

ABSTRACTS**1. IS ACCOUNTING FRAUD PREDICTABLE?**

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ABSTRACT

Recent financial scandals due to accounting fraud in corporate America have created interest among researchers investigating possible motivations and signs for early detection. This research uses publicly available financial information of firms to address the basic question of whether accounting fraud is predictable. This paper examines the changes in variables over time to identify possible indicators of fraud. The findings indicate that an increase in leverage ratios, changes in ZMI bankruptcy scores, smaller size firms, and increases in discontinued items appear to be correlated with increased fraud.

Keywords: Accounting fraud; financial information; corporate scandal.

2. THE FACTORS OF WORLDMINDEDNESS: AN INVESTIGATION

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ABSTRACT

*In the post-world war II period the construct of Worldmindedness was identified as being descriptive of a person's inclination to think of problems and their solutions as being global in nature. Since that time the construct has been used to measure the degree to which a person might be called "worldminded." However, the underlying multi-dimensionality of the construct has been called into question. Determining what makes a person more worldminded than another, or how to create a worldminded person is in question. This study investigates the nature of worldmindedness in order to more fully develop the use of the construct as both a diagnostic and teaching tool. **Keywords:** Worldmindedness, Global Mindedness, Global Orientation*

3. IS POWERPOINT EVIL? STUDENTS' PERCEPTIONS

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ABSTRACT

This study addresses the usefulness (or lack thereof) of the application of some aspects of modern technology (specifically PowerPoint) in the classroom as perceived by students subjected to the use of such technology as teaching and learning tools. A survey instrument was designed to evaluate the use of technology in various Business courses. A large percentage of respondents indicated that PowerPoint slides are helpful in understanding the course material. Further, the more extensively professors use PowerPoint slides, the more students feel the slides help in understanding course materials. Overall, students find PowerPoint to be a helpful tool for presenting information and deny the negative consequences of this presentation tool.

Keywords: PowerPoint, Technology in the Classroom, Teaching Tools, Learning and Technological Developments.

4. HENRY GEORGE: THE THEORY OF DISTRIBUTION IN PROGRESS AND POVERTY ABSTRACT

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*The core of Henry George's economic theory appeared in his most widely-read book, *Progress and Poverty*. On the basis of his dramatic "single tax" theory, his work became widely known and gained some avid followers who endeavored to base policy on it. But the work was also of value in George's day and of interest in our day because of its economic content. George was not a part of the academic economics establishment of his day and his theory was of strictly classical methodology, but it still had much to commend it. A simple model to present his concepts in more modern form is developed. On the basis of the diagrammatic techniques involved, George's theory of distribution is presented and evaluated.*

Keywords: Theory of distribution, classical economics, economic growth, wages fund, wages, interest, rent, poverty.

5. DETERMINANTS OF INTERSTATE DIFFERENTIALS IN THE REAL MEDIAN PRICE OF SINGLE-FAMILY HOMES, 2005

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ABSTRACT

This empirical study investigates determinants of interstate real median home price differentials for the year 2005. While the literature on geographic cost-of-living differentials is well developed, the literature on geographic housing price differentials is much less so. Given the relatively large impact of housing prices on overall living costs, this research seeks to address this issue and shed light on specific factors influencing the real median price of housing across states. The OLS results imply that the real median price of a single-family home in a state is positively a function of the state's population growth rate, its per capita income, and its relative amount of shoreline on major bodies of water, and negatively a function of toxic waste releases in the state, the state's geographic area, and the presence of right-to-work laws in the state.

Keywords: Housing Prices; Population Growth; Pollution; Right-to-Work Laws

6. AN EXPLORATORY STUDY ON STUDENTS' PERCEPTIONS OF TECHNOLOGY USED IN DISTANCE LEARNING ENVIRONMENT

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ABSTRACT

Distance learning is a growing global trend amongst community colleges and universities. With the increased capabilities associated with the Internet, distance learning will continue to grow. It allows for professors to hold class outside conventional presentations in a classroom, and it allows students to earn college hours without having to physically attend class. The present study investigates how technological tools may be used for distance learning and which tools are most effective in conducting courses. The study lays a foundation for future study in the effectiveness of particular technological tools. This study found that E-Mail, the World Wide Web, WebCT, Web Browser, Message Board, Chat Room, Microsoft Word, and Microsoft Excel were the most effective tools when conducting a distance learning course.

