

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

**33rd Annual Meeting
October 19th & 20th, 2010**



Days Inn
240 South Pugh St.
State College, PA 16801

NABET

NABET
Thirty-Third Annual Meeting
October 19th and 20th, 2010

NABET Conference Presenters and Attendees,

On behalf of the Executive Board of NABET, welcome to our thirty-third annual meeting. We are 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 54 colleges and universities representing eight states (Pennsylvania, Ohio, New York, New Jersey, Delaware, Maryland, Virginia and West Virginia), and three foreign countries. The 88 presentations will feature a wide range of topics within the disciplines of business, economics and information technology.

Please note that the Conference will start each day with common session and breakfast in the Sylvan Room. After the first session there will be a break followed by concurrent sessions involving four different meeting rooms. If you are not a presenter this year, please consider being a presenter next year.

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

Marlene Burkhardt

NABET Conference Chairperson

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

NABET is in its thirty-third 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 and management 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 and economics faculty of the fourteen state universities. As a result of their efforts, the organization has sponsored an academic conference each year for the past 32 years.

Originally the goal of NABET/APUBEF was to target the business faculty of the small colleges and universities in Pennsylvania. The organization has been successful in achieving this goal for several years. However, 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 organization and the annual conference extended its reach to the northeastern region (8 states).

The original founders also established a referred journal, the Pennsylvania Journal of Business and Economics, now renamed as the Journal of the Northeastern Association of Business, Economics and Technology (JNABET). The journal is listed in Cabell's Directory and is notated as a *commendable journal*. It applies a double blind review process, and it is published at least once each year. The journal has a devoted editorial staff supported by an excellent corps of reviewers.

Tuesday October 19, 2010

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

Breakfast Sylvan Room **7:30 am - 9:00 am**

Welcome - Norman Sigmond, Board Chair **8:00 am - 8:15 am**
Dean Frear, President

Session 1: Sylvan Room **8:15 am – 9:15 am**

Session Chair: Mary Williams

An Analysis of Technology-Enhanced Pedagogy and Learning: Student Response Systems (Clickers) - Tool or Toys?

Justin Matus

Wilkes University

Kristin Summa

Wilkes University

Robert Kuschke

University of Missouri

Do Clickers Click in the Classroom?

Eric Blazer

Millersville University of Pennsylvania

The Use of Cabell's as a Guide to Scholarly Publishing

James Talaga

LaSalle University

David Martin

LaSalle University

Session 2: Sylvan Room **9:20 am – 10:20 am**

Session Chair: Stacy Mastrolia

Customer Touch Points and Financial Productivity: The Case of Nepotism at the Branch Level of a Commercial Bank

Dennis Laker

Widener University

Mary Williams

Widener University

Exchange Rate Pass-Through for Dynamic Strategic Pricing in Thai Automobile Import Market

Tantatape Brashmasrene

Penn State University - Berks

Jui-Chi Huang

Purdue University North Central

Path Dependence and Locked-in Values for the Differences in Vending Machine Retailing in USA and Japan

Torey Hewitt

Central Washington University

Michael Bantog

Central Washington University

Sana Becker

Central Washington University

Hideki Takei

Central Washington University

Session 3: Willow Room

9:20 am – 10:20 am

Session Chair: Margaret O'Connor

Global Business Ethics and Leadership: A Grounded Theory Approach

John Bennett

Regent University

Social Media Privacy Issues and Ethical Marketing Practices

Melissa Zimmerman

Capella University

Critical Thinking Through Case Study Analysis

James Pomykalski

Susquehanna University

Session 4: Centre Room

9:20 am – 10:20 am

Session Chair: Justin Matus

An Analysis of Religious Leadership

Stephen Bowers

Ursinus College

Andrew Economopoulos

Ursinus College

Mentoring Together: A Literature Review of Group Mentoring

Russell Huizing

Regent University

The Use of Mentoring in Preparing Chief Officers in Contemporary Fire Departments

Robert Fleming

Rohrer College

Session 5: Arbor Room

9:20 am – 10:20 am

Session Chair: John Kruglinski

Liberalizing Accounting Education

Stephen Willits

Bucknell University

The Unified Tax Credit: The Dirty Little Secrets

Norman Sigmond

Kutztown University of Pennsylvania

The Influence of Political Interference on the Accounting Standard-Setting Process

Mary MacAusland

Penn State University - Harrisburg

Coffee Break– Sylvan Room

10:20 am – 10:45 am

Session 6: Sylvan Room

10:45 am – 11:45 am

Session Chair: Janis Stamm

Has Sarbanes-Oxley Improved Quarterly Financial Reporting?

