

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

**31<sup>st</sup> Annual Meeting  
October 30<sup>th</sup> & 31<sup>st</sup>, 2008**



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

**NABET**

**Northeastern Association of Business, Economics and  
Technology  
(NABET – a regional organization)**

This organization is in its thirty-first 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 fourteen state universities comprising the Pennsylvania System of Higher Education. Their goal was to provide a platform for sharing and exploring scholarly work among the business faculty of the fourteen state universities in Pennsylvania. As a result of their efforts, the organization has sponsored an academic conference each year for the past 30 years.

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 several years. In 2006 the Executive Board determined that the APUBEF organization should be renamed as NABET and become regional in scope. As a result, beginning with the October 2007 annual meeting, the conference has been regional in scope.

The original founders also established a referred journal, the Pennsylvania Journal of Business and Economics (now renamed as the Northeastern Journal of Business, Economics and Technology). The journal applies a double blind review process and is 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.

**NABET**  
**Annual Meeting**  
**October 30<sup>th</sup> and 31<sup>st</sup> 2008**

NABET Conference Presenters and Attendees,

On behalf of the Executive Board of NABET, welcome to our thirty-first annual meeting. We are very pleased that you have come to join us.

Over the two days of this conference, there will be a mix of workshops and scholarly papers authored by faculty from 45 colleges and universities representing eight states (Pennsylvania, Ohio, New York, New Jersey, Delaware, Maryland, Virginia and West Virginia). The total number of presentations is 75 featuring topics that cover a wide range 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 (see the conference map on the next page). After the first session there will be a break followed by concurrent sessions involving four different meeting rooms. The last session on Thursday will be a common session where the Faculty Best Paper Award winner will present his/her paper.

If you are not a presenter this year, please consider presenting next year.

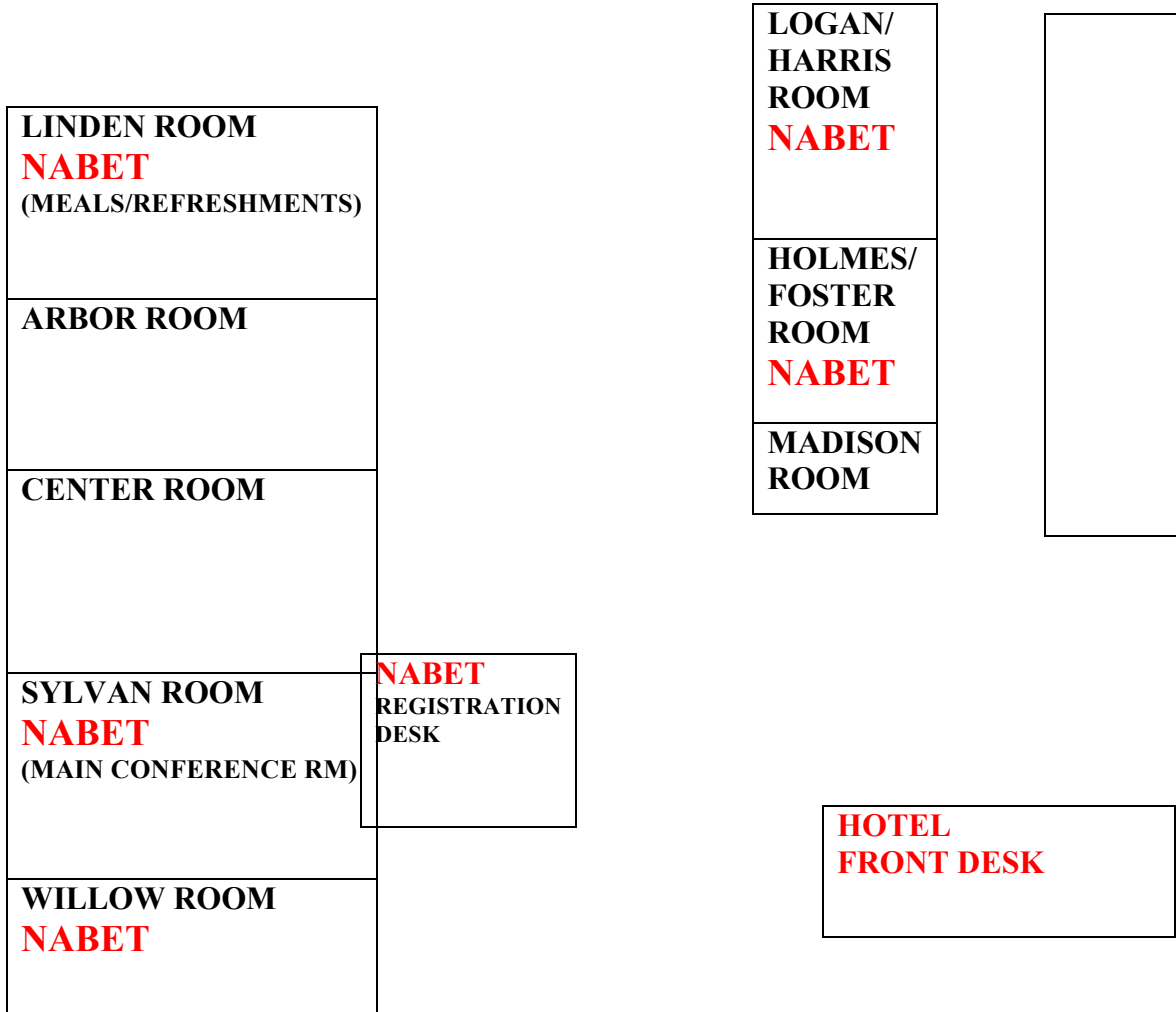
I hope that you enjoy your experiences at the NABET Conference.

