

## **2005 CONFERENCE**

Competing in the Global Marketplace: Innovation, Technology  
and Culture

*Sharpen your edge*

**THE AMERICAN SOCIETY  
FOR COMPETITIVENESS**



**American  
Society for  
Competitiveness**

**CONFERENCE PROGRAM**

**November 10 – 12, 2005  
Double Tree Falls Church/Tysons Corner  
Falls Church, Virginia**

# WELCOME

Welcome to the Sixteenth Annual Conference of the American Society for Competitiveness (ASC) on **Competing in the Global Marketplace: Innovation, Technology and Culture**. 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 corporate governance, environmental regulations, outsourcing, 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.

*Prashanth Nagendra Bharadwaj*  
**Program Chairperson**

**President**  
*Grover Norquist*

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

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

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

**Co-Sponsoring Organizations:**

Indiana University of Pennsylvania  
University of Memphis  
GreenFuel Technologies Corporation

**ASC Staff**

Ritesh Bansal  
Sheikh Masnoor Ahmed Shihan

## Conference Objectives:

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

**Organized by:**

The American Society for Competitiveness

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**Wednesday, November 9, 2005**

**Wednesday 7:00 pm – 10:00 pm**

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

**River Birch**

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**Thursday, November 10, 2005**

**Thursday 7:30 am- 5:00 pm**

**On-site Conference Registration**

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**Thursday 7:30 am - 8:20 am**

**Corridor**

**Continental Breakfast**

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**Concurrent Sessions:**

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**Thursday 8:30 am – 9:40 am**

**Session 1: Strategy and Performance**

**The Pines**

*Chairperson:*

Joseph Horton, University of Central  
Arkansas

*Innovation of Nations: Role of Country  
versus Firm Culture*

Gerard J. Tellis, University of Southern  
California

Jaideep C. Prabhu, Imperial College  
London

Rajesk K. Chandy, University of  
Minnesota

*Governing Innovation for National  
Competitiveness in a Globalizing World: A  
Multi Layered Approach*

Adbulghany Mohamed & Moses N.  
Kiggundu, Carleton University

*Competitive License: Preserving  
Competitive Advantage in Benchmarking-  
Based Strategic Alliances*

William M. Fitzpatrick & Samuel A.  
DiLullo, Villanova University

*Discussant:*

Prashanth Nagendra Bhardwaj, Indiana  
University of Pennsylvania

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**Thursday 8:30 am – 9:40 am**

**Session 2: Education and Societal  
Transformation**

**Water Birch**

*Chairperson:*

Felix Abeson, Coppin State University

*Coming Full Circle: Internal Marketers  
Learn Commitment Techniques from Social  
Marketers.*

Nancy Artz, University of South Maine  
Peter Cooke, Maine Department of  
Environmental Protection.

*Preparing Students for Competition in a  
Global Environment*

Jonathan Smith & Erin Coyne, John  
Carroll University

*Trends in the Delivery of Higher Education  
in the Field of Information Technology*

Narendra K. Rustagi, Howard University

*Discussant:*

Phillip Balsmeier, Nicholls State University

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**Thursday 8:30 am – 9:40 am**

**Session 3: Government Policies and National Competitiveness**

**River Birch**

*Chairperson:*

Jeff Stewart, Merger & Acquisitions, LLC

*Buyers Market Shares, Dead Weight Loss and the Impacts of State Government Recycling Policies.*

A.A. Hervani, Chicago State University

*A Growing Dilemma for the States: Where to tax the Telecommuter*

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

*Setting Fuel Cell Public Policy: An Analysis of National and International Media Coverage*

Thomas B. Christie & Tom Aiello,  
University of Texas at Arlington

*Discussants:*

Carl H. Tong, Radford University

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**Thursday 9:50 am-11:10 am**

**Session 4: Theory of the Firm and Market Functions**

**The Pines**

*Chairperson:*

Ahmad Tootoonchi, Frostburg State  
University

*Antecedents of Accountability as a Competitive Resource: Conceptualization and Development*

Nathan K. Austin, Morgan State  
University

*Coalition Survival in the Behavioral theory of the firm: A Fairness Perspective*

Constant D. Beugre, Delaware State  
University

*Talent Development, Human Resource's Diminished Role and Sustainable Competitiveness*

