

2007 CONFERENCE

Global Competitiveness in the 21st Century: Economic
Development, Property Rights, Individual Liberty & Democracy

Sharpen your edge

**THE AMERICAN SOCIETY
FOR COMPETITIVENESS**



**American
Society for
Competitiveness**

CONFERENCE PROGRAM

**November 6–9, 2007
Renaissance Tulsa Hotel and Convention Center
Tulsa, Oklahoma**

WELCOME

Welcome to the Eighteenth Annual Conference of the American Society for Competitiveness (ASC) on **Global Competitiveness in the 21st Century: Economic Development, Property Rights, Individual Liberty & Democracy**. Competing successfully in today's world is a 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 this meeting, they will share their real-world experiences and latest research in the area of competitiveness. Industry and academic sessions on topics of current interest are scheduled along with sessions on traditional areas. We sincerely hope that this meeting will be a stimulating, interactive, productive, and enjoyable experience for you.

Prashant N. Bharadwaj
Academic Program Chairperson

Grover Norquist
President

Robert Lattimer
Chairman of the Board

Jeff Stewart, Robert C. Camp and Abbas J. Ali
Conference Chairpersons

Julie Moreland
Assistant Program Chair

Santhosh Gandhi
Jie Rong
Ashok Kumar V.P.
ASC Staff

Susan Brant
ASC Treasurer

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
Co-Sponsoring Organization:

Indiana University of Pennsylvania

TABLE OF CONTENTS

Page

Conference Objectives.....	ii
Tuesday's Schedule.....	1
Wednesday's Schedule.....	1
Thursday' Schedule.....	2
Friday's Schedule.....	6
Awards.....	10
ASC Publication Outlets.....	11

Featured Presentations and Sessions

TUESDAY

All Society Industry Presentation: *Joyce L. Gioia, CEO, The Herman Group*.....1

WEDNESDAY

Leadership Breakfast Tables: *Joyce L. Gioia, Stephen M.R. Covey, Mei Lin Fung, Kathy Wren & Tom Gray*1

All Society Industry Presentation: *Stephen M.R. Covey, Covey Link*.....1

ASC Advisory Council Press Conference: *Joyce L. Gioia, Stephen M.R. Covey & Mei Lin Fung*1

Leadership Luncheon Address: *Mei Lin Fung, Chief Innovation Officer, Customer Innovation and Excellence Center, OSU Economic Development Joint Venture*.....1

All Society Industry Presentation: *Joyce L. Gioia, CEO, The Herman Group*.....1

ASC Advisory Council & Board of Directors Joint Annual Meeting.....1

THURSDAY

Breakfast Buffet Address: *Bob Thomas, Electronics Industry Entrepreneur & Author*.....2

Photographic Exhibit: *Just Imagine...Selected Photographs* by Rodger Randle

ASC Advisory Council Mastery Catalyst Recognitions: *Dr. Rodger Randle, Sharon Gallagher*...5

Multi-Year Crosby Recognition Program: *Accumentrix & CIEI-OCU Joint Venture*.....5

Philip R. Crosby Medallion for Global Competitiveness: *Avaya*.....5

All Society Industry Presentation: *Accumentrix & CIEI-OSU*.....5

KPMG-Sponsored Reception.....6

Dinner & Multi-Year Crosby Recognition Program: *Azima and Greenfuels. 'Kick 'Em in the Ass' Business Case Studies*.....6

FRIDAY

ASC Business Meeting.....6

Photographic Exhibit: *Just Imagine...Selected Photographs* by Rodger Randle

KPMG Sponsored Media-Access Luncheon.....9

KPMG Advisory Council Mastery Mentor Recognitions: *John Q. Hammons and Robert L. Herbst*.....9

Multi-Year Crosby Recognition Program: *Perseco. 'Kick 'Em in the Ass' Business Case Study*.....9

Philip R. Crosby Medallion for Global Competitiveness: *HAVI*9

All Society Industry Collaborative Presentation: *HAVI & Perseco*.....9

Tuesday, November 6, 2007

Tuesday 2:15 p.m. – 4:45 p.m.

All-Society Industry Presentation:

Framing Human Capital: Demographic Shifts That will Affect Competitiveness in Global Markets

Speaker:

Joyce L. Gioia, CEO, The Herman Group

Wednesday, November 7, 2007

Wednesday 7:30 a.m. - 8:30 a.m.

