

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

**30th Annual Meeting
October 25th & 26th, 2007**



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

NABET

Thursday, October 25, 2007: Sylvan Room

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|------------------------|----------------------------------|------------------------------|
| 7:30 am - 9:00 | Registration | Breakfast Linden Room |
| 8:00am - 8:15am | Norman Sigmond, President | Welcome |

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| 8:15 am – 9:15 am | <u>Session 1</u> |
| Session Chair: | Sanjay Paul |
| Operational Profile and the Behavior of the Small Enterprises: Reflections from the Urban Child Care Centers | |
| M. Ruhul Amin | Bloomsburg University of Pennsylvania |
| Ahmed Zaman | Borough of Manhattan Community College |
| Educating Entrepreneurs: Lessons from the Fine Arts | |
| James Donaldson | Juniata College |
| Karen Rosell | Juniata College |
| Researching the Survival and Growth of Small Businesses in Northeastern Pennsylvania: Some Conceptual Issues and Preliminary Findings | |
| Akinola O. Fadahunsi | Penn State University – Scranton |
| Parminder Parmar | Penn State University – Scranton |
| Kim Neesan-Johnson | Penn State University – Scranton |

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| 9:15 am – 9:30 am | Coffee Break Linden Room |
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| 9:30 am – 10:30 am | <u>Session 2</u> |
| Session Chair: | Marlene Burkhardt |
| Entrepreneurship, Bankruptcy Laws and Economic Activity | |
| Sanjay Paul | Elizabethtown College |
| Sean Melvin | Elizabethtown College |
| The Need For Hispanic-Owned Businesses To Target Non-Hispanic Customers, Vendors And Service Providers | |
| Roger Hibbs | Kutztown University of Pennsylvania |
| Scott Schaeffer | Kutztown University, SBDC |
| Entrepreneurship: Business's Liberal Art | |
| Donald R. Mong | Slippery Rock University of Pennsylvania |

10:30 am – 10:45 am **Coffee Break Linden Room**

10:45 am – 11:45 am **Session 3**

Session Chair: **Roger Hibbs**

A Comprehensive Exercise Using Video Podcasting
Gary Armstrong Shippensburg University of Pennsylvania

We Are Who We Meet
Marlene Burkhardt Juniata College

Weaving Storytelling into an Organizational Behavior Curriculum: Building Competencies
Joan Blewitt Kings College
Ftr. John Ryan Kings College

12:00 pm – 1:00 pm **Lunch Linden Room**

1:15 pm – 2:15 pm **Session 4**

Session Chair: **Alan Brumagim**

A Study of Advising Resources Perceived by First-Year Students and Transfer Students
April Bailey Shippensburg University of Pennsylvania
Margaretha Hsu Shippensburg University of Pennsylvania

Probabilistic Scoring Rules for Forecaster, Expert and Student Evaluations
Andrew Carver The College of New Jersey

Does Friendship Matter? Ethical Decision Making And Undergraduate College Students
Carol C. Cirka Ursinus College
Justin Traino Ursinus College

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| 2:15 pm – 3:15 pm | <u>Session 5</u> |
| Session Chair: | April Bailey |
| Simulating A Business Operation In The Classroom Alan Brumagim University of Scranton | |
| Curricular Response to Global Aging Elizabeth Elmore The Richard Stockton College of New Jersey | |
| Do You See What I See? Desired Learning Outcomes And Achieved Learning Outcomes In International Strategic Alliance Steven X. Si Bloomsburg University of Pennsylvania Minuddin Afza Bloomsburg University of Pennsylvania | |

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| 3:15 pm – 3:30 pm | Coffee Break Linden Room |
| 3:30 pm – 4:30 pm | <u>Session 6</u> |
| Session Chair: | Carol C. Cirka |
| A Comparison Of Three Assessment Tools For Business Schools Carl J. Chimi Bloomsburg University of Pennsylvania Carolyn Lamacchia Bloomsburg University of Pennsylvania David Martin Bloomsburg University of Pennsylvania | |
| Freshman Seminar in Business: A Report on a Field Experiment Eileen A. Hogan Kutztown University of Pennsylvania | |
| Addressing Retention/Attrition Issues In A Business Associate's Degree Program Within A Two-Year And Four-Year Institution Irwin H. Siegel Pennsylvania College of Technology | |
| 4:30 pm – 5:00 pm **Winner of NABET Best Faculty Paper Award** | |

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| 5:15 pm – 6:00 pm | Executive Board Meeting |
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| 6:00 pm - 7:00 pm | NABET Social Hour I** Windsor Suite Rm 208 |
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| 7:00 pm | Dinner Linden Room |
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8:00 pm - ??