Keywords: Online Learning, Technology, Web-based Classes

7. RELATIVE CAREER DEPRIVATION: PERSONAL AND WORK-RELATED OUTCOMES

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ABSTRACT

Although there has been considerable study of the determinants and consequences of job dissatisfaction, less attention has been paid to career deprivation, i.e., feeling deprived of a rewarding career with fair treatment over a lifetime of job experiences. Career-deprived respondents in a large sample representative of the U.S. workforce reported more instances of depression and lower satisfaction with their current jobs than did non-deprived persons. The negative effects of career deprivation were especially severe for highly educated respondents. The results have serious implications for organizational performance, health care, and for society as a whole. Although employer support for

employee development has been on the decline, organizations are urged to renew their support for employee career development and make other efforts to combat feelings of career deprivation.

Keywords: Career Development, Job Satisfaction, Mental Health, Depression

8. ONLINE CONSUMERS' RISK-REDUCTION STRATEGIES

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ABSTRACT

The growth of Internet marketing has encouraged marketing researchers to look at how traditional consumer behavior theories and models are applied in the Internet context. The current research was designed to examine how consumers apply the traditional risk-reduction strategies for Internet shopping. The findings of the research clearly identified consumers' risk perception and risk-reduction strategies in the Internet, which can use to identify, develop and provide new effective strategies for the Internet to become a more successful marketing channel.

Keywords: Perceived Risk, Internet Marketing, Risk Reduction Strategies

9. THE USERS' SATISFACTION THAT USE THE SERVICE OF THE INTEGRATED SYSTEM OF COLLECTIVE TRANSPORTATION IN FLORIANÓPOLIS/SC-BRAZIL IN RELATION TO THE TICKET'S PRICE ATTRIBUTE

Nelson Casarotto Filho, Federal University of Santa Catarina – BRAZIL

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ABSTRACT

The present study has as main objective to analyze the satisfaction degree of the buses tickets' prices attribute in the collective transportation of Florianópolis/Santa Catarina/Brazil. The study has been characterized as exploratory and descriptive, with quantitative nature, making use of the Likert scale type. The results indicate that independently of sex, family income, age, type of work and education level, more than 85.00% of the users consider the attribute important or very important and the majority of these (70.00%) is few satisfied or almost unsatisfied with this attribute.

Keywords: Consumer Behavior, Satisfaction, Ticket Prices, Collective Transportation

10. MANAGING ACROSS CULTURES: INFLUENCE STRATEGIES OF AMERICAN AND INDIAN MANAGERS

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ABSTRACT

The dramatic rise in outsourcing in the past decade has increased the interaction between Indian and American employees of U.S. firms. There is a renewed interest in understanding how managers from these cultures lead their subordinates. This study focused on the leadership or downward influence styles

of American and Indian managers in the U.S. Their strategies were assessed using Kipnis and Schmidt's Profile of Organizational Influence Strategies (POIS) with a sample of 65 managers, of which 34 were of Indian nationality and 31 were of American nationality. Our findings suggest that Indian managers use significantly more Assertiveness and Higher Authority than American managers.

Keywords: cross cultural management, Indian and American managers, influence strategies.

11. REGIONALIZED DISTANCE DECAY PARAMETER ESTIMATION OF SPATIAL INTERACTION MODEL

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ABSTRACT

This study provides a new methodology for estimating regionalized distance decay parameters of the spatial interaction model. The three-dimensional approach to calibrating origin-specific, distance-interval specific distance decay parameters improves the predictive capacity of the doubly-constrained model.

The results show that distance decay does differ for each distance interval and is not constant across each origin. This is a significant finding in that calculation of an origin-specific decay parameter could potentially mask underlying spatial relationships leading to incorrect conclusions concerning distance decay and accessibility. Using these more regionalized distance decay parameters allows us to explore spatial variations in interactions in greater detail. This opens the door for many new opportunities in the exploration of spatial interaction in many research areas.

Keywords: distance decay, spatial interaction model, gravity model, trip-length constraint.

12. A CASE STUDY OF MORAL NEGLECT IN THE EGYPTIAN SPORTS ESTABLISHMENT

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ABSTRACT

The system of management of the Egyptian sports establishment is analyzed in terms of ethical concepts and theories. The failure of this establishment to secure the honor of hosting the 2010 World Cup is used as a case study. The analysis of this event shows that an organizational culture dominated by personal interests generates an impotent structure which promotes short term personal gains and an eventual harm to the public interest. The facts of the case show that the behavior of officials involved in the event can be classified as moral neglect. It appears that this moral responsibility is mitigated by cultural, organizational, cognitive and personality constraints.

