

**2003 CONFERENCE**  
**ON**  
**COMPETITION IN A DYNAMIC WORLD**

*Sharpen your edge*

**THE AMERICAN SOCIETY  
FOR COMPETITIVENESS**



**American  
Society for  
Competitiveness**

**CONFERENCE PROGRAM**

**October 9 – 11, 2003  
Double Tree Falls Church/Tysons Corner  
Falls Church, Virginia**

# AMERICAN SOCIETY FOR COMPETITIVENESS

Abbas J. Ali  
**Executive Director**

Harvey Kahalas  
**Chairman of the Board**

## **BOARD OF DIRECTORS**

Abbas J. Ali, *Indiana University of Pennsylvania*  
Philip Balsmeier, *Nicholls State University*  
Robert C. Camp, *Indiana University of Pennsylvania*  
G. Scott Erickson, *Ithaca College, NY*  
Elizabeth Fitzgerald, *Kennesaw State University*  
Larry Fobes, *Wayne State University*  
Joe Horton, *University of Central Arkansas*  
Ben Kedia, *University of Memphis*  
Robert Lattimer, *The Lattimer Group, Inc.*  
Richard Nelson, *Louisiana State University*  
Warren E. Norquist, *Polaroid, Inc. (Retired)*  
Jeff Stewart, *Greenwood Group*  
Dan Twomey, *Fairleigh Dickinson University*  
Mark D. Steele, *Kennametal, Inc.*

## **ADVISORY COUNCIL**

Nadia J. Abgrab, *Stonehill College*  
Raj Aggarwal, *Kent State University*  
Susan Brant, *Indiana University of Pennsylvania*  
Carl Clark, *Auburn University*  
Dimitris Kraniou, *Point Park College*  
Wayne Kost, *Philip Crosby Associates II*  
Robert Letovsky, *Saint Michael's College*  
David McKee, *Kent State University*  
Dinker Raval, *Morgan State University*  
Jack Scarborough, *Barry University*  
Stuart J. Sigman, *Emerson College*  
P.C. Smith, *Tulsa University*  
Bala Subramanian, *Morgan State University*  
Paul Sultan, *Southern Illinois University*  
Aysar P. Sussan, *University of Central Florida*  
Carl H. Tong, *Radford University*  
N. M. Vyas, *University of S. C. Aiken*  
Ted Whetstone, *Whetstone Strategy Group*

## **OFFICE**

Carl H. Tong, Vice President, Membership  
Manton Gibbs, Associate Executive Director  
Dimitris Kraniou, Vice President, Business Affairs  
Helen Bailie, Assistant Editor  
Amisha Upadhyay, Production Coordinator  
Carol Drye, Staff Coordinator  
Susan Brant, Business Manager

# WELCOME

Welcome to the Fourteenth Annual Conference of the American Society for Competitiveness (ASC) on **Competitiveness in a Dynamic 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 past. 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 of competitiveness. Symposia and academic sessions on topics of current interest such as bioethics, geopolitics, technology transfer 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. Our special thanks to Carol Drye at Indiana University of Pennsylvania for her tireless effort and dedication while organizing this conference.

*Prashanth Nagendra Bharadwaj*  
**Program Chairperson**

**President**  
*Grover Norquist*

**Chairman of the Board**  
*Robert Lattimer*

**Conference Chairpersons**  
*Robert C. Camp and Abbas J. Ali*

**Program Chairpersons**  
*Prashanth Nagendra Bharadwaj and  
Beth Fitzgerald*

**Business Program Coordinators**  
*Narendra Rastugi and Masoud Kavoossi*

**Assistant Program Chair**  
*Julie Moreland*

**Organized by:**  
**The American Society for Competitiveness**

Co-Sponsoring Organizations:

**Indiana University of Pennsylvania  
The University of Memphis**

**ASC Staff**  
*Amisha Upadhay, Dinesh Prasanna Jayasundera  
and Kamagate Mohamed Fall*

## Conference Objectives:

- ❑ Sharing “real world” experiences and competitive approaches
- ❑ Integrating research and practice
- ❑ Formulating competitive strategies for success

## TABLE OF CONTENTS

	<u>Page #</u>
Conference Objectives .....	1
Wednesday’s Schedule .....	3
Thursday’s Schedule .....	3
Friday’s Schedule.....	7
Saturday’s Schedule.....	14
Awards .....	18
2003 ASC Conference Reviewers & Committee.....	19
ASC Publication Outlets .....	20
<b><i>Featured Presentations and Sessions</i></b>	
<b>THURSDAY</b>	
Welcome Remarks: <i>Robert Lattimer, ASC Chairman</i> .....	3
All-Society Symposium: <i>Technology Transfer, Competitiveness &amp; Economic Growth</i> .....	3
Luncheon & Keynote Address: <i>International Threats to Competitiveness</i> <i>Ambassador Jonathan Dean</i> .....	4
All-Society Session: <i>Competition: Providing the Best Government at the Lowest Cost</i> ....	7
President’s Reception.....	7
<b>FRIDAY</b>	
Luncheon and Award Ceremony .....	10
<b>SATURDAY</b>	
ASC Business Meeting .....	14
All Society Session <i>Timothy Muris, Chairman Federal Trade Commission</i> .....	17

**Wednesday, October 8, 2003**

**Wednesday 7:00 p.m. – 10:00 p.m.**

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

---

---

**Thursday, October 9, 2003**

**Thursday 8:00 a.m. – 5:00 p.m.**

**On-site Conference Registration**

---

**Thursday 8:00 a.m. – 8:30 a.m.**  
Boardroom Area

**Continental Breakfast**

---

**Thursday 8:30 a.m. – 8:45 a.m.**  
Boardroom 4

***Welcome Remarks***

Robert Lattimer, ASC Chairman of the Board and The Lattimer Group, Inc.