Stacy Mastrolia

Bucknell University

The Role of Monetary Policy in Economic Instability

Yaya Sissoko

Indiana University of Pennsylvania

Mete Feridun

Eastern Mediterranean University, Turkey

Conscious Capitalism

Minoo Ghoreishi

Millersville University of Pennsylvania

Sarah Taghavi

IT Industry

Dariush Rezaei

Kent State University

Session 7: Willow Room

10:45 am – 11:45 am

Session Chair: Stephen Willits

Academic Dishonesty: Perceptions of Business Professors

Stephen Batory

Bloomsburg University of Pennsylvania

Anne Heinman Batory

Wilkes University

Dean Frear

Wilkes University

How to Prevent the Next Financial Crisis

James Haley

Point Park University

Financial Crisis: Causes, Consequences, and Policy Responses

Farhad Saboori

Albright College

Session 8: Centre Room

10:45 am – 11:45 am

Workshop 30 Minutes Each

Session Chair: Melissa Zimmerman

Using Multimedia Resources in Accounting and Finance Classes

John Kruglinski

Albright College

Terrence Reilly

Albright College

How to Use the NABET Open Conference System

William Eddins
Marlene Burkhardt

York College of Pennsylvania
Juniata College

Session 9: Arbor Room

10:45 am – 11:45 am

Session Chair: Robert Fleming

In the Cloud and on the Ground, Blending the Virtual with Bricks & Mortar: A Qualitative Analysis of use of Google Sites and Smartphones in the Growth and Management of a Small Café

James Wilson
Kyle Pewtherer

Bay Path College
University of Massachusetts

Introduction to Business/ Ecommerce: Integrating Web 2.0 Technologies

Loreen Powell
Margaret O'Connor
Ann Kieser

Bloomsburg University of Pennsylvania
Bloomsburg University of Pennsylvania
Bloomsburg University of Pennsylvania

A Note on the Potential of Virtualization in the Classroom and Beyond

Mohamed Albohali
Pankaj

Indiana University of Pennsylvania
Indiana University of Pennsylvania

Lunch – Linden Room

12:00 pm – 1:00 pm

Session 10: Sylvan Room

1:15 pm – 2:15 pm

Session Chair: Johnnie Linn

Cognitive Analysis of SharePoint Usage

William Eddins

York College of Pennsylvania

Reward Systems: Perceptions of Fairness and Satisfaction in Project Teams

Kathleen Hartzel
Michaela Noakes
Eric Backstrom
Ryan George
Tim Hutchko

Duquesne University
Duquesne University
Duquesne University
Duquesne University
Duquesne University

A Multi-Level Analysis: Transformational and Transactional Leaderships, Empowerment Climate and Creative Performance

Feng Wei
Steven Si

Shanghai University
Bloomsburg University of Pennsylvania

Session 11: Willow Room

1:15 pm – 2:15 pm

Session Chair: Farhad Saboori

Executive Compensation at U.S. Community Banks: An Empirical Study of the Relationship between Pay and Fundamental Return

John Walker
Jonathan Kramer

Kutztown University of Pennsylvania
Kutztown University of Pennsylvania

In Defense of Deductible Insurance, Forest Fires, Bank Runs, And Bank Failures

Bill Carlson
Conway Lackman

Duquesne University
Duquesne University

Sovereign Debt Crisis and the Socio-Political Impacts of Austerity: The Case of Greece and the European Union

Mohammed Sidky

Point Park University

Session 12: Centre Room

1:15 pm – 2:15 pm

Session Chair: Chris Ruebeck

Using Electronic Portfolios Across and Through an Undergraduate Business Curriculum

Dana D'Angelo
Jennifer Wright
Chris Finnin

Drexel University
Drexel University
Drexel University

Assessing Student Satisfaction with Media-Based Experiential Learning

Marilyn Vito
Gurprit Chhatwal
Aakash Taneja

Richard Stockton College of New Jersey
Richard Stockton College of New Jersey
Richard Stockton College of New Jersey

