2000 CONFERENCE ON GLOBAL COMPETITIVENESS

Sharpen Your Edge

THE AMERICAN SOCIETY FOR COMPETITIVENESS

American Society for Competitiveness

CONFERENCE PROGRAM

October 5–7, 2000
Sheraton Colony Square Hotel
Atlanta, Georgia
From the Conference Organizers

Welcome to the Eleventh Annual Conference on Globalization and the Changing Nature of Competition. This event marks the culmination of a year-long effort. The purpose of this conference is to bring together business leaders, policy makers, and academicians for the purpose of confronting the issue of competitiveness in the global marketplace. Our goal is to exchange ideas and ways by which organizations and countries can meet the global economic challenge in the twenty-first century. To accomplish this goal, we must build bridges among practitioners, policy makers, and academicians.

The speakers and panelists at this conference have been carefully selected to meet this goal. During the three days of this meeting, they will share their real-world experiences and competitive approaches used in leading companies, explain their successful practices, and familiarize you with the latest ideas in international trade & finance, human resource management, information technology, and quality. We hope that this meeting will be a stimulating, interactive, and productive experience for you.

The conference organizers extend their deepest appreciation to the sponsoring organizations and to all the individuals who serve as speakers, presenters, moderators, and discussants in this conference. Special thanks to the staff at Indiana University of Pennsylvania for their tireless effort and dedication while organizing this conference.

Prashanth B. Nagendra and Beth Fitzgerald

Conference Chairpersons
Abbas Ali and Robert Lattimer

Program Chairpersons
Prashanth B. Nagendra and Beth Fitzgerald

National Conference Coordinator
Robert C. Camp

Assistants to Program Chairpersons
Carol Drye, Julie Moreland, Tuly Martelo, Liliana Perez, Nipa M. Mehta.

Conference Objectives:
- Sharing “real world” experiences and competitive approaches
- Integrating research and practice
- Building partnerships with industry
- Formulating competitive strategies for success

Co-Sponsoring Academic and Professional Organizations:
The Coca-Cola Company
Enron Corporation
INVESCO
Phillip Crosby Associates II
Indiana University of Pennsylvania
The University of Memphis
Kennesaw University
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| Academic Awards                              | 15 |
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### Featured Presentations

#### THURSDAY

**Welcome Remarks:** Harvey Kahalas, Chairman of the Board of ASC

**Executive Symposium:** Gaining Competitive Advantage Through Global Leadership

**Luncheon Keynote Address:** A.D. Frazier, Jr., President and CEO, INVESCO Inc

**Industry Session:** Business Transformation in Emerging Markets: The Case of South Africa

**Dinner Keynote Addresses:** Harvey Kahalas, Wayne State University, Robert Lattimer, The Lattimer Group Inc

#### FRIDAY

**ASC Business Meeting:**

**All Society Session:** Conversation with J. Ford Brett, CEO Frontline Group

**Luncheon Keynote Address and Philip Crosby Award Ceremony,** Presided by Philip Crosby. Awarded to Lucent Technologies and Frontline Group

**Plenary Session:** Lucent Technologies: A Case Study

**Symposium:** Reinventing Institutional Evaluation: Lessons Learned on a Multi-Institutional Level

**Symposium:** The Practices of Business and Media: Is a Universal Ethic Realistic?

**Dinner Keynote Address:** Simon Kukes, President and CEO, Tyumen Oil Company

#### SATURDAY

**All Society Session:** Globalization and the Changing Nature of Competition, Presided by Margaret Carson, Enron Corporation
Wednesday, October 4, 2000

Wednesday 7:00 p.m. – 10:00 p.m.