NABET Social Hour II Windsor Suite Rm 208**

Thursday, October 25, 2007: Willow Room

9:15 am – 9:30 am **Coffee Break Linden Room**

9:30 am – 10:30 am **Session 2**

Session Chair: **Jerry D. Belloit**

Patented Tax Loopholes-Policy And Practical Considerations
John D. Grigsby Lebanon Valley College

The Association Between Corporate Governance And Audit Fees
Cindy K. Harris Ursinus College

Horses, Real Estate and the Hobby Loss Debate
Barry Williams Kings College

10:30 am – 10:45 am **Coffee Break Linden Room**

10:45 am – 11:45 am **Session 3**

Session Chair: **Barry Williams**

Rate Of Employer Contribution For The Alternate Retirement Program
Monayem Chowdhury Cheyney University of Pennsylvania

Alternative Energy Tax Subsidies:An Analysis of Costs and Benefits to the Taxpayer and Public
Jerry D. Belloit Clarion University of Pennsylvania

Does the Sale of Subdivided Land Create Capital Gain or Ordinary Income?
Anthony Greci Clarion University of Pennsylvania
Jerry D. Belloit Clarion University of Pennsylvania

12:00 pm – 1:00 pm **Lunch Linden Room**

1:15 pm – 2:15 pm

Session 4

Session Chair:

John S. Walker

A Binary Choice Model For Predicting Bank Acquisitions

Henry F. Check, Jr. Kutztown University of Pennsylvania
John S. Walker Kutztown University of Pennsylvania

Investment Returns and Performance Attribution in Public Pension Systems

Karen L. Randall Ursinus College
Alexander J. Miron Ursinus College

**Estimating Toll Plaza Flow Performance Using Computer Simulations:
Designing and Managing Plaza Performance**

Jonathan R. Peters The City University of New York-Staten Island
Jonathan K. Kramer Kutztown University of Pennsylvania
Michael E. Kress The City University of New York-Staten Island

2:15 pm – 3:15 pm

Session 5

Session Chair:

Jonathan K. Kramer

**An Income Tax Explanation for "Irrational" Early Exercises of
Exchange-Traded Stock Options: A Note**

Stephen L. Liedtka DeSales University
Nandukumar Nayar Lehigh University

**Does Yearend Portfolio Restructuring By Community Banks Boost
Shareholder Returns ?**

John S. Walker Kutztown University of Pennsylvania
Henry F. Check, Jr. Kutztown University of Pennsylvania

The Influence Of U.S. Presidential Elections On Exchange Rates

Dean F. Frear Wilkes University
Jennifer Edmonds Wilkes University

3:15 pm – 3:30 pm

Coffee Break Linden Room

Activities resume in Sylvan Room

Thursday, October 25, 2007: Holmes/Foster Room

9:15 am – 9:30 am **Coffee Break Linden Room**

9:30 am – 10:30 pm **Session 2**

Session Chair: **W. R. Eddins**

Corporate Speech, Ethics & Disinformation: From Tobacco to Global Warming
Bruce L. Rockwood Bloomsburg University of Pennsylvania

Code Of Ethics Under Construction: A Blueprint For A National Professional Organization
Carol C. Cirka Ursinus College
Carla M. Messikomer Ursinus College

The Constitutional, Arbitration, and the Rule of Law
Garry Wamser Bloomsburg University of Pennsylvania

10:30 am – 10:45 am **Coffee Break Linden Room**

10:45 am – 11:45 pm **Session 3**

Session Chair: **Bruce L. Rockwood**

Designing A Laptop Survey At A Pennsylvania College: A Precursor To Introducing Innovative Technologies
W. R. Eddins York College of Pennsylvania

Economics of Emergency Response
Simon Hakim Temple University
Erwin A. Blackstone Temple University
Andrew J. Buck Temple University

