

**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.

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

Conference Objectives:

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

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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.

3:00 p.m. – 4:15 p.m. Marietta

**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

3:00 p.m. – 4:15 p.m. Peachtree

**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

3:00 p.m. – 4:15 p.m. Woodstock

**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

Discussants:

A. Amin Mohamed, Indiana University
of Pennsylvania

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

Discussants:

Thomas Bertsch, James Madison
University

4:30 p.m. – 5:45 p.m. Peachtree

**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

Discussants:

G. Scott Erickson, Marist College

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.
Sherwood

**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.
Marietta

**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
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

*International Business Strategies,
Decision-Making Theories, and
Leadership Styles: An Integrated
Framework*

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

Portrayal of Women in

*Advertisements: An Evaluation of the
Perceptions of French and U.S.*

Women

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. – 4:25p.m
Marietta

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

Chairperson:

Laura Lindsay, Louisiana State University

Speakers:

Thomas Cortis, 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

Symposium: 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.
Roswell

President's Reception

Friday 7:00 p.m. – 9:00 p.m.
Roswell

Dinner

&

Keynote Address:

Simon Kukes, President and CEO,
Tyumen Oil Company

Saturday, October 7, 2000

Saturday 7:30 a.m. – 8:25 a.m.
Marietta

Continental Breakfast

Saturday 8:30 a.m. – 9:30 a.m.
Marietta

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 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. – 10:45a.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*

Ethical Analyses and Implications
E. Victor Maafo, North Carolina Central
University

*Innovations Across Borders:
Filing Patents in Multiple Countries*
G. Scott Erickson, Marist College

Discussants:
Manton Gibbs, Indiana University of
Pennsylvania

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

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