

2011 CONFERENCE

Global Competitiveness: New Challenges, New Strategies

Sharpen your edge

**THE AMERICAN SOCIETY
FOR COMPETITIVENESS**



CONFERENCE PROGRAM

October 27-29, 2011

Orlando, Florida

**American
Society for
Competitiveness**

&

**International
Society for
Competitiveness**

WELCOME

Welcome to the 22nd annual conference of the American Society for Competitiveness (ASC) on *Global Competitiveness: New Challenges, New Strategies*. 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. For more than two decades, ASC has been bringing together individuals from academe, industry and government.

We would like to extend our gratitude to Dean Robert Camp of IUP's Eberly College of Business and IT for his continued support to the ASC over the last two decades. We would like to acknowledge the support of the following Rollins College officials for this year's conference--President Lewis Duncan, Provost Carol Bresnahan, Dean Craig McAllaster (Crummer), Dean Debra Wellman (College of Professional Studies) and Crummer Coordinator Pam Clark.

As we do each year, the speakers and panelists at this conference have been carefully selected to help us better understand the factors affecting competitiveness at individual, firm, industry, national and regional levels by sharing their real-world experiences and latest research. We sincerely hope that this meeting will be a stimulating, interactive, productive, and enjoyable experience for each one of you.

Robert L. Lattimer (rlattime@rci.rutgers.edu.)
Chairman of the Board

Grover Norquist
President

Abbas J. Ali (aaali@iup.edu)

Robert C. Camp
Conference Chairpersons

Susan Brant
ASC Treasurer

Prashanth N. Bharadwaj (pnb@iup.edu)
Academic Program Chairperson

Marc Sardy
Conference Coordinator

Joanne Hamilton
Assistant Conference Coordinator

ASC Staff:
Holly Griffith
Kathie McCurdy

Graduate Assistants:
Silky Shah
Anastasia Arikidis

Conference Objectives:

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

Sponsoring Organizations:

Indiana University of Pennsylvania & Rollins College

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Wednesday, October 26, 2011

Wednesday 7:00 pm – 10:00 pm

DoubleTree Hotel

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

Thursday, October 27, 2011

Thursday 7:30 am – 5:00 pm

On-site Conference Registration

Thursday 7:30 am – 8:20 am

Continental Breakfast

Concurrent Sessions

Thursday 8:30 am – 10:00 am

Thursday 8:30 am – 10:00 am

**Session 1: E-Business and Broadening of
the Market Arena**

207

Chairperson: Kamal Fatehi, Kennesaw
State University

*Achieving Competitiveness Through
E-delivery Channels--Study of Banks in
India*

Justin Paul, Nagoya University of
Commerce & Business

Ruchi Trehan, Apeejay College of
Fine Arts

*Exporting Challenge in a Small Firm-
Ferro Industries*

Justin Paul, Nagoya University of
Commerce and Business

Parul Gupta, Army Institute of
Management & Technology

Shruti Gupta, Army Institute of
Management & Technology

Virtual Business Incubation: A Case Study
Zong Dai, Alfred University

Discussant: Paul G. Wilhelm, Kentucky
State University

Thursday 8:30 am – 10:00 am

**Session 2: Brand Loyalty and Marketing
Challenges**

208

Chairperson: Azad Ali, Indiana University
of Pennsylvania

*Desires of an Adopter's Heart: Which
Product Characteristics Influence Brand
Loyalty Among Different Types of
Adopters?*

Anurag Pant, Indiana University South
Bend

Hung-Chang Chiu, National Tsing Hua
University

Yi-Ching Hsieh, National Central
University

Yi-Fan Huang, National Chung Hsing
University

How Do Consumers Spend Online?

Ken Griffin, University of Central
Arkansas

Kaye McKinzie, University of Central
Arkansas

Pat Cantrell, University of Central
Arkansas

Ellen England, University of Central
Arkansas

*Attitudes Towards Western-Made
Products: A Study of College Consumers
in Jordan, Lebanon, and Dubai*

Raef Jiries Assaf, Argosy University
Nadia Abgrab Noormohamed, Salve
Regina University

Bijan Massrour, California Miramar
University

Discussant: Pedro S. Hurtado, Texas A&M
International University

Thursday 8:30 am – 10:00 am

Session 3: Managing Work-Life Interference

220

Chairperson: Deepak Kumar Subedi,
Marshall University

Nafta's Chapter 12 – The Dispute and Lessons

Suhail Abboushi, Duquesne University

How to Build a More Balanced and Sustainable U.S.-China Trade Relationship

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

Examining the Impact of Egypt-EU Free Trade Agreement on the Competitiveness of Egyptian Automotive Industry: An Empirical Study

