

**Association  
of  
Pennsylvania  
University  
Business  
And  
Economics  
Faculty  
(APUBEF)**

**27th Annual Meeting  
September 30<sup>th</sup> & October 1<sup>st</sup>, 2004**



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

# Thursday, September 30, 2004:

<b>7:30 am – 8:30 am</b>	<b>Registration, Breakfast</b>
<b>Norman Sigmond, President</b>	<b>Welcome</b>

<b>8:30 am – 9:30 am</b>	<b><u>Session 1</u></b>
<b>Session Chair: .....</b>	<b>Roger Hibbs</b>
<b><i>Special Session</i></b>	
<b>Developing a New Paradigm for Teaching in Universities to Deal with the Problem of Grade Inflation</b>	
Louise B. Burkey, Indiana University of Pennsylvania	
P. Ronald Tarullo, California University of Pennsylvania	
Raymond F. Pisney, President, Aurora Group International	

<b>9:30 am – 10:30 am</b>	<b><u>Session 2</u></b>
<b>Session Chair: .....</b>	<b>Barry Williams</b>
<b>Factors Which Affect Chief Executive Officer Salaries: Is Executive Compensation Mostly Determined by Firm Profits?</b>	
Brent Carothers, Shippensburg University of Pennsylvania	
<b>Simultaneous Realization of Environmental Sustainability and Economic Growth</b>	
Germaine H. Saad, Widener University	
<b>Demographic Relationships to Lottery Sales</b>	
James E. Miller, Gannon University	
<b>Student Perceptions of a Good Internship</b>	
Margaretha Hsu, Shippensburg University of Pennsylvania	

<b>10:30 am – 10:50 am</b>	<b>Coffee Break</b>
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<b>10:50 am – 12:00 pm</b>	<b><u>Session 3</u></b>
<b>Session Chair: .....</b>	<b>Blair Staley</b>
<b>Building Bridges in Experiential Statistics</b>	
Dale G. Sauers, York College of Pennsylvania	
<b>How the Fed Causes Chaotic Business Cycles</b>	
James Michael Haley, Point Park University	
<b>Design and Development of an Introductory Information Systems Security Course for Colleges of Business</b>	
Al Fundaburk, Bloomsburg University of Pennsylvania	

<b>12:00 pm – 1:00 pm</b>	<b>Lunch</b>
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<b>1:00 pm – 2:00 pm</b>	<b><u>Session 4</u></b>
<b>Session Chair: .....</b>	<b>Leon Markowicz</b>
<b>Locating an Outfitters Type Business along the Schuylkill River Heritage Area</b>	
Roger Hibbs, Kutztown University of Pennsylvania	
<b>Promotional Methods Used by Hospitality-Related Firms in Close Proximity to Pennsylvania Rail-Trails</b>	
Karen L. Stewart, Richard Stockton College of New Jersey	
Jennifer Barr, Richard Stockton College of New Jersey	
<b>Accounting Ethics: Legislating Ethical Behavior</b>	
Scott E. Miller, Gannon University	

<b>2:00 pm – 3:30 pm</b>	<b><u>Session 5</u></b>
<b>Session Chair: .....</b>	<b>Kevin Roth</b>
<b>Power, Ethics and Leadership: The Role Modeling and Experiential Learning of Moral Leadership</b>	
John J. Ryan and Joseph S. Falchek, King's College	
<b>Cultural Variations of Leadership</b>	
Dean F. Frear, Wilkes University	
<b>Entrepreneurship: Encouraged and Enabled but not Taught</b>	
James R. Donaldson, Juniata College	
<b>3:30 pm – 3:45 pm</b>	<b>Coffee Break</b>

<b>3:45 pm – 5:00 pm</b>	<b>Session 6</b>
<b>Session Chair: .....</b>	<b>Kindra Walker</b>
<b>Two Methods to Assess Out-of-Class Groupwork</b>	
Leon Markowicz, Lebanon Valley College	
<b>How Anxious is the Anxious Index?</b>	
Jiazhuo G. Wang, City University of New York – Staten Island	
Kajal Lahiri, State University of New York at Albany	
<b>The Use of Satisfaction Profiles In Establishing Credit Union Product/Service Strategies</b>	
Kevin J. Roth, Clarion University of Pennsylvania	