Lurkers and Participation Inequality in Service Electronic Word of Mouth
Larry Burgee Towson University
Erin Steffes Towson University

12:00 pm – 1:00 pm **Lunch Linden Room**

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| 1:15 pm – 1:55 pm | <u>Session 4</u> |
| Session Chair: Monica Zimmerman Treichel | |
| Knowledgeable Decision Making: Does Source of Knowledge Impact Effective Use of Information Technology? | |
| CJ Rhoads | Kutztown University of Pennsylvania |
| The Effects of Service Electronic Word of Mouth in Academia | |
| Erin Steffes | Towson University |
| Larry Burgee | Towson University |

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| 1:55 pm – 2:40 pm | <u>Session 5</u> |
| Session Chair: Erin Steffes | |
| Workshop 1 | |
| The Importance of Effective Communication in Business Education: How to Incorporate Effective Business Communication in Business School Curriculum | |
| Monica Zimmerman Treichel | Temple University |
| Janis Moore Campbell | Temple University |
| 2:40 pm – 3:25 pm | Workshop 2 |
| Session Chair: CJ Rhoads | |
| Visible Product: Projects, Posters and Power Point | |
| Karen L. Randall | Ursinus College |
| Marlene Burkhardt | Juniata College |

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| 3:15 pm – 3:30 pm | Coffee Break Linden Room |
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| Activities resume in Sylvan Room |
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Thursday, October 25, 2007: Logan/Harris Room

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|--------------------------|---------------------------------|
| 9:15 am – 9:30 am | Coffee Break Linden Room |
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| 9:30 am – 10:30 am | <u>Session 2</u> |
| Session Chair: | Farhad Saboori |
| Three High Risk Health Characteristics And Their Consequences On Employees | |
| Marc C. Marchese | Kings College |
| Bernard Healey | Kings College |
| The Role of Import Substitution and Export Orientation Strategies on Thailand's Economic Growth | |
| Jesse Stevens | Nyack College |

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| 10:30 am – 10:45 am | Coffee Break Linden Room |
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| 10:45 am – 11:45 am | <u>Session 3</u> |
| Session Chair: | Marc C. Marchese |
| Child Labor in Bangladesh: Contributing Factors and Policy Recommendations | |
| Muhammad Masum | Towson University |
| The Impact of Rising Oil Prices on the U.S. Economy: An Empirical Analysis | |
| Farhad Saboori | Albright College |
| Is a Soft Landing Possible for the Economy? | |
| James Haley | Point Park University |

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| 12:00 pm – 1:00 pm | Lunch Linden Room |
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1:15 pm – 2:15 pm

Session 4

Session Chair:

Edward J. Fox

Environment, Income Inequality and Health in US Counties.

Martina Vidovic.

Bloomsburg University of Pennsylvania

Neha Khanna

Bloomsburg University of Pennsylvania

South Central Pennsylvania: Tracking the Regional Economy

Ken Slaysman

York College of Pennsylvania

**Economic Espionage Today And The Economic Espionage Act
Of 1996**

Vince Luchsinger

University of Baltimore

2:15 pm – 3:15 pm

Session 5

Session Chair:

Martina Vidovic

Why Is Selling Not Taught In The Pennsylvania University Environment

Edward J. Fox

South University

**Barking Up The Wrong Ethnic Tree: Ethnic Marketing Needs An
Emic Definition Of Ethnicity**

Ed Chung

Elizabethtown College

**Models Describing Loyalty and the Apparent Mismatch Between
the Marketer and the Consumer**

Jeffrey Woodall

York College of Pennsylvania

3:15 pm – 3:30 pm

Coffee Break Linden Room

Activities resume in Sylvan Room

Friday, October 26, 2007: Sylvan Room

| | | |
|--------------------------|----------------------------------|------------------------------|
| 7:30 am – 9:00 am | Registration | Breakfast Linden Room |
| 7:45am - 8:15am | Norman Sigmond, President | Welcome Day 2 |