Joint Meeting, ASC Board of Directors and Advisory Council

Thursday, October 5, 2000

Thursday 7:30 a.m. – 5:00 p.m.
On-site Conference Registration

Thursday 8:00 a.m. – 9:30 a.m.
Marietta

Continental Breakfast (8:00 a.m.) &
Welcome Remarks (8:30 – 9:30 a.m.)
Harvey Kahalas, Chairman of the ASC Board of Directors and Dean, School of Business, Wayne State University

Thursday 9:45 a.m. – 10:40 a.m.
Marietta

Executive Symposium: Gaining Competitive Advantage through Global Leadership

Chairperson:
Dan Twomey, Fairleigh Dickinson University

Speakers:
Kavah Naficy, Director of Organizational Effectiveness Pfizer/Warner Lambert
Christine H. Lotze, Director of Executive Education, Pricewaterhouse Coopers LLP
Margaret Carson, Director of Competitiveness, Enron Corporation

Concurrent Sessions:
Thursday 10:45 a.m. – 12:00 Noon

10:45 a.m. – 12:00 Noon Marietta

Session A: Networking and Global Alliances

Chairperson:
Phillip Balsmeier, Nicholls State University

Building Relationships with Portal Users: The Interplay of Motivation and Relational Factors
Doyle Yoon, University of Missouri
Fritz Cropp, University of Missouri
Glen Cameron, University of Missouri

Strategic Technology Alliances and Global Competitiveness: A Longitudinal Assessment of Three Industries
James Fairbank, West Virginia University
Robert D. Stephens, West Virginia University

The Economic and Sociological Dimension of Business Networks: Examining Differences Between Japanese and U.S. Structures
Ananda Mukherji, Texas A & M International University

Discussants:
James W. Busbin, Western Carolina University

10:45 a.m. – 12:00 Noon Peachtree

Session B: Privatization

Chairperson:
Beth Fitzgerald, Kennesaw State University
Presenters:
Fred Blumer, X-Span International Inc.
Rajaram Veliyath, Kennesaw State University
Elizabeth Fitzgerald, Kennesaw State University
Jeff Stewart, Merger & Acquisition Services LLC

Commentator:
Rosemarie Twomey, Fairleigh Dickinson University

10:45 a.m. – 12:00 Noon       Woodstock

Session C: Managing Effectively: The Human Resource Dimension

Chairperson:
Thomas Bertsch, James Madison University

Values Congruency and Productivity Management Practices: A Step Forward Greater Competitiveness for European Leather Manufacturers
Robert C. Preziosi, Nova Southeastern University
William J. Harrington, Nova Southeastern University
Hong Nhuyen, Nova Southeastern University

The Ethics of Hiring in the New Workplace: Men and Women Managers Face the Changing Stereotypes and Discover Correlative Patterns for Success
Beverly Merrick, New Mexico State University

Does Inter-organizational Cooperation Stimulate or Impede Innovation?
Jun Lin, Southern Illinois University at Carbondale

Culture Shift Risk and Management for Multinationals
Bala Subramanian, Morgan State University
Dinker Raval, Morgan State University

Discussants:
E. Victor Maafo, North Carolina State University

Thursday 12:00 Noon – 1:20 p.m.       Crown

Luncheon

&

Keynote Address:
A.D. Frazier, Jr., President & CEO, INVESCO, Inc.
James S. Skesavage, Jr., Global Partner, INVESCO Capital Management

Thursday 1:30 p.m. – 2:45 p.m.       Marietta

Industry Session: Business Transformation in Emerging Markets: The Case of South Africa

Moderator:
Bob Lattimer, The Lattimer Group Inc.

Speakers:
Jimmy Chaba, Nokusa Consulting*
Moses Hadebe, Nokusa Consulting*
Thabang Motsohi, Nokusa Consulting*
Mandla Madi, Nokusa Consulting*
Bahle Goba, Nokusa Consulting*

* Nokusa Consulting is a consulting firm focusing on business transformation. The firm provides consulting services in the areas of strategy formulation and implementation, change management, process redesign and technology consulting. In addition, a special emphasis is placed on organizational effectiveness and performance improvement as well as capacity transfer. Nokusa has a partnership with the Lattimer Group Inc., based in Atlanta and Washington
Commentator:
Andy Constantzos, S.B. Constantzos, Inc.

Concurrent Session:
Thursday 3:00 p.m. – 4:15 p.m.