---

**Thursday 8:50 a.m. – 10:20 a.m.**  
Boardroom 4

**Symposium: Technology Transfer, Competitiveness and Economic Growth**

*Chairpersons:*

Narendra K Rustagi, Howard University  
Ademola Aiyegoro, Howard University

*Speakers:*

Mamadou Jallow, The Africa-America Institute  
Koby A. Koomsoon, Former Ambassador, Ghana  
Kei Koizumi, American Association for the Advancement of Science

*Commentator:*

Jeff Stewart, Merger and Acquisition Services, LLC

**Thursday 8:50 a.m. – 10:20 a.m.**  
Boardroom 5

**Symposium: Truth in Language, Truth in Islam**

*Session Moderator:* Leonard Hochberg, Louisiana State University

*Speaker:* Jim Guirard, TrueSpeak Institute, Washington, DC

*Commentators:*

Richard A. Nelson, Louisiana State University

Abbas J. Ali, Indiana University of Pennsylvania

J. Gregory Payne, Emerson College

---

---

**Concurrent Sessions:**

**Thursday 10:30 a.m. – 11:50 a.m.**

10:30 a.m. - 11:50 a.m. Boardroom 4

**Session 1: E-Business and Contemporary Issues**

*Chairperson:*

Manton Gibbs, Indiana University of Pennsylvania

*Foreign and Domestic Taxation of the Internet*

Roy Whitehead, University of Central Arkansas

Phillip Balsmeier, Nicholls State University

Ken Griffin, University of Central Arkansas

*Putting E-Commerce to Work: The Japanese Convenience Store Case*

William V. Rapp, New Jersey Institute of Technology

Mazhar Ul Islam, International University in Germany

*Why Women Use E-Mail Disproportionately in Qatar: An Exploratory Study*  
Ali Al-Hail, Qatar TV Corp.

*Discussants:*

Richard Nelson, Louisiana State University (1)  
Ahmad Tootoonchi, Frostburg State University (2,3)

---

10:30 a.m. - 11:50 a.m. Boardroom 5

**Session 2: Entrepreneurship and Competitiveness**

*Chairperson:*

Scott Erickson, Ithaca College

*An Entrepreneur Exchange to Reduce the Regulatory Divide*

Stephen A. Boyko, Global Market Thoughtware, Inc.

*Global Competitiveness and Changes for Small and Medium Plastic Manufacturers in Kwa-Zulu Natal*

C. Ramjugernath, Durban Institute of Technology  
T. A. Davies, Durban Institute of Technology

*An Examination of Perceptual Barriers in Application of TQM Programs Among Small Businesses*

Avinash Waiker, Southeastern Louisiana University  
Uday Tate, Marshall University  
Dawn Wallace, Southeastern Louisiana University

*Discussants:*

Jagannathan V. Iyengar, North Carolina Central University (1,2)  
Prashanth N. Bharadwaj, Indiana University of Pennsylvania (3)

---

10:30 a.m. – 11:50 a.m. Boardroom 6

**Session 3: Corporate Governance in Free Market Economy**

*Chairperson:*

Joseph Horton, University of Central Arkansas

*A Discourse on Corporate Governance*

Omid Nodoushani, Southern Connecticut State University  
Patricia A. Nodoushani, University of Hartford

*Corporate Governance Developments in the European Union and Their Impact on Competitiveness*

Scheherazade S. Rehman, The George Washington University

*Disaster Readiness and Recovery Planning*

John T. Simon, SUNY Geneseo

*Discussants:*

Brigitte Levy, University of Ottawa (1,2)  
Aysar P. Sussan, University of Central Florida (3)

---

---

**Thursday**                      **12:00 p.m. – 1:20 p.m.**  
Lounge

**Luncheon  
&**

**Keynote Address:**

*International Threats to Competitiveness*

Ambassador Jonathan Dean, Adviser on Global Security Issues, Union of Concerned Scientists, Former U.S. Representative To Four Power Talks on Berlin and NATO-Warsaw Pact Talks on Force Reductions.

---

---

**Concurrent Sessions:**  
**Thursday 1:30 p.m. – 2:45 p.m.**

1:30 p.m. – 2:45 p.m. Boardroom 4

**Session 4: Competition and Change**

*Chairperson:*

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

*Does Religious Freedom Affect Country*

*Risk Assessment*

Ilan Alon, Rollins College

John Spitzer, State University of New York -- Brockport

*Exploring the Cornerstones of Wal-Mart's*

*Success and Competitiveness*

Carl H. Tong, Radford University

Lee-Ing Tong, National Chiao-Tung University

*Business Continuity Plan and Disaster*

*Recovery*

Kamal Nayan Agarwal, Howard University

*Discussants:*

Ali Al-Hail, Qatar TV Corp. (1,2)

Manton Gibbs, Indiana University of Pennsylvania (3)

---

1:30 p.m. – 2:45 p.m. Boardroom 5

**Session 5: Ethical Behavior and Market Competition**

*Chairperson:*

Mark D. Steele, Kennametal, Inc.

