

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

**35th Annual Meeting
October 25th & 26th, 2012**



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

NABET

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

The NABET Conference is in its thirty-fifth 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 and management 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 34 years. 2012 is our 35th year.

The original founders also established a referred journal, the Pennsylvania Journal of Business and Economics; renamed in 2006 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.

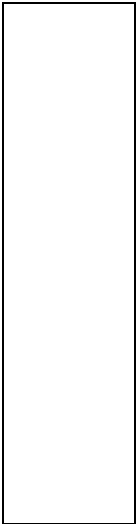
The Executive Board intends to improve on the organization's accomplishments of the past. In recent years a large variety of universities have been represented at the NABET Conference, and JNABET has developed an excellent reputation. The Executive Board and Officers of NABET hope that you enjoy the 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

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

LOGAN/ HARRIS ROOM (NABET)
HOLMES/ FOSTER ROOM (NABET)
MADISON ROOM



(NABET)
REGISTRATION
DESK

**HOTEL
FRONT DESK**

Thursday October 25, 2012

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**

Online

Session Chair: Eric Blazer

Training, Technology and the Older Worker: Where is HRD

B.J. Holman

Regent University

A Study to Determine the Effects of Social Media Usage on College Advising Efforts

Margaretha Hsu

Shippensburg University of PA

Teaching and Learning: Is Technology Correct

Loreen Powell

Bloomsburg University of PA

Session 2: Sylvan Room

9:20 am – 10:20 am

Education

Session Chair: Loreen Powell

Put a Little Jing in the Classroom

Eric Blazer

Millersville University of PA

Does a Firm's Dividend Initiation Affect Its Risk?

Henry Check

Penn State Lehigh Valley (retired)

John Walker

Kutztown University of PA

Karen Randall

Cengage Learning

Outcomes Assessment via Rubrics: A Pilot Study in an MIS Course as a Precursor to a Multiple Measure Approach

W. R. Eddins

York College of PA

George Strouse

York College of PA

Session 3: Willow Room

9:20 am – 10:20 am

Sustainability

Session Chair: William Eddins

Sustainability: Everybody's Heard about the Word

John Golden
Rhonda Clark

Slippery Rock University of PA
Slippery Rock University of PA

A Special Case of Sustainability- Golf Courses

Thomas Kubicz
Vince Luchsinger

University of Baltimore
University of Baltimore

Compassion and Corporate Social Responsibility

Daniel Singer
Michael Dewally

Towson University
Towson University

Session 4: Logan/Harris Room

9:20 am – 10:20 am

Ethics

Session Chair: David Jensen

Presentation

Replacing the Work Ethic with the Development Ethic

William Roth

Kutztown University of PA

Workshop 30 minutes

Student led course assessment of MBA 595 Ethical Leadership and Sustainable Organization in the MBA Program of Point Park University, Pittsburgh PA

James Haley
Dawn Parasolick
Michael DeSantis

Point Park University
Point Park University
Point Park University

Session 5: Holmes/Foster Room

9:20 am – 10:20 am

Management

Session Chair: Jonathan Kramer

Establishing a Public Information Officer Position in the Contemporary Fire Department

Robert Fleming

Rowan University

Emotional Intelligence: Theory, Applications and Implications for Management

Gita Maharaja

Duquesne University

Using Prospect Theory to Understand the Impact of Experts' Evaluation: Evidence from Cigar Ratings

Bryan McCannon
John Stevens

Saint Bonaventure University
Saint Bonaventure University

Coffee Break– Sylvan Room

10:20 am – 10:45 am

Session 6: Sylvan Room

10:45 am – 11:45 am

Education

Session Chair: Bryan McCannon

Applying Quality Management Tools to Student-Learning Data

John Kachurick
Corina Slaff

Misericordia University
Misericordia University

Think Like a Lawyer: Applying Legal Analysis and Pedagogy to your Business Course

Donna Steslow

Kutztown University of PA

Perception of Super Bowl Advertisements Among College Students

Okan Akcay
Qian Sun
Liangyu Chen

Kutztown University of PA
Kutztown University of PA
Kutztown University of PA

Session 7: Willow Room

10:45 am – 11:45 am

Finance

Session Chair: Robert Fleming

REIT Exit Strategies

Zhilan Feng
Lisa Frank

Union Graduate College
Central Connecticut State University

Pairing the Study of Investments with the Study of Philanthropy

David Jensen

Bucknell University

Can You Really Get Wealthy Investing a Dollar a Day?