*Martina Vidovic*

NABET Conference Chair

**NABET CONFERENCE  
October 30<sup>th</sup> and 31<sup>st</sup> 2008**

**Conference Map**



# Thursday, October 30, 2008

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

**Breakfast - Sylvan Room** **7:30 am - 9:15 am**

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**Session 1: Sylvan Room** **7:45 am – 9:15 am**

**Session Chair:** Justin Matus

**Welcome - Norman Sigmond, President**

**Faculty Selling Desk Copies - The Practice, the Law and the Ethics**

Mark Usry  
Laura Davis

Bloomsburg University  
Bloomsburg University

**Psychological ownership toward Blogs entry, social presence, and course satisfaction in an online learning environment: A pilot study**

Sopheha Chea  
Margaret Luo

Bloomsburg University  
Yuan-Ze University

**Micro-financing: A Global Tool for Alleviating Poverty**

Mehdi Hojjat

Neumann College

**Rural Poverty and Underdevelopment: Can Microfinancing make a Difference?**

Mohammed Sidky

Point Park University

**Session 2: Sylvan Room** **9:30 am – 10:30 am**

**Session Chair:** Stephen Liedtka

**Student attitudes on class participation and learning engagement**

Justin Matus

Wilkes University

**Teaching Strategic Business Policy in Today's Entrepreneurial Economy**

Don Mong

Slippery Rock

**Measuring Factors Influencing User Trust in Online Games: A Field Study**

Yuan Gao

Ramapo College of New Jersey

## **Session 3: Willow Room**

**9:30 am – 10:30 am**

**Session Chair:** Roger Hibbs

### **Laying the Foundation for Team Formation and Group Projects: An Interactive Modular Approach**

John Zych

University of Scranton

### **Comparing the Relationships Among Student Evaluations of Academic Integrity and Business Behaviors in Private and Public Universities**