<b>5:15 pm – 6:00 pm</b>	<b>Executive Board Meeting</b>
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<b>6:00 pm - 7:00 pm</b>	<b>APUBEF Social Hour I**</b>
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<b>7:00 pm</b>	<b>Dinner</b>
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<b>8:30 pm - ??</b>	<b>APUBEF Social Hour II**</b>
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# APUBEF

**Friday, October 1, 2004:**

<b>7:30 am – 8:30 am</b>	<b>Registration, Breakfast</b>
<b>APUBEF Annual Fall Business Meeting</b> Norman Sigmond, President	

<b>8:30 am – 9:30 am</b>	<b>Session 1</b>
<b>Session Chair: .....</b>	<b>Marlene Burkhardt</b>
<b>An Historical Examination of the Tax Simplification Act of 1986 and Its Impact On Realestate and the Savings and Loan Industry</b> Jerry Belloit, Clarion University of Pennsylvania	
<b>Managing Transitions in an Aging Society: What Should Business Students Know?</b> Eric Brucker, Widener University	
<b>The Environmental Degradation of the Toll Collection Process During Peak Travel Periods: Evidence from the Garden State Parkway</b> Jonathan Peters, City University of New York - Staten Island Jonathan K. Kramer, Kutztown University of Pennsylvania	

<b>9:30 am – 10:30 am</b>	<b>Session 2</b>
<b>Session Chair: .....</b>	<b>Eric Brucker</b>
<b>Preparing Accounting Students for Careers with Small Closely-held Companies</b> Kindra Walker, Kutztown University of Pennsylvania	
<b>The Effects of Malpractice Tort Reform on Defensive Medicine</b> Heather M. O'Neill and Katherine Hennesy, Usinus College	
<b>The Selection Process for Entry-level Foodservice Managers in the Hospital Industry</b> Clifford Whithem, Richard Stockton College of New Jersey Michael Scales, Richard Stockton College of New Jersey	

<b>10:30 am – 10:50 am</b>	<b>Coffee Break and Hotel Checkout</b>
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<b>10:50 am – 12:10 pm</b>	<b><u>Session 3</u></b>
Session Chair: .....	<b>W. R. Eddins</b>
<b>Strategy vs. Tactics – Marketing Business in the Lehigh Valley</b> Gary Kaskowitz, Moravian College	
<b>Owner/Employees and Unemployment Compensation Inequities</b> Jerry Kline, Indiana University of Pennsylvania	
<b>Reengineering the Business Curriculum</b> Paul Sable, Kutztown University of Pennsylvania	

<b>12:10 pm – 1:30 pm</b>	<b><u>Session 4</u></b>
Session Chair: .....	<b>Denise Ogden</b>
<b>The Perception of Quality Distance Education Courses vs. Traditional Courses</b> Mary D. Myers, Shippensburg University of Pennsylvania	
<b>Electronic Portfolios: Has Their Time Arrived?</b> Carole Anderson, Clarion University of Pennsylvania	
<b>** Best Faculty Paper Award Winner**</b>	
<b>Bias in Hedge Fund Data</b> Nandita Das, Bloomsburg University of Pennsylvania David L. Muething, Lehigh University	

<b>1:30 pm</b>	<b>Lunch</b>
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<b>2:30 pm – 3:30pm</b>	<b><u>Session 5</u></b>
Session Chair: .....	<b>Jerry Belloit</b>
<b>Goal-Based Scenarios in Teaching Accounting</b> Gayle Bolinger and Edward Sullivan, Lebanon Valley College	
<b>Trends in Consumer Acculturation Studies</b> Denise T. Ogden, Pennsylvania State University – Lehigh Valley	
<b>Is Market Value Added Equal to the Present Value of Future EVAs?</b> Jonathan K. Kramer, Kutztown University of Pennsylvania Jonathan R. Peters, City University of New York – Staten Island	

**3:30 pm – 4:30pm**

**Session Chair: .....**

**Session 6**

**Dean Frear**

**Links Between Organizational Culture and Strategy in a Not for Profit Community Hospital**

Michael Fratantuono and David Sarcone, Dickinson College

**Portrait of Business Technology in a Typical American Town**

Christine J. Rhoads, Kutztown University of Pennsylvania

**The European Union Expansion and Turkey's Desire for Membership**

Okan Akcay, Kutztown University of Pennsylvania

**Concluding Comments:** Norman Sigmond, President