Jonathan Kramer
John Walker
Jonathan Peters

Kutztown University of PA
Kutztown University of PA
College of Staten Island – CUNY

Session 8: Logan/Harris Room

10:45 am – 11:45 am

Entrepreneurship/Management

Session Chair: John Stevens

Designing Interdisciplinary Programs in Art Entrepreneurship within a College of Business at a Small Liberal Arts College

Brian Petula

Keystone College

Striking a Balance: The Social Entrepreneur's Role in Tri-Sector Collaborative Initiatives

Chad Kimmel

Shippensburg University of PA

David Sarcone

Dickinson College

An Exploration of Conceptualizations of Social Entrepreneurship within the Context of Entrepreneurship

Alan Brumagim

University of Scranton

Session 9: Holmes/Foster Room

10:45 am – 11:45 am

Management

Session Chair: Michele Langbein

Economic Theory and Simple Bargaining Experiments Across Different Participant Samples

Rod Raehsler

Clarion University of PA

Deal-making in Pawn Stars: Testing Theories of Bargaining

Bryan McCannon

Saint Bonaventure University

John Stevens

Saint Bonaventure University

Models for Forecasting Local Employment Trends in Pennsylvania

Sandra McPherson

Millersville University of PA

Lunch – Linden Room

12:00 pm – 1:00 pm

Education

Session 10: Sylvan Room

1:15 pm – 2:15 pm

Session Chair: Brian Petula

Presentation

Social Media Powerhouse

Carolyn LaMacchia

Bloomsburg University of PA

Carl Chimi

Bloomsburg University of PA

Loreen Powell

Bloomsburg University of PA

Workshop 30 Minutes

Innovative Approach: Teaching Ethics and Leadership at a Graduate Level Business School

Archish Maharaja
James Haley
Mohammed Sidky
Michele Langbein

Point Park University
Point Park University
Point Park University
Point Park University

Session 11: Willow Room

1:15 pm – 2:15 pm

Finance

Session Chair: Alan Brumagim

Understanding Gresham's Law: How the Euro Can Be Broken

Timothy Kearney

Misericordia University

The Global Financial Crisis Effect on Residential Industries in Ireland and Greece

Michael Gallagher
Wayne Buchanan

DeSales University
Defiance College

Securities Analysis: Dividends, Stock Buybacks, and the (k-g) Problem

Willam Carlson
Conway Lackman

Duquesne University
Duquesne University

Session 12: Logan/Harris Room

1:15 pm – 2:15 pm

Session Chair: Susanne Hartl

Workshop/Panel Discussion 30 Minutes

Incorporating Writing In A General Business Curriculum

Beth Buckman
Chris Finnin
Susan Epstein

Drexel University
Drexel University
Drexel University

Presentation

A Note on the Challenges and Resistance to an Online Class of Business Statistics

Mohamed Albohali

Indiana University of PA

Session 13: Holmes/Foster Room

1:15 pm – 2:15 pm

Entrepreneurship

Session Chair: Robert Fleming

Models of Enterprise Growth: What's missing from current theory?

Stephen Markell

Bloomsburg University of PA

Entrepreneurship and Social Network Analysis in the Music Industry: Adaptation to Emerging Technologies and Dynamic Corporations

Peter Goodrich

Providence College

Business Development in the Former Soviet Union: Transforming Practices Cast in the Iron Curtain.

William Tracey

Central Connecticut State University

Session 14: Sylvan Room

2:15 pm – 3:15 pm

Management/Ethics

Session Chair: Stephen Markell

Organizational Learning from Crisis in the Amusement Industry

Kathleen Wall

Central Connecticut State University

Diversity In American Management: How Culturally- based Heuristics Differ In Minority And Non-minority Managerial Decision Making

Susanne Hartl

Nyack College

Teaching Ethics and Global Business

Michele Langbein

Point Park University

Jason Simoni

Point Park University

Session 15: Willow Room

2:15 pm – 3:15 pm

Finance

Session Chair: Beth Buckman

What are the effects of increases in cigarette prices since Master Settlement Agreement (MSA)?

Zhen Ma

Misericordia University

The Impact of SEC investigations and accounting and auditing releases on firms' cost of equity capital

Curtis Nicholls

Bucknell University

Pedagogical Enrichments in Cost Accounting Championing Student Comprehension of Essential Concepts: Engaging Productivity Software Models and ERP Information Systems

Robert Kachur

Richard Stockton College of New Jersey

Warren Kleinsmith

Richard Stockton College of New Jersey

Session 16: Logan/Harris Room

2:15 pm – 3:15 pm

Education

Session Chair: Timothy Kearney

A Reflective Practitioner Educating: Never Hold the Mayo

Doug Reed

University of Pittsburgh Johnstown

An Empirical Analysis: The Impact of Prior-to-Exam Activities (Study, Exercise, or Meditation) on Student Performance