Providing Students with Useful Information on the Web via Social Tagging Systems for Exploratory and Fact Retrieval Searches

Loreen Powell
Barbara Brazon

Bloomsburg University of Pennsylvania
Bloomsburg University of Pennsylvania

Session 13: Arbor Room

1:15 pm – 2:15 pm

Workshop 30 Minutes for Each

Session Chair: Lisa Wilder

A Workshop on Teaching Estimation to Business Students

Phillip Anderson
Cherie Ann Sherman

Ramapo College of New Jersey
Ramapo College of New Jersey

Using a Practicum Course to Promote Business Learning Within the Context of an Authentic Business Assignment

Arlene Peltola

Cedar Crest College

Session 14: Sylvan Room

2:15 pm – 3:15 pm

Session Chair: William Eddins

Socially Responsible Investing and Pension Fiduciaries: Ethical Choices, Legal Obligations

Janis Stamm

Edinboro University of Pennsylvania

An Analysis of the Financial Condition at Private Nonprofit Baccalaureate Colleges - 1998 through 2007

Dominick Peruso

Juniata College

Alternative Wind and Solar Energy Subsidies Required for Public Adoption

Jerry Belloit

Clarion University of Pennsylvania

Session 15: Willow Room

2:15 pm – 3:15 pm

Session Chair: David Vance

Knowledge Discovery in University Student Application Data

Timothy Stanton

Mount Saint Mary's University

Nicholas Myers

Mount Saint Mary's University

The Economics of Altruism in the Classroom and Beyond

Lisa Wilder

Albright College

Readability of Introductory Finance Textbooks

Kenneth Plucinski

State University of New York - Fredonia

Mojtaba Seyedian

State University of New York -Fredonia

Session 16: Centre Room

2:15 pm – 3:15 pm

Session Chair: John Buttermore

Incorporating GIS data in an Agent-Based Model of the Inter-firm Shipping Pallet Supply Chain

Chris Ruebeck

Lafayette College

Jeffrey Pfaffmann

Lafayette College

Inventory Efficiency in Pennsylvania Firms: A Time-Series Analysis

Gary Leinberger

Millersville University of Pennsylvania

A Method for Classifying Risk in the New Product Development Cycle

Phillip Anderson

Ramapo College of New Jersey

Cherie Ann Sherman

Ramapo College of New Jersey

Session 17: Arbor Room

2:15 pm – 3:15 pm

Session Chair: Loreen Powell

Whistle-Blowing: A Recent Development and Its Implications

Mark Law

Bloomsburg University of Pennsylvania

David E. Magolis

Bloomsburg University of Pennsylvania

A. Blair Staley

Bloomsburg University of Pennsylvania

The Importance of Color in Product Choice and the Meaning of Color Among Hispanic Teenagers

Okan Akcay

Kutztown University of Pennsylvania

Paul Sable

Kutztown University of Pennsylvania

Muhammed Dalgin

Kutztown University of Pennsylvania

The Persuasive Power of Service Quality Claims In Local Retail Advertising

William Neese

Bloomsburg University of Pennsylvania

Coffee Break– Sylvan Room

3:15 pm – 3:30 pm

Session 18: Sylvan Room

3:30 pm – 4:30 pm

Session Chair: Phillip Anderson

Personal Chef Services: A Luxury for American Households

Rita Dynan

LaSalle University

Organizational Cultural Characteristics that Encourage Flexibility and Competitiveness in the Global Marketplace: A Message for U. S. Companies

Susanne Hartl

Nyack College

The Significance of Pollution Concern and Materialism in Determining Purchase Intentions for a Hybrid Automobile

William Neese

Bloomsburg University of Pennsylvania

Monica Favia

Bloomsburg University of Pennsylvania

Session 19: Willow Room

3:30 pm – 4:30 pm

Session Chair: Dominick Peruso

Wagner's Law Revisited: An Econometric Analysis

Yaya Sissoko

Indiana University of Pennsylvania

Mete Feridun

Eastern Mediterranean University, Turkey

From Singular to Global, from Primal to Dual: New Uses for the Herfindahl-Hirschman Index

Johnnie Linn

Concord University

Better Model for Computing Imputed Lease Interest

David Vance

Rutgers University

Session 20: Centre Room

3:30 pm – 4:30 pm

Session Chair: Gary Leinberger

Assessing the Effectiveness of a Business Simulation as A Capstone Integrating Tool- A Progress Report

John Buttermore

Slippery Rock University of Pennsylvania

Cash for Clunkers: Did it Work?

