONE OF THE SUBMISSION PROCESS

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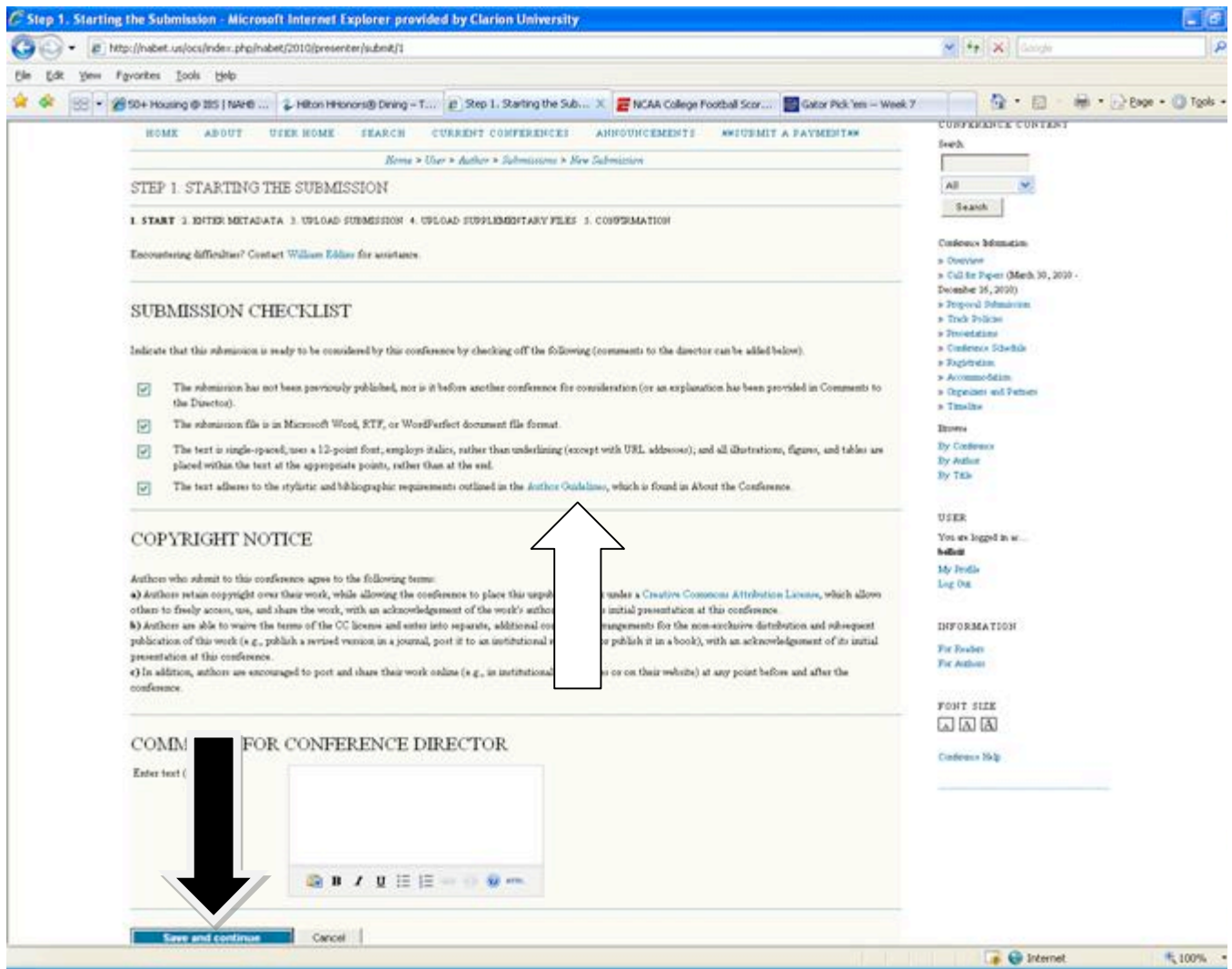
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Then check each of the boxes in this next screen (yours will not be checked yet) and press “SAVE AND CONTINUE.” (See the solid black arrow.) Note also that the white arrow is pointing to the author guidelines (the Proceedings guidelines.) If they are not sure, they can click on that link:



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AUTHORS

First name* Jerry

Middle name Douglas

Last name* Bellott

Affiliation Clarion University of Pennsylvania

Country United States

Email* bellott@clarion.edu

URL

Bio statement (E.g., department and rank)

Dr. Jerry Bellott is a professor of real estate and chairperson of the Department of Finance at Clarion University of Pennsylvania. His research interests include real estate, financial planning, and banking.