*Analysis of the Promethean Global*

*Biobusiness and Bioethics*

Kamal Dean Parhizgar, Texas A&M International University

Suzan S. Parhizgar, Texas Tech University Health Sciences Center

Fuzhan Parhizgar, Texas Tech Academy of Premedical Program

*Health Care: Profit or Nonprofit. Is it a Matter of Competition?*

Marjorie G. Adams, Morgan State University

Frank S. Turner, Morgan State University

*World Spine Health Initiative: Critical Evaluation*

Kathy Baker, University of Pittsburgh Medical Center

*Discussants:*

Nadia Abgrab Noormohamed, Stonehill College (1)

Jagannathan V. Iyengar, North Carolina Central University (2,3)

---

1:30 p.m. – 2:45 p.m. Boardroom 6

**Session 6: The Nature of Competition in Latin American Countries**

*Chairperson:*

Phillip Balsmeier, Nicholls State University

*Mexico State's Economic and Political Transition: From Entrepreneurial State to State of Entrepreneurs*

Jose G. Vargas-Hernandez, Universidad de Guadalajara

*The Latin American Biotechnology Industry: A Brazilian Perspective*

Raul Gouvea, University of New Mexico Sul Kassicieh, University of New Mexico

*Multinationals and Evolution of Global Perspectives*

Abbas Ali, Indiana University of PA

*Discussant:*

G. Scott Erickson, Ithaca College (1,2, 3)

---

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

3:00 p.m. - 4:15 p.m. Boardroom 4

**Session 7: Global Marketing and Competitiveness**

*Chairperson:*  
Richard Nelson, Louisiana State University

*Critical Times: An Integrated Marketing Communication Perspective*  
Philip J. Kitchen, Hull University

*Competitive Purchasing Policies under Price Volatility*  
John T. Simon, SUNY Geneseo

*Using Web Traffic Analysis to Enhance Competitiveness in Marketing*  
R. Dale Wilson, Michigan State University

*Discussants:*  
G. Scott Erickson, Ithaca College (1)  
Kathy Baker, University of Pittsburgh Medical Center (2, 3)

---

3:00 p.m. - 4:15 p.m. Boardroom 5

**Session 8: Economic Development and Market Change**

*Chairperson:*  
Nadia Abgrab Noormohamed, Stonehill College

*Global Competition and Economic Development: Key Governance Issues*  
Brigitte Levy, University of Ottawa

*Competitiveness of Japanese Organizations: Challenges and Opportunities*  
Prashanth N. Bharadwaj, Indiana University of Pennsylvania

*Role of Foreign Direct Investment-FDI in Economic Growth and Global Competitiveness of Developing Nations*  
Mak Khojasteh, Winston Salem State University  
Krishna Kasibhatla, Winston Salem State University  
David Stewart, Winston Salem State University

*Discussants:*  
Syrous K. Kooros, Nicholls State University (1,2)  
Manton Gibbs, Indiana University of Pennsylvania (3)

---

3:00 p.m. - 4:15 p.m. Boardroom 6

**Session 9: Strategic Human Resource Management And Competitiveness**

*Chairperson:*  
Joseph Horton, University of Central Arkansas

*Cross Cultural Training in the Global Marketplace: Lessons from Germany*  
Charles Chekwa, Troy State University  
Aaron Caillout, Troy State University

*Global Competitiveness: Financial Manager's Leadership Role in Knowledge Creation*  
Daniel F. Twomey, Fairleigh Dickinson University

*Eliminating Administrative Bottlenecks Through Process Flow Redesign*  
Menberu Lulu, Howard University

*Discussants:*  
Maali H. Ashamalla, Indiana University of Pennsylvania (1,2)  
Ahmad Tootoonchi, Frostburg State University (3)

---

---



**Thursday**                    **4:30 p.m. – 5:45 p.m.**  
Boardroom 4

***All Society Session***

**Competition: Providing the Best  
Government at the Lowest Cost**

Grover Norquist, America for Tax Reform

*Commentator:*

Jeff Stewart, Merger and Acquisition  
Services, LLC

---

**Thursday**                    **6:00 p.m. – 7:00 p.m.**  
Boardroom 6

**President's Reception**

---

---

**Friday, October 10, 2003**

**Friday**                    **8:00 a.m. – 5:00 p.m.**

**On-site Conference Registration**

---

**Friday**                    **7:15 a.m. – 8:00 a.m.**  
Boardroom Area

**Continental Breakfast**

---

**Concurrent Sessions:**

**Friday**                    **8:00 a.m. – 9:15 a.m.**

8:00 a.m. – 9:15 a.m.                    Boardroom 4

**Session 10: Across National Perspective  
on Human Resource Management**

*Chairperson:*

Ali Al-Hail, Qatar TV Corp.

