

2002 CONFERENCE
On
COMPETITION IN A TURBULENT WORLD

Sharpen Your Edge

**THE AMERICAN SOCIETY
FOR COMPETITIVENESS**



**American
Society for
Competitiveness**

CONFERENCE PROGRAM

**October 10 – 12, 2002
Hilton Mark Alexandria
Alexandria, Virginia**

AMERICAN SOCIETY FOR COMPETITIVENESS

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WELCOME

Welcome to the Thirteenth Annual Conference of the American Society for Competitiveness (ASC) on **Competition in a Turbulent World**. The political and economic events during the last year have certainly made this a turbulent world. Competing successfully in today's world is a real challenge and it requires countries and businesses to think and operate differently than in the 1990s. The goal of this conference is to exchange ideas and ways by which organizations and nations can meet the global economic challenge in the twenty-first century.

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 latest research in the area competitiveness. Symposia and academic sessions on topics of current interest such as business ethics, geopolitics, intellectual capital and e-commerce are scheduled along with sessions on traditional areas such as international trade and finance, human resource management, information technology, marketing, industry competitiveness, corporate alliances, emerging markets and quality. I sincerely hope that this meeting will be a stimulating, interactive, productive, and enjoyable experience for you.

I would like to extend my deepest appreciation to the sponsoring organizations and to all the individuals who serve as speakers, presenters, moderators, reviewers and discussants in this conference. Special thanks to Vivek Mallapragada and Carol Drye at Indiana University of Pennsylvania for their tireless effort and dedication while organizing this conference.

Prashanth B. Nagendra
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Assistant Program Chair
Julie Moreland

ASC Staff
Vivek Mallapragada, Carol Drye, Julie Dobish, and Amanda Gordon

Organized By:

The American Society for Competitiveness

Co-Sponsoring Academic and Professional Organizations:

**Indiana University of Pennsylvania
The University of Memphis
Towson University
Kennesaw State University**

Conference Objectives:

- Sharing "real world" experiences and competitive approaches
- Integrating research and practice
- Formulating competitive strategies for success

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Wednesday, October 9, 2002

Wednesday 7:00 p.m. – 10:00 p.m.

**Joint Meeting, ASC Board of Directors
and Advisory Council**

Thursday, October 10, 2002

Thursday 7:30 a.m. – 5:00 p.m.

On-site Conference Registration

Thursday 8:00 a.m. – 8:30 a.m.
Retreat 1

Continental Breakfast

Thursday 8:30 a.m. – 8:45 a.m.
Retreat 1

Welcome Remarks

Robert C. Camp, ASC Conference Chair,
Indiana University of Pennsylvania

Thursday 8:50 a.m. – 10:20 a.m.
Retreat 1

**All-Society Symposium: Ethics and
Competitiveness**

Chairperson:

Jeff Stewart, Merger and Acquisition
Services, LLC

Speakers:

Robert Lattimer, The Lattimer Group, Inc.
Paul Swiercz, George Washington
University
Daniel F. Twomey, Fairleigh Dickinson
University
Robert C. Camp, Indiana University of
Pennsylvania

Commentator:

Mark Steele, Kennametal, Inc.

Concurrent Sessions:

Thursday 10:30 a.m. – 11:50 a.m.

10:30 a.m. – 11:50 a.m. Retreat 1

**Session 1: Emerging Markets: Challenges
and Opportunities**

Chairperson:

Phillip W. Balsmeier, Nicholls State
University

*The Dilemma of Governance in Latin
America*

Jose Gpe. Vargas Hernandez, University
of Guadalajara, Mexico

*American Franchising Competitiveness in
China*

Ilan Alon, Rollins College
Mark Toncar, Youngstown State
University

Lu Le, Shanghai University for Science
and Technology

Global Outlook of Taiwanese Managers

Abbas J. Ali, Indiana University of
Pennsylvania
Monle Lee, Indiana University South
Bend
Hung-Chang Chiu, Hsing University,
Taiwan

Discussants:

Manton C. Gibbs, Jr., Indiana University of
Pennsylvania (1, 2)
Ali M. Kanso, University of Texas at San
Antonio (3)

10:30 a.m. – 11:50 a.m. Retreat 2

Session 2: Competitiveness and Information Technology

Chairperson:

Warren E. Norquist, Polaroid, Inc. (Retired)

Developing New Business Strategies in B2B Markets by Combining CRM Concepts and Online Databases

R. Dale Wilson, Michigan State University

The Competitiveness of Wales

Michael Quayle, University of Glamorgan

E-commerce Marketing Security: Problems and Protections

Thomas Bertsch, James Madison University

Theresa Flaherty, James Madison University

Discussants:

Bala Subramanian, Morgan State University (1)

Allen Marber, University of Wisconsin-Milwaukee (2, 3)

10:30 a.m. – 11:50 a.m.

