

ACADEMY OF BUSINESS DISCIPLINES

... an interdisciplinary business organization

PROGRAM (FINAL DRAFT)

November 6th – 8th, 2014

16th Annual Conference

Diamond Head Resort

Ft. Myers Beach, Florida

Welcome from ABD

Dear Colleagues,

Welcome, to the Sixteenth annual Academy of Business Disciplines Conference. We are encouraged by the fact that a sufficient number of participants saw their way to join us but are disheartened by the realities that exist in Higher Education today that preclude so many of our previous, and next generation, educators from joining with us this year.

The idea for the Academy of Business Disciplines (ABD) originated over fifteen years ago. At that time there were few if any interdisciplinary academic business conferences. Most of the existing conferences had shifted to discipline based meetings. At the same time, the atmosphere at these conferences had become very formal and intimidating. The goal of ABD from the beginning was to be a high quality interdisciplinary business conference with a supportive, positive environment. For the better part of fifteen years this formula worked.

Today however, based upon participation, it appears this formula is no longer meeting the needs of the Academy as it has in the past. Participation in ABD has declined significantly. There are a variety of explanations for the decline ranging from reduced travel funds to increased competition. Whatever the reason, the ABD will unlikely continue after this conference.

The current leadership and founders of this not for profit organization still believe the ABD is one of the best academic organizations of its kind. We would like to see ABD continue. However, unless someone or some entity steps forward with a plan to revitalize the organization, this will be the last ABD conference.

We genuinely thank the thousands of participants from all over the world who have played an important part in making our conferences collegial, exciting and a true learning experience.

Sincerely,

Dave Strupeck & Eldon Little

Co-Founders

CONFERENCE PROCEEDINGS

INSTRUCTIONS FOR AUTHORS

The Academy publishes the proceedings AFTER the conference. We do this in order to provide participants the opportunity to edit their papers, if so desired. Accordingly, we require any participants interested in including their work, in either full paper or abstract form, to submit, according to the guidelines below, either the original or edited version of the topic presented at the conference. The deadline for the 2014 Conference Proceedings is DECEMBER 15, 2014. The proceedings are NOT copyrighted, providing authors the opportunity to submit their work to other publications.

FORMAT INSTRUCTIONS

Papers should be submitted using a Microsoft Office product, such as Word or PowerPoint. Type your paper continuously in single space. Tables, equations, figures and graphs must be at their exact locations in the paper.

Font should be in Times New Roman, size 12 for the body of the paper. Set all margins to 1" and justification to full. Use size 16, bold and centered for the Title. Author name(s), affiliation(s) and email address(es) should be size 14, centered, and single-spaced. Do not use titles such as Dr., Professor, etc. All headings should be in bold type. First level headings should be centered and capitalized. Second level headings should be left justified with initial capitalization.

An abstract (approximately 150 words) with Title and Author(s) should follow the Title page. The Proceedings will include abstracts if only abstracts are submitted.

The body of the paper should begin with the Title of the paper. The use of footnotes is strongly discouraged. All equations should be placed on a separate line and numbered consecutively. The equation numbers should be placed within parentheses and aligned against the right margin. Appendices should follow the body of the paper, preceding the references.

References should be numbered and written in alphabetical order of the last name of the first authors. All references should quote the complete titles of Journals and books. References should be cited in the body of the paper by placing the reference number within square brackets. Type REFERENCES in font size 14, bold and centered at the beginning of the reference section.