Add Author

SUBMISSION TYPE

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Abstract*

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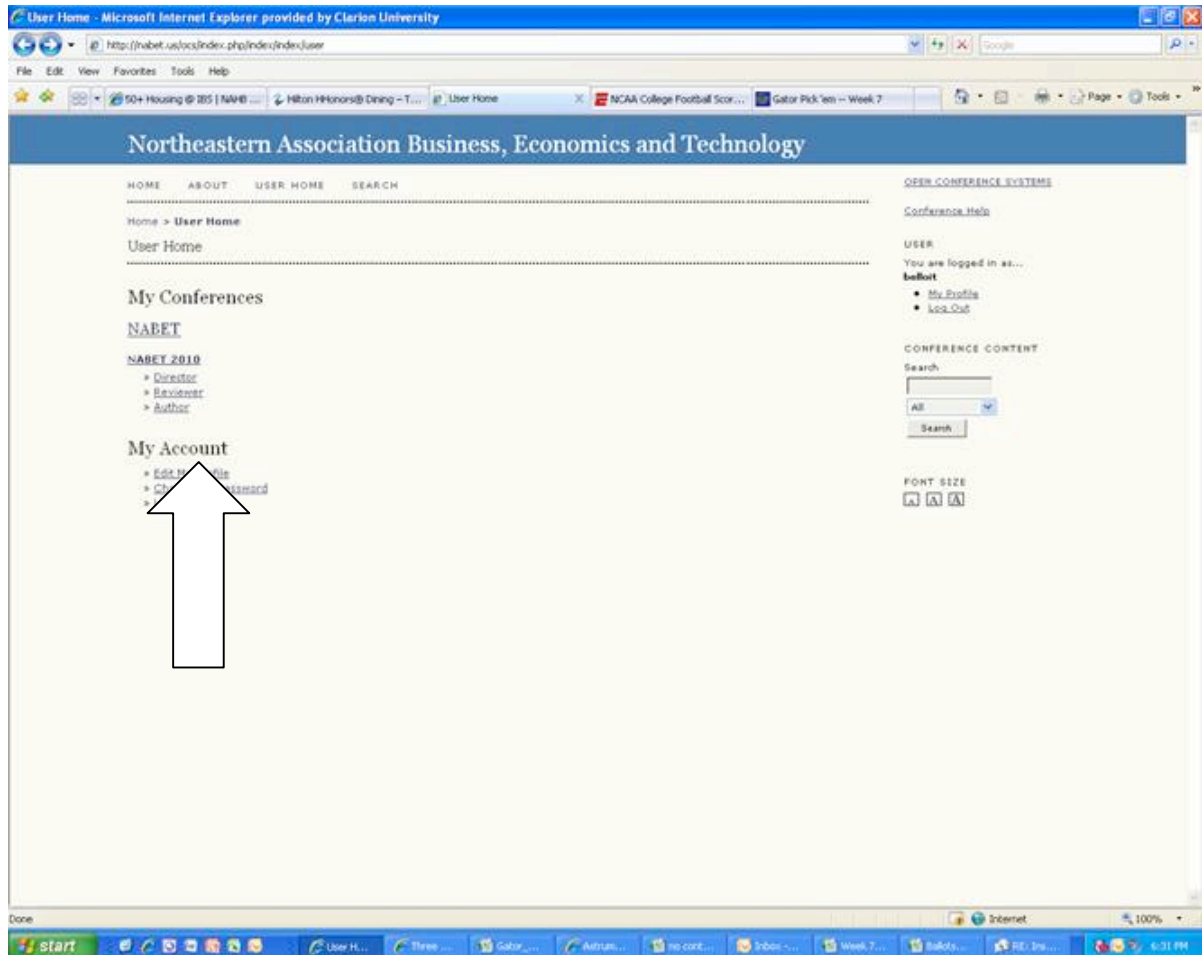
Step Three is to upload the paper. You hit browse, point to the paper and hit OPEN, then hit UPLOAD. Finally hit SAVE and Continue. It will offer you an opportunity to add some supporting files. If there are none (most will not have any), then hit SAVE AND CONTINUE again.