Room 324

Session 3: Strategy and Performance in the Global Environment

Chairperson:

Larry Fobes, Wayne State University

Cost-effective Strategies for Technology and Product Development

Robert J. Bonometti, Shenandoah University

Cross Cultural Study of Performance Management for Service Operations Managers

Sayed M. Elsayed-Elkhouly, Kuwait University

Porter's Theory of the Competitive Advantage of Nations: An Empirical Test

Sally Sledge, Christopher Newport University

Discussants:

Aysar P. Sussan, University of Central Florida (1, 2)

Helen Caldwell, Providence College (3)

Thursday

12:00 Noon – 1:20 p.m.

Lakeside 1

Luncheon

&

Keynote Address:

Sustainability by Design: New Product Innovation for the Twenty-first Century

Jacquelyn Ottman, J. Ottman Consulting, Inc.

Thursday

1:30 p.m. – 2:45 p.m.

Retreat 1

All-Society Symposium: Global Business and Geopolitics

Chairperson:

Joseph Horton, University of Central Arkansas

Geopolitical Transitions: A Model for Hegemonic Shifts in the World-Economy

Peter J. Hugill, Texas A & M University

The Silent Voice - Pondus Absconditus in Geo-Strategic Analysis

James D. Hardy Jr., Louisiana State University

Inertia is the Motor Force of History: Using Geopolitics, Making Predictions, and the Territorial Integrity of Post-Soviet Russia

Leonard Hochberg, Louisiana State University

Commentators:
G. Scott Erickson, Ithaca College
Ali Al-hail, Qatar Radio & TV Corporation

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

3:00 p.m. – 4:15 p. m. Retreat 1

Session 4: Trade and Competition

Chairperson:
Hossein Kamarei, University of Wisconsin-
Marathon County

*The U.S. Export Control System: Patterns
and Trends*
G. Scott Erickson, Ithaca College
Sandy Knutti, SUNY College at Oneonta

Steel Tariffs - A commentary
Suhail Abboushi, Duquesne University

*Effect of Technology on International
Competitiveness and Export Portfolio
Diversification*
Raul De Gouvea, University of New
Mexico
Jana Hranaiova, University of New
Mexico
Suleiman K. Kasscieh, University of New
Mexico

*Is Antidumping Legislation a Threat to
Competition: A Case Study of the U.S.
Chemical Industry*
Nisha Malhotra, University of Maryland

Discussants:
Masoud Kavooosi, Howard University
(1, 2)
Dinker Raval, Morgan State University
(3, 4)

3:00 p.m. – 4:15 p. m. Retreat 2

Session 5: Competitive Advantage and Investment Decisions

Chairperson:
Phillip Balsmeier, Nicholls State University

*The Competitive Nature of Small, Business
Service Businesses: Pre-Project Protocols
and Pricing*

Timothy L. Wilson, Umeå School of
Business and Economics
Barbro I. Anell, Centre for Regional and
Tourism Research, Bornholm, Denmark

*Competitive Advantage and International
Business: Examining Path Dependencies in
International Business*

Ananda Mukherji, Texas A&M
International University
Jyotsna Mukherji, Texas A&M
International University
Pedro Hurtado, Texas A&M International
University

*Maintaining Competitiveness Through FDI:
A Multi-level Look at the Optimal Location
Decisions of Today's MNE*

Anthony J. Fabrizio, Southern New
Hampshire University

*Cooperation for Competitive Advantage: A
Broader View of an Old Problem*

Patricia H. Longstaff, Syracuse University
Discussants:

Monle Lee, Indiana University South Bend
(1, 2)
John O. Ogbor, Texas Southern University
(3, 4)

3:00 p.m. – 4:15 p.m. Room 324

Session 6: Industry Competitiveness and Competition

Chairperson:

Joseph Horton, University of Central Arkansas

Price Relative to Competition: The Case of the Pharmaceutical Industry in Spain

Ana María Gutiérrez Arranz, University of Valladolid, Spain

Natalia Martín Cruz, University of Valladolid, Spain

Ana Isabel Rodríguez Escudero, University of Valladolid, Spain

Radical Transformation Within the Deregulated U.S. Rail Industry

Michael L. Pettus, Millikin University

The Risk of Adverse Weather in Aviation

Jagannathan V. Iyengar, University of Wisconsin-Whitewater

The Plausible Causality and Correlation between the Kuznets' Inverted-U

Hypothesis, Macroeconomics, and Technology

Syrous K. Kooros, Nicholls State University

Discussants:

Rosemarie F. Twomey, Fairleigh Dickinson University (1, 2)

Daniel F. Twomey, Fairleigh Dickinson University (3, 4)

Concurrent Sessions:

Thursday 4:30 p.m. – 5:45 p.m.