FILE NAMING INSTRUCTIONS

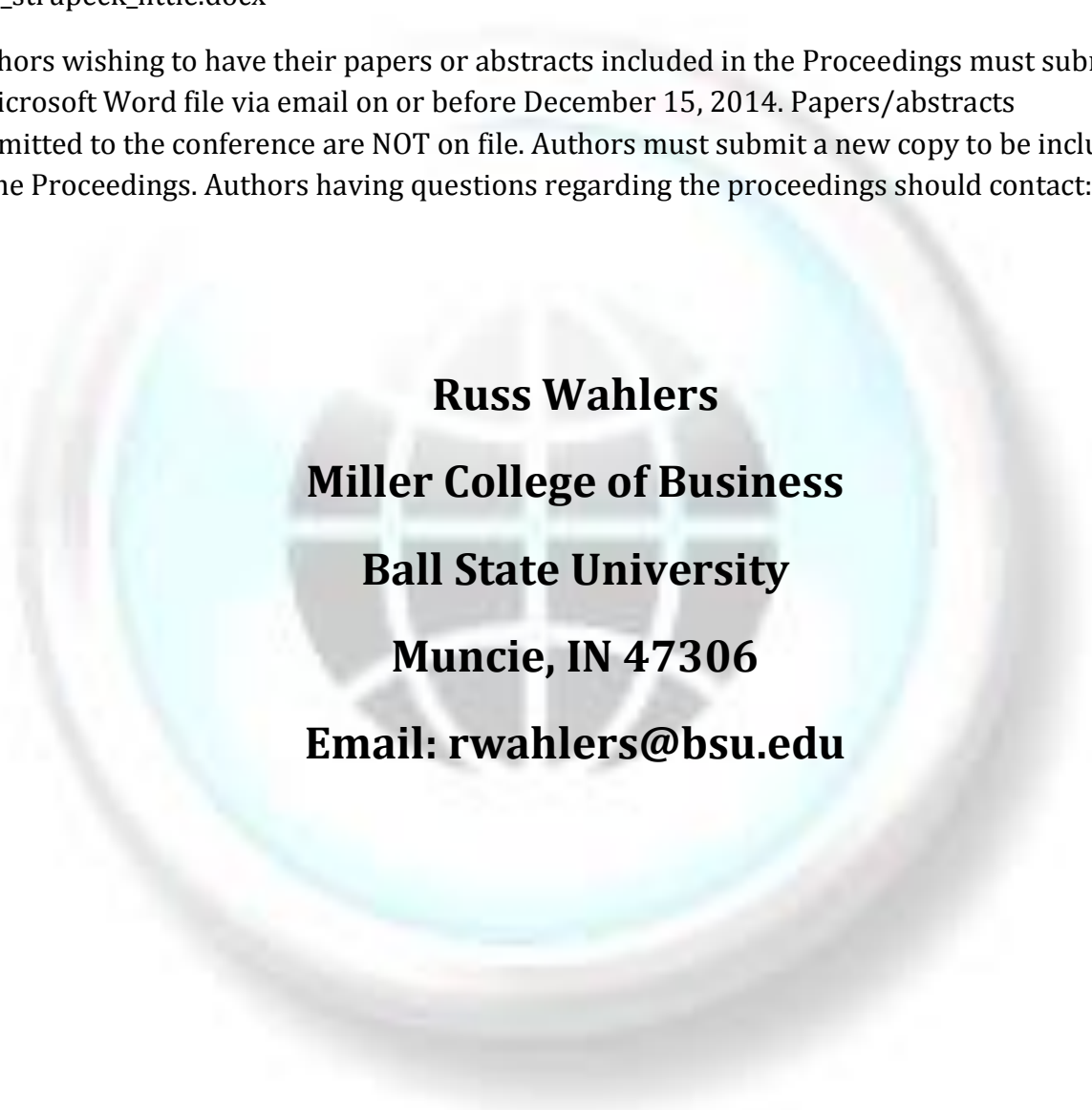
Please name the file using the following format: (beginning with p if paper, c if case, a if abstract)

p13_firstauthorlastname_secondauthorlastname_thirdauthorlastname

For example, if Dave and Eldon submitted a paper attached to an email, it would be named:

p13_strupeck_little.docx

Authors wishing to have their papers or abstracts included in the Proceedings must submit a Microsoft Word file via email on or before December 15, 2014. Papers/abstracts submitted to the conference are NOT on file. Authors must submit a new copy to be included in the Proceedings. Authors having questions regarding the proceedings should contact:

The logo of Ball State University is a large, light blue circular emblem with a grid pattern, centered in the background of the page.

Russ Wahlers
Miller College of Business
Ball State University
Muncie, IN 47306
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Academy of Business Disciplines Journal



The **academically peer refereed** *Academy of Business Disciplines Journal* (ABD Journal) endeavors to publish quality pedagogical applications, applied and pure research papers and invited editorials in all areas of business. Our goal is to publish quality articles for our readers as well as providing high quality service to our contributing authors. ABD Journal is listed in Cabell's Directory with an acceptance rate of 11-20%. Articles are blind peer-reviewed by a minimum of two reviewers and published continuously online at <http://www.ship.edu/ABDjournal/>.