Sayed Elsayed Elkhoully, Ain Shams University

Khaled M. Shedid, Bavarian Auto Group, BMW-Egypt

Discussant: Jyotsna Mukherji, Texas A&M International University

Concurrent Sessions

Thursday 10:15 am – 11:45 am

Thursday 10:15 am – 11:45 am

Session 4: The Rising Power of Emerging Economies

207

Chairperson: Deepak Kumar Subedi,
Marshall University

The Competitiveness of Puerto Rican SMEs From the Perspective of Porter's Diamond of Competitive Advantage

Edgar Soto-Rodríguez, Pontifical Catholic University of Puerto Rico

Competition: The Tipping Point of Power
Margaret A. Goralski, Quinnipiac University

A Proposal to Anchor the Monetary Policy of MENA Oil-exporting Countries by the Price of Oil

Gretta Saab, University of Balamand
Roula El-Daia, University of Balamand
Maya Ayoub, American University of Beirut

Discussant: Deirdre Bird, Providence College

Thursday 10:15 am – 11:45 am

Session 5: Creative Involvement and Competition

208

Chairperson: Jean Michel Quentier, ESC Bretagne Brest (Brittany School of Management)

From "Creative Destruction" to "Creative Construction"

Michael L. Pettus, Millikin University

U.S. Trade With North African Nations and its Impact on Economic Growth

Aysar Philip Sussan, Bethune-Cookman University

E. M. Ekanayake, Bethune-Cookman University

Analysis of Economic Order Quantity Under E-Commerce Paradigm

Balaji Janamanchi, Texas A&M International University

Discussant: Shahid Siddiqi, Long Island University

Thursday 10:15 am – 11:45 am

Session 6: Workforce Development and Performance

220

Chairperson: Omid Nodoushani, Southern Connecticut State University

Explorations and Implications of Performance Conditions for Managers and Human Resources Professionals

William H. Lauffer, Nova Southeastern University

Bahaudin G. Mujtaba, Nova Southeastern University

Stress, Task, and Relationship Orientations of Vietnamese: An Examination of Gender, Age and Government Work Experience in the Asian Culture

Lam D. Nguyen, Palm Beach State College

Bahaudin G. Mujtaba, Nova Southeastern University

Work Ethics and Orientations in Turkey

Abbas J. Ali, Indiana University of Pennsylvania

Mehmet Ferhat Özbek, Gumuşhane University

Krish Krishnan, Indiana University of Pennsylvania

Discussant: Zong Dai, Alfred University

Thursday 12:00 pm-1:20 pm

Bush Auditorium and Lobby

Luncheon & Keynote Address:

The Competitive Challenges of Expanding Globally

John D. Rogers, CFA, President and Chief Executive Officer, CFA Institute

Concurrent Sessions
Thursday 1:30 pm – 3:00 pm

Thursday 1:30 pm – 3:00 pm

Session 7: Fraud and Ethics in a Turbulent World

207

Chairperson: Jean Michel Quentier, ESC Bretagne Brest (Brittany School of Management)

Business Student Ethics: Perception vs. Behavior

Therese Maskulka, Kutztown University

G. Scott Erickson, Ithaca College

Using Social Media to Build Community

Kurt Komaromi, Ithaca College

G. Scott Erickson, Ithaca College

Bribing Your Way Into Trouble: Competitiveness, Criminality and the Foreign Corrupt Practices Act

William M. Fitzpatrick, Villanova University

Samuel A. Dilullo, Villanova University

Discussant: Hamid Khan, Our Lady of the Lake University

Thursday 1:30 pm – 3:00 pm

Session 8: Social Dynamism and Ethics

208

Chairperson: Suhail Abboushi, Duquesne University

Analyses of Ethical Intellectual Reasoning: Paradigm of Lotus Blossom Thinking

Kamal Dean Parhizgar, Texas A&M International University

Fuzhan F. Parhizgar, Texas Tech University School of Medicine

Suzan S. Parhizgar, North Texas
Osteopathic Medical College

*Privilege and Corruption: A Model for
Evaluating Challenges and Developing
Strategies for Global Competitiveness*

Drew L. Harris, Central Connecticut
State University

Teresa M. Twomey, Central
Connecticut State University

*Testing Hofstede's Three World Games
Hypothesis: Harnessing the Culture of
Evaluation to Fight Corruption*