NABET Annual Fall Business Meeting

All conference participants may attend

*Norman Sigmond, **President***

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| 8:15 am – 9:15 am | <u>Session 1</u> | |
| Session Chair: | Charles Walton | |
| Determinants of Class Participation: A Preliminary Investigation | | |
| Justin C. Matus | Wilkes University | |
| Robert D. Kuschke | University of Missouri | |
| Start Your Own Business: A Synthesizing Final Group Project in the Introductory Business Course | | |
| Leon Markowicz | Lebanon Valley College | |
| Assessing Writing Across the Business Core | | |
| Nancy Coulmas | Bloomsburg University of Pennsylvania | |
| Stephen Markell | Bloomsburg University of Pennsylvania | |

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| 9:15 am – 9:30 am | Coffee Break Linden Room and Hotel Checkout |
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| 9:30 am – 10:30 am | <u>Session 2</u> | |
| Session Chair: | Eric L. Blazer | |
| College Trustee Governance: Augmenting Carver's Policy Governance with Accepted Control and Planning Systems | | |
| Charles Walton | Gettysburg College | |
| Spring Walton | University of Maryland, University College | |
| Teaching Online & Hybrid Accounting Courses: Experience at a Mid-Atlantic University | | |
| Faye Bradwick | Indiana University of Pennsylvania | |
| Evaluating the Impact of Integrated Business Curricula on Student Outcomes: Implications of Curriculum Transformation to Make Students More Marketable | | |
| John Buttermore | Slippery Rock University of Pennsylvania | |
| 10:30 am – 10:45 am | Coffee Break Linden Room | |

10:45 am – 11:45 am **Session 3**

Session Chair: **John Buttermore**

A Case Study Augmenting Carver's Policy Governance with Accepted Control and Planning Systems in a Community College
 Charles Walton Gettysburg College
 Spring Walton University of Maryland, University College

An Attitudinal Survey of Classroom Response Systems
 Eric L. Blazer Millersville University of Pennsylvania

WiLife's Indoor Surveillance Camera and Its Contract Manufacturers in China
 Gabriel Jaskolka Tiffin University
 Al Mudrow Tiffin University

12:00 pm – 1:00 pm **Lunch Linden Room**

1:15 pm – 2:15 pm **Session 4**

Session Chair: **James Talaga**

Couponing Strategies in Location-based Advertising
 Prashant Bellur Ithaca College

Customer Satisfaction Measurement and the Effective Management of Customer Services
 Jonathan Silver Alvernia College

Income Density and Market Potential in Pennsylvania Small Towns
 William Bellinger Dickinson College

2:15 pm – 2:30 pm Coffee Break, Linden Room

2:30 pm – 3:30 pm **Session 5**

Session Chair: **Jonathan Silver**

Data Warehouse Development: Is There A "Best Practice"?
 Mary Williams Widener University
 Robert G. Jones Widener University

Fantasy Sports and Sports Marketing
 James Talaga La Salle University
 Christopher Orzechowski Cardiology Consultants of Philadelphia

Arguably, No One Knows More About Candy or Technology Than Teens
 Arlene Peltola Cedar Crest College

Friday, October 26, 2007: Willow Room

9:15 am – 9:30 am

Coffee Break Linden Room and Hotel Checkout

9:30 am – 10:30 am

Session 2

Session Chair:

Gary Leinberger

What's in a Name?

Denise T. Ogden

Penn State University, Lehigh Valley

James R. Ogden

Kutztown University of Pennsylvania

Fertility, Money Holdings, and Economic Growth: Evidence from Ukraine

Svitlana Maksymenko

University of Pittsburgh

The Ambiguities of Neo-Classical Globalization???

Mohammed Sidky

Point Park University

Dimitris J. Kraniou

Point Park University

10:30 am – 10:45 am

Coffee Break Linden Room

10:45 am – 11:45 am

Session 3

Session Chair:

Mohammed Sidky

An Empirical Study of Undergraduate Student's Basic Finance Management Achievement Relative to Student Background and Prerequisite Timing.