Session A: The Changing Roles of Small- and Medium-Sized Firms

Chairperson:
Mark Sheehan, Deakin University

Strategies for African Small and Medium Size Enterprise in Global Competition
Cranmer Rutihinda, University of Dar-es-Salaam

Globalization and the Changing Nature of Competition: Challenges and Opportunities for Australian Small and Medium Enterprises (SMEs)
Quamrul Alam, La Trobe University
John Pacher, La Trobe University

Small Business and Entrepreneurs: Marketing and Finance Strategies for Success
Zafar A. Bokhari, Chicago State University
Chang K. Choi, Chicago State University

Discussants:
Timothy L. Wilson, Clarion University

Session B: E-Business and Competitive Advantage

Chairperson:
Joseph Horton, University of Central Arkansas

Business Plan For A Web-Based Business Serving Teachers of Journalism
Beverly G. Merrick, New Mexico State University

Brand Extensions Across Durable and Non-durable Product Categories
Innocent Nkwocha, Claflin University
William C. Johnson, Nova Southeastern University

B2B Internet Applications: Strategic Considerations
G. Scott Erickson, Marist College
Helen N. Rothberg, Marist College

Discussants:
Ananda Mukherji, Texas A & M University

Session C: Critical Perspectives of Emerging Competitiveness Issues

Chairperson:
Phillip Balsmeier, Nicholls State University

What is the Advantage of the Influence of Competitive Environment?
Solomon Abraham, University of Florida

Achieving Global Competitiveness: A Rapid Assessment Methodology Approach
Andrew J. Czuchry, East Tennessee State University
Mahmoud M. Yasin, East Tennessee State University

Virtual Partnering for Transactional and Relational Competitive Advantage
William M. Fitzpatrick, Villanova University
Donald R. Burke, Villanova University
Concurrent Sessions
Thursday  4:30 p.m. – 5:45 p.m.

4:30 p.m. – 5:45 p.m.  Marietta

Session A: Theoretical and Empirical Perspectives on Competitiveness

Chairperson:
Robert Stone, Talladega College

Competitive Advantage in the Knowledge Economy
Barbro I. Anell, Umea University
Timothy L. Wilson, Clarion University

Competitive Advantage By Customer Expectations and Perceived Achievements
Kenneth D. Bahn, James Madison University
C.B. Claiborne, James Madison University
Thomas Bertsch, James Madison University

The Emotional Component of Strategic Selling-Insights for Competitive Advantage
James Busbin, Western Carolina University
Julie T. Johnson, Western Carolina University

Competitiveness, Human Development and a Few Social Indicators
A.N.M. Waheeduzzaman, Texas A & M University

Discusses:
A. Amin Mohamed, Indiana University of Pennsylvania

Session B: Strategic Maneuvering and Competition

Chairperson:
Margaret Carson, Enron Corporation

Managerial Resources As a Catalyst For Firm Growth
Michael Pettus, Millikin University

Time, Time, Time: Time Compression and Knowledge Creation in Pharmaceutical Industry
Alexander Styhre, Chalmers University of Technology
Jonas Roth, Chalmers University of Technology
Anders Ingelgard, Chalmers University of Technology

Competitive Posture and Organizational Effectiveness
Daniel F. Twomey, Fairleigh Dickinson University

Discusses:
Thomas Bertsch, James Madison University

Thursday  5:50 p.m. – 6:50 p.m.  Sherwood

President’s Reception

Sponsored by The Lattimer Group Inc.
Thursday  7:00 p.m. – 9:30 p.m.
Dinner
&
Keynote Addresses:
Harvey Kahalas, Wayne State University
Robert Lattimer, The Lattimer Group, Inc

Revitalization Strategies

Friday, October 6, 2000

Friday  8:00 a.m. – 5:00 p.m.
On-site Conference Registration

Friday  7:40 a.m. – 8:40 a.m.
Continental Breakfast
&
ASC Business Meeting

Chairperson:
Robert C. Camp, Indiana University of Pennsylvania

Concurrent Sessions
Friday  8:50 a.m. – 10:10 a.m.