Paul G. Wilhelm, Kentucky State
University

Timothy G. Wilhelm, Northern
Kentucky University

Discussant: Pedro S. Hurtado, Texas A&M
International University

Thursday 1:30 pm – 3:00 pm

**Session 9: Trade and Economic Growth
220**

Chairperson: Carl H. Tong, Radford
University

*Inability to Adapt: Some Observations and
Remedies for Managerial Failure*

Sami M. Abbasi, Norfolk State
University

Moncef Belhadjali, Norfolk State
University

Ken W. Hollman, Middle Tennessee
State University

*Understanding How Individuals Use
Boundary Management Tactics to Manage
Work-life Interference*

Linda Cannilla, Fairleigh Dickinson
University

Gwen E. Jones, Fairleigh Dickinson
University

*Online Dating Services – Chronology, and
Key Features Comparison With
Traditional Dating*

Azad Ali, Indiana University of
Pennsylvania

Kustim Wibowo, Indiana University of
Pennsylvania

Discussant: Kamal Fatehi, Kennesaw State
University

Concurrent Sessions

Thursday 3:15 pm – 4:45 pm

Thursday 3:15 pm – 4:45 pm

**Session 10: Emerging Economies and
Economic Power**

207

Chairperson: Joseph Horton, University of
Central Arkansas

*Determinants of Credit to the Private
Sector in Countries of the Arab League: Is
Economic Diversification Underway?*

Roula Al Daïa, University of Balamand
Gretta Saab, University of Balamand
Maya Ayoub, American University of
Beirut

*Advanced Economies Competitive
Advantage Under Threat: Are Emerging
Economies Catching Up or Forging
Ahead?*

Richard T. Mpoyi, Middle Tennessee
State University

*Taiwan Economy: What Does the Future
Hold?*

Monle Lee, Indiana University South
Bend

Jinshyang Roan, Soochow University

Discussant: P. M. Rao, Long Island
University

Thursday 3:15 pm – 4:45 pm

**Session 11: Nurturing Talent and
Enhancing Competitiveness**

208

Chairperson: Warren Norquist, Poloroid,
Inc (Retd.)

*Managing Generational Diversity in the
21st Century*

Stephen B. Knouse, University of
Louisiana at Lafayette

*Impact of Collaborative Leadership
Training on Negotiation Skill Development*

Richard A Grover, University of
Southern Maine
Dahlia Lynn, University of Southern
Maine

*Employee Satisfaction as a Competitive
Advantage: A Longitudinal Study*

Frank Duserick, Alfred University
Wilfred Huang, Alfred University

Discussant: Aysar Philip Sussan, Bethune-
Cookman University

Thursday 3:15 pm – 4:45 pm

**Session 12: Higher Education in an Era
of Shrinking Resources**

220

Chairperson: William Fitzpatrick,
Villanova University

*What Are College Students' Perceptions
About Campus Safety?*

Valerie James Jones, Self
Eugene Thomas, Jr, Self
Charles Chekwa, Troy University

*A Return to Programming – Teaching a
First Programming Course for Senior
Level IT Students*

Azad Ali, Indiana University of
Pennsylvania

*Utilizing Social Media and Networking for
Accurate Contact Management*

Joanne Hamilton, Rollins College

Discussant: A. N. M. Waheeduzzaman,
Texas A&M University

Thursday 5:00 pm – 6:00 pm

220

All Academy Session: Leadership
through Education and Experience

Moderator:

Larry Bridwell, Pace University

Speakers:

Prashanth Bharadwaj, Indiana University
of Pennsylvania
Margaret Goralski, Quinnipiac University
Shahid Siddiqui, Long Island University
Ahmad Tootoonchi, Frostburg State
University

Panelists:

Marjorie Adams, Morgan State University
Louis Falk, University of Texas at
Brownsville

Thursday 6:15 pm – 7:45 pm

Delaney Room, Doubletree Hotel

President's Reception

Sponsored by:

Warren Norquist, Polaroid Inc (Retd.)