Roger Hibbs

Kutztown University of Pennsylvania

Factors Affecting Quality and Patient Satisfaction in Management of the Private Health Care Practice

Minoo Ghoreishi

Millersville University of Pennsylvania

Renato Goreschi

Howard University Hospital

Session 21: Arbor Room

3:30 pm – 4:30 pm

Session Chair: Dana D'Angelo

Using Web 2.0 Techniques in the Classroom: The Case for Sidewikis

Timothy Stanton

Mount Saint Mary's University

Effective Delivery of Accounting Courses Utilizing Asynchronous and Synchronous Web Based Tools in Online/Hybrid Pedagogies

Robert Kachur

Richard Stockton College of New Jersey

Robert Heinrich

Richard Stockton College of New Jersey

Were ABS-CDOs Rated Reasonably?

Michael Kelly

Lafayette College

Donald Chambers

Lafayette College

Qin Lu

Lafayette College

Executive Board Meeting- Sylvan Room **4:45pm – 5:45pm**

NABET Social Hour I – Windsor Suite/Room 208 **6:00pm – 7:00pm**

Dinner – Linden Room **7:00pm – 8:00pm**

NABET Social Hour II – Windsor Suite/Room 208 **8:00 pm - ?**

Wednesday, October 20, 2010

Registration – Days Inn Atrium **7:30 am -1:00 pm**

Breakfast - Sylvan Room **7:30 am - 9:00am**

Welcome - Norman Sigmond, Board Chair **7:45am - 8:15am**
Dean Frear, President

NABET Annual Fall Business Meeting

(All conference participants may attend)

Norman Sigmond, NABET Chairperson, and Dean Frear, NABET President

Session 23: Sylvan Room **8:30 am – 9:30 am**

Session Chair: Donald Mong

Sustainability for Multinational Corporations through Knowledge Creation and Management

Dimitris Kraniou
Archish Maharaja

Point Park University
Point Park University

On the Shoulders of Giants: The Apparent Relevance of Some Classics

Timothy Wilson

Umeå School of Business

An Experiential “Jump Start” for an Organizational Behavior Course

Doug Reed

University of Pittsburgh - Johnstown

Session 24: Sylvan Room **9:30 am – 10:30 am**

Session Chair: Frank Shepard

The Moosic Ridge Divide: A Comparison of the Economic Impact of Watershed Authorities in the Development of Marcellus Shale in Wyoming and Susquehanna Counties relative to Wayne County, Pennsylvania

Christopher Speicher

Marywood University

An Analysis of the Link Between a Community Bank’s Performance and the Absolute and Relative Size of its Loan Portfolio

John Walker
Henry Check

Kutztown University of Pennsylvania
Penn State University - Berks

Developing Solutions to the Imminent Public Financial Crisis in Pennsylvania: An Objective review of the Policy Constraints

James Ravelle

Moravian College

Session 25: Willow Room

9:30 am – 10:30 am

Session Chair: James Otto

Just short of chaos: Simulating Complexity in the Classroom to Spur Innovative Thinking

Cori Myers

Lock Haven University of Pennsylvania

Richard Van Dyke

Lock Haven University of Pennsylvania

Follow The Cash: A Proxy for Capstone Business Learning

Donald Mong

Slippery Rock University of Pennsylvania

Trends in Global Outsourcing

Nora Palugod

Richard Stockton College of New Jersey

Paul Palugod

Insights Business Solutions

Session 26: Centre Room

9:30 am – 10:30 am

Session Chair: Archish Maharaja

Exploring the Impact of the Relationship between Emotional Intelligence and Leadership Styles of Top Management on the Success of Multinational Corporations