8:50 a.m. – 10:10 a.m.        Marietta

Session A : Liberalization and Exchange Rate

Chairperson:
Abdel M. Agami, Old Dominion University

Market Liberalization and Exchange-Rate Exposure: The Case of Taiwanese Exporting Firms
Chaoshin Chiao, National Dong Hwa University
Ken Hung, National Dong Hwa University

University
Gladson I. Nwanna, Morgan State University

Issues Management in Australian Financial Institutions: A Competitive Edge
Mark Sheehan, Deakin University

Interaction Between the Mexican Stock Market and the Peso Exchange Rate
Barry Lin, University of Texas at El Paso
T. Chotigeat, Nicholls State University

Discussants:
G. Scott Erickson, Marist College

8:50 a.m. – 10:10 a.m.        Peachtree

Session B: Emerging Market and Global Competition

Chairperson:
Daniel F. Twomey, Fairleigh Dickinson University

An Analysis of China's Competitiveness Between 1995-1999
M.S.S. El Namaki, Maastricht School of Management

Economy and the Re-Invention of the Mexican State
Jose G. Vargas Hernandez, Universidad de Guadalajara

The Emerging African Market: The Common Market for Eastern and Southern Africa (COMESA)
A. Amin Mohamed, Indiana University of Pennsylvania
John N. Orife, Indiana University of Pennsylvania
Mohamed M. Gamal, Indiana University of Pennsylvania

Discussants:
Anders Ingelgard, Chalmers University of Technology

8:50 a.m. – 10:10 a.m. Woodstock

Session C: Emerging Issues in Human Resources Management

Chairperson:
Dean Kruckeberg, University of Northern Iowa

Recruitment Practices
Judy C. Nixon, The University of Tennessee at Chattanooga
Marilyn M. Helms, Dalton State College
Jenny Lee Hilkert, The University of Tennessee at Chattanooga

Understanding Women Managers’ Issues: A Key to MNCs Competitive Advantage in the Indian Market
Bina Raval, Towson University
Dinker Raval, Morgan State University

Ben L. Kedia, The University of Memphis
Richard Nordtvedt, The University of Memphis
Liliana M. Perez, The University of Memphis

Discussants:
Robert D. Stephens, West Virginia University

Concurrent Sessions:
Friday 10:15 a.m. – 11:15 Noon
10:15 a.m. – 11:15 Noon Marietta

Session A: Global Marketing and Firms’ Competitiveness

Chairperson:
Michael Pettus, Millikin University

Blaise J. Bergiel, Nicholls State University
Erich B. Bergiel, California State University at Bakersfield

Program to Expand American Product and Services
S. B. Andy Constantzos, S.B. Constantzos, Inc. – Consulting Services

Marketing in the New Millennium: A Public Relations Perspective
Kenneth D. Makovsky, Belgian PR Centre

Discussants:
James W. Busbin, Western Carolina University

10:15 a.m.– 11:15 Noon Peachtree

Session B: Open Market Policies and Economic Growth

Chairperson:
M.S.S. El Namaki, Maastricht School of Management

Emerging Markets and Trade Opportunities For American Competitiveness
Rick Burick, Jackie Henderson Consultants
Dmitry Voronkov, Jackie Henderson Consultants

Perception of Competitiveness by Firms in the Transition of Post-Socialist to Free Market Economies
Catherine E. Levitt, Golden Gate University

How the European Union is Helping Small Advertisers to Successfully Compete in Egypt
Louis C. Mancuso, Claflin University

Discussants:
Manton Gibbs, Indiana University of Pennsylvania

10:15 a.m. – 11:15 Noon Woodstock

Session C: Managing Changes in Transitional Economies

Chairperson:
Joseph Horton, University of Central Arkansas

Review and Analysis of Current Strategies For Agricultural Development in Mexico
Jose G. Vargas Hernandez, Universidad de Guadalajara

Competitive Strategies for Internet Marketers in Emerging Markets
Soumava Bandyopadhyay, Lamar University

Mexican Organizations in Transition
Jose G. Vargas Hernandez, Universidad de Guadalajara

Discussants:
Richard Nelson, Louisiana State University

Friday 11:20 a.m. – 11:55 a.m. Marietta

All Society Session

Conversation with J. Ford Brett, CEO Frontline Group—Organizational Learning Division

Friday 12:00 Noon – 1:15 p.m. Georgia

Lunch & Keynote Address and Philip Crosby Award Ceremony
Lucent Technologies and Frontline Group

Presided by:
Philip Crosby, Philip Crosby Associates II

Friday 1:30 p.m. – 3:00 p.m. Marietta

Plenary Session: Lucent Technologies: A Case Study

Panel:
Executives from Lucent Technologies

Friday 3:10 p.m. – 4:25 p.m. Marietta

Symposium: Reinventing Institutional Evaluation: Lessons Learned on a Multi-Institutional Level