Gary Leinberger

Millersville University of Pennsylvania

Douglas Frazer

Millersville University of Pennsylvania

Impact Of Strategy On Firm Performance In An Emerging Market:

An Empirical Examination Of Turkish Insurance Industry

J Rajendran Pandian

Youngstown State University

Ilyas Akhisar

Marmara University

Market Efficiency in the Post-Lockout NHL: Eliminating the Reverse

Favorite-Longshot Bias

Rodney J. Paul

Saint Bonaventure University

Andrew P. Weinbach

Coastal Carolina University

Mark Wilson

St. Bonaventure University

12:00 pm – 1:00 pm

Lunch Linden Room

1:15 pm – 2:15 pm

Session 4

Session Chair:

Mark L. Usry

**An Empirical Analysis of the Determinants of Foreign Direct Investment
with a Focus on Asia**

Katarina Keller

Susquehanna University

Andrew Gilbert

Price Waterhouse Coopers, LLP

Anne Stankiewicz

Goldman Sachs Group Ltd.

A Correlation Analysis of Price of Corn and Price of Gasoline

Joseph Cheng

Ithaca College

**Comparative Analysis on the Major Determining Factors for the
Performance of PGA and LPGA Golfers**

Jonathan Ohn

Bloomsburg University of Pennsylvania

2:15 pm – 3:15 pm

Session 5

Session Chair:

Joseph Cheng

**Is there a Relationship between Corruption and Job Creation in Resource
Rich Oil and Gas Developing Countries?**

Olumide Ijose

Slippery Rock University of Pennsylvania

Jesus Valencia

Slippery Rock University of Pennsylvania

Negligent Hiring

Mark L. Usry

Bloomsburg University of Pennsylvania

Execution, the Secret to Great Performance

David E. Vance

Rutgers University

Friday, October 26, 2007: Holmes/Foster Room

9:15 am – 9:30 am **Coffee Break Linden Room and Hotel Checkout**

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| 9:30 am – 10:10 am | Workshop 1 | <u>Session 2</u> |
| Session Chair: | | Anne McMahon |
| Technology in the Classroom: Improving Class Participation | | |
| Justin C. Matus | Wilkes University | |
| 10:10 am – 10:20 am | Setup time for next workshop | |
| 10:20 am – 11:00 am | Workshop 2 | |
| Session Chair: | | Justin C. Matus |
| Assessing Diversity Outcomes in a College of Business Management Curriculum | | |
| Anne McMahon | Youngstown State University | |
| Andy Chang | Youngstown State University | |
| Carol Mikanowicz | Youngstown State University | |
| C. Louise Sellaro | Youngstown State University | |

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| 11:00 am – 11:10 am | Setup time for next workshop | <u>Session 3</u> |
| | Workshop 3 | |
| 11:10 am – 11:50 am | | |
| Session Chair: | | Brian J. Petula |
| A Serendipitous Walk to Investing Literacy: Engaging College Students to Think Critically About Investing Using a Collaborative Teaching Model | | |
| Patricia Weaver | Juniata College | |
| Paula Beckenbaugh | Juniata College | |

12:00 pm – 1:00 pm **Lunch Linden Room**

1:00 pm – 1:10 pm Set up time for next workshop **Session 4**

1:10 pm – 1:50 pm

Workshop 4

Session Chair: **Patricia Weaver**

Enhancing the MBA Learning Experience with Service Learning

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| Brian J. Petula | Marywood University |
| U. Rex Dumdum | Marywood University |
| Paula Ralston Nenish | Penn Security Corporation |
| Cindy Lewis-Kessler | Sanofi, Pasteur |

1:50 pm – 2:00 pm Set up time for next workshop **Session 5**

2:00 pm – 2:40 pm

Workshop 5

Session Chair: **Brian J. Petula**

Using Computerized Simulations in Accounting Courses

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| Stanley J. Yerep | University of Pittsburgh at Johnstown |
| Deborah Smiach-Zakrawski | University of Pittsburgh at Johnstown |

Friday, October 26, 2007: Logan/Harris Room

9:15 am – 9:30 am

Coffee Break Linden Room and Hotel Checkout

9:30 am – 10:30 am

Session 2

Session Chair:

John A. Kruglinski

Beyond Statistics: Data Mining in the 21st Century Curriculum

Deborah Gougeon

University of Scranton

**Hospitality Industry's Perceptions of Hospitality Management
Graduates' Preparedness**

Donna Albano

The Richard Stockton College of New Jersey

Michael Scales

The Richard Stockton College of New Jersey

Disruptive Strategies Under Different Innovation Structures

Nanyun Zhang

Towson University

10:30 am – 10:45 am

Coffee Break Linden Room

10:45 am – 11:45 am

Session 3

Session Chair:

