

**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 – 9:30 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:	Session 1 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:	Session 2 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	
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10:50 am – 12:10 pm

Session Chair:

Session 3

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

Session Chair:

Session 4

Barry H. Williams

Any Questions?: Experiments in Getting Students to Ask Questions.

Leon Markowicz, Lebanon Valley College

Values of Turkish University Students

Donald Tompkins, Slippery Rock University

Patricia Tompkins, 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

Session Chair:

Session 5

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
Leon Markowicz
Session Chair:

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

The Over-selling of Marketing Rhetoric to Business and Social Entrepreneurs.
Arthur Sterngold, Lycoming College

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
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6:00 pm - 7:00 pm	APUBEF Social Hour I**
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7:00 pm	Dinner
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8:00 pm - ??	APUBEF Social Hour II**
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APUBEF

Friday, October 6, 2006:

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:	Session 7 C.J. Rhoads
** Winner of 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:	Session 8 Jonathan Ohn
Which Influence Network Determines Cell Phone Attitudes? Marlene Burkhardt, Juniata College		
The Law Concerning the Employment of Illegal Aliens Frank Shepard, Clarion University of PA		
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 9

Session Chair:

Dean Frear

Calculating the Risk of Information Technology Projects

CJ Rhoads, Kutztown University

In Your State An Incubator or Inhibitor of New Businesses?

Joseph Eshun, Penn State Berks/Lehigh Valley

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, Bloomsburg University

12:10 pm – 1:00 pm

Lunch

1:00 pm – 2:00 pm

Session 10

Session Chair:

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

2:00 pm – 3:20 pm

Session Chair:

Session 11

Charles Russo

A Project Based Learning Approach to Integrating Portfolio Analysis Curriculum with Investment Trading Room Technology

Byron Hollowell, Penn State Worthington Scranton

Closed end funds: Is Performance Affected by Changes in the Approach Toward Prospectus Liability

James Ravelle, Moravian College

Using Community Partners to Facilitate Learning

James R. Ogden, Kutztown University of PA

Denise T. Ogden, Penn State Berks/Lehigh Valley

Selling an Entrepreneurial Business

Dan Benson, Kutztown University

Daniel Goldberg, Kutztown University

3:20 pm – 3:35 pm

Coffee Break

3:35 pm – 4:55 pm

Session Chair:

Session 12

Byron Hollowell

The Attitude - Behavior Gap In Environmental Consumerism

Denise T. Ogden, Penn State Berks/Lehigh Valley

Shruti Gupta, Penn State – Abington

A Brief History of the Capital Asset Pricing Model

Edward Sullivan, Lebanon Valley College

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

Why Do Mergers Fail: Can Better Organizational Learning Improve the Chances for Success?

Mohammed Sidky, Point Park University

James Haley, Point Park University

4:55 pm Closing Remarks

Norman Sigmond, President