Stephen Batory

Bloomsburg University

Anne Heineman Batory

Wilkes University

Dean Frear

Wilkes University

### **An Exploration of the Relationship Between Motivation and the Intention to Leave a Higher Education Program**

Tracy Porter

Regent University

## **Session 4: Logan/Harris Room**

**9:30 am – 10:30 am**

**Session Chair:** Loreen Butcher-Powell

### **A Practical Theory for e-HRM, Diffusion of Innovations**

Miguel Olivas-Luján

Clarion University

### **Results of a Laptop Survey at a Pennsylvania College Using Rogers' Theory of Diffusion of Innovation**

William Eddins

York College

### **E-Discovery: What Future Business Leaders Need to Know**

Blair Staley

Bloomsburg University

Mike Shapeero

Bloomsburg University

Mark Usry

Bloomsburg University

Mark Law

Bloomsburg University

Wilmer Leinbach

Bloomsburg University

David Magolis

Bloomsburg University

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**Coffee Break– Sylvan Room**

**10:30 am – 10:45 am**

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## **Session 5: Sylvan Room**

**10:45 am – 11:45 am**

**Session Chair:** William Eddins

### **Feasibility Study of Offering Online Hybrid Courses to Graduate Students**

Laura Boyarsky

Marywood University

Jennifer Phillips

Marywood University

Charles Lipinski

Marywood University

### **Blending Strategic, Project, and Systems/Process Management in Successful Efforts to Achieve AACSB Accreditation/ Reaccreditation**

Alan Brumagim

University of Scranton

Cynthia Cann

University of Scranton

### **Global Business Ethics: Understanding and Changing Inappropriate Business Behaviors – A Call to Action**

David Gilfoil

DeSales University

## **Session 6: Willow Room**

**10:45 am – 11:45 am**

**Session Chair:** Blair Staley

### **Return to Goodwill**

Dave Vance

Rutgers University

### **The Impact of Mandatory Disclosures of Material Weaknesses in Internal Controls by the Sarbanes-Oxley Act of 2002**

Eric Blazer

Millersville University

Robert Bee

Millersville University

## **Session 7: Logan/Harris Room**

**10:45 am – 11:45 am**

**Session Chair:** Mehdi Hojjat

### **The Dynamic Impact of Rising Oil Prices on the Major Sectors of the U.S. Economy**

Farhad Saboori

Albright College

### **Export Challenges in the Turkish Textile and Apparel Industry**

Okan Akcay

Kutztown University

### **Optimum Currency Areas and Synchronization of Business Cycles in Sub-Saharan Africa**

Yaya Sissoko

Indiana University of Pennsylvania

## **Session 8: Holmes/Foster Room**

**10:45 am – 11:45 am**

**Session Chair:** John Zych

### **Website Accessibility: Why is it not taught in the Business Curriculum?**

Loreen Butcher-Powell

Bloomsburg University

### **Teaching Economics Principles with Web-Based Videos**

Jui-Chi Huang

Penn State Berks

### **An Overview of Frameworks for Analyzing Marketing Ethics**

Madan Batra

Indiana University of Pennsylvania

Andreas Klein

University of Duisburg-Essen

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## **Lunch – Linden Room**

**12:00 pm – 1:00 pm**

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## **Session 9: Sylvan Room**

**1:15 pm – 2:15 pm**

**Session Chair:** Okan Akcay

### **Three big mistakes undergraduate business programs make**

Gabriel Jaskolka

Tiffin University

### **The Mock Board Project: Integrating Principles of Economics into the Business Curriculum**

Kenneth Slaysman

York College of Pennsylvania

### **Closing the loop: Assurance of learning and organizational learning in business education**

David Hartley

Clarion University

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## **Session 10: Willow Room**

**1:15 pm – 2:15 pm**

**Session Chair:** Yaya Sissoko

### **Process Theory Approaches in SME Organizations to Enterprise Resource Planning Systems (ERP) Implementation Lifecycles**

