

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

**34th Annual Meeting  
October 18<sup>th</sup> & 19<sup>th</sup>, 2011**



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)**

NABET is in its thirty-fourth year as a forum for academic expression for faculty within the business disciplines, technology and economics. Originally the organization was founded by a small group of economics professors from the fourteen state universities comprising the Pennsylvania System of Higher Education. The goal was to provide a platform for sharing and exploring scholarly work among the business faculty of the fourteen state universities. The original name of the organization was the Association of Pennsylvania University Business and Economics Faculties (APUBEF). As a result of the dedicated efforts of the founders and the efforts of others who followed in their footsteps, the organization has grown significantly. It has sponsored an academic conference in each of the past 33 years. 2011 is our 34<sup>th</sup> year.

The fundamental goal has been to invite the 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 organization should be renamed as NABET and become regional in scope.

The original founders also established a referred journal, the Pennsylvania Journal of Business and Economics; renamed as the Journal of the Northeastern Association of Business, Economics and Technology (JNABET). 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.

The Executive Board intends to improve on the organization's accomplishments of the past. In recent years a large variety of universities have been represented at the NABET Conference and JNABET has developed an excellent reputation. The Executive Board and Officers of NABET hope that you enjoy the academic discussions and collegial atmosphere of our conference. Please spread the word to your colleagues.

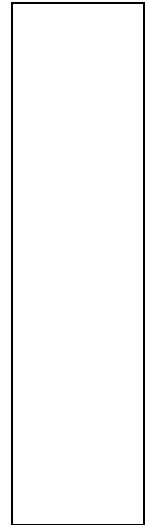
If you would like to become involved in the leadership of NABET, please discuss your interest with an officer or board member.

# Conference Map

<b>LINDEN ROOM</b> <b>NABET</b> (Lunch/Dinner)
<b>ARBOR ROOM</b>
<b>CENTER ROOM</b>
<b>SYLVAN ROOM</b> <b>NABET</b> (MAIN CONFERENCE ROOM) Breakfast Coffee Breaks
<b>WILLOW ROOM</b> <b>NABET</b>

**NABET**  
REGISTRATION  
DESK

<b>LOGAN/ HARRIS ROOM</b> <b>NABET</b>
<b>HOLMES/ FOSTER ROOM</b>
<b>MADISON ROOM</b>



**HOTEL**  
**FRONT DESK**

# Tuesday October 18, 2011

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

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

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

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

**Session Chair:** Jerry Belloit

**A Case Study of Organizational Assessment for a Non-Profit Organization for the Disabled**  
Margaretha Hsu      Shippensburg University of PA  
Suparna Gope      Shippensburg University of PA

**Building Accounting Students Written Communication Skills One Assignment at a Time**  
Melanie Anderson      Slippery Rock University of PA

**Gender Differences in Public Accountant Job Burnout**  
Cindy Guthrie      Bucknell University  
Ambrose Jones      University of North Carolina

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

**Session Chair:** Melanie Anderson

**Recent Graduates: Expectations of the Job Market**  
Michael Bruder      Rutgers School of Business

**Discriminatory Practices Using Independent Contractor Status: Has the Election of a Minority President Made a Difference?**  
Jerry Belloit      Clarion University of PA

**Independent Contractor Vs. Employee**  
Mary Ann Recor      College of Staten Island - CUNY

### **Session 3: Willow Room**

**9:20 am – 10:20 am**

**Session Chair:** Randy Rosenberger

**Cross-cultural Adaptability Skills and Emotional Intelligence: Their Impact on the performance of International Managers**

Gita Maharaja

Duquesne University

**Global Leadership and College Decisions Effected by Culture regarding Alcohol and Drugs-Experiential Learning on a Global Scale**

Arlene Peltola

Cedar Crest College

**Equipping Managers and Leaders to Serve in the Permanent White Water Conditions of 21st Century Marketplaces**

Sharon Norris

Spring Arbor University

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

**9:20 am – 10:20 am**

**Session Chair:** Patricia Galletta

**Fiscal Policy Response to the Great Recession of 2008-2010**

Farhad Saboori

Albright College

**Workshop 30 minutes:**

**Financial Illiteracy in America: Can Business School Faculty Make a Difference ?**

Frank Lordi

Widener University

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### **Coffee Break– Sylvan Room**

**10:20 am – 10:45 am**

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## **Session 5: Sylvan Room**