4:30 p.m. – 5:45 p.m. Retreat 1

Session 7: Human Resource Strategies and Competitiveness

Chairperson:

Suhail Abboushi, Duquesne University

Motivating Knowledge Workers to Create and Share Knowledge: A Value-based Model

Constant D. Beugré, Delaware State University

Adopting Quality Standards in Human-Asset-Intensive Service Organizations: The Case of Executive Search

Monika Hamori, University of Pennsylvania

Leadership, Organizational Design, and Competitiveness

Daniel F. Twomey, Fairleigh Dickinson University

Discussants:

Syrous K. Kooros, Nicholls State University (1, 2)

A. Amin Mohamed, Indiana University of Pennsylvania (3)

4:30 p.m. – 5:45 p.m. Retreat 2

Session 8: Education and Competitiveness

Chairperson:

Yosra McKee, Kent State University

Human Resource Issues: Revitalization of Business Curriculum

Hossein Kamarei, University of Wisconsin-Marathon County

An Enhancement of Education Programs at African University through Distance Education Collaboration

Narendra K. Rustagi, Howard University
Kamal N. Agarwal, Howard University

The Relationship between Faculty and Technology: What is required for a Successful Conversion from a Conventional to a Digital Format?

Kathleen Taylor Brown, Robert Morris University

How To Fail In Teaching Any "Principles..." Course Without Really Trying
Behnaz Z. Quigley, Marymount University

Discussants:
A.N.M. Waheeduzzaman, Texas A&M University-Corpus Christi (1, 2)
Azad Ali, Butler County Community College (3, 4)

4:30 p.m. – 5:45 p.m. Room 324

Session 9: Competition and Business Ethics

Chairperson:
Ali M. Kanso, University of Texas at San Antonio

Strategic Applications of Technology Adoption Life Cycle in Biotechnology Industry
Alan S. Khade, California State University-Stanislaus
John Pallen, California State University-Stanislaus

Analysis of Ethical Cultural Conceptions Concerning: Total Quality Care, Well-Care, and Sick-Care Management Systems
Fuzhan F. Parhizgar, Texas A&M International University
Robert R. Parhizgar, Texas Tech University Health Science Center
Suzan S. Parhizgar, Texas Tech University Health Science Center
Kamal Dean Parhizgar, Texas A&M International University

Corporate Espionage, Corporate Security and the Protection of Trade Secrets: A Legal Perspective

William M. Fitzpatrick, Villanova University
Samuel DiLullo, Villanova University
Donald R. Burke, Villanova University

A Brand is a Promise: Building Firm Credibility by Integrating Strategic and Ethical Aspects of Brand Management
Andrew V. Abela, Marketing Leadership Council

Discussants:
Mak Khojasteh, Winston Salem State University (1, 2)
Elizabeth Fitzgerald, Kennesaw State University (3, 4)

Thursday 6:00 p.m. – 7:00 p.m.
Great Hall

President's Reception

Thursday 7:00 p.m. – 9:30 p.m.
Great Hall

ASC Award Dinner

Award Recipient:
Sylvan Learning Systems: For Outstanding Achievement in Global Competitiveness and Workforce Development

Keynote Address:
Douglas L. Becker, Chairman and CEO Sylvan Learning Systems, Inc.

Sponsored by:

- 1. Center for Organizational Performance and College of Business and Economics, Towson University**
 - 2. Middle River Aircraft Systems**
 - 3. AAI Corporation**
-
-

Friday, October 11, 2002

Friday 7:15 a.m. – 8:00

a.m.

Retreat 1

Continental Breakfast

Concurrent Sessions:

Friday 8:00 a.m. – 9:15

a.m.