*Earning Disparities Among African  
Immigrants, African Americans and  
Caribbean Immigrants*

Charles Chekwa, Troy State University

*Women in the World's Labor Market: The  
Issue of Pay Equity*

Rosemarie Feuerbach Twomey, Fairleigh  
Dickinson University

*Attitudes and Perceptions About Top  
Management in China - Differences between  
the Public and Private Sectors*

Min Zhu, Southwestern University of  
Finance and Economics and Indiana  
University of Pennsylvania

Maali H. Ashamalla, Indiana University  
of Pennsylvania

John N. Orife, Indiana University of  
Pennsylvania

*Discussants:*

Ali Kanso, University of Texas at San  
Antonio (1,2,3)

---

8:00 a.m. – 9:15 a.m.                    Boardroom 5

**Session 11: Industry and Regulation**

*Chairperson:*

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

*Deregulation and Competitiveness:  
Learning from the Asian and Australasian  
experience*

Bruce McKern, Stanford University

*US Antidumping Policy: Trends and  
Observations*

Suhail Abboushi, Duquesne University

*Implications of Chaos Theory on Mitigating  
Risks in Telecommunication Systems*

*Planning in Global Competitive Market*

G. Reza Djavanshir, Johns Hopkins  
University

Reza Khorramshahghol, American  
University

*Discussants:*

Brigitte Levy, University of Ottawa (1,2)

Azad Ali, Butler County Community  
College (3)

---

8:00 a.m. – 9:15 a.m. Boardroom 8

**Session 12: Barriers to Effective Work Environment**

*Chairperson:*  
Daniel Twomey, Fairleigh Dickinson University

*Increasing Employee Collaboration and Reducing Workplace Conflict: A Managerial Approach*

Amiee Shelton, Texas State University, San Marcos

*A Leader's Challenge - Divergent Generations*

Lynn M. Russell, Avantt Consulting

*Potential Barriers to Organizations That Put Their Human Resource People First: Exploratory Study*

Abdalla Hagen, Grambling State University

Diana T. Oubre, Grambling State University

Donald White, Grambling State University

Anthony Nelson, Grambling State University

*Discussants:*

Nadia Abgrab Noormohamed, Stonehill College (1,2)

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

---

---

**Concurrent Sessions:**  
**Friday 9:25 a.m. - 10:40 a.m.**

9:25 a.m. - 10:40 a.m. Boardroom 4

**Session 13: Industry and Competitiveness**

*Chairperson:*  
Aysar P. Sussan, University of Central Florida

*Evolutionary Environmental Scanning: Lessons for the Fast Food Industry*  
Raymond M. Jones, Loyola College

*Foreign Market Information Resources Employed By Export Entrepreneurs in the Turkish Clothing Industry*  
Liesl A. Riddle, The George Washington University  
Kate Gillespie, The University of Texas at Austin

*Violence in the Workplace: An Empirical Study*  
Charles Chekwa, Troy State University  
Mmuta Chukwuanu, Diversified Business Consultants  
Ekow Hayford, Stillman College

*Discussants:*  
Phillip Balsmeier, Nicholls State University (1,2)  
A. N. M. Waheeduzzaman, Texas A & M University-Corpus Christi (3)

---

9:25 a.m. - 10:40 a.m. Boardroom 5

**Session 14: Foreign Direct Investment, Economic Growth and Competition**

*Chairperson:*  
Abdalla Hagen, Grambling State University

*On Deficits and GDP Growth: The Application of e-Sourcing Strategies to Government Spending in Southeast Asia*  
Randall P. Settoon, Southeastern Louisiana University  
David C. Wyld, Southeastern Louisiana University

*Economic Prosperity And the Incidence of Death*

Syrous K. Kooros, Nicholls State University  
Justin Adams, Nicholls State University

*International Banks' Performance*

T. Chotigeat, Nicholls State University  
Sebastien Kramer, GE Capital Financing  
(France)

I. M. Pandey, Indian Institute of  
Management

*Discussants:*

Azad Ali, Butler County Community  
College (1)

Doug McCabe, Georgetown University (2,3)

---

9:25 a.m. - 10:40 a.m. Boardroom 8

**Session 15: Globalization and Political  
Strategies**

*Chairperson:*

Ali Kanso, the University of Texas at San  
Antonio

*Strategic Choices and Globalization:  
Friedman's Model of the Post-Cold War Era  
Reconfigured*

Leonard Hochberg, Louisiana State  
University

James D. Hardy, Jr., Louisiana State  
University

*Globalization of Administrative Systems*

Mohamad Alkadry, West Virginia  
University

*An Empirical Study on the Performances  
and Perceived Leadership Quality among  
State-Owned Enterprises in China*

Raymond R. Liu, University of  
Massachusetts Boston

Min Zhu, Southwestern University of  
Finance and Economics and Indiana  
University of Pennsylvania

*Discussants:*

Manton Gibbs, Indiana University of  
Pennsylvania (1, 2)

Mak Khojasteh, Winston Salem State  
University (3)

---

---

**Concurrent Sessions:**

**Friday 10:45 a.m.-12:00 Noon.**

10:45 a.m.-12:00 Noon Boardroom 4

**Session 16: Geopolitics and Economic  
Integration**

*Chairperson:*

Masoud Kavooosi, Howard University

*Policy as an Extension of War:*

*Globalization and Empire in the Formation  
of the Post-Cold War Era*

Leonard Hochberg, Louisiana State  
University

James D. Hardy, Jr., Louisiana State  
University

*Classical Geopolitical Theory: Does it still  
Matter?*

Geoffrey R. Sloan, Britannia Royal  
Naval College

*A Unique Leadership Strategy of Success:  
Creating Optimistic or Pessimistic Cultural  
Pockets in an Environmental Disparate  
Cultural Sea*

Manton Gibbs, Indiana University of  
Pennsylvania

Brian Levan, Indiana University of  
Pennsylvania

*Discussants:*

Mohamad Alkadry, West Virginia  
University (1,2,3)

---

10:45 a.m.-12:00 Noon Boardroom 5

**Session 17: High-Tech Industry and  
Emerging Opportunities**

*Chairperson:*

Chris Brussalis, The Hill Group Inc.