**10:45 am – 11:45 am**

**Session Chair:** Frank Lordi

### **Television in the Management Classroom: Seeking the Gold**

Randy Rosenberger

Juniata College

### **The Evolution to the Cloud: Are Process Theory Approaches for ERP Implementation Lifecycles Still Valid**

Robert Kachur

Richard Stockton College of NJ

Warren Kleinsmith

Richard Stockton College of NJ

### **Evaluating Cooperative Education: Some Recent Research**

Hideki Takei

Central Washington University

Lori Braunstein

Central Washington University

Fen Wang

Central Washington University

Mark Loken

Vancouver Island University

Brad Andrew

Juniata College

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## **Session 6: Willow Room**

**10:45 am – 11:45 am**

**Session Chair** Farhad Saboori

### **The Impact of Mindful Consumer Behavior on Satisfaction with Life**

Nada Nasr Bechwati

Bentley University

### **Creating Something From Nothing: How to Design a Course in Accounting Research**

Patricia Galletta

College of Staten Island

### **Social Media and Emergency Preparedness: Friend or Foe**

Robert Fleming

Rowan University

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

**10:45 am – 11:45 am**

**Session Chair:** Cindy Guthrie

### **A Collaboration Learning Scale: A Pilot Study in an MIS Course**

William Eddins

York College of PA

George Strouse

York College of PA

### **Marshall McLuhan, Video Games and the Secret Life of Walter Mitty**

Timothy Wilson

Umeå School of Business

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**Lunch – Linden Room**

**12:00 pm – 1:00 pm**

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**Session 8: Sylvan Room**

**1:15 pm – 2:15 pm**

**Session Chair:** Robert Fleming

**Challenges and Opportunities of An Aging Workforce**

Anthony Liuzzo

Wilkes University

Donna Evans

Penn Foster College

**Using Corporate Conceptions Well**

Jeffrey Nesteruk

Franklin and Marshall College

**Spirituality in the Workplace: A Conceptual Approach toward Integration**

Tracey Porter

Cleveland State University

Sharon Norris

Spring Arbor University

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**Session 9: Willow Room**

**1:15 pm – 2:15 pm**

**Session Chair:** Robert Kachur

**The Impact of Funding Cuts on the Great Valley Technology Alliance:**

**Determining What has Worked and Developing a Model for the Future. A Case Study**

Christopher Speicher

Marywood University

Murry Pyle

Marywood University

**Expected Inflation in an Era of Large Budget Deficits**

Paul Sanjay

Elizabethtown College

Kevin Miller

M & T Bank

**Balance of Payments Constrained Growth Model: An Application to Cameroon**

Yaya Sissoko

Indiana University of PA

Wilfred Awung

University of Boa, Yaounde, Cameroon

## **Session 10: Logan/Harris Room**

**1:15 pm – 2:15 pm**

**Session Chair:** William Eddins

### **iPads in the Classroom, Online, and in Blended Learning: There's an App for That**

John Wright

Juniata College

### **Workshop 30 Minutes:**

#### **Instructional strategies for the Net Generation**

Kurt Komaromi

Ithaca College

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## **Session 11: Sylvan Room**

**2:15 pm – 3:15 pm**

**Session Chair:** Johnnie Linn

### **Accounting Ethics: Post-Conventional Moral Development and Non-mandatory Virtues**

Warren Kleinsmith

Richard Stockton College of NJ

Robert Kachur

Richard Stockton College of NJ

### **A Comparison of Learning Outcomes Between Traditional and Accelerated Business Programs - A Case Study**

Corina Slaff

Misericordia University

John Kachurick

Misericordia University

### **Towards Alignment and Shared Understanding in Teams**

Uldarico Rex Dumdum

Marywood University

Christopher J. Speicher

Marywood University

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## **Session 12: Willow Room**

**2:15 pm – 3:15 pm**

**Session Chair:** Sharon Norris

### **How Ethical Leadership Made Disney Pixar into a Sustainable Learning Organization**

James Haley

Point Park University

### **An Ounce of Prevention: The Gulf Oil Spill & Corporate Social Responsibility Moved to Wednesday**

Bruce Rockwood

Bloomsburg University of PA

### **Toward a Jurisprudence for Business Ethics**

Jeffrey Nesteruk

Franklin and Marshall College



## **Session 13: Logan/Harris Room**

**2:15 pm – 3:15 pm**

**Session Chair:** Paul Sanjay

### **Currency Composition of External Debt: An Application to Nigeria**

Soloman Kone

LaGuardia Community College/CUNY

Frank Shepard

Clarion University of PA

### **Rethinking Fire Department Organizational Design: Establishing Operational and Administrative Divisions**

Robert Fleming

Rowan University

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## **Coffee Break– Sylvan Room**