Chairperson:
Laura Lindsay, Louisiana State University
Speakers:
Thomas Corts, President of Samford University and Former Chair of SACSCOC
Jim Rogers, Executive Director for the Commission, SACSCOC
Laura Lindsay, Commissioner and Member of the Task Force Quality, SACSCOC

Commentator:
Jeff Stewart, Merger & Acquisitions Services, LLC

Friday 3:10 p.m. – 4:25 p.m.
Peachtree
Syposium: The Practices of Business and Media: Is a Universal Ethic Realistic?

Chairperson:
Richard Nelson, Louisiana State University

Ethics and Social Issues in Business: A Universalist Perspective
Dean A. Kruckeberg, University of Northern Iowa

Ethics and Social Issues in Business: Total Quality Management Perspective
Abbas Alkhafaji, Slippery Rock University

Ethics and Social Issues in Business: Communication Perspective
Richard A. Nelson, Louisiana State University

Commentator:
Prashanth Nagendra, Indiana University of Pennsylvania

Concurrent Sessions:
Friday 4:30 p.m. – 5:45 p.m.

4:30p.m. – 5:45p.m Peachtree

Session A: Global Marketing: Maintaining Customer Loyalty

Chairperson:
Cranmer Rutihinda, University of Dar-es-Salaam

The Characteristics of the Generation Y in Puerto Rico: How Teenage Consumers Shape Local Market Trends and Economy
Enrique J. Fernandez, University of Sacred Heart

Relationship Marketing: An Investigation into Customer/Seller Relationship Quality in Durable Goods’ Market
Aisha El-Meniawy, Misr International University

Brands as the Language of Consumer Culture
Robert Pennington, New Mexico State University

Discussants:
Andy Constantzos, S.B. Constantzos Inc.

4:30 p.m. – 5:45 p.m. Woodstock

Session B: Strategic Human Resources and Competition

Chairperson:
Phillip Balsmeier, Nicholls State University

Recognizing the Value of Employee Loyalty for Gaining a Competitive Edge in Global Market
Solomon Abraham, University of Florida
Leadership for Global Managers: Challenges 2000
Margaret E. W.-Alexander, Nova Southeastern University

An Exploratory Study of Quality Team in a Global Environment: Cross Cultural Study
Sayed M. Elsayed-Elkhouly, Kuwait University

Discussants:
A. Amin Mohamed, Indiana University of Pennsylvania

4:30 p.m. – 5:45 p.m.
Marietta

Session C: Competition and Financial Performance

Chairperson:
Robert D. Stephens, West Virginia University

The Facilitative Role of Accounting Services in Selected European Offshore Financial Centers
David L. McKee, Kent State University
Yosra AbuAmara McKee, Kent State University
Don E. Garner, California State University Stanislaus

Bank Regulations should be Globalized Even in the Face of Economic Downturns in Latin America and Asia
Solomon Abraham, University of Florida

Enhancing Competitiveness in The Manufacturing Sector: Key Opportunities Provided By Inter-Firms Clustering
Theresa Anne Davies, Technikon Natal (Durban)

Discussants:
Abdel M. Agami, Old Dominion University

Friday 6:00 p.m. – 7:00 p.m.
President’s Reception

Friday 7:00 p.m. – 9:00 p.m.
Dinner &
Keynote Address:
Simon Kukes, President and CEO, Tyumen Oil Company

Saturday, October 7, 2000

Saturday 7:30 a.m. – 8:25 a.m.
Continental Breakfast

Saturday 8:30 a.m. – 9:30 a.m.
All Society Session

Globalization and the Changing Nature of Competition

Chairperson:
Margaret Carson, Enron Corporation

Enron and the New Economy
Margaret Carson, Enron Corporation

Engaging with Globalization: Sharing Benefits, Avoiding Risks
Abbas J. Ali, Indiana University of Pennsylvania

Concurrent Sessions
Saturday 9:35 a.m. – 10:45 a.m.
9:35 a.m. – 10:45 a.m. Marietta
Session A: Global Marketing and E-Business

Chairperson:
Yosra AbuAmara McKee, Kent State University

An Empirical Exploration of Consumer Demand for International E-Commerce
Tyler T. Yu, Mercer University
Miranda M. Zhang, Mercer University
John Miller, Mercer University

The Dawn of the Mobile Telephone Business in Egypt: A Case for Competition
Louis C. Mancuso, Claflin University

Beauty on the Web: Challenges and Opportunities of Marketing Cosmetics on the Internet
Helen Caldwell, Providence College
Jennifer Marino, Circles, Inc.