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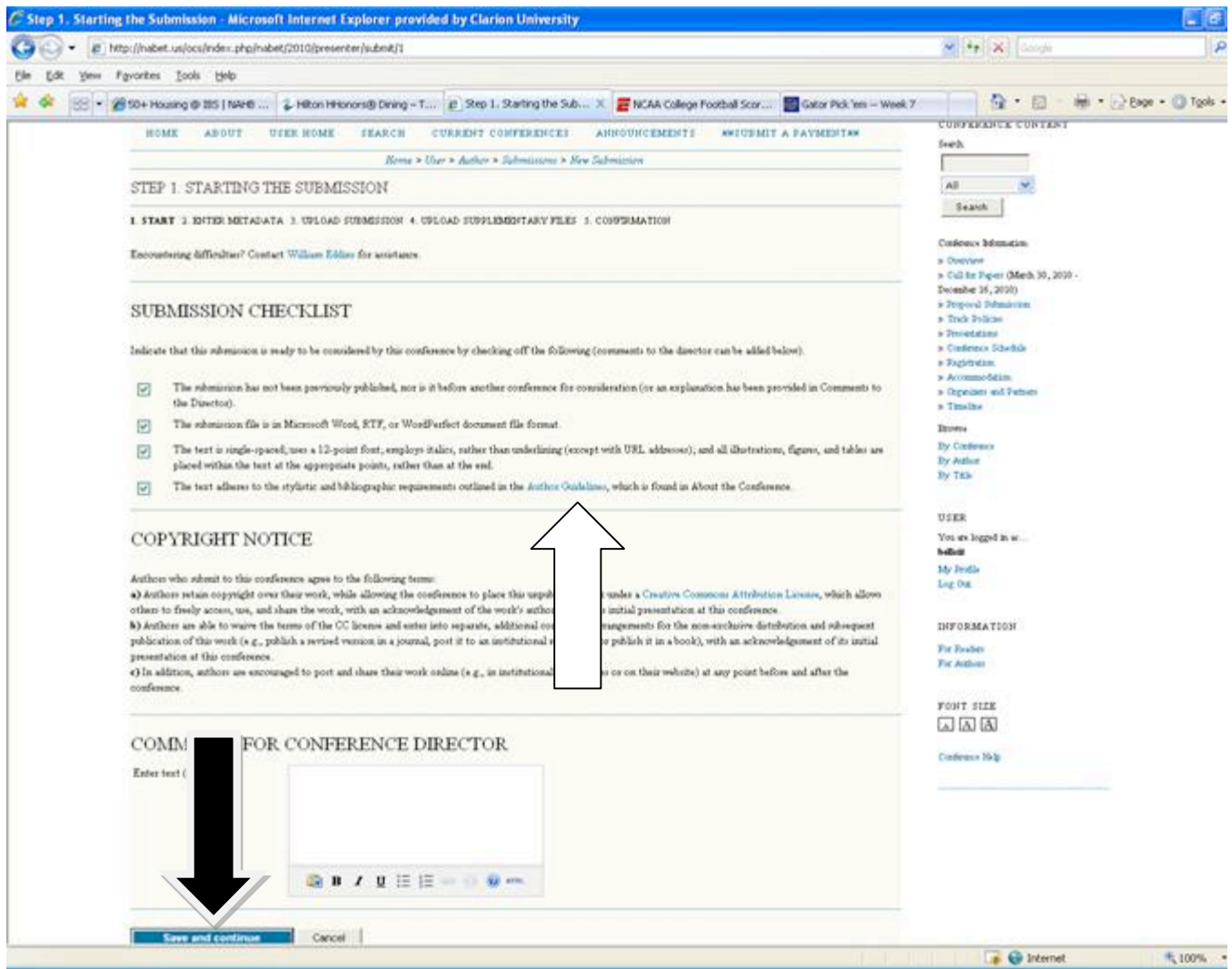
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Then click on “STEP ONE OF THE SUBMISSION PROCESS (see the arrow). (Note that I have already submitted a paper and its status is under review. You will not see a paper listed until it is submitted.)

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Step 2. Entering the Submission's Metadata - Microsoft Internet Explorer provided by Clarion University

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AUTHORS

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Middle name Douglas

Last name* Bellott

Affiliation Clarion University of Pennsylvania

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Bio statement (E.g., department and rank)

Dr. Jerry Bellott is a professor of real estate and chairperson of the Department of Finance at Clarion University of Pennsylvania. His research interests include real estate, financial planning, and banking.

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Abstract*

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