*Future Space Explorers- Intelligent Software Agents: A Conceptual Framework*  
Jagannathan V. Iyengar, North Carolina Central University

*Leveraging IT Capability and Competency for Productivity-Driven Competitive Advantage*

Myles A. Vogel, University of Maryland, University College  
Nawaz Sharif, University of Maryland, University College

*A Longitudinal Study of Competitive Advantage: Changes in Capabilities and Relationships*

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

*Discussants:*

Elizabeth Fitzgerald, Kennesaw State University (1,2)  
A. N. M. Waheeduzzaman, Texas A & M University-Corpus Christi (3)

---

10:45 a.m.-12:00 Noon                      Boardroom 8

**Session 18: Corporate Governance in a Changing World**

*Chairperson:*

G. Scott Erickson, Ithaca College

*Corporate Governance in Turbulent World*

Uche Nwabueze, Houston Baptist University  
M. Silva, Houston Baptist University  
Kristin Simmonds, Houston Baptist University  
Jannuerri Torres, Houston Baptist University  
Josh Vaughan, Houston Baptist University

*Making Government Contracting More Competitive...Really!: Performance-Based Contracting in the D.O.D.*

David C. Wyld, Southeastern Louisiana University

*Global Competition at Risk: The SARS Epidemic*

Mike Rayburn, The University of Tennessee  
John Overby, The University of Tennessee at Martin  
Kevin Hammond, The University of Tennessee at Martin

*Discussants:*

William V. Rapp, The New Jersey Institute of Technology (1)  
Avinash Waiker, Southeastern Louisiana University (2,3)

---

---

**Friday                                      12:00 p.m. – 1:20 p.m.**  
Lounge  
**Luncheon**  
**&**  
**Award Ceremony:**

**Competitive Outsourcing**  
*Presided by Robert Lattimer*

---

---

**Concurrent Sessions:**

**Friday                                      1:30 p.m. - 2:45 p.m.**  
1:30 p.m. - 2:45 p.m.                      Boardroom 4

**Session 19: Tourism and Development: Prospect for Developing Nations**

*Chairperson:*

Syrous K. Kooros, Nicholls State University

*Using Public Relations to Overcome the Devastation of War: A Case Study About Rebuilding Tourism in Lebanon*

Ali Kanso, The University of Texas at San Antonio

*A Public Relations Plan to Improve Tourism in Egypt*

Dinah A. Elias, The University of Texas at San Antonio

*Strategic Responses to Institutional Pressures Affecting Entrepreneurial Activities: A Study of Albanian Kosovars*

Jill Long, University of Rhode Island  
Nadia Abgrab Noormohamed, Stonehill College

*Discussants:*

Gregory Payne, Emerson College (1,2)  
Ananda Mukherji, Texas A&M International University (3)

---

1:30 p.m. - 2:45 p.m. Boardroom 5

### **Session 20: Human Resources and Competitiveness**

*Chairperson:*

Daniel F. Twomey, Fairleigh Dickinson University

*Enhancing Human Resources Competitiveness Using Skill Charting Methods*

Paul Lyons, Frostburg State University

*How do American and Armenian CEOs Perceive the Role of Strategic Leadership in Achieving and Maintaining Global Competitiveness: A Cross-Cultural Study*

Abdalla Hagen, Grambling State University  
Ahmad Tootoonchi, Frostburg State University  
Shaïd Siddiqui, Long Island University

*Human Resource Information System as a Competitive Advantage*

A. Amin Mohamed, Indiana University of Pennsylvania

*Discussants:*

Carl H. Tong, Radford University (1,2)  
Carl Malinowski, Pace University (3)

---

1:30 p.m. - 2:45 p.m. Boardroom 8

### **Session 21: Emerging Challenge in High-Tech Industries**

*Chairperson:*

Leonard Hochberg, Louisiana State University

*Intelligent Agents- Belief, Desire, and Intentions Framework Implementation Using LORA- A Program Independent Approach*

Jagannathan V. Iyengar, North Carolina Central University

*Risky Business: Entering China's Internet Market*

Mike Rayburn, The University of Tennessee  
John Overby, The University of Tennessee at Martin  
Kevin Hammond, The University of Tennessee at Martin

*E-commerce and Internet Fraud*

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

*Discussants:*

Manton Gibbs, Indiana University of PA (1,2)  
Kamal Nayan Agarwal, Howard University (3)

---

---

**Concurrent Sessions:**  
**Friday 3:00 p.m. – 4:15 p.m.**

3:00 p.m. – 4:15 p.m. Boardroom 4

**Session 22: Global Financial Market:  
Challenges and Opportunities**

*Chairperson:*

Syrous K. Kooros, Nicholls State University

*Analysis of Money Laundering and Capital  
Flight Around the World*

Kamal Dean Parhizgar, Texas A&M  
International University

Robert Reza Parhizgar, Texas Tech  
Medical School and Texas Tech College  
of Business Administration

*Internet Fraud Goes International*

Sherry Rodrigue, Nicholls State  
University

Blaise J. Bergiel, Nicholls State  
University

R. Charles Viosca, Jr., Nicholls State  
University

*Green Accounting: Do Investor's Value  
Financial Environmental Disclosure?*

Joerg H. Hanser, Union College

Presha E. Neidermeyer, The Graduate  
Management College of Union  
University

Tracy L. Tuten, Virginia Commonwealth  
University

*Discussants:*

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

Masoud Kavooosi, Howard University (3)

3:00 p.m. – 4:15 p.m. Boardroom 5

**Session 23: Public Relations and Global  
Politics: The Role of the Diplomacy**

*Chairperson:*

Philip J. Kitchen, Hull University

*Advertising And Public Relations: New  
Challenges In A More Competitive  
Environment*

Richard A. Nelson, Louisiana State  
University

*Al-Jazeera and the Palestinian Question:  
The "Emotional Impact" of Al-Jazeera's  
Daily Program Under Siege on Ordinary  
Arab Viewers*

Ali Al-Hail, Qatar TV Corp.