The journal publishes manuscripts that make a significant contribute to the existing body of knowledge and offers submitting authors with an average of two month review process. ABD Journal is supported by the following institutions and individuals: Dean John Kooti, Shippensburg University; Dean Miles Davis, Shenandoah University; Academy of Business Disciplines, Irma Hunt, Editor-in-chief, Shippensburg University, Vacant, Associate Editor-in-chief, Bruce Gouldey, Associate Editor, Shenandoah University; Ming-Shen Pan, Associate Editor, Shippensburg University; Review Board members. Our review board members are published researchers from functional areas and administration in business. Review board members, submission guidelines and fees are found at <http://www.ship.edu/ABDjournal/>. Thank you for considering ABD Journal as your research gateway.

www.ABDJournal.org

Session Chairs

Friday, November 7th

1	9:00 – 9:50	Diamond A	Fred Hays
2	9:00 – 9:50	Diamond B	Russ Wahlers
3	9:00 – 9:50	Diamond C	Betty Thorne
4	10:00 – 10:50	Diamond A	Joe Chapman
5	10:00 – 10:50	Diamond B	George Kermis
6	10:00 – 10:50	Diamond C	Candace Kuechler
7	11:00 - 12:10	Diamond A	Bob Cluskey
8	11:00 - 12:10	Diamond B	Carol Wittmeyer
9	11:00 - 12:10	Diamond C	Teresa Lang

Saturday, November 8th

10	9:00 – 9:50	Diamond A	Bill Oberman
11	9:00 – 9:50	Diamond B	John Mahon
12	9:00 – 9:50	Diamond C	Ronald Taylor
13	10:00 – 10:50	Diamond A	Laurel Newman
14	10:00 – 10:50	Diamond B	David Burns
15	10:00 – 10:50	Diamond C	Irma Hunt
16	11:00 - 12:10	Diamond A	Mark Case
17	11:00 - 12:10	Diamond B	Steve Wells
18	11:00 - 12:10	Diamond C	Bob Cluskey

Conference Schedule

Thursday, November 6

Registration: 10-4
 Town Hall Meeting: 4-5
 All attendees invited to discuss the future direction of the Academy
 Breakout sessions: 5-6
 These are leaderless discussion groups:
 Basic Research
 Pedagogies
 Case Approach
 Best Paper Awards: 6-7

Chloe's Lounge
 Diamond B
 Diamond A
 Diamond B
 Diamond C
 PATIO

Friday, November 7

Continental Breakfast – 8:00

Chloës Lounge

Sponsored by: ABD

#1 9:00 – 9:50

Diamond A

Fred Hays

A Model for Measuring the Impact of Business to Business Promotions on Buying Behavior

Joe Chapman, Russ Wahlers

Ball State University

Revisiting the Conceptual Foundations of Attitude Formation in the E-Marketing Era

Amy Handlin

Monmouth University

Constructing Long Term Viability through Marketing Strategies: A New Look at an Age-Old Problem

Amy Rummel

Alfred University

#2 9:00 – 9:50

Diamond B

Russ Wahlers

An Integrated Competency-Based Model for Accounting Education: Preparing Client Ready Professionals for Long Term Success

George Kermis, Marguerite Kermis

Canisius College

Can a Cheat Sheet Prevent Cheating Among Business Students?

Bob Pellegrino, Kimberly Pellegrino, Christopher Saffici

Florida Memorial University

Accounting Curmudgeons Use Smart Board and YouTube to Teach Accounting: Financial Principles and Intermediate I

Keith Richardson, David Collins

Bellarmino University

#3 9:00 – 9:50

Diamond C

Betty Thorne

Increasing Obesity Rates and the Impact on Health Industry Costs

Candace Kuechler

SUNY at Buffalo

Adam DeVoria

U. of Florida - Gainesville

An Analysis of Market Opportunities to Meet the Needs of Autistic Adults

Kristen Ryan and Paul Barretta

St. Bonaventure University

HealthCare in the Coming Decade: Who Will Pay for the \$800 Billion Program

Judson Stryker, Judson Stryker III

Stetson University

#4 10:00 – 10:50

Diamond A

Joe Chapman

Will There Be Anything Left in the U.S. Social Security System for Generation Y?