8:00 a.m. – 9:15 a.m. Retreat 1

Session 10: Consumer Behavior and Orientations in a Changing World

Chairperson:

Howard Butz, Towson University

Consumer Ethnocentrism and its Effects in Two Emerging South Asian Markets

Soumava Bandyopadhyay, Lamar University

Syed Tariq Anwar, West Texas A&M University

You've Come a Long Way Baby: The Japanese Female Consumer in Transition from "Syufu" to "Kyaria-Wooman"

Allen Marber, University of Wisconsin-Milwaukee

Paul Wellen, Roosevelt University

Culture Based Competitive Positioning of Consumer Products in Global Markets

Dinker Raval, Morgan State University

Bala Subramanian, Morgan State University

Discussants:

Roy Whitehead, University of Central Arkansas (1, 2)

R. Dale Wilson, Michigan State University (3)

8:00 a.m. – 9:15 a.m. Retreat 2

Session 11: Global Human Resource Strategies

Chairperson:

Leonard Hochberg, Louisiana State University

Teams and Technology in Organizations

Harry W. Holt, George Washington University

Leadership Practice in Gambia

Michael Ba Banutu-Gomez, Rowan University

Compressed Workweeks: Is it the Right Scheduling for Nurses?

Ahmad Tootoonchi, Frostburg State University

Abdalla Hagen, Grambling State University

Discussants:

A. Amin Mohamed, Indiana University of Pennsylvania (1, 2)

Timothy L. Wilson, Umeå School of Business and Economics (3)

8:00 a.m. – 9:15 a.m. Room 324

Session 12: Information Technology and Organizational Performance

Chairperson:

Syrous K. Kooros, Nicholls State University

A Contingency Framework--The Influence of Computerized Information Systems on Organizational Character

Jagannathan V. Iyengar, University of Wisconsin-Whitewater

Small Businesses and the Use of the Internet: Implications for Competitiveness

Avinash Waiker, Southeastern Louisiana University
Josie V. Walker, Southeastern Louisiana University
Dawn Wallace, Southeastern Louisiana University

Web Site Profile: A Case Example of Butler County Community College
Azad Ali, Butler County Community College

Discussants:

Narendra K. Rustagi, Howard University (1, 2)
Manton C. Gibbs, Jr., Indiana University of Pennsylvania (3)

Richard T. Mpoyi, Middle Tennessee State University

Strengthening Processes to Enhance Competitiveness: An Empirical Study of Indian Software Industry

Himanshu K. Shee, Indira Gandhi National Open University, India
Kirankumar Momaya, Indian Institute of Technology-Delhi, India
D. K. Banwet, Indian Institute of Technology-Delhi, India

Discussants:

Elizabeth Fitzgerald, Kennesaw State University (1, 2)
Ilan Alon, Rollins College (3)

Concurrent Sessions:

Friday 9:25 a.m. – 10:40 a.m.

9:25 a.m. – 10:40 a.m. Retreat 1

Session 13: Global Strategies and Competitiveness

Chairperson:

John O. Ogbor, Texas Southern University

Assessing and Comparing Innovativeness of Firms: The Case of a Multinational Company Operating in Two Different Environments

Mohamed Zain, Universiti Putra Malaysia
Stanley Richardson, Multimedia University, Malaysia
Mohd Nazri Khan Adam, Multimedia University, Malaysia

The Impact of Supply Chain Improvement Initiatives on Cost Performance of Vertically Disintegrating Companies

Kimball E. Bullington, Middle Tennessee State University

9:25 a.m. – 10:40 a.m. Retreat 2

Session 14: Strategy and Changing Business Conditions

Chairperson:

Timothy L. Wilson, Umeå School of Business and Economics

Cohesiveness and Goals in Agency Networks: Explaining Conflict and Cooperation

Ananda Mukherji, Texas A&M International University
Peter Wright, University of Memphis
Jyotsna Mukherji, Texas A&M International University
Pedro Hurtado, Texas A&M International University

Tradeoffs and Synergy between Environmental and Traditional Attributes in Sustainable/Green Product Development

Eunsang Yoon, University of Massachusetts-Lowell

Synthesis of Investors' Diversified Portfolios Providing High Quality Results under Fuzzy

*Information Background of Stock
Operations*

Izabella V. Lokshina, State University of
New York-Oneonta

Discussants:

Yosra A. McKee, Kent State University (1)
Ruth Arleen Leshar Taylor, Southwest
Texas State University (2, 3)

9:25 a.m. – 10:40 a.m. Room 324

**Session 15: Rethinking the Future: The
Role of New Industries**

Chairperson:

Abdulwahab S. Al-Kahtani, King Fahd
University of Petroleum and Minerals, Saudi
Arabia