Breakfast Buffet

Leadership Breakfast Tables:

The Lasting Value of Good Work: The Self-Healing Character of Global Collaboration

Joyce L. Gioia, Stephen M.R. Covey, Mei Lin Fung, Kathy Wren & Tom Gray

Wednesday 8:45 a.m. - 10:45 a.m.

All-Society Industry Presentation:

The Metrics of Trust: Speed and Global Competitiveness

Speaker:

Stephen M.R. Covey, CEO, CoveyLink

Wednesday 12:15 p.m. - 1:45 p.m.

Luncheon and Keynote Address

ON CALL 24/7: Collaboration and On-Demand Management in Customer Operation Centers

Mei Lin Fung, Chief Innovation Officer, Customer Innovation and Excellence Center, OSU Economic Development Joint Venture

Wednesday 2:15 p.m. - 5:15 p.m.

All-Society Industry Presentation:

Recruiting & Retaining or Captivating & Capturing? Discover the Advantages of Leading Your Global Capital Markets by Sourcing Human Talent

Speaker:

Joyce L. Gioia, CEO, The Herman Group

Wednesday 7:30 p.m. - 9:30 p.m.

ASC Board Meeting

Seville I

Focus, The Next Decade Starts Now

Thursday, November 8, 2007

Thursday 7:00 a.m. - 5:40 p.m.

On-site Conference Registration

Thursday 7:00 a.m. - 8:15 a.m.

Breakfast Buffet

Prefunction Seville

“The Fail-Proof Enterprise”

Bob Thomas, Electronics Industry
Entrepreneur & Author

Concurrent Sessions

Thursday 8:30 a.m. - 10:10 a.m.

Thursday 8:30 a.m. - 10:10 a.m.

Session 1: Mexico & Latin America
Seville I

Chairperson:
Jeff Stewart, JASA Corps

*The Competitive Environment of U.S. Firms:
The Social and Economic Context of
Business on the Mexican Border*

Ananda Mukherji & Jyotsna Mukherji
Texas A&M International University

I Have a Deal for You: Cross Border Crime

Blaise J. Bergiel, Nicholls State
University
Erich B. Bergiel, University of West
Georgia
Phillip W. Balsmeier, Centenary College
of Louisiana

*A Statistical Comparison of the Competitive
Teletendency Growth Rates in Latin-
American Countries*

Rolando Pena-Sanchez
Texas A&M International University

*What do Women Really Want: Real Beauty
or Hope in a Jar?*

Deirdre Bird & Helen Caldwell
Providence College

Discussants:

Carl Tong, Radford University (1,2)
David Wyld, Southeastern Louisiana
University (3,4)

Thursday 8:30 a.m. - 10:10 a.m.

**Session 2: Competitive & Strategic Issues
in Academia**

Seville II

Chairperson:
Joe Horton, University of Central Arkansas

*Comparative Strategic Positioning of Four
Academic Administration Models:
Bureaucracy, Technocracy, Meritocracy,
and Kakistocracy*

Kamal Dean Parhizgar, Texas A&M
International University
Suzan S. Parhizgar, Texas Tech
University Health Science Center

*The Question of Teaching Effectiveness for
the Sake of Survival and Competitiveness—
“The answer is not in the box, it’s in the
band.”*

Hamid Khan
Our Lady of the Lake University

*Strategy for Efficient Delivery of Higher
Education through Alliances*

Narendra K. Rustagi
Howard University

The Competitive Nature of Distance Learning Education: Technology and Dollars

Marjorie G. Adams, Morgan State University
Nile Khanfer, Nova Southeastern University
Natalie Campbell, The University of Louisiana at Monroe
Duane Jackson, Morgan State University

Discussants:

Thomas B. Christie, University of Texas at Arlington (1,2)
Madan Batra, Indiana University of Pennsylvania (3,4)

Thursday 8:30 a.m. - 10:10 a.m.