Deborah Gougeon

Selling a Government Owned Enterprise in China

Dan Benson

Kutztown University of Pennsylvania

Roger Hibbs

Kutztown University of Pennsylvania

Effectively Addressing Enterprise Compliance Risk

John A. Kruglinski

Kutztown University of Pennsylvania

Toward an Understanding of Auditor Rotation as Public Policy:

Theories of Deviant Behavior

A. Blair Staley

Bloomsburg University of Pennsylvania

Wilmer Leinbach

Bloomsburg University of Pennsylvania

Mark L. Usry

Bloomsburg University of Pennsylvania

Mike Shapeero

Bloomsburg University of Pennsylvania

12:00 pm – 1:00 pm

Lunch Linden Room

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|--------------------------------------|---|-------------------------|
| 1:15 pm – 2:15 pm | Workshop 1 | <u>Session 4</u> |
| Session Chair: | | Henry Barker |
| Accounting Educators Dialogue | | |
| Panel Members | | |
| Faye Bradwick | Indiana University of Pennsylvania | |
| Scott Cairns | Shippensburg University of Pennsylvania | |
| Joyce Middleton | Frostburg State University | |
| Ann Servey | Cabrini College | |
| Gail Wright | Villa Julie College | |

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|---|-------------------------------------|-------------------------|
| 2:15 pm – 3:15 pm | | <u>Session 5</u> |
| Session Chair: | | Faye Bradwick |
| The Transition from Online Learning to the Virtual Classroom | | |
| Henry Barker | Tiffin University | |
| Why Most New Product Usually Fail and Why Only Some Succeed | | |
| Okan Akcay | Kutztown University of Pennsylvania | |

(NABET – a regional organization)

This organization is in its thirtieth year of existence. 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 of the 14 state universities comprising the Pennsylvania System of Higher Education. Their goal was to provide a platform sharing and exploring scholarly work among the business faculty of the fourteen state universities.

The original founders established a journal, the Pennsylvania Journal of Business and Economics (now, The Northeastern Journal of Business, Economics and Technology). The journal has developed to be a double blind review journal, 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.

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 the past several years. Last year the Executive Board determined that the APUBEF organization should be renamed as NABET was to become regional in scope. As a result, this year's annual meeting will present approximately 90 scholarly and pedagogical papers and workshops by authors from eight states including 35 different colleges and universities.

CONFERENCE LAYOUT

The Conference will start each day with breakfast and a common session in the Sylvan Room (our main conference room). Breakfast and registration will start at 7:30am. The first session will begin at 8:00am.

At the conclusion of Session I, the conference will have concurrent sessions for the remainder of each day, with the exception of Thursday. On Thursday, we will regroup for a common session in the Sylvan Room following the 3:15pm coffee/refreshment break. At this session (Session 6), there will be four presentations. The last of the four will be the Best Faculty Paper Award winner.

A similar scheme will be followed on Friday, except that after the morning breakout, all sessions will remain concurrent until the conference concludes Friday afternoon at approximately 4pm.

All meals and coffee/refreshment breaks will be in the Linden Room.

It is very important that you register upon arriving at the conference. Your official name tag is your meal ticket. The hotel staff have been instructed that anyone not wearing a NABET name tag will not be served at the meals. So, please do not lose your name tag.

****The four meeting rooms are:**

Sylvan Room

Willow Room

Holmes/Foster Room

Logan/Harris Room

**Linden Room: Breakfast, Lunch, Dinner; and refreshment
Breaks**

NABET Social: Windsor Suite/ room 208 (not shown on map)

**** see map on next page.**

NABET CONFERENCE
October 25th & 26th, 2007

Executive Board

Norman Sigmond, Kutztown University of Pennsylvania
Chairman

Jonathan Kramer, Kutztown University of Pennsylvania
Vice-Chairman

Able Ghoads, Mansfield University of Pennsylvania
Secretary

Leon Markowics, Lebanon Valley College
Journal Editor

Kevin Roth, Clarion University of Pennsylvania
Journal Editor

Jerry Belloit, Clarion University of Pennsylvania
Proceedings Editor