Robert Kachur

Richard Stockton College of New Jersey

Ajantha Herath

Richard Stockton College of New Jersey

### **Driving NFL fan satisfaction and return intentions with Concession Service Quality**

Ross Steinman

Widener University

Brian Larson

Widener University

### **Making Disney Pixar into a Learning Organization**

James Michael Haley

Point Park University

Mohammed Sidky

Point Park University



## **Session 11: Logan/Harris Room**

**1:15 pm – 2:15 pm**

**Session Chair:** Farhad Saboori

### **Discriminatory Practices Using Independent Contractor Status**

Jerry Belloit  
Frank Shepard

Clarion University  
Clarion University

### **The Constitution, Arbitration and the Privatization of Rule of Law: a focus on employment relationships**

Gary Wamser

Bloomsburg University

### **Re-discovering Schumacher: Economic Development as if People Mattered**

Mohammed Sidky

Point Park University

## **Session 12: Holmes/Foster Room**

**1:15 pm – 2:15 pm**

**Session Chair:** Dave Vance

### **Ethical and Cost Effective Issues in Transplantation of Human Organs in U.S.**

Man Maloo  
Manoj Maloo

Towson University  
Geisinger Health System

### **Introducing incentives for private sector provision of Homeland Security Services**

Simon Hakim  
Ervin Blackstone

Temple University  
Temple University

### **When Principles Pay: Corporate Social Responsibility in the 21st Century**

Bruce Rockwood

Bloomsburg University

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## **Session 13: Sylvan Room**

**2:15 pm – 3:15 pm**

**Session Chair:** Kenneth Slaysman

### **Raising the Minimum Wage: The Pennsylvania Experience**

Sanjay Paul  
Brian Rossell  
Tom Scheiding

Elizabethtown College  
Elizabethtown College  
Elizabethtown College

### **Firm Growth Rates and Financial Choices in Pennsylvania Firms: An Empirical Study About the Pecking Order Theory**

Enyang Guo  
Gary Leinberger

Millersville University  
Millersville University

### **Public Policy Exceptions to the Doctrine of Employment-At-Will in Pennsylvania**

Thomas Bright  
Richard Coffinberger

Shippensburg University  
George Mason University

## **Session 14: Willow Room**

**2:15 pm – 3:15 pm**

**Session Chair:** Mike Haley

### **Career Greatness: Where Industry Demand and Personal Ability Meet**

Dave Woods

De Sales University

### **Addressing the 'Boundaryless Career': Impact on Organizations, Workers, and Institutions of Higher Learning**

Irwin Siegel

Harrisburg Area Community College

### **Emotional Intelligence: Relevance in the Workplace**

Roger Hibbs

Kutztown University

## **Session 15: Logan/Harris Room**

**2:15 pm – 3:15 pm**

**Session Chair:** Jerry Belloit

### **“Live Case Analysis” Pedagogical Problems and Prospects**

Kevin Roth

Clarion University

Chad Smith

Clarion University

### **Student Perceptions of the Effectiveness of a Business Simulation as a Capstone Integrating Tool**

John Buttermore

Slippery Rock University

### **Teaching Accounting Using Goal-Based Scenarios**

John Grisby

Lebanon Valley College

Gayle Bolinger

Lebanon Valley College

Edward Sullivan

Lebanon Valley College

## **Session 16: Holmes/Foster Room**

**2:15 pm – 3:15 pm**

**Session Chair:** Bruce Rockwood

### **Does loyalty drive success: A study of the behaviors that influence consumer purchase decisions**

Jeffrey Woodall

York College

### **Projective Techniques in Consumer Research**

Ross Steinman

Widener University

### **How to Reduce Consumer Perceptions of Price Unfairness? Understanding How Consumers Perceive the Firm's Costs**

Nada Nasr Bechwati

Bentley College

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**Coffee Break**– Sylvan Room

**3:15 pm – 3:30 pm**

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**Session 17: Sylvan Room**

**3:30 pm – 4:30 pm**

**Session Chair:** Kevin Roth

**A.D. Roy: The Forgotten Forefather of Portfolio Theory**

Edward Sullivan

Lebanon Valley College

**Collectibles, High-Yield Municipal Bond Funds and Real Estate Investment Trusts: Tax-Advantaged Investments for Recession-Based Investing**