*Knowledge Flows and Research Success in
Established Biotechnology Firms*

Stefan Kramer, Westminster Business
School, London, United Kingdom

*Management Consulting: Difficulties in
Assessing and Measuring Performance*

Ira Teich, Touro College
Fred Palumbo, Yeshiva University

*Development of a General Business Model
for Competitiveness within the Biotech
Industry*

Rachel Collins Jones, University of
Nebraska at Omaha
Thomas L. Powers, University of Alabama
at Birmingham

Discussants:

Jeff Stewart, Merger and Acquisition
Services, LLC (1)
Jagannathan V. Iyengar, University of
Wisconsin-Whitewater (2, 3)

Concurrent Sessions:

**Friday 10:45 a.m. – 12:00
Noon.**

10:45 a.m. – 12:00 Noon Retreat 1

**Session 16: Financial Procedures and
International Competitiveness**

Chairperson:

Masoud Kavooosi, Howard University

*Lack of Global Generally Accepted
Accounting Principles Costly to
Competitiveness*

Don E. Garner, California State University
Yosra A. McKee, Kent State University
David L. McKee, Kent State University

*The Management Accountant: Future
Challenges*

Jeffrey Kantor, University of Windsor,
Canada
Teviah Estrin, University of Windsor,
Canada

*Financial Reporting Abuses by
Corporations and the Integrity of the
Capital Market*

Abdel M. Agami, Old Dominion
University

*Business Combination and Earnings before
Amortization*

Lianzan Xu, William Paterson University
of New Jersey
Sia Nassiripour, William Paterson
University of New Jersey

Discussants:

Syrous K. Kooros, Nicholls State University
(1, 2)
Hossein Kamarei, University of Wisconsin-
Marathon County (3, 4)

10:45 a.m. – 12:00 Noon Retreat 2

Session 17: Culture and Change

Chairperson:

Daniel F. Twomey, Fairleigh Dickinson University

Organizational Multicultural Competence-OMC and Global Competitiveness

Mak Khojasteh, Winston Salem State University

Organizational Loyalty of Saudi Employees in Saudi Organizations

Abdulwahab S. Al-Kahtani, King Fahd University of Petroleum and Minerals, Saudi Arabia

The Middle Class Bridge: Determinate of Business and Societal Success or Failure

Manton C. Gibbs, Jr., Indiana University of Pennsylvania
David J. Toma, Indiana University of Pennsylvania

The Supreme Court's Increased Protection of Private Property Rights

Roy Whitehead, University of Central Arkansas
Phillip W. Balsmeier, Nicholls State University
Ken Griffin, University of Central Arkansas

Discussants:

Bala Subramanian, Morgan State University (1, 2)
Ahmad Tootoonchi, Frostburg State University (3, 4)

10:45 a.m. – 12:00 Noon Room 324

Session 18: Corporate Ethics and Global Changes

Chairperson:

Conway Lackman, Duquesne University

Analysis of Different Types of Businesses

Kamal Dean Parhizgar, Texas A&M International University
Edward Willman, Texas A&M International University
Fuzhan F. Parhizgar, Texas A&M International University

Differences in Ethical Attitudes of Undergraduates of Asian and U.S. Ancestry

Karen A. Berger, Pace University
Carl Malinowski, Pace University

'Rerum Novarum': An Examination and Application of its Principles to Strategic Ethical Issues in Contemporary Global and Domestic Labor-Management Relations

Douglas McCabe, Georgetown University

Corporate Ethics: An Organizational Dilemma

S.M. Azordegan, National University
S. B. Blake, National University

Commentator:

G. Scott Erickson, Ithaca College

Friday **12:05 Noon. –**
1:20 p.m.

Lakeside 1

Lunch
&
Keynote Address

Government Competition: How Can We Make Governments Compete to Provide the Best Government at the Lowest Cost
Grover Norquist, Americans for Tax Reform

Friday **1:30 p.m. – 2:30 p.m.**

Retreat 1

Executive Symposium: Gaining Competitive Advantage through Strategic Positioning

Chairperson:

Larry Fobes, Wayne State University

Beyond Branding: How to Find and Sustain Your Best Competitive Advantage

Moshe Engelberg, Research Works, Inc.

Purchasing, Supply Management and Sustainability

Mark Steele, Kennametal, Inc.