Daniel F. Twomey, Fairleigh Dickinson  
University

*Discussant:*

Robert Stone, University of Richmond

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**Thursday 9:50 am-11:10 am**

**Session 5: The Global Logic of Industry Competitiveness**

**Water Birch**

*Chairperson:*

Aysar Philip Sussan, University of Central  
Florida

*Benchmarking Strategic Planning: An Empirical Investigation*

Frank Duseric & Zong Dai, Alfred  
University

*Identification and Prioritization of Key Predictors of Organizational Competitiveness in a Banking Institution in Cyprus*

Constantine Kontoghiorghes, Io  
Papadopoulou & Maria Patrikiou,  
Cyprus International Institute of  
Management

*A Balanced scoreboard for the Motor Homes Industry*

Charles J. Pineno, Shenandoah  
University

*Discussant:*  
Carl H. Tong, Radford University

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**Thursday 9:50 am-11:10 am**

**Session 6: Human Resource Management  
and International Competitiveness  
River Birch**

*Chairperson:*  
Fikru H. Boghossian, Morgan State  
University

*Diversity Management: Can effectively  
managed Diversity be a source of  
competitive advantage for the organization*  
Kayong L. Holston, Ottawa University

*Human Capital Formation: A Case of Qatar*  
Hend A. Jolo, University of Qatar

*Knowledge Management for Strengthening  
Competitiveness – The particular role of  
higher education and research institutions*  
Mohand-Said Oukil, King Fahd  
University of Petroleum and Minerals,  
KSA

*Student's Communications Media Usage for  
Competitive Academic Tasks outside the  
class room environment*  
Rolando Pena-Sanchez & Ricard c.  
Hicks, Texas A&M International  
University

*Discussant:*  
Joseph Horton, University of Central  
Arkansas

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**Thursday 11:20 am-12:00 pm  
The Pines**

***All Society Session:***

**Making America Competitive for the 21<sup>st</sup>  
Century.**

Daniel Clifton, Executive Director of the  
American Shareholders Association

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**Thursday 12:00 pm-1:20 pm  
Oaks 1**

**Luncheon & Awards Ceremony  
Sponsored By Carol and Warren  
Norquist**

**Keynote Address:**  
*Competitiveness through Innovative  
Technology and Environmental Leadership  
in Emerging Global Markets*  
Cary Bullock, President and CEO,  
GFTC

**Awards Ceremony:**  
GreenFuel Technologies Corporation  
(GFTC), ASC Medallion for Energy.

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**Thursday 1:30 pm- 2:30 pm  
The Pines**

**All-Society Industry Presentation:**  
*"Technology Innovation at the Intersection  
of Biology, Engineering, and Industrial  
Operation"*

***Speaker:***  
Isaac Berzin, Founder and Chief Technology  
Officer, GreenFuel Technologies  
Corporation

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**Concurrent Sessions  
Thursday 2:40 pm- 3:50 pm**

**Session 7: Corporate Performance  
And Accounting Practices  
The Pines**

*Chairperson:*

Abdulwahab Al-Kahtani, King Fahd  
University for Petroleum and Minerals

*The Value-Relevance of Accounting Income  
Levels and Components in Equity Valuation  
for Banks: The Kuwait Case*

Mostafa A. El. Shamy & Ghaleb N.  
Namerah, Kuwait University

*Accounting Systems: The Road to the Future*

Ken Griffin & Michael Moore,  
University of Central Arkansas  
Phillip Balsmeier, Nicholls State  
University

*Mining Database Audits for Actionable  
Knowledge*

Mohammad Awwal, Vice President,  
Merrill Lynch

*Discussant:*

Suhail Abboushi, Duquesne University

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**Thursday 2:40 pm- 3:50 pm**

**Session 8: Globalization and Regional  
Competitiveness**

**Water Birch**

*Chairperson:*

Robert Stone, University of Richmond

*Competitiveness of Kuwait Businesses under  
WTO regime*

C.P. Rao & Adel Wugayan, Kuwait  
University

*The International Competitiveness of Puerto  
Reco using the Porter's Model*

Luz Leyda Vega-Rosado, Pontifical  
Catholic University of Puerto Rico

*Competitiveness, Governance and Social  
Harmony: Comparison of China and its Top  
Trading Partners*