Rita Jones

Teresa Lang

Troy University

Auburn U. - Montgomery

"It's A Sweet Deal but Will It Be Approved?"

Fred Hays, Lauranne Hess (MBA student)

U. of Missouri - Kansas City

Oil and Gas Company Financial Statements: They Are Not Gushers

Vincent Brenner, Maria Rickling, Michelle Crowe

Stetson University

#5 10:00 – 10:50

Diamond B

George Kermis

An Analysis of US Family Business Clubs

Carol Wittmeyer, Kristen Ryan

St. Bonaventure University

Addressing Declining Participation in Sports by Children and Young Adults: A Case Study on

Improving the Tennis Pipeline

Don Sciglimpaglia

San Diego State University

#6 10:00 – 10:50

Diamond C

Candace Kuechler

Best Paper in Conference: Basic Research

What Were the Tax Deductions Offered to Help the Housing Crisis? Did They Work?

Teresa Lang

Auburn U. - Montgomery

Rita Jones

Troy University

The "Dirty Dozen" Tax Scams Plus 1

Betty Thorne, Judson Stryker

Stetson University

An Analysis of Mortgage Fraud after the U.S. Mortgage Crisis

Nina Schmidt, Nicole Stowell

University of South Florida

#7 11:00 – 12:10

Diamond A

Bob Cluskey

Tips on Integrating Creativity Concepts in Teaching Marketing Strategy

John Chopoorian

UMASS Dartmouth

What Marketing Educators are Missing By Avoiding Wikipedia & How We Can Fill in the Gaps

Deborah Gray

Central Michigan University

Andrew Dahl, Jimmy Peltier

U. of Wisconsin - Whitewater

Learning Style Flexibility and Student Academic Performance in Accounting and Marketing Classes

Craig Latshaw, Sylvia Clark, Therese Pactwa

St. John's University

A Comparative Analysis of Private and Public University MBA Programs as to Attitudinal

Orientations Among MBA Alumni: Toward an Agenda for the Development of Attitudinal Predictors

Stuart Van Auken, Ludmilla Wells

Florida Gulf Coast University

Earl Chrysler

California State University

#8 11:00 – 12:10

Diamond B

Carol Wittmeyer

Perception and Meanings of Color Among Netherlands College Students

Okan Akcay

Kutztown U. of PA

Stifling Trade Policy: Experience of Nigeria and the Infant Industry Argument

Kishore Kulkarni

Metropolitan State U. of Denver

Camden Bowman

University of Denver

Conditional Performance of Asia-Pacific Equity Markets in a Dynamically- and Optimally-Rebalanced Global Equity Portfolio

Susan Machuga, Mahmoud Wahab

University of Hartford

“Reflections of a Culture: Western Fast Food Companies’ Television Advertising Efforts in India and Their Effectiveness in Relating to Indian Culture and Cultural Values”

Russ Wahlers

Ball State University

Alexander Svanteckis

Indiana U. -Purdue U. Indianapolis

#9 11:00 – 12:10

Diamond C

Teresa Lang

Unemployment-Layoffs and the Relationship to Worker Suicide

Stephen Holoviak, Garret Hartman

Penn State - Mont Alto

Analyzing and Managing Stress

Robert Oppenheimer

Concordia University

Phased-in Retirement for Faculty at Maine Maritime Academy

George Schatz

Maine Maritime Academy

Saturday, November 8

Continental Breakfast – 7:15

Chloës Lounge

Sponsored by: ABD

8:00-8:50

Diamond A - Meet the ABD Journal Editor – Irma Hunt

#10 9:00 – 9:50

Diamond A

Bill Oberman

Managing Your Time When Teaching Online

Laurel Newman

U. of Illinois Springfield

A Dozen Insights from Transitioning from F2F to Online Education

James Reburn

Samford University

#11 9:00 – 9:50

Diamond B

John Mahon

Non-Market Need Pairing: An Exploration

David Burns

Xavier University

Demand for the Ultimate Fighting Championship: An Econometric Analysis of PPV Buy Rates

John Mahon

University of Maine

Rich McGowen

Boston College

Democracy at Work

Frances Viggiani

Southern Connecticut U.