Commentator:

Warren E. Norquist, Polaroid, Inc. (Retired)

Concurrent Sessions:
Friday **2:45 p.m. – 4:00 p.m.**

2:45 p.m. – 4:00 p.m. Retreat 1

Session 19: Intellectual Capital and the Nature of Competition

Chairperson:

David L. McKee, Kent State University

Measuring and Managing Intellectual Capital

G. Scott Erickson, Ithaca College

Helen N. Rothberg, Marist College

Jessica Wuerz, Marist College

Mental Models of Top Managers in MNEs and Information Gathering: An Organizational Learning Perspective

Ben L. Kedia, University of Memphis

Liliana M. Pérez, University of Memphis

Competitive Strategy and R&D Challenge

Omid Nodoushani, Southern Connecticut State University

Patricia Nodoushani, University of Hartford

Discussants:

Michael L. Pettus, Millikin University (1, 2)

Ananda Mukherji, Texas A&M International University (3)

2:45 p.m. – 4:00 p.m. Retreat 2

Session 20: Corporate Alliances and Marketing Strategies

Chairperson:

Mark Steele, Kennametal, Inc.

Intra-South America Multi-Country Catalog Shows: Benefits, Preparation, Implementation and Follow-up

Ruth Arleen Leshar Taylor, Southwest Texas State University

Bridging the Digital Divide

Kamal N. Agarwal, Howard University

Interfirm Influence Strategies Within Distribution Channels in the Emerging Indian Market

Soumava Bandyopadhyay, Lamar University

Discussants:

Timothy L. Wilson, Umeå School of Business and Economics (1)

Patricia H. Longstaff, Syracuse University (2, 3)

2:45 p.m. – 4:00 p.m. Room 324

Session 21: Emerging Issues in Human Resource Management

Chairperson:

Ahmad Tootoonchi, Frostburg State University

HIV/AIDS: A Present and Future Threat to Human Capacity and Global Competitiveness

John D. Overby, University of Tennessee at Martin

Alien Workers, National Origin Discrimination, and Changing Times: A Challenge for Employers

Rosemarie F. Twomey, Fairleigh Dickinson University

Korea's Search for Gender Equality: Governments as Opportunity Structures for Career Growth

Rachel A. August, California State University, Sacramento
Tracy L. Tuten, Virginia Commonwealth University

Discussants:

Suhail Abboushi, Duquesne University (1, 2)

A. Amin Mohamed, Indiana University of Pennsylvania (3)

Concurrent Sessions:
Friday 4:15 p.m. – 5:30 p.m.

4:15 p.m. – 5:30 p.m. Retreat 1

Session 22: Sustainable Development and Competition

Chairperson:

Larry Fobes, Wayne State University

A New Economic Development Tool: An On-Line Resource to Support Market Opportunity Analysis

Nancy Artz, University of Southern Maine

Trade Not Aid: Preliminary Results of the African Growth and Opportunity Act of 2000

A. Amin Mohamed, Indiana University of Pennsylvania

Robert C. Camp, Indiana University of Pennsylvania

Maali Ashamalla, Indiana University of Pennsylvania

EU vs. ASEAN: A Game Theory View

Conway Lackman, Duquesne University

David Hanson, Duquesne University

Discussants:

Jagannathan V. Iyengar, University of Wisconsin-Whitewater (1)

Liliana M. Pérez, University of Memphis (2, 3)

4:15 p.m. – 5:30 p.m. Retreat 2

Session 23: Human Resource Challenges and Competitiveness

Chairperson:

Behnaz Quigley, Marymount University
The Uses of Performance Appraisal in the Kuwaiti Labor Market

Awad M. Al-Zufairi, Kuwait University

Faisal M. Al-Enezi, Kuwait University

Characteristics of the Labor Market and Human Resources Management in the Republic of Kazakhstan

Bolat L. Tatibekov, Ministry of Education and Science, Republic of Kazakhstan

Janet S. Adams, Kennesaw State University

Nancy A. Prochaska, Kennesaw State University

Islamic Work Ethic in Kuwait

Abbas J. Ali, Indiana University of Pennsylvania

Ali Al-Kazemi, University of Kuwait

Cross Cultural Study of the Importance of Creative Decision Making for Service Operations Managers

Sayed M. Elsayed-Elkhouly, Kuwait University

Discussants:

Ahmad Tootoonchi, Frostburg State University (1, 2)

Masoud Kavooosi, Howard University (3, 4)

4:15 p.m. – 5:30 p.m. Room 324

Session 24: Internet and Marketing Strategies

Chairperson:

R. Dale Wilson, Michigan State University

Reducing Internet Shopping's Perceived Risks: A Case Study

Tsuen-Ho Hsu, National Kaohsiung First University of Science and Technology, Taiwan

Monle Lee, Indiana University South Bend

Jinshyang Roan, Soochow University, Taiwan

Is the Potential of the Internet Real or Hype? The Integration of Online Marketing Strategies with Traditional Advertising Media

Ali M. Kanso, University of Texas at San Antonio

Advertising Skincare Products to Women Over 40: "Because They're Worth It!"