Friday, October 28, 2011

Friday 7:30 am – 8:30 am

Continental Breakfast

Concurrent Sessions

Friday 8:30 am – 10:00 am

Friday 8:30 am – 10:00 am

Session 13: Sustainability and Growth
207

Chairperson: Aysar Philip Sussan,
Bethune-Cookman University

Consumer Social Responsibility – The True Corporate Social Responsibility
Larry Bridwell, Pace University
Edward Morrison, Pace University

Corporate Social Responsibility and Competitiveness in the Restaurant Industry in Guadalajara
Jose Sanchez-Gutierrez, University of Guadalajara
Adair Gutierrez-Govea, University of Guadalajara
Edgar Garcia-Jimenez, University of Guadalajara
Juan Gaytan-Cortes, University of Guadalajara

Corporate Social Responsibility and Job Creation
Deepak Kumar Subedi, Marshall University

Discussant: Suhail Abboushi, Duquesne University

Friday 8:30 am – 10:00 am

Session 14: Competitiveness and Economic Trends

222

Chairperson: A. N. M. Waheeduzzaman,
Texas A&M University

Comparative Validation of the Prosperity and Economic Freedom Indices: Implications for Tax Policy and Government Spending
Paul G. Wilhelm, Kentucky State University
Jana P. Wilhelm, Sullivan University and Bluegrass Community and Technical College

An Unbiased Estimate of Present American Competitiveness from Deontological and Teleological Perspectives of Utilitarianism
Hamid Khan, Our Lady of the Lake University

Quality Management in India: A Dichotomy
Ramesh G. Soni, Indiana University of Pennsylvania

Discussant: Joseph Horton, University of Central Arkansas

Friday 8:30 am – 10:00 am

Session 15: Personal Morality and Collaboration

220

Chairperson: Shakil Rahman, Frostburg State University

Comparative Analysis of Personal Moral and Professional Ethical Commitments in Universities
Kamal Dean Parhizgar, Texas A&M International University

Role of Collaboration in Higher Education in Business

Linda Jane Coleman, Salem State University

Jayanti Bandyopadhyay, Salem State University

Differences in Marketing Ethics Attitudes Between U.S. and Western European Undergraduates

Carl Malinowski, Pace University

Discussant: Ananda Mukherji, Texas A&M International University

Concurrent Sessions

Friday 10:15 am – 11:45 am

Friday 10:15 am – 11:45 am

Session 16: Competitiveness and Social Networking

207

Chairperson: Jyotsna Mukherji, Texas A&M International University

Can Social Networking Improve Competitiveness?

Chunke Su, University of Texas at Arlington

Innovation and Technology as a Factor of Competitiveness of the Countries: A Multidimensional and Multivariate Analysis

José César Lenin Navarro Chávez, Universidad Michoacana de San Nicolás de Hidalgo

M.C. América Ivonne Zamora Torres, Universidad Michoacana de San Nicolás de Hidalgo

M.C. Odette Delfin Ortega, Universidad Michoacana de San Nicolás de Hidalgo

Motivations for Fannie Mae and Freddie Mac's Role in the 2004 to 2008 Housing Bubble: An Alternative View

Michael P. D'Itri, Dalton State College

Discussant: Jean Michel Quentier, ESC Bretagne Brest (Brittany School of Management)

Friday 10:15 am – 11:45 am

Session 17: Innovation and Performance
222

Chairperson: Ramdas Chandra, Nova Southeastern University

Family Businesses as a Source of Competitiveness: The Case of Puerto Rico

Luz L. Vega-Rosado, Inter American University of Puerto Rico at San Germán

Managerial Accounting Integration Through Collaborative Teaching for an International Strategic Plan in the Hospitality Industry

Jayanti Bandyopadhyay, Salem State University

Linda Hall, State University of New York at Fredonia

Competitiveness, Social Networking and International Culture Variables as Predictors of Capacity for Innovation: An Empirical Test

Paul G. Wilhelm, Kentucky State University

Jana Price Wilhelm, Sullivan University and Bluegrass Community and Technical College

Discussant: William M. Fitzpatrick, Villanova University

Friday 10:15 am – 11:45 am

Session 18: Sustaining Competitive Advantage

220

Chairperson: Carl H. Tong, Radford University

Examining the Critical Success Factors of Egyptian Manufacturing Firms

Sayed Elsayed Elkhoully, Ain Shams University

Salah El Din Ismail, Helwan University

Gharib Husien, Helwan University

Sarah El Sayed El Shazely, Helwan University

Business in Appalachia: What Skills Are Needed for Competitive Advantage

Michael Monahan, Frostburg State University

Shakil Rahman, Frostburg State University

Ahmad Tootoonchi, Frostburg State University

Measuring Innovation: Clusters and Competitiveness in Jalisco, Mexico

Juan Mejía Trejo, Universidad de Guadalajara

José Sánchez Gutiérrez, Universidad de Guadalajara

Gabriel Fregoso Jasso, Universidad de Guadalajara

Discussant: Aysar Philip Sussan, Bethune-Cookman University

Friday 12:00 pm – 1:20 pm

Bush Auditorium and Lobby

Luncheon & Keynote Address:

Sustainability, Collaboration: The Next Competitiveness

Ann Lee-Jeffs, Senior Director Worldwide, Johnson & Johnson

Emerald Best Paper Award Ceremony

Friday 1:30 pm – 2:45 pm

222

All Society Session

Facing Challenges in Turbulent Times

Moderator:

Warren Norquist, Poloroid, Inc (Retd.)

Regulating the Financial Sector!

Robert C. Camp, Indiana University of Pennsylvania

Is It Possible to Have a Universal Sustainability System?

Robert L. Lattimer, Rutgers University

Engaging the Public, Investing in the Future

Abbas J. Ali, Indiana University of Pennsylvania

Corporations and Change

Ananda Mukherji, Texas A&M International University

Commentator:

Shahid Siddiqi, Long Island University

Concurrent Sessions

Friday 3:00 pm – 4:15 pm

Friday 3:00 pm – 4:15 pm

Session 19: Market Collaboration and Competitiveness

207

Chairperson: Jose Sanchez-Gutierrez,
University of Guadalajara

*Access – Ontario: A Public Private Sector
Technology Strategic Initiative*

Frank Duserick, Alfred University
Geoffrey Astles, Ontario County, New
York

Ed Hemminger, Ontario County, New
York

Mike Malinowski, Ontario County,
New York

Brennan Canty, Alfred University
Brandon Parrish, Alfred University
Shannon Mather, Alfred University

*Strategic Model of International
Competitiveness of Clusters Avocado
Exports from Michoacan's State, Mexico
to USA*

Joel Bonales Valencia, Universidad
Michoacana de San Nicolás de
Hidalgo

M.C. Odette Virginia Delfin Ortega,
Universidad Michoacana de San
Nicolás de Hidalgo

*International Competitiveness of Agro-
industrial Products of the State of
Michoacan*

M.C. Odette Virginia Delfin Ortega,
Universidad Michoacana de San
Nicolás de Hidalgo

Joel Bonales Valencia, Universidad
Michoacana de San Nicolás de
Hidalgo

Discussant: Zong Dai, Alfred University

Friday 3:00 pm – 4:15 pm

**Session 20: Quantitative Models/
Internationalization**

222

Chairperson: Shakil Rahman, Frostburg
State University

*Analysis of Leveraging Laredo' Strategic
Location on Texas–Mexico Border:
A Logistic Perspective*

Balaji Janamanchi, Texas A&M
International University

How Internationalized Are You?

Kamal Fatehi, Kennesaw State
University

Gulnara Demeuova, University of
International Business Almaty

*Prandtl-Ishlinskii Hysteresis Nonlinear
Model for Characterizing Unemployment
Rate: Preliminary Results*

Saeb Farhan Al Ganideh, Al Zaytoonah
University of Jordan

Discussant: Ramesh G. Soni, Indiana
University of Pennsylvania

Friday 3:00 pm – 4:15 pm

**Session 21: Internationalization
Challenges**

220

Chairperson: Hamid Khan, Our Lady of
the Lake University

*The Influence of Global Mindset in
Today's Competitive Environment*

Aysar Philip Sussan, Bethune-
Cookman University

*Interdisciplinary Education for Global
Strategy*

Jayanti Bandyopadhyay, Salem State
University

Linda Coleman, Salem State University

Scott DeWolfe, Salem State University

Progress Report on Harmonizing International Qualifications of Accountants and Steps Toward Reciprocity

Linda A. Hall, State University of New York at Fredonia
Jayanti Bandyopadhyay, Salem State University

Discussant: Azad Ali, Indiana University of Pennsylvania

Concurrent Sessions

Friday 4:30 pm – 5:45 pm

Friday 4:30 pm – 5:45 pm

Feature Session: Child Labor in an Age of Outsourcing **222**

Chairperson: Omid Nodoushani, Southern Connecticut State University

Panelists:

Omid Nodoushani, Southern Connecticut State University

Abbas Ali, Indiana University of Pennsylvania

Larry Bridwell, Pace University

Deborah Savage, Southern Connecticut State University

Shahid Siddiqi, Long Island University

Saturday, October 29, 2011

Saturday 7:30 am – 8:00 am

Continental Breakfast

Saturday 8:00 am – 9:00 am

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ASC Business Meeting

Concurrent Sessions

Saturday 9:15 am – 10:30 am

Saturday 9:15 am – 10:30 am

Session 22: Financial Sector: Source of Economic Malaise or Growth?