Gita Maharaja

Duquesne University

Andrew McIntyre

Duquesne University

Human Agency and Learner Autonomy: A New Science of Autonomous Leadership

Sharon Norris

Spring Arbor University

The Effect of Transformational Leadership on the Relationship between Self-Efficacy, Spirituality and the Motivation to Lead

Tracy Porter

Cleveland State University

Session 27: Arbor Room

9:30 am – 10:30 am

Panel Discussion – Education 30 Minutes

Session Chair: Irene Houle

The Many Challenges of Teaching Business Classes On-Line

Corina Slaff

Misericordia University

Dean Frear

Wilkes University

Jennifer Edmonds

Wilkes University

John Kachurick

Misericordia University

**Approaching Ethical Classroom Instruction Through Instructional Systems Design (ISD):
Lessons on Teaching and Learning from the ADDIE ISD Model**

George Smith

Albright College

Coffee Break– Sylvan Room

10:30 am – 10:45 am

Session 28: Sylvan Room

10:45 am – 12:05pm

Session Chair: Corina Slaff

Social Selling Methods

Marlene Burkhardt

Juniata College

Andrew Steffan

Juniata College

Caleb Davis

Juniata College

Economics of Operating an Independent Physician Practice

Archish Maharaja

Point Park University

Gita Maharaja

Duquesne University

An Overview of Health Care in G8 Countries

Minoo Ghoreishi

Millersville University of Pennsylvania

Renato Goreshi

Howard University Hospital

OTC Market Research: Lessons for Viagra?

Marlene Burkhardt

Juniata College

Andrew Zipparo

Juniata College

Session 29: Willow Room

10:45 am – 11:45 am

Session Chair: George Smith

Benefits and Costs in Offshoring

Nora Palugod

Richard Stockton College of New Jersey

Paul Palugod

Insights Business Solutions

Comparing Customer Ratings From Multiple Reputation Systems: The Case of New York City Hotels

James Otto

Towson University

Douglas Sanford

Towson University

Legal Assistants in the Court Room

John Eichlin

Clarion University of Pennsylvania

Frank Shepard

Clarion University of Pennsylvania

Session 30: Centre Room

10:45 am – 11:45 am

Session Chair: Jennifer Edmonds

Measuring Environmentally Sustainable Business Practices

Edward Pitingolo

Bloomsburg University of Pennsylvania

Scale Development and the Courage Intentions of the Adult Self-directed Leader

David H. Hartley

Clarion University of Pennsylvania

The Generational Divide in the Workplace: Can the Boomers and the Millennials Coexist?

Kelly Gillerlain

Regent University

Session 31: Arbor Room

10:45am – 11:45am

Session Chair: James Ravelle

Making an Impression: The Influence of Self-Esteem, Locus of Control, Self-Monitoring and Narcissistic Personality on the Use of Impression Management Tactics

Tracy Porter

Cleveland State University

Sharon Norris

Spring Arbor University

The Pursuit of Accreditation

Irene Houle

Assumption College

Testing CAPM for the Istanbul Stock Exchange

M. Halim Dalgin

Kutztown University of Pennsylvania

Keshav Gupta

Kutztown University of Pennsylvania

Abdulwahab Srarheen

Kutztown University of Pennsylvania

Lunch – Linden Room

12:15 pm – 1:30 pm

NABET
OFFICERS

President

Dean Frear
Wilkes University

Vice-President, Programs

Marlene Burkhardt
Juniata College

Vice-President, Publicity

William Eddins
York College of Pennsylvania

Secretary

Abe Ghoads
Mansfield University of Pennsylvania

NABET

Executive Board

Chairperson

Norman Sigmond, Kutztown University of Pennsylvania

NABET President

Dean Frear, Wilkes University

Treasurer

Arshad Chawdhry, California University of Pennsylvania

Secretary

Abe Ghoads, Mansfield University of Pennsylvania

Conference Chairperson

Marlene Burkhardt, Juniata College

Journal co-Editors

John Walker, Kutztown University of Pennsylvania

Stephen Liedtka, Villanova University

Proceedings co-Editors

Jerry Belloit, Clarion University of Pennsylvania

Tony Johns, Clarion University of Pennsylvania

Cori Myers, Lock Haven University of Pennsylvania

Webmaster

William Eddins, York College of Pennsylvania

Board Member at-Large

Kevin Roth, Clarion University of Pennsylvania