C. J. Rhoads
Therese Healy

Kutztown University of PA
Kutztown University of PA

A Comparative Study on International Healthcare Systems

Archish Maharaja
Nisha Maharaja

Point Park University
Carnegie Mellon University

Session 17: Holmes/Foster Room 2:15 pm – 3:15 pm

Session Chair: Jerry Belloit

Bringing the Real-World of Marketing to the Classroom Through Student-Generated Application Examples

Dr. John Zych

University of Scranton

Cybersecurity Laws and Online Freedom beyond SOPA and PIPA

Kustim Wibowo

Indiana University of PA

Video Games: Past, Present, Future

Timothy Wilson

Umeå School of Business

Coffee Break– Sylvan Room

3:15 pm – 3:30 pm

Session 18: Sylvan Room

3:30 pm – 4:30 pm

Acc/Fin

Session Chair: Doug Reed

Enhancing the Professional Orientation of Today's Accounting Students

Stephen Willits

Bucknell University

The Significance of Income from Hydraulic Fracturing to Publicly Traded Partnerships

Andrew Staley
Gabriel Genovese
Mark Law
Gary Robson

Bloomsburg University of PA
Bloomsburg University of PA
Bloomsburg University of PA
Bloomsburg University of PA

Controlling Rogue Risk in Financial Institutions

Daniel Singer
Michael Dewally

Towson University
Towson University

Session 19: Willow Room

3:30 pm – 4:30 pm

Education

Session Chair: Curtis Nicholls

Applying Business Process Improvement Concepts to Academic Advising

Michael Kosicek

Indiana University of PA

Richard Sandbothe

Indiana University of PA

Ramesh Soni

Indiana University of PA

Twitter Effectiveness In Motivating Business Students

Melanie Anderson

Slippery Rock University of PA

The Role of Mentoring in the Preparation of Fire Department Chief Officers

Robert Fleming

Rowan University

Session 20: Logan/Harris Room

3:30 pm – 4:30 pm

Finance/Global Finance

Session Chair: Kathleen Wall

Revenue Recognition challenges under the International Convergence Project

Warren Kleinsmith

Richard Stockton College of New Jersey

Is an ASEAN Monetary Union possible? Evidence Based on Business Cycles Symmetry

Francis Kemegue

Framingham State University

Lori Anderson

Framingham State University

Fahlino Sjuib

Framingham State University

Hospital Costs and Profitability Related to the PPACA

William Pratt

Clarion University of PA

Jerry Belloit

Clarion University of PA

Session 21: Sylvan Room

4:30 pm – 5:00 pm

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

To Hub or Not to Hub - Meeting With the Problems

Rani Selvanthan

West Chester University of PA

Executive Board Meeting

5:15 – 6:00 pm

NABET Social Hour I – Windsor Suite/Room 208

6:00 – 7:00 pm

Dinner – Linden Room

7:00 – 8:00 pm

NABET Social Hour II – Windsor Suite/Room 208

8:00 pm

Friday, October 26, 2012

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

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

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

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

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

Kutztown University of PA
Clarion University of PA

Session 22: Sylvan Room **8:30 am – 9:30 am**

Session Chair: John Kruglinski

Your students May Not Know About How They Prefer to Learn, Their Psrsonliaty Traits, and their Value Systems! Should the Academy Be Doing Something about This?

David Rudd

Lebanon Valley College

Being Critical of Teaching Critical Teaching Skills

Paul Sable

Kutztown University of PA

Strategies to Engage Students in Business Management Courses

David Bakuli

Westfield State College

Susanne Chuku

Westfield State College

Session 23: Willow Room

8:30 am – 9:30 am

Session Chair: Becky Smith

Towards Developing and Sustaining a Culture of Evidence-Based Assessment for Improved Institutional Effectiveness: Research in Progress

Uldarico Rex Dumdum
Murray Pyle

Marywood University
Marywood University

Different Teaching Approaches to Engage Marketing Students

John McGrath
Skip Glenn

University of Pittsburgh Johnstown
University of Pittsburgh Johnstown

Session 24: Logan/Harris Room

8:30 am – 9:30 am

Global Finance

Session Chair: Cindy Harris

The Direct Economic Impact Analysis of The Turkish Airlines Euroleague Final Four 2012 Istanbul Tournament

Serdar Ongan

Istanbul University

Which Free Cash Flow is Value Relevant? An Empirical Investigation

Mostafa Maksy
Gary Chen

Kutztown University of PA
Northwestern University

The Impact of an undervalued Yuan on the US Trade Deficit with China: An Empirical Analysis