Helen Caldwell, Providence College
Deirdre Bird, Providence College

Discussants:

Allen Marber, University of Wisconsin-Milwaukee (1, 2)

Omid Nodoushani, Southern Connecticut State University (3)

Saturday, October 12, 2002

Saturday 7:30 a.m. – 8:40 a.m.

Retreat 1

Continental Breakfast

Saturday 8:00 a.m. – 8:40 a.m.

Retreat 1

ASC Business Meeting

Saturday 8:45 a.m. – 10:00 a.m.

Session 25 - All-Society Session: Industry Competitiveness in a Changing Business Environment

Chairperson:

Mark Steele, Kennametal, Inc.

Competitiveness Journey: Case of IT Industry in India

Kirankumar Momaya, Indian Institute of Technology-Delhi, India

Using the Theory of Constraints to Improve Competitiveness: An Airline Case Study

Tony Polito, East Carolina University

Kevin Watson, Marist College

Robert J. Vokurka, Texas A&M University-Corpus Christi

Concurrent Sessions:

Saturday 10:15 a.m. – 11:45 a.m.

10:15 a.m. – 11:45 a.m.

Retreat 1

Session 26: Information Technology and Revitalization of Corporate Practice

Chairperson:

A.N.M. Waheeduzzaman, Texas A&M University-Corpus Christi

Tracking the "Perfect Storm": Charting the Future Course of B2B E-commerce Through an Analysis of the ISM/Forrester Reports on e-Business

David C. Wyld, Southeastern Louisiana University

The Challenge of Managing Technology Overload

Aysar P. Sussan, University of Central Florida

Reem D. Kassira, Keiser College

A Longitudinal Framing Analysis of Internet Media Development: Creating Model of Media Development and Empirical Test in Business Week

Sang Hee Kweon, Southern Illinois University at Carbondale

James Kelly, Southern Illinois University at Carbondale

The Impact of Environmental Complexity on Strategic Decision-Maker Preferences for Scanning Information Attributes

Nikolai Wasilewski, Pepperdine University

Kurt Motamedi, Pepperdine University

Discussants:

Omid Nodoushani, Southern Connecticut State University (1, 2)

Ananda Mukherji, Texas A&M International University (3, 4)

10:15 a.m. – 11:45 a.m.

Retreat 2

Session 27: System Design and Competitiveness

Chairperson:

Blaise J. Bergiel, Nicholls State University

Decision Support System Design Study for the Analysis of Preventive Maintenance at Kirkwood Commutator

Jagannathan V. Iyengar, University of Wisconsin-Whitewater

Scott Andrae, University of Wisconsin-Whitewater

The Balanced Scorecard: Is There an Application in the Manufactured Home Industry?

Charles J. Pineno, Clarion University of Pennsylvania

A Framework for Structuring Supply Chain Drivers and Networks

Menberu Lulu, Howard University

Lu Xinghai, Howard University

Evaluating Competitiveness: Case of Select Indian Industries

Kirankumar Momaya, Indian Institute of Technology-Delhi, India

Ajitabh Ambastha, Indian Institute of Technology-Delhi, India

Discussants:

Eunsang Yoon, University of Massachusetts-Lowell (1, 2)

Kimball E. Bullington, Middle Tennessee State University (3, 4)

10:15 a.m. – 11:45 a.m.

Room 324

Session 28: Rethinking Globalization

Chairperson:

Richard A. Nelson, Louisiana State University

Overcoming the Challenges Facing Globalization after September 11

Ishtiaq Ahmad, Eastern Mediterranean University

Bin' McVeigh and Bin Laden: Is there a 'Presumed' Common Cause?

Ali Al-hail, Qatar Radio & TV Corporation

Globalization: The Fifth Instance Confrontation between the West and People of the Decolonized Middle East?

Mohamad Alkadry, West Virginia University

Mohamed Khalil, Fairmont State College

Discussants:

Ali M. Kanso, University of Texas at San Antonio (1, 2)

Manton C. Gibbs, Jr., Indiana University of Pennsylvania (3)

Concurrent Sessions:

Saturday 1:15 p.m. – 2:30 p.m.