Moses N. Kiggundu & Shaobo Ji,  
Carleton Univeristy

*Discussant:*

Aysar Philip Sussan, University of Central  
Florida

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**Thursday 2:40 pm- 3:50 pm**

**Session 9: Advances in Information  
Technology and the Threat to Privacy  
River Birch**

*Chairperson:*

Thomas B. Chrisitie, University of Texas at  
Arlington

*Been Hooked: What to do if your Personal  
Information has been comprised*

Ken Griffin, Roy Whitehead & Mark  
McMurtrey, University of Central  
Arkansas

*Global Information Management Controls:  
Keeping the Organizational Data from  
Corporate Competition and Dangers*

Muhammed A. Badamas, Morgan State  
University

*Enhancing Competitiveness through  
Information Technology: The Impact of the  
European Unions's Data Privacy Agreement  
on United States Information Technology  
Management Practices*

Marian C. Crawford, Univeristy of  
Arkansas at Little Rock

*Privacy, Restrictive Covenants, and  
Intellectual Property: Technology and its  
Impact on the Employment Relationship*

Rosemarie F. Twomey, Fairleigh  
Dickinson University

*Discussant:*  
Felix Abeson, Coppin State University  
Jagannathan Iyengar, North Carolina Central University

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**Concurrent Sessions:**

**Thursday 4:00 pm- 5:15 pm**

**Session 10: Entrepreneurship and National Culture**

***Water Birch***

*Chairperson:*  
John Orife, Indiana University of Pennsylvania

*Educational Outcomes and Labor Market between Supply and Demand: A Qatari Perspective*

Hend A. Jolo, University of Qatar

*Relationship between Learning and Culture: A Study*

Sameer Vaidya, Texas Wesleyan University

*Forms of anti-Social Behavior in the Era of Pearl Diving Industry*

Ali Al-Hail Al-Mamoud, Qatar Radio & Television Corporation

*Discussant:*  
Narendra K. Rustagi, Howard University

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**Thursday 4:00 pm- 5:15 pm**

**Session 11: Morality and Ethical Conduct in a dynamics World**

***The Pines***

*Chairperson:*  
Joseph Horton, University of Central Arkansas

*Differences in Ethical Attitudes Between Asians Born in U.S. and Asians Born in Asia.*

Carl Malinowski, Pace University

*Testing the Inter-Relationships of Temperature, Corruption, Fertility and Religion: Implications of global warming for the future competitiveness of nations.*

Paul G. Wilhelm, Virginia State University

*Studying Muslims in the American Workplace*

A. Amin Mohamed, Indiana University of Pennsylvania  
Sayed Elkhoully & Mona El-Ghais , Kuwait Univesrity

*Raising Awareness toward Reforming Islamic Programs on Arab Gulf Satellite Services*

Ali Al-Hail Al-Mamoud, Qatar Radio and Television Corporation

*Discussants:*  
Aysar Philip Sussan, University of Central Florida

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**Thursday 4:00 pm- 5:15 pm**

**Session 12: Competitiveness and Change River Birch**

*Chairperson:*  
Carl Malinowski, Pace University

*Competitiveness of Agricultural Products from Michoacan's state – Mexico*

Joel Bonales Valenica, Institute-the Economics Invesitigation and Managerial-UMSNH  
Javier Chavez Ferreiro, Technological institute of Morelia



*Short and Long Term Competitive Economic Needs Estimates for water supply in the USA-Mexico Borderlands*

Rolando Pena-Sanchez, Texas A&M International University

*Deterring Agency Problem In Organizatins: In the Operational and Strategic Domains*

Syrous K. Kooros, Laura M. Badeaux, & Micahel M. Fathi, Nicholls State University  
Behrouz A. Aslani, California State Polytechnic University

*Discussant:*

Robert Stone, University of Richmond

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**Thursday 5:20 pm- 6:20 pm**