Session 3: Financial Performance, Insurance and Government

Seville III

Chairperson:

Robert Camp, Indiana University of Pennsylvania

Intellectual Capital and Financial Performance in Aerospace/Defense

G. Scott Erickson, Alka Bramhandkar & Ian Applebee
Ithaca College

Professional Indemnity Insurance Policy: A Need to Reform in Malaysia

Chan Wai Meng, NG Kok Thye & Lee Sai Leong
University of Malaya

Eminent Domain or Imminent Threat: Government and the Appropriation of Intellectual Properties

William M. Fitzpatrick & Samuel A. Dilullo
Villanova University

The Perceived Intervention Effect of the Nigerian Government 1972 Indigenization Decree on U.S Multinational Corporations: A Historical Perspective

Felix Abeson, Coppin State University
Michael A. Taku, Talladega College

Discussants:

Phillip W. Balsmeier, Centenary College of Louisiana (1,2)
Nadia Abgrab Noormohamed, Salve Regina University (3,4)

Concurrent Sessions

Thursday 10:20 a.m. - noon.

Thursday 10:20 a.m. - noon.

Session 4: Trade Issues

Seville I

Chairperson:

Phillip W. Balsmeier, Centenary College of Louisiana

Emerging Trade Patterns of Malaysia with China, US and Japan: A Comparative Analysis for Local Upgrading

Evelyn Devadason
University of Malaya

Impact of Trade Liberalization in South Asian Countries: Case of the Multi Fiber Arrangement

A. A. Farhad Chowdhury
Mississippi Valley State University

America's Regional and Bilateral Free Trade Agreement

Carl H. Tong, Radford University
Lee-Ing Tong, National Chiao Tung University

A Study of Financial Integration and Trade in the GCC Area

Gretta Saab
University of Balamand

Discussants:

William M. Fitzpatrick, Villanova University (1,2)
G. Scott Erickson, Ithaca College (3,4)

Thursday 10:20 a.m. - noon.

Session 5: Communication, Mass Media & Competitiveness

Seville II

Chairperson:

Madan Batra, Indiana University of Pennsylvania

Radio Australia: Remaining Competitive in a Changing Media Environment

Andrew M. Clark
The University of Texas at Arlington

The Role of Mass Media in Forming Direct-to Consumer Advertising Policy in the U.S. and EU

Thomas B. Christie & Tom Ingram
University of Texas at Arlington

Media Global Warming Coverage: Its Impact on Economic Growth and Competitiveness

John R. Fisher
Northwest Missouri State University

Faculty and Students Perceptions on Communication Channels for Competitive Tasks: Survey's Reliability

Rolando Pena-Sanchez
Texas A&M International University

Discussants:

Kamal Dean Parhizgar, Texas A&M International University (1,2)
Hamid Khan, Our Lady of the Lake University (3,4)

Thursday 10:20 a.m. - noon.

Session 6: Internet & Information Technology

Seville III

Chairperson:

Marjorie G. Adams, Morgan State University

What the Blogging Revolution Means for You and Your Company: A Look at the Corporate World of Web 2.0

David C. Wyld
Southeastern Louisiana University

The Ace in the Hole: How Smarter Chips-and Cards- can Enable Casino Management to Gain Insights into Player Behavior and Better Compete in Today's Increasing Crowded Entertainment Marketplace

David C. Wyld
Southeastern Louisiana University

Internet Adoption by Consumers in Thailand – Competing in a Globalized World

Wida Jaturavith, Alliant International University
Nadia Abgrab Noormohamed, Salve Regina University
Bijan Massrouf, Alliant International University

E-learning as a Strategic Differentiator for Customer Services: An Empirical Investigation.

Zong Dai and Amy Rummel
Alfred University

Discussant:
Narendra K. Rustagi, Howard University

Chairperson:
Carl Malinowski, Pace University

Thursday 12:15 p.m. – 3:45 p.m.

Communication Consultancy as Buffer in the Downsizing Environment
Bridgette L. Jolivet, Prairie View A&M University
Carla Johnson, Columbia Lloyds Insurance Co
Reginald L. Bell, Prairie View A&M University

Thursday 12:15 p.m. – 1:45 p.m.