**3:15 pm – 3:30 pm**

## **Session 14: Sylvan Room**

**3:30 pm – 4:30 pm**

**Session Chair:** Donna Evans

### **Developing Student Leaders Using a Hybrid Model**

Julia LaRosa

Drexel University

### **Workshop 30 Minutes:**

#### **The Challenges of Teaching Leadership Ethics**

Mohammed Sidky

Point Park University

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## **Session 15: Willow Room**

**3:30 pm – 4:30 pm**

**Session Chair:** Jeffrey Nesteruk

### **A Fractal Model of Creative Destruction**

Johnnie Linn

Concord University

### **Multi-Objective Particle Swarm Optimization of a Supply Chain Considering Information Quality Level and Initial Inventory**

Kyoung Jong Park

Penn State University

Sung Hee Choi

Penn State University

### **Supply chain management: Applications are broader than you think**

Gabriel Jaskolka

Tiffin University

**Session 16: Logan/Harris Room**

**3:30 pm – 4:30 pm**

**Session Chair:** Warren Kleinsmith

**Ethanol Subsidies, Food Prices and the Doha Round**

Paul Sanjay

Elizabethtown College

Ryan Mulcahey

Elizabethtown College

**Should Sub Saharan Africa Oil Exporter Countries Borrow More in U.S. Dollar or Euro to Stabilize Their Balance of Payments? An Empirical Investigation**

Yaya Sissoko

Indiana University of PA

Soloman Kone

LaGuardia Community College - New York

**Environmental Economics and Marcellus Shale: A Primer**

Will Delavan

Lebanon Valley College

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**Session 17: Sylvan Room**

**4:30 pm – 5:00 pm**

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

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**Executive Board Meeting**

**5:15 pm – 6:00 pm**

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**NABET Social Hour I –**

Windsor Suite, Room 208

**6:00 pm – 7:00 pm**

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**Dinner – Linden Room**

**7:00 pm – 8:00 pm**

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**NABET Social Hour II –**

Windsor Suite, Room 208

**8:00 pm**

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# Wednesday, October 19, 2011

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

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

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

**NABET Annual Business Meeting**  
All conference participants may attend  
Norman Sigmond and Dean Frear

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**Special Session** **8:15 am – 8:25 am**  
**Sylvan Room**

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

Norman Sigmond  
Jerry Belloit

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**Session 18: Sylvan Room** **8:30 am – 9:30 am**

**Session Chair:** Kathleen Hartzel

**One Stop Access to Web Courseware: STEME Education**

Marlene Burkhardt	Juniata College
Stephanie Varner	Juniata College
Matthew Tundel	Juniata College
Kevin Campbell	Juniata College
David Thorpe	Juniata College
Douglas Jackson	Juniata College
Dominic Bornman	Juniata College

**How Fed Policy Makes Financial Markets Chaotic or Not**

James Haley Point Park University

## **Session 19: Willow Room**

**8:30 am – 9:30 am**

**Session Chair:** Yaya Sissoko

### **Johnson & Johnson: A Preliminary Ethical analysis of Broken Trust**

Karen Stewart

Richard Stockton College

Whiton Paine

Richard Stockton College

### **Ethical Challenges in e-Healthcare**

Archish Maharaja

Point Park University

### **An Overview of Issues in Ethics and Technology**

Minoo Ghoreishi

Millersville University of PA

Dariush Rezaei

Kent State University - Trumbull

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

**8:30 am – 9:30 am**

**Session Chair:** Alan Brumagim

### **Teaching Fraud Prevention and Detection to the Non-accounting Major**

Becky Smith

York College of PA

Sean Andre

York College of PA

Aaron Pennington

York College of PA

### **So What Do Your Students Really Know About Themselves?**

David Rudd

Lebanon Valley College

### **Professional Development in Education: Introduction to Business Course**

Loreen Powell

Bloomsburg University of PA

John Olivo

Bloomsburg University of PA

Carolyn Lamacchia

Bloomsburg University of PA

Al Fundaburk

Bloomsburg University of PA

Marietta Kotch

Bloomsburg University of PA

Brenda Brewer

Bloomsburg University of PA

## **Session 21: Sylvan Room**

**9:30 am – 10:30 am**

**Session Chair:** David Rudd

### **Architecture and Strategy in Higher Education**

Kathleen Houlihan

Wilkes University

### **Starting Entrepreneurship Initiatives in a Business School: The Quest for Synergies**

Alan Brumagim

University of Scranton

### **Managing Complexity: Beginnings of a Research Model for Business Educators to Update Simulation Pedagogy for 21st-Century Business Environments**