*Intelligent Software Agents and the Creation  
of Competitive Advantage*

Jagannathan V. Iyengar, North Carolina  
Central University

Dale Shumway, North Carolina Central  
University

*Discussants:*

Mohamad Alkadry, West Virginia  
University (2)

Kamal Nayan Agarwal, Howard  
University (1,3)

---

3:00 p.m. – 4:15 p.m. Boardroom 8

**Session 24: Competitiveness and  
Productivity**

*Chairperson:*

Phillip Balsmeier, Nicholls State University

*European Competitiveness And the WTO  
Dispute Settlement Mechanism: The Case of  
Bananas*

Joseph Pelzman, The George Washington  
University

*A Framework for Managing the Sophistication of the Components of Technology for Global Competition*  
Joel D. Haines, University of Maryland  
University College

*Competitiveness and Productivity in the Federal and Public Sector- The Role of Alternative Dispute*  
Douglas M. McCabe, Georgetown  
University

*Discussants:*  
Carl Malinowski, Pace University (1,2,3)

---

---

**Concurrent Sessions:**  
**Friday 4:30 p.m. - 5:45 p.m.**

4:30 p.m. - 6:15 p.m. Boardroom 4

**Session 25: Case Studies of Political, Health, P.R and Marketing Efforts in Diplomacy: Furthering Understanding Through Communication**

*Chairperson:*  
Gregory Payne, Emerson College

*Public Relations: Tool of Diplomacy? A Case Study of Saudi Arabian and U.S. Media*  
Sean Otto, Emerson College

*Social Marketing as Diplomacy in Health Communication*  
Holly Massett, Porter Novelli –  
Washington

*Consumption Patterns: A Tale of Urban and Rural Consumption in China*  
Tao Sun, Emerson College  
Guohua Mark Wu, San Jose State  
University

*Film as Diplomacy: Documenting the Saudi American Exchange*  
Scott Rosenstein, Yale University

*The Newsletter as a Diplomatic Tool: The Saudi American Exchange*  
Matt Matsaganis, University of Southern  
California

*Trade Shows and International Conferences as Diplomacy: Jordan's Leadership Conference*  
Yasmine Assem, Emerson College, Clark  
University

*Diplomacy through Cultural Exchanges: The Saudi American Exchange*  
Gregory Payne, Emerson College  
Faisal Al Saud, FAMA  
Mohamed S. Khalil, FAMA

*Discussants:*  
Ali Kanso, University of Texas at San  
Antonio (1,2)  
Phillip Maggi, Washington attorney and  
political advocate (3,4,5)  
Kevin Mercuri, RIM PR, New York (6,7)

---

4:30 p.m. - 5:45 p.m. Boardroom 5

**Session 26: Financial Capital and Market Competitiveness**

*Chairperson:*  
Elizabeth Fitzgerald, Kennesaw State  
University

*Stability of the Money Demand Function: New Tests*  
John Malindretos, Yeshiva University  
K. Kasibhatla, Bennett College

*A Study of Effective model in Regulating Public Enterprises*  
Steve Chen, University of South  
Australia

*Are Stock Options a Bliss or a Curse to Stockholders?*

Abdel M. Agami, Old Dominion University

*Discussants:*

Phillip Balsmeier, Nicholls State University (1,2)  
Masoud Kavooosi, Howard University (3)

---

4:30 p.m. - 5:45 p.m. Boardroom 8

**Session 27: Government and Market Intervention**

*Chairperson:*

Syrous K. Kooros, Nicholls State University

*Foreign Direct Investment as an Engine of Economic Development Within the Context of Regionalization*

William L. Casey, Jr., Babson College

*International Models and Strategic Dimensions in Today's Dynamic Environment*

Aysar P. Sussan, University of Central Florida

*A Dynamic Technique for Conducting Online Survey-Based Research*

Robert J. Bonometti, Shenandoah University  
Jun Tang, Advanced Legal Technologies, LLC

*Discussants:*

James D. Hardy, Jr., Louisiana State University (1,2)  
Abdalla Hagen, Grambling State University (3)

---

---

**Saturday, October 11, 2003**

**Saturday 7:45 a.m. – 8:30 a.m.**  
Boardroom 4

**ASC Business Meeting**

---

**Saturday 8:00 a.m. – 8:30 a.m.**  
Boardroom Area

**Continental Breakfast**

---

---

**Concurrent Sessions:**

**Saturday 8:35 a.m. – 9:50 a.m.**

8:35 a.m. – 9:50 a.m. Boardroom 4

**Session 28: Promotion and Marketing Research: Issues to be Faced**

*Chairperson:*

Carl H. Tong, Radford University

*The Relationship Between The Judging-Perceiving Dimension and Undergraduate Student Attitudes About Hypothetical Marketing Moral Dilemmas*