**All Academy Session: Globalization and Change**

**The Pines**

*Moderator:*

Jeff Stewart, Merger & Acquisitions, LLC

*Varieties of Capitalism: An Employment Relationship Perspective*

Paul M. Swiercz, George Washington University

*Globalization and Its Detractors*

Abbas J. Ali, Indiana University of Pennsylvania

*Capitalism versus Centralized Government: Which will win?*

Mark Steele, Eurodesign Cabinets

*Commentator:*

Daniel Twomey, Fairleigh Dickinson University

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**Thursday 6:20pm - 7:00 pm**

**Oaks 1**

**President's Reception**

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**Thursday 7:10 pm – 9:00 pm**

**Ballroom**

**Dinner and Keynote Address  
Congressman Chris Cannon (R-UT)**

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**Friday, November 11**

**Friday 7:30 am -8:30 am**

**Corridor**

**Continental Breakfast**

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**Concurrent Sessions:**

**Friday 8:40 am -10:10 am**

**Session 13: Industrial Safety and Regulation**

**The Pines**

*Chairperson:*

Phillip Balsmeier, Nicholls State University

*Firm Growth in the Deregulated North American Railroad Industry*

Michael L. Pettus, Millikin Univeristy

*De Beers: No Longer Internally Flawless?*

Donna J. Bergenstock, Muhlenberg College

*The Vioxx Recall Case and Comments*

Carl H. Tong, Radford University  
Le-Ing tong, Chiao-Tung University

*Factors Determining the Competitiveness of America's Best Universities.*

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

*Discussant:*

Dan Twomey, Fairleigh Dickinson University  
Jagannathan Iyengar, North Carolina Central University

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**Friday 8:40 am -10:10 am**

**Session 14: Global Marketing and Competitiveness**

**Water Birch**

*Chairperson:*

Syrous K. Kooros, Nicholls State University

*The Wellspring of Global Competitive Advantage: Foreign Market Strategies*

Abdalla Hagen, Grambling State University  
Shahid Siddiqi, Long Island University  
Ahmed Tootoonchi, Frostburg State University

*The Challenges and Opportunities of Marketing Luxury Brands in China*

Helen Caldwell & Deirdre Bird, Providence College

*Photo-Elicitation as a Tool to Alleviate International Marketing Mistakes*

Vicent P. Magnini, Longwood University

*Discussant:*

Paul Lyons, Frostburg State University

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**Friday 8:40 am -10:10 am**

**Session 15: Global Logistics and Competitive Advantage**

**River Birch**

*Chairperson:*

Carl Malinowski, Pace University

*No Generic Argument: Why RFID is the Right Prescription for a Smarter, Safer, and Efficient Pharmaceutical Supply Chain*

David C. Wyld & Michael A. Jones, Southeastern Louisiana University

*A Case of Test-Results in RFID: A*

*Technology to Improve Competitiveness in Logistics*

Rolando Pena-Sanchez, Texas A&M International University

*Outsourcing Spurred by Strategic competition*

Yutian Chen & Pradeep Dubey, SUNY-Stony Brook

*Discussant:*

Kamal Nayan Agarwal, Howard University

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**Concurrent Sessions:**

**Friday 10:30 am -12:00 pm**

**Session 16: Industry Competitiveness and Global Trends**

**The Pines**

*Chairperson:*

Paul Lyons, Frostburg State University

*State of Competition in Malaysian Mobile Telecommunications Industry*

Azhar Kazmi, International Islamic University, Malaysia

*Adding more than a hint of intelligence to the Cabernet: RFID and the American Wine Industry*

David C. Wyld & Michael a. Jones,  
Southeastern Louisiana University

*Globalization or NWO: US & EU Partners or Competitors?*

Manton Gibbs, Indiana University of Pennsylvania

Business as Usual? Ubiquitous Telemarketing and the Public Outcry: Public Opinion, the Media Agenda and Policy Setting –

Anita G. Day, Louisiana State University

*Discussant:*

John Orife, Indiana University of Pennsylvania

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**Friday 10:30 am -12:00 pm**

**Session 17: Employee Satisfaction and Performance**

**Water Birch**

*Chairperson:*

Dinker Raval, Morgan State University

*Happy at Work?*

Tracy L. Tuten, Virginia Commonwealth University

*How Employees React to Negative Events in Organizations: The Primacy of Emotions*

Constant D. Beugre, Delaware State University

*Women's Role in the Gulf Today: Breaking Traditional Restrictions and Entering Into Business?*

