

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

**28th Annual Meeting  
October 20 & October 21, 2005**



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

## Thursday, October 20, 2005:

7:45 am – 8:30 am

Registration, Breakfast

Norman Sigmond, President

Welcome

8:30 am – 9:30 am

Session 1

Session Chair: ..... Roger Hibbs

**Service Learning: Theory and Application to Marketing and Management**

Diane Holtzman, The Richard Stockton College of New Jersey

Karen L. Stewart, The Richard Stockton College of New Jersey

Jennifer Barr, The Richard Stockton College of New Jersey

**What's Not Public Use?: Implications and Risks for the Future**

Frank Shepard, Clarion University of PA

Jerry Belloit, Clarion University of PA

**S Corporations and Unreasonable Compensation**

Barry H. Williams, King's College

9:30 am – 10:30 am

Session 2

Session Chair: ..... Barry Williams

**Freshman Seminar Courses**

Paul Sable, Kutztown University of PA

**The Cultural Dimension of Certain Japanese Management Accounting Techniques**

Dennis Hwang, Bloomsburg University

A. Blair Staley, Bloomsburg University

**The Transformation of An Industry: An Interest Rate Risk Management**

**Perspective on the Savings and Loan Industry**

Sarah Bryant Bower, Clarion University of PA

Jerry Belloit, Clarion University of PA

10:30 am – 10:50 am

Coffee Break

**10:50 am – 12:00 pm**

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

**Session 3**

**Blair Staley**

**When Downsizing Fails**

Jefrey R. Woodall, York College of PA

**Doctrine of Acquiescence and Consentable Line: Rethinking Adverse Possession**

John Eichlin, Clarion University of PA

Frank Shepard, Clarion University of PA

Jerry Belloit, Clarion University of PA

**\*\*Winner of APUBEF/McGraw-Hill/Irwin Best Faculty Paper Award\*\***

**Impact of Decisionmaker On Use & Perceived Value Of Internet Technologies**

C. J. Rhoads, Kutztown University

**12:00 pm – 1:00 pm**

**Lunch**

**1:00 pm – 2:00 pm**

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

**Session 4**

**Karen Stewart**

**Organizational Storytelling: The Power of a Firm's Genesis Story and Its Metaphor**

Michael S. Poulton, Dickinson College

**Integrating a Computer Simulation into a Capstone Strategic Management Class**

Leon Markowicz, Lebanon Valley College

**Income Inequality and Sector Shift in Pennsylvania Counties**

Martina Vidovic, Bloomsburg University

Peter Bohling, Bloomsburg University

**2:00 pm – 3:30 pm**

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

**Session 5**

**Tony Johns**

**A Model for Evaluating Performance in a Sophomore Managerial Accounting Class**

Tony R. Johns, Clarion University of PA

Thomas W. Oliver, Clarion University of PA

Paul Y. Kim, Clarion University of PA

**Small Business Development Centers and Learning: Changing Models-Changing Metrics**

Don Martin

Roger Hibbs

Okan Akcay

**Pennsylvania In-Coming Students are Not Computer Literate as a Whole: So What Are You Going To Do About It?**

W. R. Eddins, York College of PA

**3:30 pm – 3:45 pm** **Coffee Break**

**3:45 pm – 5:00 pm** **Session 6**  
**Session Chair: .....** **Edward Fox**

**Benchmarking the Operating Efficiency of Toll Collection Systems**  
Jonathan Peters, City University of Staten Island  
Jonathan K. Kramer, Kutztown University  
Michael E. Kress, City University of Staten Island

**Know the Odds Before Betting on Legalized Gambling: The Economic Impact of Slot Machines in Pennsylvania**  
Arthur Sterngold, Lycoming College

**Customer Loyalty Programs: Impacts on Business and the Consumer**  
Jefrey R. Woodall, York College of PA

**Points or No Points: An Analysis of Residential Home Financing Options**  
Jerry Belloit, Clarion University of PA  
Anthony Greci, Clarion University of PA

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

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

**7:00 pm** **Dinner**  
**Retirement of Ron Tarullo**

**8:30 pm - ??** **APUBEF Social Hour II\*\***

# APUBEF

**Friday, October 21, 2005:**

<b>8:00 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>**Winner of APUBEF/McGraw-Hill/Irwin Best Student Paper Award**</b> <b>Assisted Living in Chester County, Pennsylvania: Values, Promises and Market Positioning in a Dynamic Industry Environment</b> <b>Ekaterina Deriabina, Ursinus College</b>	
<b>False Advertising by Nonprofits: The Misuse of Economic Impact Studies as Marketing Tools</b> Arthur Sterngold, Lycoming College	
<b>An Empirical Examination of the Differences in the Rates of Return between the Superior Class and the Restricted Class of Corporations with Multiple Classes of Common Stock</b> Karen L. Randall, Ursinus College Henry F. Check, Jr., Kutztown University	

<b>9:30 am – 10:30 am</b>	<b>Session 2</b>
<b>Session Chair: .....</b>	<b>Edward Fox</b>
<b>Bringing Corruption into the Classroom</b> John A. Kruglinski, Kutztown University	
<b>Marketing Challenges and Opportunities in China</b> James R. Ogden, Kutztown University of PA Denise T. Ogden, Penn State Berks/Lehigh Valley	
<b>Is the Wall of Separation Tumbling Down?</b> Frank Shepard, Clarion University of PA Jerry Belloit, Clarion University of PA	

<b>10:30 am – 10:50 am</b>	<b>Coffee Break and Hotel Checkout</b>
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<b>10:50 am – 12:00 pm</b>	<b>Session 3</b>
<b>Session Chair: .....</b>	<b>W. R. Eddins</b>
<b>Affirmative Action in Higher Education</b>	
Dan Benson, Kutztown University of PA Bret Stewart, Kutztown University of PA	
<b>Lifestyle Centers: Examination of a New Retail Format</b>	
Denise T. Ogden, Penn State Berks/Lehigh Valley	
<b>Academic Integrity: A Review and Discussion</b>	
Stephen S. Batory, Bloomsburg University of Pennsylvania Anne Heineman Batory, Wilkes University	

<b>12:00 pm – 1:20 pm</b>	<b>Session 4</b>
<b>Session Chair: .....</b>	<b>Denise Ogden</b>
<b>The Development of Similarity In Technology-Related Perceptions and Behaviors Among Training Cohorts</b>	
Marlene E. Burkhardt, Juniata College	
<b>Business Incubator Origination</b>	
Joe Eschun, Pennsylvania State University-Berks/Lehigh Valley	
<b>Circumventing Equal Protection: Spot Assessment by the School Board</b>	
Frank Shepard, Clarion University of PA Jerry Belloit, Clarion University of PA	
<b>How Mergers &amp; Acquisitions Made Standard Oil into a Bigger Learning Organization</b>	
James Haley Mohammed Sidky	

<b>1:20 pm</b>	<b>Concluding Remarks</b>
Norman Sigmond, President	

<b>1:30 pm</b>	<b>Lunch</b>
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\*\* Both Faculty and Student Best Paper Awards and the APUBEF Social have been made possible by a generous contribution from the **McGraw-Hill/Irwin Publishing Company**.