Carl Malinowski, Pace University

*Consumers' Participating Intentions in TV Call-in Promotions: A Behavioral Analysis*

Monle Lee, Indiana University South Bend

Tusen-Ho Hsu, National Kaohsiung First University of Science and Technology  
Hsien-Tzu Wang, Cheng Shiu Institute of Technology

*The Success of U.S. Intervention in Major Currency Markets*

John Malindretos, Yeshiva University  
Krishna M. Kasibhatla, Bennett College  
Augustine C. Arize, Texas A&M University

Melvin N. Johnson, Winston Salem State University



*Discussants:*

Manton Gibbs, Indiana University of  
Pennsylvania (1)  
Ali Kalso, the University of Texas at San  
Antonio (2,3)

---

8:35 a.m. – 9:50 a.m. Boardroom 5

**Session 29: Strategic Management and A  
Changing World**

*Chairperson:*

Mark D. Steele, Kennametal, Inc.

*Business Strategy and Real Options in the  
Context of Large Engineering Projects*

David N. Ford, Texas A&M University  
Diane M. Lander, Southern New  
Hampshire University  
John J. Voyer, University of Southern  
Maine

*An Empirical Study of the Relationships  
Among Environmental Dynamism and the  
Perceived Effectiveness of Environmental  
Scanning Modes*

Nikolai Wasilewski, Pepperdine  
University

*Investigating the Issues in Regulating the  
State-owned Enterprises*

Steve Chen, University of South  
Australia

*Discussants:*

Elizabeth Fitzgerald, Kennesaw State  
University (1,2)  
R. Dale Wilson, Michigan State University  
(3)

---

8:35 a.m. – 9:50 a.m. Boardroom 6

**Session 30: Education and Competitiveness**

*Chairperson:*

Omid Nodoushani, Southern Connecticut  
State University

*Accountability by the PA State System of  
Higher Education: A Balanced Scorecard  
Approach by Each University*

Charles J. Pineno, Clarion University of  
Pennsylvania

*The Interdependent Educational and  
Economic Development Atrophies: A Case  
in Point for the Unprogressive Regions*

Syrous K. Kooros, Nicholls State  
University  
Denise Breaux, Nicholls State University  
Michelle Pellegrin, Nicholls State  
University

*A Survey of IS Programs at Pennsylvania  
Community Colleges*

Azad Ali, Butler County Community  
College

*Discussants:*

James D. Hardy, Jr., Louisiana State  
University (2)  
Morsheda Hassan, Grambling State  
University (1,3)

---

---

**Concurrent Sessions:**

**Saturday 9:55 a.m. – 11:00 a.m.**

9:55 a.m. – 11:00 a.m. Boardroom 4

**Session 31: Collaboration, Alliances and Globalization**

*Chairperson:*

Elizabeth Fitzgerald, Kennesaw State University

*Complexity Theory: Competing or Complementing*

Gerard Farias, Fairleigh Dickinson University

*Effects of Collaborative Product Commerce (CPC) on Outsourcing of Product Development*

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

*The Valuation of High-Tech "New Economy" Companies*

Lianzan Xu, The William Paterson University of New Jersey  
Francis Cai, The William Paterson University of New Jersey

*Discussants:*

Kamal Nayan Agarwal, Howard University (1,2,3)

---

9:55 a.m. – 11:00 a.m. Boardroom 5

**Session 32: Government and Human Resources Issues**

*Chairperson:*

Bala Subramanian, Morgan State University

*The Forgotten Woman: Opportunities and Challenges in Targeting the Plus Size Market for Women's Clothing*

Helen M. Caldwell, Providence College  
Traci Warrington, Salve Regina University

*Glass Ceiling in Corporate America: Implications for Management*

Charles Chekwa, Troy State University  
Mmuta Chukwuanu, Troy State University

*Strategic Issues in Culture Shift Risk Analysis in Global Business*

Bala Subramanian, Morgan State University  
Dinker Raval, Morgan State University

*Discussants:*

Kamal Dean Parhizgar, Texas A&M International University (1,2)  
Nikolai Wasilewski, Pepperdine University (3)

---

9:55 a.m. – 11:00 a.m. Boardroom 6

**Session 33: Alliances and Competitiveness**

*Chairperson:*

John Malindretos, Yeshiva University

*Competitive Intelligence and the Risk/Reward Environment: Conditions for Use*

G. Scott Erickson, Ithaca College  
Helen N. Rothberg, Marist College

*Competitive Scanning and Strategic Performance: A Predictive Framework*

William M. Fitzpatrick, Villanova University

*Competitiveness of Business Schools: Quest For A Framework*

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

*Discussants:*

Monle Lee, Indiana University South Bend (2)  
Kathy Baker, University of Pittsburgh Medical Center (1,3)

---

---

**Saturday 11:05 a.m. – 11:45 a.m.**

***All Society Session*** *Lounge*

Timothy Muris, Chairman, Federal Trade Commission

---

---

**Concurrent Sessions:**

**Saturday 1:30 p.m. – 2:45 p.m.**

1:30 p.m. – 2:45 p.m. Boardroom 5

**Round Table Discussion on Globalization**  
Conceptual Discussion of Research Issues

*Moderator:*

Masoud Kavooosi, Howard University

---

1:30 p.m. – 2:45 p.m. Boardroom 6

**Session 35: Managing Human Resource Crisis at the Work Place**

*Chairperson:*

A. Amin Mohamed, Indiana University of Pennsylvania

*Targeting Baby Boom Women: Are Retailers Missing the Mark?*

Helen M. Caldwell, Providence College  
Deirdre Bird, Providence College

*Competing in a Crisis Environment: Preparedness, Response and Recovery*

Maali H. Ashamalla, Indiana University of Pennsylvania  
John N. Orife, Indiana University of Pennsylvania