Ali Al-Hail Al-Mamoud, Qatar Radio & Television Corporation

*Discussant:*

Shahid Siddiqi, Long Island University

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**Friday 10:30 am -12:00 pm**

**Session 18: Information Technology and Industrial Alertness**

**River Birch**

*Chairperson:*

Kamal Nayan Agarwal, Howard Univeristy

*Air Products: The Trail of an E-Business Leader*

Zong Dai, Alfred University

*Increased Competition for E-Advertisers: Assessing the Legal Consequences of the G-mail Phenomenon*

Craig M. Freeman & Sarah E. Marshik,  
Louisiana State University

*Pension and Promises in Corporate America: A Widening Gap*

Subrendu Bhattacharya, National Louis University

*Discussant:*

Jagannathan Iyengar, North Carolina Central University

Carl Tong, Radford University

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**Friday 10:30 am -12:00 pm**  
**Oaks 1**

**Luncheon and Keynote Address:  
Sponsored by GreenFuel Technologies Corporation**

Grant Mydland, Director of State Government Affairs, Computing Technology Industry Association (CompTIA)

*Workforce Implications of Global Competitiveness.*

**Awards Ceremony:**

Philip R. Crosby Medallion for Lifetime Contributions to Global Competitiveness through Leadership in Research, Management and Public Policy

**Award Recipient:**

Bruce Merrifield, former US Assistant Secretary, Department of Commerce, and Emeritus Professor, Wharton Business School.

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**Friday 1: 30 pm -2:20 pm**  
**The Pines**

**All Academy Session:**

*Competitiveness and Collaboration -- Myths and Realities*

Bruce Merrifield, former Assistant Secretary, Department of Commerce, and Emeritus Professor, Wharton Business School.

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**Concurrent Sessions:**  
**Friday 2: 30 pm -3:40 pm**

**Session 19: Strategic Initiatives and Competitiveness**

**The Pines**

*Chairperson:*

William M. Fitzpatrick, Villanova University

*Supply Chain Transformation for Enhancing Performance: An Empirical Investigation*

Zong Dai & Frank Duserick, Alfred University

*The Relationship between Environmental Scanning mode and the Gathering of Symbolic Information*

Nikolai Wasilewski, Pepperdine University

*Global Economy: The Strategic Applications of Information Resources for Global Management*

Muhammed A. Badamas & Samuel A. Ejiaku, Morgan State University

*Discussant:*

Shahid Siddiqi, Long Island University

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**Friday 2: 30 pm -3:40 pm**

**Session 20: Outsourcing and Competitive Advantage**

**Water Birch**

*Chairperson:*

Mark Steele, Eurodesign Cabinets

*Offshore Outsourcing Induced by Domestic Providers*

Yutian Chen, Pradeepy Dubey & Debapriya Sen, SUNY-Stony Brook

*Outsourcing to India: The Theory of how One Country has Impacted Globalization and U.S. Competitive Strategy*

James W. Busbin & Julie J. Johnson, Western Carolina University

*Outsourcing with Normally Distributed Demands*

Michael P. D'Itri, Dalton State College  
Michael R. Emanuele, International Paper Company

*Discussant:*

Narendra K. Rustagi, Howard University  
Jagannathan Iyengar, North Carolina Central University

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**Friday 2: 30 pm -3:40 pm**

**Session 21: Leadership and  
Organizational Performance**  
**River Birch**

*Chairperson:*  
Dinker Raval, Morgan State University

*A Leadership development model to Improve  
Organizational Competitiveness*  
Paul Lyons, Frostburg State University

*An Analysis of Meritocratic and  
Kakistocratic Leadership Systems and  
Organizational Dysfunctioning Evils*  
Kamal Dean Parhizgar, Texas A&M  
International University  
Syrous K. Kooros, Nicholls State  
University

*Ten Principles of the Art of War by Sun Tzu  
(With An Analysis of These Principles used  
in some best American Companies)*  
Qingwen Dong, University of the Pacific

*Discussant:*  
Bala Subramaniam, Morgan State  
University

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**Concurrent Sessions:**  
**Friday 3: 50 pm -5:00 pm**