Seth Hammer

Towson University

**Unemployment and Underemployment in Afghanistan**

Masum Muhammad

Towson University

**\*\*Winner of NABET Best Faculty Paper Award\*\***

**4:30 pm – 5:00 pm**

**CEO/Shareholder Conflicts and Large-Scale Information Technology Outsourcing Decisions**

Stephen Liedtka

DeSales University

James A. Hall

Lehigh University

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**Executive Board Meeting**

**5:15 – 6:00 pm**

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**NABET Social Hour I – Windsor Suite/Room 208  
pm**

**6:00 – 7:00**

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**Dinner – Linden Room**

**7:00 – 8:00 pm**

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**NABET Social Hour II – Windsor Suite/Room 208**

**8:00 pm**

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## Friday, October 31, 2008:

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

**Breakfast - Sylvan Room** **7:30 am - 9:15 am**

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**Special Session** **8:15 am – 9:15 am**  
**Sylvan Room**

**Welcome Day 2 - Norman Sigmond, President** **7:45am - 8:15am**

NABET Annual Fall Business Meeting  
All conference participants may attend  
Norman Sigmond, President

*Journal of the Northeastern Association of Business, Economics and Technology (JNABET)*

John Walker

Kutztown University

Jonathan Kramer

Kutztown University

Kevin Roth

Clarion University

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**Session 18: Sylvan Room** **9:30 am – 10:30 am**

**Session Chair:** Jonathan Kramer

**Readability of Intermediate Accounting Textbooks**

Ken Plucinski

Fredonia State University

**Tools for Driving Excellence in an Accounting Program: The Balanced Scorecard and Strategy Mapping**

Mary Myers

Shippensburg University

Larry Bitner

Shippensburg University

## **Session 19: Willow Room**

**9:30 am – 10:30 am**

**Session Chair:** Dean Frear

### **Does Yearend Portfolio Restructuring by Community Banks Boost Shareholder Returns? - An Event Study**

Henry Check  
John Walker

Pennsylvania State University  
Kutztown University

### **Adjustable Rate Mortgages: Is the “Cost Of Funds Risk” Assumed by the Borrower?**

Ken Rhoda  
Joshua Buch

LaSalle University  
LaSalle University

### **Financial Management Decision-Making at a Community Bank: A Case Study of Two Banks**

John Walker  
Henry Check

Kutztown University  
Pennsylvania State University

## **Session 20: Logan/Harris Room**

**9:30 am – 10:30 am**

**Session Chair:** Cori Myers

### **Do Economic Reforms and Human Capital Explain Post-Reform Growth?**

Svitlana Maksymenko  
Mahbub Rabbani

University of Pittsburgh  
University of Pittsburgh

### **Petrodollars, Globalization and U.S Inflation Revisited**

Tahereh Hojjat  
B. Bhagyavati

DeSales University  
DeSales University

### **Is the Phillips Curve Dead? A Vector Error Correction Model**

Yifan Zhao  
Gustavo Barboza  
Rod D. Raehsler

Clarion University  
Clarion University  
Clarion University

## **Session 21: Holmes/Foster Room**

**9:30 am – 10:30 am**

**Session Chair:** David Bussard

### **Identifying and Developing the Elusive M-commerce Customer**

Marlene Burkhardt

Juniata College

### **An Agent Based Mediated Market for Online Purchases**

Frank LoPinto  
Cliff T. Ragsdale

La Salle University  
Virginia Polytechnic Institute

### **Marketing 2.0: Changing the Paradigms of the Four P's**

Kurt Komaromi

Ithaca College

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**Coffee Break– Sylvan Room**

**10:30 am – 10:45 am**

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**Session 22: Sylvan Room**

**10:45 am – 12:00 pm**

**Session Chair:** John Buttermore

**Caring for the Old: A Comparative Analysis of Social Policies Adopted by Several Developed Countries and Lessons for the United States**