LUNCH Madrid III

ASC Advisory Council Mastery Catalyst Recognition:

Individual Liberty and the Minimum Wage: An Economic and Ethical Analysis
Roby Butler, Lauren Maxwell & Joseph Horton
University of Central Arkansas

Roger Randle and Sharon Gallagher

Multi-Year Crosby Recognition Program:

Integrating Strategic Models of Labor Conflict: Strike Leverage and Pattern Bargaining

Accumentrix & CIEI-OCU Joint Venture.
Kick 'Em in the Ass Business Case Studies

Robert A. Page, Southern Connecticut State University
Edward Hernandez & Alfred Petrosky
California State University

Philip R. Crosby Medallion for Global Competitiveness:

Avaya

Rights of Foreign Workers in Malaysia: A Critical Discourse
Chan Wai Meng
University of Malaya

Thursday 2:00 p.m. – 3:45 p.m.

Seville I

All-Society Industry Presentation:

Discussants:
Jean-Michel Quentier, Ecole Supérieure de Commerce de Pau (1,2)
A. N. M. Waheeduzzaman, Texas A&M University-Corpus Christi (3,4)

Accumentrix, CIEI-OSU & AVAYA

Concurrent Sessions
Thursday 4:00 p.m. – 5:40 p.m.

Thursday 4:00 p.m. – 5:40 p.m.

Thursday 4:00 p.m. – 5:40 p.m.

Session 8: Globalization Challenges
Seville II

Session 7: Labor & Competitiveness
Seville I

Chairperson:
William M. Fitzpatrick, Villanova University

The Dark Side of International Business
Madan M. Batra
Indiana University of Pennsylvania

The Janus Face of Globalization: Some Strategies to Deal with the Negative
Rajaram Veliyath, Kamal Fatehi & Janet S. Adams
Kennesaw State University

Will the "Chinese Factor" Arouse World Economic Decline?
Danyang Xia & Xuelan Zhang
Zhongnan University of Economics and Law

Analysis of Unethical Side Effects of Monopsonies: Can Monopsonies Manipulate the Market Price for the Benefit of a Small Group of Buyers
Kamal Dean Parhizgar & Balaji Janamanchi
Texas A&M International University

Discussants:
Ananda Mukherji, Texas A&M International University (1,2)
Blaise J. Bergiel, Nicholls State University (3,4)

Thursday 5:45 p.m – 6:30 p.m.

Reception:

Sponsored by KPMG

Madrid Prefunction

Thursday 6:30 p.m. – 8:30 p.m.

Dinner

Madrid III

Multi-Year Crosby Recognition Program:

Azima and Greenfuels. *Kick 'Em in the Ass*
Business Recognitions and Case Study

Friday, November 9, 2007

Friday 7:00 a.m. – 3:00 p.m.

Breakfast Buffet

Friday 7:00 a.m. – 8:00 a.m.

Prefunction Seville

ASC Business Meeting

Friday 8:00 a.m. – 8:45 a.m.

Concurrent Sessions

Friday 9:00 a.m. – 10:30 a.m.

On-site Conference Registration

Friday 9:00 a.m. – 10:30 a.m.

Session 9: Diversity & Innovation

Seville I

Chairperson:

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

Using Bayesian Networks to Manage the Power of Learning, Knowledge and Innovation

Jean-Michel Quantier

Ecole Supérieure de Commerce de Pau

The Diversity, Organizational Communication, and Citizenship Imperatives for Public Sector Leadership

Mohamad G. Alkadry
West Virginia University

A Quick Look into the Status of Diversity in AACSB Accredited Business Schools

Gary L. Whaley, Norfolk State University
Shirley H. Tucker, Sam Houston State University
Moncef Belhadjali, Norfolk State University
Sami Abbasi, Norfolk State University

Competitive Analysis of Cultural Diversity and Multiculturalism in Colleges and Universities

Kamal Dean Parhizgar
Texas A&M International University

Discussant:

Suhail Abboushi, Duquesne University (1,2)
Carl Malinowski, Pace University (3,4)

Friday 9:00 a.m. – 10:30 a.m.

Session 10: Strategic Planning
Seville II

Chairperson:
Michael L. Pettus, Millikin University

On the Ethical Implications of the Relationship Between Types of Research Methodologies and Theories of Strategy Formation

Pedro Hurtado
Texas A&M International University

Insights for Effective Strategic Planning
Nikolai Wasilewski & Kurt Motamedi
Pepperdine University

Strategic Protection Factor: Insight into Balancing Knowledge Development and Protection

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

The Impact of Effective Strategic Planning and Leadership on Employee Satisfaction

Frank Duserick, Wilfred Huang & Zong Dai
Alfred University

Discussants:

Dinker Raval, Morgan State University (1,2)
Nancy Artz, University of Southern Maine (3,4)

Concurrent Sessions

Friday 10:45 a.m. – 12:15 p.m.