Discussants:
Aisha El-Meniawy, Misr International University

9:35 a.m. – 10:45 a.m. Peachtree

Session B: Sustaining Competitive Advantage in the Global Marketplace

Chairperson:
David McKee, Kent State University

Gaining a Competitive Advantage through the Refinement of Measuring Consumer Involvement
Tsuen-Ho Hsu, I-Shou University
Monle Lee, Indiana University South Bend

Using Classical Warfare Analysis in Interpreting the Japanese Multi-Staged Diversification and Pricing Strategies Relevant to the Luxury Car Market
Allen Marber, University of Wisconsin Milwaukee
Syrous K. Kooros, Nicholls State University
Rebecca Wright, Loyola University

The Rule of Three: As Competitive Markets Evolve Companies Must Avoid Ending Up in the "Ditch"
Jagdish N. Sheth, Emory University
Rajendra S. Sisodia, George Mason University

Discussants:
Andy Constantzos, S.B. Constantzos, Inc.

9:35 a.m. – 10:45 a.m. Woodstock

Session C: International Relations and Diplomacy: The Changing Role of Business

Chairperson:
Joseph Horton, University of Central Arkansas

Security in Finland
NATO and the EU
Robert E. Karp, Jackson State University

Info-Terrorism in the Age of Internet: Challenges and Initiatives
Prema Nakra, Marist College

Ataturk in Organizations
Manton Gibbs, Indiana University of Pennsylvania

Discussants:
Ananda Mukherji, Texas A & M University
Concurrent Sessions
Saturday 11:00 a.m.– 12:15 p.m.

11:00 a.m. – 12:15 p.m. Marietta

Session A: Regionalism and Competition

Chairperson:
William Fitzpatrick, Villanova University

The World Trade Organization and the Service Sector: Competition in Asian/Pacific Rim Insurance Markets
William L. Ferguson, University of Louisiana at Lafayette
Tamela D. Ferguson, Colorado State University

Identifying Variables of Entrepreneurship, Privatization, and Competitive Skills in Central and Eastern Europe: A Survey Design
Elizabeth M. Fitzgerald, Kennesaw State University

Globalization and Market Adjustment: Korean Case
Samuel K. Moak, Virginia State University

Discussants:
James Busbin, Western Carolina University

11:00 a.m. – 12:15 p.m. Peachtree

Session B: Global Mergers and Acquisitions

Chairperson:
Jeff Stewart, Merger & Acquisition Services LLC.

A Pricing Model for Competitive Business Acquisitions
Abdel M. Agami, Old Dominion University

Managing Cultures in Periods of Corporate Acquisitions and the Problems of Strategic Fit
John O. Ogbor, Texas Southern University

The Changing Roles of the Management Accountant
Jeffrey Kantor, The University of Windsor
Donna Green, The University of Windsor
Tev Estrin, The University of Windsor

Discussants:
A. Amin Mohamed, Indiana University of Pennsylvania

11:00 a.m. – 12:15 p.m. Woodstock

Session C: Electronic Business and Strategic Initiatives

Chairperson:
A.N.M. Waheeduzzaman, Texas A & M University

International E-Commerce: The Legal Dimension
Rosemarie F. Twomey, Fairleigh Dickinson University

Uses and Repercussion of the Internet on Global Market Entry Strategies
Julie T. Johnson, Western Carolina University
James W. Busbin, Western Carolina University
E-money and the Twenty First Century
Ken Griffin, University of Central Arkansas
Phillip Balsmeier, Nicholls State University

Global E-Commerce: Potentials and Difficulties
Suhail Abboushi, Duquesne University

Discussants:
Elizabeth Fitzgerald, Kennesaw State University

Concurrent Sessions
Saturday 1:30 p.m. – 2:45 p.m.