13. ENTERPRISE SOLUTIONS DECISIONS: SUGGESTIONS FOR RESEARCH

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ABSTRACT

One of the most pervasive trends enabling the arrival of the Information Age is the implementation of enterprisewide resource planning (ERP), enterprisewide software (EWS) systems, or enterprise solutions (ES). A majority of the Fortune 1000 and many of the top 3000 global corporations worldwide have enterprise solutions implemented. This paper analyzes and develops an enterprise solution landscape based upon current and previous research. Additionally several research propositions are developed that would strengthen an understanding of the effectiveness of enterprise solutions.

Keywords: Enterprise solutions, Information technology, enterprisewide software, technology management, technology software

14. BUSINESS PROCESS COURSES IN AACSB-ACCREDITED GRADUATE PROGRAMS OF BUSINESS

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ABSTRACT

Corporations are working on business processes enabled by information systems, causing a strong demand for job applicants prepared with the knowledge in this area. A study of the current course titles and descriptions listed on the websites of AACSB-accredited graduate programs of business shows an insufficient number of programs responding to these demands by offering one or more courses on business processes. The study recommends that more graduate business programs offer preferably two courses that include business process modeling, improvement and deployment and process-based systems development. This article provides a guideline for academicians to develop new courses or refine existing courses on business processes in graduate programs of business.

Keywords: Business Process, Enterprise Systems, Information Systems Education

15. SUSTAINING COMMITMENT TO ORGANIZATIONAL CHANGE IN THE BOOMING CONSTRUCTION INDUSTRY: A RECIPE FOR HIGHER PRODUCTIVITY

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ABSTRACT

The last phase in the life of a change proposal is making sure that change initiatives get the intended results. Too often, major new schemes die after few months of work without ever achieving any significant benefits (Kotter, 1996). The objectives of this study are therefore to analyze a model of organizational change that would be most suitable for sustaining growth in large-size construction companies and to consider what special needs for supervision and management are required in these organizations. In order to achieve the above, we synthesized various models of organizational change (Kotter, 1996; Beitler, 2003; Hiatt & Creasey, 2003) and applied a model that would sustain the type of transformation needed for continued growth in the construction industry. Omar and Mangin (2003) argue that improvement of job site productivity is one of the first concerns in the construction industry and this is dependent on various factors including strategic decision making and the type of changes that are implemented. This assertion is supported by our findings. Hence, we conclude that the construction

industry must align its vision with organizational strategies in order to ensure a smaller and smarter workforce which can be motivated through training and education. This strategic intent is the clear choice that will move the industry to a client-friendly operation in the 21st century and beyond.

Keywords: Organizational Change, Construction Management, Business Management, Leadership Development, Construction Supervision

16. QUALITY IMPROVEMENT, FACULTY JOB SATISFACTION, AND AACSB ACCREDITATION

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ABSTRACT

People are the most important part of any organization. Under this simple philosophy, Total Quality Management (TQM) emphasizes people management practices as its foundation for achieving high quality products and services. The AACSB accreditation process focuses on institutions working toward improving quality education through continuous improvement and meeting quality standards. The approach being used by many of these business schools (in pursuing the accreditation) may, in effect, hurt, instead of improve quality. Although the AACSB accreditation process is not a TQM effort, it is, however, a quality improvement process. This paper presents the result of a study on faculty members' perception towards quality in higher education, AACSB accreditation, and job satisfaction.

Keywords: TQM and higher education, employee involvement and quality, HRM's importance to quality Management

17. CROSS-CULTURAL EVALUATION OF THE PSYCHOLOGICAL CONTRACT: INSIGHT ON RACIOETHNICITY AND EQUITY SENSITIVITY

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ABSTRACT

This paper explores the content, features and evaluation of the psychological contract with a strong focus on the cross-cultural importance of the contract evaluation (Rousseau & Tijoriwala, 1998). A recent study by Blancero, DelCampo & Marron (2006) reported that 2/3 of Hispanic Business Professionals found their psychological contract to be violated; while a racioethnic unspecific sample (Robinson & Rousseau, 1994) reported only 1/2 of their respondents' contracts to be violated. This further investigation into the crosscultural evaluation phenomenon builds on prior work by attempting to determine the influence of explanatory constructs on psychological contracts (Guest, 1998; Anderson & Schalk, 1998). This work not only further refines the measurement of psychological contract evaluation, but also responds to a growing need in the literature (Rousseau & Tinsley, 1997; Rousseau, 2001; Rousseau & Schalk, 2001) to provide an explanation of differing psychological contract evaluations in differing cultural conditions. Theoretical, empirical and practical implications are discussed.