1:15 p.m. – 2:30 p.m. Retreat 1

Session 29: The Net Revolution: Threats and Opportunities

Chairperson:

Jeff Stewart, Merger and Acquisition Services, LLC

An Investigation of Cookie Awareness Among Internet Users

Traci Warrington, Salve Regina University

The Impact of Internet Commerce and Trade Exchanges on Business Productivity

John Simon, State University of New York-Geneseo

Jack Cook, Rochester Institute of Technology

Trends in Media Framing about Internet Evolution--Longitudinal Analysis of Seriation and Skeumorphs Keywords

Sang Hee Kweon, Southern Illinois University at Carbondale

Tangled Web: An Evaluation of Internet Privacy

G. Alan Davis, Robert Morris University

Discussants:

Jagannathan V. Iyengar, University of Wisconsin-Whitewater (1, 2)

Azad Ali, Butler County Community College (3, 4)

1:15 p.m. – 2:30 p.m. Retreat 2

Session 30: Public Affairs and Corporate Competitive Advantage

Chairperson:

Elizabeth Fitzgerald, Kennesaw State University

Issues Management and Competitiveness: A Case Study of Environmental Justice and the Public Relations Practices of Louisiana's Chemical Industry

Elizabeth Williams, Louisiana State University

Richard Alan Nelson, Louisiana State University

Protecting Privacy in Today's Knowledge Based Society

Jack Cook, Rochester Institute of Technology

Kristin Kinsella, Rochester Institute of Technology

David Pang, Rochester Institute of Technology

Jennifer Reginelli, Rochester Institute of Technology

Discussants:

Ali M. Kanso, University of Texas at San Antonio (1, 2)

1:15 p.m. – 2:30 p.m. Room 324

Session 31: Global Business and World Politics

Chairperson:

Joseph Horton, University of Central Arkansas

The U.S. Economy and Global Impact after September 11, 2001

Aysar P. Sussan, University of Central Florida
Reem D. Kassira, Keiser College

Understanding the Global Economy and Its Competitiveness as Relations of Power

John O. Ogbor, Texas Southern University

Globalization and Consumption of Durables: A Cross-National Study

A.N.M. Waheeduzzaman, Texas A&M University-Corpus Christi

Discussants:

Ahmad Tootoonchi, Frostburg State University (1)

Roy Whitehead, University of Central Arkansas (2, 3)

Concurrent Sessions:

Saturday 2:45 p.m. – 4:00 p.m.

2:45 p.m. – 4:00 p.m. Retreat 1

Session 32: Market Positioning and Global Logic

Chairperson:

William M. Fitzpatrick, Villanova University

What's in a Name? The 'Minority Supplier' Categorization and Its Possible Unintended Consequences for Interorganizational Marketing Relationships

Alicia D. Cooper, Morgan State University

Target Market + Business Environment = Marketing Target

Blaise Bergeil, Nicholls State University
Erich B. Bergiel, Nicholls State University
Michelle R. Bednarz, Nicholls State University

Action Learning as a Strategy for Enhancing Market Competitiveness

Robert M. Branch, University of Georgia
Ted Lehne, Delta Airlines

Discussants:

G. Scott Erickson, Ithaca College (1)
Himanshu K. Shee, Indira Gandhi National Open University, India (2, 3)

Academic Awards

Best Empirical Paper

Developing New Business Strategies in B2B Markets by Combining CRM Concepts and Online Databases

R. Dale Wilson, Michigan State University

Thursday 10:30 a.m. – 11:50 a.m. Retreat 2

Best Conceptual Paper

**Characteristics of the Labor Market and Human Resources Management in the
Republic of Kazakhstan**

Bolat L. Tatibekov, Ministry of Education and Science, Republic of Kazakhstan

Janet S. Adams, Kennesaw State University

Nancy A. Prochaska, Kennesaw State University

Friday 4:15 p.m. – 5:30 p.m. Retreat 2

Business Awards

AMERICAN SOCIETY FOR COMPETITIVENESS AWARD

Presented To:

J. Ottman Consulting, Inc.

**For Advancing an Understanding of Green Marketing and Eco-Innovation as Sources
of Competitive Advantage in Modern Business**

AMERICAN SOCIETY FOR COMPETITIVENESS AWARD

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Sylvan Learning Systems, Inc.

**For Outstanding Achievement in Global Competitiveness and
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