1:30 p.m. – 2:45 p.m. Marietta

Session A: The Challenge of E-Business to Traditional Industries

Chairperson:
Dean Kruckeberg, University of Northern Iowa

The Mastering Business Project:
A State-Of-the-Art New-Media Package For Management Education
G. Scott Erickson, Marist College
Helen N. Rothberg, Marist College

Marketing Management Opportunities for Competitive Advantage in E-Tailing
Thomas Bertsch, James Madison University
James Busbin, Western Carolina University
Newell Wright, James Madison University

A Marketing Case Study:
Amazon.com vs. Borders Group
Michael Romano, Baldwin-Wallace College
Marinel Rosu, Baldwin-Wallace College

Discussants:
Jeff Stewart, Merger & Acquisitions Services, LLC

1:30 p.m. – 2:45 p.m. Peachtree

Session B: The Changing Role of Quality in the Global Competition

Chairperson:
Andrew J. Czurchy, East Tennessee State University

Factors Affecting Participation in Quality Award Programs
Nancy Artz, The University of Southern Maine
Fred Walker, The University of Southern Maine

The Effects of Culture and Socio-Economic Variables on National Rates of Invention
Joseph E. Coombs, James Madison University
Mohsin Habib, University of Massachusetts

International Quality Standards and Exploiting Small Businesses in Developing Countries
Amdetsion Kidane, Howard University
Narendra K. Rustagi, Howard University

Discussants:
Prashanth B. Nagendra, Indiana University of Pennsylvania
1:30 p.m. – 2:45 p.m.          Woodstock

Session C: Global Moral Involvement

Chairperson:
Timothy L. Wilson, Clarion University

The Constructive Responsibility of Multinational Corporations Toward Unfavorable Labor Practices
Bharat B. Bhalla, Fairfield University

Genetic Engineering and Genetic Screening: Some Economic Legal and

Best Paper Awards

Best Academic Paper

Strategies for African Small and Medium Size Enterprise in Global Competition
Cranmer Rutihinda, University of Dar-es-Salaam

Thursday 3:00 p.m. – 4:15 p.m.  Marietta

Best Conceptual Paper

The Economic and Sociological Dimension of Business Networks:
Examining Differences Between Japanese and U.S. Structures
Ananda Mukherji, Texas A & M International University

Thursday 10:45 a.m. – 12:00 Noon  Marietta
Award Recipients

PHILIP B. CROSBY AWARD

Presented To:

Lucent Technologies
Wireless Network Group

For Global Competitiveness through Quality in Entrepreneurial Teamwork and Fast Results

PHILIP B. CROSBY AWARD

Presented To:

The Frontline Group
Organizational Learning Division

For Global Competitiveness through Quality in Knowledge Management, Best Practices Transfer, and Operational Improvement

AMERICAN SOCIETY FOR COMPETITIVENESS AWARD

Presented To:

Tyumen Oil Company

For Leadership in Developing Globally Competitive Practices in an Emerging Economy

AMERICAN SOCIETY FOR COMPETITIVENESS AWARD

Presented To:

INVESCO

For Establishing Effective Global Financial and Asset Management Strategies
### 2000 ASC Conference Reviewers

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
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<tr>
<td>Ibrahim Affaneh</td>
<td>Indiana University of Pennsylvania</td>
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<td>Abdel M. Agami</td>
<td>Old Dominion University</td>
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<td>Paul Bacdayan</td>
<td>University of Massachusetts Dartmouth</td>
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<td>Chauncey Burke</td>
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<td>Long Island University</td>
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<td>Norman Coates</td>
<td>University of Rhode Island</td>
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<td>Victor Cordell</td>
<td>Monterey Institute of International Business</td>
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<td>Raymond Cox</td>
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<td>Samuel DeMarie</td>
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<td>Joyce Grahn</td>
<td>University of Minnesota</td>
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<td>Dimitris Kraniov</td>
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<td>Monle Lee</td>
<td>Indiana University of South Bend</td>
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<td>Ted Legatski</td>
<td>Northeastern State University</td>
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<td>Edward Levitas</td>
<td>Univ. of Wisconsin – Milwaukee</td>
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