#12 9:00 – 9:50

Diamond C

Ronald Taylor

Regional Economies in Two Small Towns in Different States: Can a Model be Designed to Predict Success or Failure?

Irma Hunt, Sarah Bryant

Shippensburg University

A Financial Analysis of Tontines

David Fehr

Southern New Hampshire U.

#13 10:00 – 10:50

Diamond A

Laurel Newman

Should the SEC Promulgate Reporting Standards for Sustainability and Corporate Social Reporting (CSR) for U.S. Corporations?

Steve Wells, Mark Ross, Corbin Wilson

Western Kentucky U.

Daryn Oney

Sumner Bank and Trust Co.

An Analysis of Ethical Followership

Bill Oberman

Shippensburg University

Best Paper in Conference: Teaching and Pedagogy

Teaching the Income Tax Formula through Historical Comparison

Diane Riordan, Michael Riordan

James Madison University

#14 10:00 – 10:50

Diamond B

David Burns

How Translation Equivalence Failures Impact Responses in a Likert-Type Scale

Mark Case

Florida Gulf Coast U.

Spice Up Traditional Oral Presentation by Adding a Little “Pecha Kucha.”

William McPherson

Indiana University of PA

The Evolving Face of Social Media: Trends and Insights

Melissa Walters, Erika Matulich, Raymond Papp

The University of Tampa

#15 10:00 – 10:50 Diamond C Irma Hunt
Generation Y: Who Are They and What Influences the Buying Behaviors of the Next 'Greatest Generation' - Study 2
Alycia Fogle-Franklin Chattanooga State

Best Paper in Conference: Faculty/Student Collaboration
A Deeper Look into NASCAR Sponsorships: An Exploratory Analysis
Ronald Taylor, Danielle Minner Shippensburg University

Breaching the Brand Promise: How Can a Company Recover?
Teresa Pergola, Lola Akintola, Bryan McNay, Susan Moreland, Meredith Van Vaals,
Heather Robyak, Elizabeth Vanneste, Erika Matulich The University of Tampa

#16 11:00 – 12:10 Diamond A Kathy Hill
Case Study: Chapman Pharmaceuticals
John Chopoorian, Garth Baker, Colleen Kennefick UMASS Dartmouth
Hooters Airlines Case: Not So Sexy
Dennis Kimerer, Hauimu Xing, Phil Michaels,
Steven Lewis, Erika Matulich, Melissa Walters The University of Tampa
First Solar Case: From Technology to Products and Crossing the Chasm
Erika Matulich, Gil Smith, Terry Hamilton,
Panayot Slavov, Courtney Taylor The University of Tampa
Systemness: A Case Study
David Szczerbacki Curry College
Frances Viggiani Southern Connecticut U.

#17 11:00 – 12:10 Diamond B Steve Wells
An Exploratory Examination of Narcissism and Moral Reasoning In Accounting Masters Students
Teresa Pergola, Melissa Walters, Dan Verreault The University of Tampa
Student Engagement in Assurance of Learning: A Case Study
Eileen Hogan, Therese Maskulka Kutztown University
Does a Separate Accounting Accreditation Matter?
John Kooti, Mary Myers Shippensburg University
AJ Kooti Georgia Gwinnett College
Assurance of Learning Assessment: A Model for a Management Capstone Class
Joseph Leah, David Kakkuri Florida Gulf Coast University

#18 11:00 – 12:10 Diamond C Bob Cluskey
Retail Leases: A Case Study Examining Archived, Current, and Future Standards
Alan Reinstein Wayne State University
Natalie Churyk Northern Illinois University
Lance Smith Ernst & Young LLP
Using Active Learning in an Undergraduate Managing Information Technology Course
David Collins, Keith Richardson Bellarmine University
Assessing High Impact Teaching Methods: A Case Study
Linda Kuechler Daemen College
Audience Demographics and a Station Rating Rubric for High Frequency Broadcasters
Howard Cochran Belmont University
Jerry Plummer Austin Peay State University