Cristina Ciocirlan

Elizabethtown College

**Determinants of Fan Satisfaction in a Small Market Professional Sport Franchise**

Jonathan Silver

Alvernia University

**Considerations regarding how a highly thought-of American company might incorporate environmental priorities and practices into their products and relationships**

Arlene Peltola

Cedar Crest College

**Session 23: Willow Room**

**10:45 am – 12:00 pm**

**Session Chair:** Ken Rhoda

**Income Distribution and the Effectiveness of Fiscal Policy: Evidence from Some Developing Countries**

Samanta Subarna

The College of New Jersey

Georg Cerf

The College of New Jersey

**Determinants of LPGA Golfers' Earning and Performance, 2003-2007**

Jonathan Ohn

Bloomsburg University

Victoria Geyfman

Bloomsburg University

David Martin

Bloomsburg University

**Effectiveness of Online Learning and Virtual Tools in Assisting Nascent Entrepreneurs with Business Planning**

Ernie Post

Kutztown University

CJ Rhoads

Kutztown University

## **Session 24: Logan/Harris Room**

**10:45 am – 11:45 am**

### **Workshop 1**

**Session Chair:** Marlene Burkhardt

**“Hands and Minds On” Activities Used in the Organizational Behavior Classroom and Corporate Training Sessions for Innovative Concept Application**

Doug Reed

University of Pittsburgh

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## **Lunch – Linden Room**

**12:00 pm – 1:00 pm**

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## **Session 25: Sylvan Room**

**1:15 pm – 2:15 pm**

**Session Chair:** Jonathan Ohn

**Researching the Survival and Growth of Small Businesses in Northeastern Pennsylvania: Some Conceptual Issues and Preliminary Findings**

Akin Fadahunsi

PSU- Worthington Scranton

**Reconstruction in New Orleans: The Contributions of Habitat for Humanity and Lebanon Valley College**

Toni Maynard

Lebanon Valley College

Sara Wagner

Lebanon Valley College

**Immigrant Children and Labor Market Outcomes**

Freddy Siahaan

Shippensburg University

Daniel Y. Lee

Shippensburg University

## **Session 26: Willow Room**

### **Workshop 2**

**1:10 pm – 2:00 pm**

**Session Chair:** Svitlana Maksymenko

**Teaching Others to Build Businesses**

CJ Rhoads

Kutztown University

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## **Coffee Break– Sylvan Room**

**2:00pm – 2:10pm**

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## **Session 27: Logan/Harris Room**

### **Workshop 3**

**2:10 pm – 3:00 pm**

**Session Chair:** John Walker

#### **Does Your Teaching Toolkit include the Write Stuff?**

Cori Myers

Lock Haven University of Pennsylvania

Richard Van Dyke

Lock Haven University of Pennsylvania

## **Session 28: Holmes/Foster Room**

### **Workshop 4**

**3:10 pm – 4:00 pm**

**Session Chair:** Gary Leinberger

#### **Innovative Teaching Workshop - In capstone course "Business Policy and Strategy"**

David Bussard

Susquehanna University

Bill Sauer

Susquehanna University

Mark Heuer

Susquehanna University

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## **NABET OFFICERS**

### **President**

Norman C. Sigmond  
Kutztown University of Pennsylvania

### **Vice-President, Programs**

Dean Frear  
Wilkes University

### **Vice-President, Publicity**

William Eddins  
York College of Pennsylvania

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Arshad Chawdhry  
California University of Pennsylvania

### **Secretary**

Able Ghoads  
Mansfield University of Pennsylvania

### **Conference Chairperson**

Martina Vidovic  
Bloomsburg University of Pennsylvania

# **NABET**

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Able Ghoads, Mansfield University of Pennsylvania  
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Dean Frear, Wilkes University  
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Kevin Roth, Clarion University of Pennsylvania  
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Journal co-editor

Jerry Belloit, Clarion University of Pennsylvania  
Proceedings Editor

Martina Vidovic, Bloomsburg University of Pennsylvania  
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