Cori Myers

Lock Haven University of PA

Rick Van Dyke

Lock Haven University of PA

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## **Session 22: Willow Room**

**9:30 am – 10:30 am**

**Session Chair:** Aaron Pennington

### **Inflation Persistence and Growth in Middle Eastern Economies**

Tahereh Alavi Hojjat

DeSales University

Bradley Barnhorst

DeSales University

### **Islamic Market Optimal Portfolio Selection: A Note on the Use of Multidimensional Scaling and Data Reduction**

Mohamed Albohali

Indiana University of PA

Ibrahim Affaneh

Indiana University of PA

Robert Boldin

Indiana University of PA

### **The Current Liquidity Trap: Policy Mistakes of 1936, a Repeat?**

William Carlson

Duquesne University

Conway Lackman

Duquesne University

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## **Session 23: Logan/Harris Room**

**9:30 am – 10:30 am**

**Session Chair:** Karen Stewart

### **Data Sharing Dangers**

Carolyn Lamacchia

Bloomsburg University of PA

Carl Chimi

Bloomsburg University of PA

### **The Utility of Certification Credentials in the Employment and Promotion of Information Systems Professionals**

Kathleen Hartzel

Duquesne University

### **Propensity for Leader Self-Development in Community College Students**

Kelly Gillerlain

Tidewater Community College

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**Coffee Break– Linden Room**

**10:30 am – 10:45 am**

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**Session 24: Sylvan Room**

**10:45 am – 11:45 am**

**Session Chair:** Kelly Gillerlain

**Passwords, Policies, and Problems for Female Bloggers Within an E-Commerce Community Site**

Loreen Powell

Bloomsburg University of PA

Magaret O'Connor

Bloomsburg University of PA

Dennis Gehris

Bloomsburg University of PA

**How to Safeguard Your Personal Information on Online Dating Websites**

Kustim Wibowo

Indiana University of PA

Azad Ali

Indiana University of PA

**Par for the Course: Retief Goosen v. Comm'r hits at Foreign Source vs. U.S.-Source and Personal Service vs. Royalty Income**

Gary Robson

Bloomsburg University of PA

Blair Staley

Bloomsburg University of PA

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**Session 25: Willow Room**

**10:45 am – 11:45 am**

**Session Chair:** Frank Shepard

**A Principaled Rebalancing of Regulation**

David Vance

Rutgers University

**The Inventory of Leadership Courage**

David Hartley

Clarion University of PA

**Leadership Style and Quality**

Michael Kosicek

Indiana University of PA

Ramesh G. Soni

Indiana University of PA

Richard Sandbothe

Indiana University of PA

**Session 26: Logan/Harris Room**

**10:45 am – 11:45 am**

**Session Chair:** Bradley Barnhorst

**Presentation**

**A Tough Lesson for Students: Living and Learning Real Life Crisis Management**

Audrey Guskey

Duquesne University

**Panel Discussion – 30 minutes:**

**Integrating Special Topics in Business into the Freshmen Curriculum**

Jodi Cataline

Drexel University

Susan Epstein

Drexel University

Beth Buckman

Drexel University

**An Overview of the Culture of Capitalism and Need for the Conscious Capitalism**

Minoo Ghoreishi

Millersville University of PA

Renato Goreshi

Oregon Health & Science University

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**Lunch – Linden Room**

**12:15 pm – 1:30 pm**

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# **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**

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Norman Sigmond, Kutztown University of Pennsylvania

### **President of NABET**

Dean Frear, Wilkes University

### **Treasurer**

Arshad Chawdhry, California University of Pennsylvania

### **Secretary**

Abe Ghoads, Mansfield University of Pennsylvania  
Conference Chairperson and Vice-President Programs  
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  
Cori Myers, Lock Haven University  
Tony Johns, Clarion University of Pennsylvania

### **Webmaster and Vice-President Publicity**

William Eddins, York College of Pennsylvania