Keywords: Psychological contract, diversity, equity, cross-cultural

18. U.S. ZOO AND AQUARIUM PARTICIPATION IN THE ASSOCIATION OF ZOO AND AQUARIUM RECIPROCAL ADMISSIONS PROGRAM

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ABSTRACT

The last few decades have witnessed an increasing level of cooperation among U.S. zoos and aquariums. A primary vehicle for this cooperation is the Association of Zoos and Aquariums (AZA), which serves as the accrediting body for zoos and aquariums. One benefit of AZA accreditation is that it provides accredited institutions with the option of participating in the AZA reciprocal admissions program (RAP). Institutions in the RAP agree to grant admission free-of-charge to members from other zoos and aquariums that also participate in the RAP. Currently, about half of the AZA-accredited institutions participate in the RAP. Why have some AZA-accredited institutions chosen to participate while others have not? We have built an economic model of this decision based on the proposition that AZA-accredited institutions will participate in the RAP if the benefits of doing so exceed the costs. This model yields several testable hypotheses. The results of these tests generally support the economic model, and suggest possible steps to increase participation in the RAP.

19. REALITY CHECK: USING REALITY TV AS A TOOL TO ENGAGE STUDENTS, TO PROMOTE LEARNING, AND TO RETAIN KNOWLEDGE

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ABSTRACT

*With the fast-changing business world and the crucial need to communicate innovative information to students, it has become a real challenge to effectively teach subjects like Business and Communication. Teachers have to not only ensure that students are prepared for cutthroat competition in the business world, but they must also use effective ways to get this message across to them. To better relate to and engage students, instructors must be more diversified in their teaching methods, incorporating technology to improve upon the diminishing utility of the "textbook only" medium of education. San Jose State University Business Communication classes are highly participatory and interactive, focusing on crosscultural communications, group dynamics, critical thinking, persuasive speaking and listening, argumentation, and marketing communications. We realize the importance of incorporating cutting-edge technology and innovative teaching techniques in the classrooms. Observing student's enthusiasm while discussing reality TV (RTV), especially *The Apprentice* and *American Idol*, we incorporated these shows and communication styles into our classes. Our hope was that it would motivate students to come prepared to class and engender enthusiasm for learning business communication in a tangible context. The purpose of this paper is to demonstrate how RTV can be integrated in a business communication curriculum to engage students, to promote learning and to retain knowledge.*

Keywords: Reality TV, business communication, classroom, innovative teaching, delivering negative messages, American Idol, The Apprentice

20. WHAT SHOULD WE TEACH INTERNATIONAL BUSINESS STUDENTS ABOUT TERRORISM?

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ABSTRACT

This article first reviews a short history and the current state of terrorism as it affects international business. A second review in the article is an examination of how terrorism is treated in international business textbooks. A general comparison between these two reviews leads to several suggestions on what international business students should be taught about the impact and implications of worldwide terrorism for the management of multinational enterprises in the post 9/11 environment. Curriculum recommendations are made as well as suggestions for further research.

Keywords: terrorism, international business education, international business textbooks, curriculum.

21. MEASUREMENT OF END-USERS SATISFACTION IN A COLLEGE LAPTOP INITIATIVE

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ABSTRACT

This paper presents the results of students' overall satisfaction with a laptop initiative in a Midwest university. A survey was administered to a sample of undergraduate students, and several different assessment methods were used to examine the critical attributes that affect students' overall satisfaction with the laptop initiative. Results show that students are deeply concerned about economic issues (user fees and cost), prompt response to technical problems, and having more input in the selection of hardware and software.

Keywords: End-users Satisfaction, Laptop Initiative

22. PERCEIVED SIMILARITY AS A MODERATOR OF THE RELATIONSHIP BETWEEN LEADER-MEMBER EXCHANGE AND WORKPLACE ENVY: AN EMPIRICAL EXAMINATION IN THE SERVICE INDUSTRY

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ABSTRACT

The purpose of this study was to investigate the role of perceived similarity as a potential moderator between LMX and workplace envy in the service industry. We propose that low LMX leads to envy, in particular when the comparison referent is someone similar to one's self. One hundred and one part-time hospitality employees were asked to complete a survey about their current supervisors, peers, and feelings on the job. The results from a hierarchical regression analysis partially support the moderating effects of perceived similarity on envy. The marginal interaction between perceived similarity and LMX provide some support for the notion that employees with high levels of perceived similarity and low levels of LMX experience are prone to workplace envy. This study highlights the importance of understanding how negative emotions, envy in particular, influence organizational health. Managerial implications to the service industry are briefly discussed. This study offers new insight to the service leadership and emotions literatures.