**Session 22: Liberalization and  
Development**  
**The Pines**

*Chairperson:*  
Abdulwahab Al-Kahtani, King Fahd  
University for Petroleum and Minerals

*The Heterogeneity of Intra Industry Trade  
across Industries in Bilateral Trade*

Chi Hung Liao, University of North  
Carolina at Chapel Hill

*Privatization in Bangladesh: Successful or  
Unsuccessful? An Alternative Approach  
based on Organizational Theory and Design*  
Sheikh Masnoor Ahmed Shihan, Indiana  
University of Pennsylvania

*Developing Countries: The Vicious Circle of  
Development – The ESCWA Countries*  
Gretta Saab, University of Balamand

*Discussant:*  
Manton Gibbs, Indiana University of  
Pennsylvania

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**Friday 3: 50 pm -5:00 pm**

**Session 23: Trade Pacts and International  
Competitiveness**  
**Water Birch**

*Chairperson:*  
Kamal Nayan Agarwal, Howard University

*Cafta – Review and Commentary*  
Suhail Abboushi, Duquesne University

*Examining Trade Barriers in the U.S.,  
Ireland, Japan, China and Canada:  
Rhetoric and Reality*

Paul Wellen, Roosevelt University  
Allen Marber, Fordham University

*Book Value, Industry Group and Equity  
Valuation*

Lianzan Xu, Francis Cai, & C.K. Leung,  
The William Paterson University of New  
Jersey

*Competitive Intelligence and Forecasting  
System: Tool for a Competitive Edge*  
Conway Lackman & John Lanasa,  
Duquesne University

*Discussant:*  
Bala Subramaniam, Morgan State University

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**Friday 3: 50 pm -5:00 pm**

**Session 24: Knowledge Management and Planned Changes**

**River Birch**

*Chairperson:*  
Kathy Baker, University of Pittsburgh Medical Center

*Analysis of Biomedical knowledge and competition in Medical and Health Care industry*

Kamal Dean Parhizgar, Texas A&M International University  
Susan s. Parhizgar, Texas Tech Medical and Health Sciences Center

*Treating Human Resources as Valuable Assets is a Strategic Weapon for Enhancing Labor Productivity: Empirical Evidence*

Abdalla Hagen, Grambling State University

*Knowing what your employees want in the workplace: A source of competitive advantage*

Frederic Aiello, Richard Grover & Bruce Andrews & Joseph Herszkopf, University of Southern Maine

*Discussant:*  
Dinker Raval, Morgan State University

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**Friday 5: 10 pm -6:20 pm**

**All Academy Practitioner Session: The Chinese Challenge**

**The Pines**

*Moderator:*  
Warren Norquist, Polaroid, Inc.

*Sourcing in China - The importance of thorough and informed sourcing validation*  
Mark Steele, Eurodesign Cabinets

*Competitive Advantages of Ethical Business Structures and Practices*

Barent L. Fake, President, Executive Advisors, L.L.C.

*Commentator:*  
Jeff Stewart, Merger & Acquisitions, LLC

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**Saturday, November 12**

**Saturday 7:30 am – 8:30 am**

**Corridor**  
**Continental Breakfast**

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**Saturday 8:30 am – 9:30 am**

**The pines**  
**ASC Business Meeting**

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**Concurrent Sessions:**  
**Saturday 9: 35 am -10:45 am**

**Session 25: Performance and Competitiveness**

**The Pines**

*Chairperson:*  
Phillip Balsmeier, Nicholls State University

*Institutional Venture Capital in East Asia: An Assessment of the Current State*

Jeffrey Gale, Loyola Marymount University  
Peter Misciagna, Boeing Satellite Systems Company

*The Country of Origin Concept: Dynamics and Challenge*  
Monle Lee, Indiana University of South Bend

*McDonalds in crisis: A Comparative Analysis in a National Organizational Context*  
Mark Sheehan, Deakin University

*Discussant:*  
Elizabeth Fitzgerald, Kennesaw State University

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**Saturday 9: 35 am -10:45 am**

**Session 26: Competitiveness of the Public Sector**

**Water Birch**

*Chairperson:*  
Maton Gibbs, Indian University of Pennsylvania

*The Federal Sector Collective Bargaining and Mediation Environment: Impediments to Productivity Bargaining and Competitiveness*  
Douglas M. McCabe, Georgetown University