Farhad Saboori

Albright College

Session 25: Holmes/Foster Room

8:30am – 9:30 am

Session Chair: Cori Myers

Collaborative Service Delivery in Regional Economic Development Efforts

Kevin Roth

Clarion University of PA

Fair Value Accounting

Patricia Galletta
Baruch England

College of Staten Island - CUNY
College of Staten Island - CUNY

Improving Customer Communications in Small Construction Projects

Kathleen Hartzel

Duquesne University

Session 26: Sylvan Room

9:30 am – 10:30 am

Accounting

Session Chair : Patricia Galletta

Enhancing the Undergraduate Accounting Curriculum to Augment Core Competencies

Becky Smith

York College of PA

Sean Andre

York College of PA

A Non-Traditional Case Approach to Teaching Intermediate Financial Accounting

Robert Derstine

Kutztown University of PA

Corporate Tax Reform in Pennsylvania

John Kruglinski

Muhlenberg College

Session 27: Willow Room

9:30 am – 10:30 am

Finance

Session Chair: David Bakuli

Impact of the Global Financial Crisis in the ECOWAS Countries

Yaya Sissoko

Indiana University of PA

Soloman Kone

City University of New York

The Power of One: Effects of CEO Duality on Compensation Committee Quality and CEO Compensation

Cindy Harris

Ursinus College

Carol Cirka

Ursinus College

Eric Farris

KPMG

Stock Options: Qualified and Non-Qualified

Mary Recor

College of Staten Island- CUNY

Session 28: Logan/Harris Room

9:30 am – 10:30 am

Session Chair: Christopher Speicher

The Modernization Paradox: Neoliberal Efficiency Strategies and Socio-Economic Crisis

Mohammed Sidky

Point Park University

Exploring Best Practices in 'Second Life' Virtual World Adoption

Uldarico Rex Dumdum

Marywood University

Mark Choman

Luzerne County Community College

Reviewing Strategies and Issues Concerning Retirement Planning

Carl Smith

Mansfield University of PA

Coffee Break– Linden Room

10:30 am – 10:45 am

Session 29: Sylvan Room

10:45 am – 11:45 am

Session Chair: Robert Derstine

Great Valley Technology Alliance Revisited: Assessing the Effectiveness of a Local Business Plan Competition

Christopher Speicher
Murray Pyle

Marywood University
Marywood University

A Cross-Cultural Examination of Consumer Decision Making Models

Ross Steinman

Widener University

Benefits and the Goods Classes

James Talaga

LaSalle University

Session 30: Willow Room

10:45 am – 11:45 am

Session Chair: Mostafa Maksy

Service Rules: How to Get Better Service

Audrey Guskey

Duquesne University

Financial Literacy in America: What Role Should Business School Faculty and Business Professionals Play?

Frank Lordi
Joseph Hargadon
David Haman

Widener University
Widener University
Widener University

A Primer on Teaching the United Nations Convention on Contracts for the International Sale of Goods (CISG) in Undergraduate Legal Studies Classes

Aaron Pennington
Marcia Staff

York College of PA
University of North Texas

Session 32: Logan/Harris Room

10:45 am – 11:45 am

Session Chair: Farhad Saboori

Rival Models of Political Economy in Africa

Barbara Ponsford
William Hawkins

Clarion University of PA
U.S. House of Representatives
Foreign Affairs Subcommittee on Oversight

Private Truth But Public Lie? What Did Policy Do?

An Empirical Study on the Taiwanese Overtime Policy Reform in 1996

Wei-Chung Wang

Juniata College

Entrepreneurial Leader Centers: Models and Best Practices

James Rodriguez
Roger Hibbs

Kutztown University of PA
Kutztown University of PA

Lunch – Linden Room

12:00 pm – 1:00 pm

***NABET
OFFICERS***

President

Dean Frear
Wilkes University

Vice-President, Programs

Corina N. Slaff
Misericordia University

Vice-President, Publicity

William Eddins
York College of Pennsylvania

Secretary

Bradley C. Barnhorst
DeSales University

NABET
Executive Board

Chairperson

Norman Sigmond, Kutztown University of Pennsylvania

NABET President

Dean Frear, Wilkes University

Treasurer

Arshad Chawdhry, California University of Pennsylvania

Secretary

Bradley C. Barnhorst, DeSales University

Conference Chairperson and Vice-President for Programs

Corina N. Slaff, Misericordia University

Journal co-Editors

Jerry Belloit, Clarion University of Pennsylvania
Norman Sigmond, Kutztown University of Pennsylvania

Proceedings co-Editors

Jerry Belloit, Clarion University of Pennsylvania
Tony Johns, Clarion University of Pennsylvania
Cori Myers, Lock Haven University of Pennsylvania

Webmaster and Vice-President for Publicity

William Eddins, York College of Pennsylvania

Board Member at-Large

Kevin Roth, Clarion University of Pennsylvania