Keywords: Leader-member exchange, Perceived similarity, Workplace envy

23. WHAT MARKET INTELLIGENCE CAN LEARN FROM INVESTIGATIVE JOURNALISM AND CRIMINAL INVESTIGATION

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ABSTRACT

This article provides an overview of the key commonalities and differences between three similar disciplines: market intelligence, investigative journalism, and criminal investigation. In addition, key areas where the market intelligence function may profit from "borrowing" from investigative journalism and criminal investigation are identified. Among these are the need for more creative forms of scenario analysis and the need to increase the breadth and rigor with which information is collected. Finally, areas for future research are identified.

Keywords: Market Intelligence, Investigative Journalism, Criminal Investigation, Marketing Management

24. UGANDA AND THE WORLD TRADE ORGANIZATION

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ABSTRACT

The World Trade Organization (WTO) is the only international body that oversees the rules of international trade. It is a strong advocate for free trade and promotes this trade philosophy by persuading countries to abolish import tariffs and other barriers. However, critics had chastised the WTO for discriminating against less developed and poor countries, and favoring the interests of rich and developed countries. These critics alleged that WTO negotiations were helpless towards agricultural protectionism and trade subsidies imposed by these rich and developed countries. Some quarters have even questioned the relevancy of less developed and poor countries in being a member of the WTO in Uganda. There have been calls for government to withdraw from the WTO and adopt trade protectionism

to shield its infant industry and employment from unfair trade practices. This paper investigates whether Uganda has a stake in the WTO since it became a member, in terms of the impact of its WTO membership on its agricultural export and import quantities. This paper also considered situations where Uganda exercised its rights as a WTO member, as well as other benefits enjoyed by Uganda as a WTO member.

Keywords: *Agricultural Exports; Agricultural Imports; Member Benefits.*

25. PREDICTIVE VALIDITY OF GOAL ORIENTATION: FOUR-FACTOR VERSUS THREE-FACTOR MODEL

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ABSTRACT

This study examined the predictive validity of a four-factor versus a three-factor model of goal orientation. Data was obtained from 237 participants in a longitudinal academic setting. Results indicated that the four-factor model yielded different relationships with motivation variables and educational outcomes compared to the three-factor model. Measurement issues and directions for future research on the goal orientation construct in business settings are discussed.

Keywords: Goal Orientation; Performance Feedback; Goal Revision; Self-Regulation; Motivation.

26. SMOKING BANS: THE REGULATION OF BUSINESS AND ENVIRONMENTAL TOBACCO SMOKE

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ABSTRACT

By essentially prohibiting smoking in public places, smoking bans restrict the use of business property. Do smoking bans unduly regulate business? At the heart of the debate is the duty of the government to protect the public health of its citizens. The means of protection may vary, but the responsibility remains unchanged. Smoking bans have been enacted across the United States as a means of safeguarding the nonsmoking public from environmental tobacco smoke (ETS). ETS, commonly known as secondhand or passive smoke, is smoke that is inhaled by nonsmokers who are in the proximity of smokers. The Surgeon General and numerous studies establish that smoking is hazardous to the health of not only smokers, but also those persons in the vicinity of smokers. Proponents of smoking bans as well as opponents make persuasive arguments bolstering their positions. Alternative solutions to curbing the effects of ETS have been proposed but have not enjoyed recent popularity. The trend continues to favor the implementation of smoking bans.

Keywords: *Smoking Bans, Public Health, Environmental Tobacco Smoke, Regulatory Taking, Economic Loss*

**27. DEPLOYMENT OF THE RFID SYSTEM IN RETAIL SUPPLY CHAIN MANAGEMENT:
DECISION TREE ANALYSIS**

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ABSTRACT

In this study, we develop a scenario-based model to analyze the use of Radio Frequency Identification (RFID) technology in retail supply chain management. Decision tree analysis is employed in developing the model. Based on certain assumptions, the model calculates the expected value of the profit when RFID technology is deployed in a retail supply chain. The developed model can be utilized to identify circumstances where RFID deployment will provide an acceptable level of Return on Investment (ROI).

Keyword: Decision Tree analysis, Cost-effectiveness, Supply Chain Management, RFID, ROI.

**28. AN EXPLORATORY INVESTIGATION OF THE ROLE OF CULTURE IN PROPENSITY TO USE
ONLINE AUCTIONS**

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ABSTRACT

This paper examines the influence of culture on online auction consumption behavior (OACB). Specifically, the author researched the affects of two cultural variables, namely, individualism/collectivism index (IDV), and uncertainty avoidance index (UCA) on OACB. In an effort, to offer prescriptive insights to the industry, the authors then examine the moderating role of trust in the relationship between the two cultural variables and OACB. The results of this study suggest that IDV and UCA influence OACB but the relationship is moderated by trust.

Keywords: Culture, Online Auctions, Trust, Individualism, Uncertainty Avoidance