*Value Orientation and Value Profile of CPA Firms' Managers: Exploratory Study*

Morsheda Hassan, Grambling State University  
Thomas Phillips, Louisiana Tech University  
Macil Wilkie, Grambling State University

*Managing Reputation on a Global Basis*

Philip J. Kitchen, Hull University

*Discussants:*

Abdalla Hagen, Grambling State University (1,2)  
Bala Subramanian, Morgan State University (3)  
Charles Chekwa, Troy State University (4)

---

---

## AWARDS

---

---

### ASC Public Policy Award

*Timothy Muris*  
Chairman, Federal Trade Commission

*Saturday 11:05 to 11:45 a.m. Lounge*

---

### Academic Awards

#### Best Empirical Paper

**On Deficits and GDP Growth: The Application of e-Sourcing Strategies to  
Government Spending in Southeast Asia**

*Randall P. Settoon, Southeastern Louisiana University*  
*David C. Wyld, Southeastern Louisiana University*

*Friday 9:25 a.m. – 10:40 a.m. Boardroom 5*

---

#### Best Conceptual Paper

**Competitiveness and Productivity in the Federal and Public Sector- The Role of  
Alternative Dispute**

*Douglas M. McCabe, Georgetown University*

*Friday 3:00 p.m. – 4:15 p.m. Boardroom 8*

---

---

## 2003 Conference Reviewers

Ibrahim J. Affaneh	Indiana University of Pennsylvania
Abdel M. Agami	Old Dominion University
Phillip W. Balsmeier	Nicholls State University
Hooshang Beheshti	Radford University
Norman Coates	University of Rhode Island
Victor Cordell	Monterey Institute of Intl' Bus
Donald DePalma	Common Sense Advisory, Inc.
G. Scott Erickson	Ithaca College
Louis K. Falk	Youngstown State University
William M. Fitzpatrick	Villanova University
Joyce Grahn	University of Minnesota, Duluth
David P. Hanson	Duquesne University
James D. Hardy Jr.	Louisiana State University
Leonard Hochberg	Louisiana State University
Joseph Horton	University of Central Arkansas
<i>Masoud Kavoossi</i>	Howard University
Ali Kanso	The University of Texas at San Antonio
Mak Khojasteh	Winston Salem State University
Syrous K. Kooros	Nicholls State University
Monle Lee	Indiana University South Bend
Ted Legatski	Northeastern State University
Wei Liu	Federal Express
Menberu Lulu	Howard University
Carl Malinowski	Pace University
Douglas M. McCabe	Georgetown University
Abigail McWilliams	University of Illinois at Chicago
Ananda Mukherji	Texas A&M International Univ.
Nadia Abgrab Noormohamed	Stonehill College
John Ogbor	Texas Southern University
W. Glenn Rowe	University of Western Ontario
John A. Ruhe	Saint Mary's College
Varinder Sharma	Indiana University of Pennsylvania
Robert Stone	Talladega College
Aysar P. Sussan	University of Central Florida
Carl Tong	Radford University
Ahmad Tootoonchi	Frostburg State University
A.N.M. Waheeduzzaman	Texas A&M University--Corpus Christi
Marion White	James Madison University
Nikolai Wasilewski	Pepperdine University
Robert J. Vokurka	University-Corpus Christi
R. Dale Wilson	Michigan State University
Eunsang Yoon	University of Massachusetts

## 2003 Conference Committee

Phillip Balsmeier	<i>Nicholls State University</i>
Ali Kanso	<i>University of Texas at San Antonio</i>
Aysar P. Sussan	<i>University of Central Florida</i>
Ahmad Tootoonchi	<i>Frostburg State University</i>
A. N. M. Waheeduzzaman	<i>Texas A &amp; M University-Corpus Christi</i>

# **Publication Outlets and Sources for Quality Articles on Competitiveness and International Business**

## ***1. Advances in Competitiveness Research (ISSN 1077—0097)***

The Research Journal of the American Society for Competitiveness

**The authoritative source for articles on competitiveness issues**

## ***2. Competitiveness Research (ISSN 1059-5422)***

An International Business Journal of the American Society for Competitiveness

**A quality source for applied research on international competitiveness**

## ***3. Journal of Global Competitiveness (ISSN 1071-0736)***

Refereed Journal of the American Society for Competitiveness

**Publication of refereed articles on various topics on competitiveness, competition and firm performance**

## ***4. Competition Forum (ISSN 1545-2581)***

The Annual Research Volume of the American Society for Competitiveness

**Publication of refereed and invited articles on various topics on competitiveness, competition and firm performance**

## ***5. International Journal of Commerce and Management (ISSN 1056-9219)***

The Refereed Journal of the International Academy of Business Disciplines

**Publication of articles with sound theoretical base and practical applications that enrich management thinking and practice**

For Subscription information and Submission Guidelines, please contact:

**Prashanth Nagendra Bharadwaj**

P.O. Box 1658

Indiana University of Pennsylvania

Indiana, PA 15705

[pnb@iup.edu](mailto:pnb@iup.edu)

**OR**

**Check the ASC web site at**

<http://www.eberly.iup.edu/asc>