*Municipal Competitiveness: The Case of Texarkana, Arkansas and Texarkana Texas*  
Joseph Horton & Nona French,  
University of Central Arkansas  
Lee Elliott, City of Texarkana, Arkansas

*The Myth and Reality of U.S. Energy Consumption, Policy and Dependence on Foreign Oil*  
Syrus K. Kooros, Laura M. Badeaux & Walter M. Flowers, Nicholls State University

*Discussant:*  
Felix Abeson, Coppin State University

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**Saturday 9: 35 am -10:45 am**

**Session 27: Emerging Markets in a Dynamics World**

**River Birch**

*Chairperson:*  
Ahmad Tootoonchi, Frostburg State University

*A brief Examination of the Social Groups in India: Examining Network Characteristics and Social Capital*  
Ananda Mukherji & Jyotsna Mukherji,  
Texas A&M International University

*Is China a Global Leader*  
Aysar Philip Sussan, University of Central Florida  
Reem D. Kassira, University of Phoenix

*A Study of Quality of Life Objective Factors*  
Syrus K. Kooros, Stephen LeBlance & Adam Gremillion, Nicholls State University  
Behrouz A. Aslani, Cal Poly University, Pomona

*Discussant:*  
Robert Stone, University of Richmond

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**Concurrent Sessions:**

**Saturday 11: 00 am -12:15 pm**

**Session 28: Alliances and Globalization**  
**The Pines**

*Chairperson:*  
Robert Stone, University of Richmond  
Kathy Baker, University of Pittsburgh Medical Center

*Competitive Collaboration: Exploring the Paradox through Oil and Gas Partnerships*

Leslie K. Haugen, University of St. Thomas

*A Merger that Isn't our cup of Tea*

Aysar Philip Sussan, University of Central Florida

Reem D. Kassira, University of Phoenix

*A Case for Building Pre-Transaction Relationship in Selling*

Dinker Raval & Bala Subramaniam,  
Morgan State University  
Bina Raval, Towson University

*Discussant:*

Carl Malinowski, Pace University

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**Saturday 11: 00 am -12:15 pm**

**Session 29: Globalization: War and Terrorism**

**Water Birch**

*Chairperson:*

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

*Combating Al-Qaeda and The Jihadist Ideology- An-In-Progress Review of the U.S. National Counter-Terrorism Strategy*

Stefan M. Aurbey, Harvard University

*Globalization Challenges in the Middle East: Religious Fundamentalism*

Mohamad A. Khalil & Sunil Surendran,  
Fairmont State University

*A Permanent Peace Plan for the Middle East: Attaining Economic Prosperity and Quality of Life through Political Alliance and Economic Integration: A Symbiotic Process*

Syrous K. Kooros, Nicholls State University

*Female Gender Descriptions for Entrepreneurial Autonomy of Arab Women: Opportunities and Constraints*

Phillip Zgheib, American University of Beirut

*Discussant:*

Monle Lee, Indiana University at South Bend

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**Saturday 11: 00 am -12:15 pm**

**Session 30: Information Security and Competitive Strategy**

**River Birch**

*Chairperson:*

Phillip Balsmeier, Nicholls State University

*The New Security Threats*

Kamal Nayan Agarwal, Howard University

*Significance of Information Security in Data Communications*

Khondkar Islam, George Mason University

*Intelligent Software Agents and Competitive Strategy*

Jagannathan Iyengar, North Carolina Central University

*Discussants:*

Prashant Nagendra Bhardwaj, Indiana University of Pennsylvania



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## AWARDS

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### **ASC Medallion for Energy Award**

**GreenFuel Technologies Corporation (GFTC)**

*Thursday 12:00 p.m. – 1:20 p.m.*

*Oaks I*

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### **Philip Crosby Medallion**

**Philip R. Crosby Medallion for Lifetime Contributions to Global Competitiveness through Leadership in Research, Management and Public Policy**

**Bruce Merrifield, former US Assistant Secretary, Department of Commerce, and Emeritus Professor, Wharton Business School.**

*Friday 10:30 a.m. – 12:00 p.m.*

*Oaks I*

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