Friday 10:45 a.m. – 12:15 p.m.

Session 11: Value-Creation/Competitiveness

Seville I

Chairperson:

G. Scott Erickson, Ithaca College

Resource-Based Value Creation: Experiences from the U.S. Deregulated Trucking Industry

Michael L. Pettus & J. Mark Munoz
Millikin University

An Empirical Study of E-learning for Improving Value-Chain Activities

Zong Dai & Frank Duserick
Alfred University

Scheduling and Sequencing with Stock Cutting Considerations

Michael P. D'Itri, Dalton State College

Paul A. Rubin, Michigan State University

Non-Comparable Service Decisions: An Examination Noncustomers and Loyal Service Customers

Robert S. Heiser, Joanne Williams & Nancy Artz
University of Southern Maine

Discussants:

Joe Horton, University of Central Arkansas (1,2)
Kamal Fatehi, Kennesaw State University (3,4)

Friday 10:45 a.m. – 12:15 p.m.

Session 12: Marketing & Branding

Seville II

Chairperson:

Kamal Dean Parhizgar
Texas A&M International University

Application of the Relationship Paradigm to Social Marketing

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

A Holistic View of Internet Marketing

Louis Falk, University of Texas at Brownsville
Hy Sockel, Indiana University South Bend
Homer Warren, Youngstown State University

Differences in Marketing Ethics Attitudes between U.S. and Latin American

Undergraduates

Carl Malinowski & Karen A. Berger
Pace University

Consumption Convergence Among Developed and Emerging Markets

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

Discussants:

Nadia Abgrab Noormohamed, Salve Regina University (1,2)
Phillip W. Balsmeier, Centenary College of Louisiana (3,4)

Friday 10:45 a.m. – 12:15 p.m.

Session 13: Competitiveness

Seville III

Chairperson:

Ananda Mukherji, Texas A&M International University

Agriculture Subsidies: What Are They and Who Receives Them?

Suhail Abboushi
Duquesne University

Testing the Relationship of Law, Culture and Global Competitiveness: Validation and Extension of Terlaak's (2007) Institutional Classification of Social Initiatives

Paul G. Wilhelm, Kentucky State University
Timothy G. Wilhelm, Texas Tech

A Comparison of U.S. and Japan's FDI in China

Golpira Eshghi
Bentley College

The Consistency of IMC Strategy and Brand Equity: A Comparison

Monle Lee, Indiana University South Bend
Yi-Ching Hsieh, National Central University

Discussants:

Nikolai Wasilewski, Pepperdine University
(1,2)

Felix Abeson, Coppin State University (3,4)

Friday **12:15 p.m. – 1:45 p.m.**

Lunch

Madrid III

**KPMG Sponsored Media-Access
Luncheon**

**ASC Advisory Council Mastery Mentor
Recognition:**

John Q. Hammons and Robert L. Herbst

**Multi-Year Crosby Recognition
Program:**

Perseco. *'Kick 'Em in the Ass' Business
Case Study*

**Philip R. Crosby Medallion for Global
Competitiveness:**

HAVI

Friday **2:00 p.m. – 3:30 p.m.**

Seville I

**All Society Industry Collaborative
Presentation:**

HAVI & Perseco

AWARDS

Thursday 12:15 p.m. – 1:45 p.m.

Madrid III

ASC Advisory Council Mastery Catalyst Recognition:

Roger Randle and Sharon Gallagher

Multi-Year Crosby Recognition Program:

Accumentrix & CIEI-OCU Joint Venture. *Kick 'Em in the Ass Business Case Studies*

Philip R. Crosby Medallion for Global Competitiveness:

Avaya

Thursday 6:30 p.m. – 8:30 p.m.

Madrid III

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Friday 12:15 p.m. – 1:45 p.m.

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Perseco. *'Kick 'Em in the Ass' Business Case Study*

Philip R. Crosby Medallion for Global Competitiveness:

HAVI

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)*

Published By: Emerald Group Publishing Limited

An International Business Journal of the American Society for Competitiveness

A quality source for applied research on international competitiveness

3. *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

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

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