107

Chairperson: Kamal Dean Parhizgar, Texas A&M International University

The Merger of Bank of Tokyo Mitsubishi and UFJ Bank

Justin Paul, Nagoya University of Commerce and Business

Yasiru Vikrama, Nagoya University of Commerce and Business

Foreign Exchange Reserves Management in the South East Asian Countries

Min B. Shrestha, The South East Asian Central Banks Research and Training Centre, Nepal Rastra Bank
Theresia A. Wansi, Marymount University

The Strategy of De-Internationalization of the SMES of the Footwear in the Area Metropolitana De Guadalajara

Paola N. Velázquez-Razo, MNEE

José G. Vargas-Hernández, University of Guadalajara

Discussant: Carl H. Tong, Radford University

Saturday 9:15 am – 10:30 am

Session 23: Sustainability, the Next Industrial Imperative

108

Chairperson: Pedro S. Hurtado, Texas A&M International University

Understanding Hispanic Environmental Attitudes and Recycling Behaviors

Jyotsna Mukherji, Texas A&M International University
Ananda Mukherji, Texas A&M International University
Robert D. Evans, Texas A&M International University

Sustainability and Competitive Advantage: An Empirical Study of Value Creation

Neeraj J. Gupta, Elon University
Christina C. Benson, Elon University

Analysis of Fraud in the Medicare System and the Patient Protection and Affordable-care Act

Kamal Dean Parhizgar, Texas A&M International University
Suzan S. Parhizgar, North Texas University College of Osteopathic Medicine

Discussant: P. M. Rao, Long Island University

Saturday 9:15 am – 10:30 am

Session 24: Changing Marketplace Expectations

318

Chairperson: Zong Dai, Alfred University

Consumer Perception of Luxury Fragrance Brand Advertising: Measuring the Relative Impact of Brand and Sub-brand

Mark DeFanti, Providence College
Deirdre Bird, Providence College
Helen Caldwell, Providence College

The Impact of Small Firms' Characteristics on the Requirements of Integrated Logistics With Large Firms

Sayed M. Elsayed Elkhoully, Ain Shams University
Ola Mamdouh Mahmoud Hamdy, The British University in Egypt

The Influence of Demographics on Consumer Ethnocentrism: A Jordanian Consumers' Perspective Following the Arab Democratization Movements

Saeb Farhan Al Ganideh, Al Zaytoonah University of Jordan

Discussant: Suhail Abboushi, Duquesne University

Concurrent Sessions

Saturday 10:45 – 12:00 noon

Saturday 10:45 – 12:00 noon

Session 25: Imagining the Future in the Age of Digital Technology

107

Chairperson: Carl H. Tong, Radford University

E-Print, E-Reader Market in the Digital Age: A Strategic Perspective

Omid Nodoushani, Southern Connecticut State University
Patricia Nodoushani, University of Hartford
Chulguen Yang, Southern Connecticut State University

Data Degradation: Who's Mining the Warehouse?

Louis K. Falk, University of Texas
Hy Sockel, DIKW Management Group
Kuanchin Chen, Western Michigan University

The Internationalization of R&D in the Services Sector

P. M. Rao, Long Island University
Ramdas Chandra, Nova Southeastern University

Discussant: Hamid Khan, Our Lady of the Lake University

Saturday 10:45 – 12:00 noon

Session 26: Emerging Economies and the Challenge of Rapid Growth

108

Chairperson: Aysar Philip Sussan,
Bethune-Cookman University

The Formulation and Management of the Current Brazilian Industrial Policy

Carlos Arruda – Fundação Dom Cabral (FDC)

Arthur Kux – Fundação Dom Cabral (FDC)

Marina Araújo – Federal University of Minas Gerais (UFMG) and

Fundação

Dom Cabral (FDC)

Emerging Markets Trade: An Empirical Inquiry

A.N. M. Waheeduzzaman, Texas A&M University

Engineering Soft Skills: A Comparative Study Between the GCC Area Demands and the ABET Requirements

Hala Khayr Yaacoub, University of Balamand, Lebanon

Farah Hussieni, University of Balamand, Lebanon

Ziad Choueiki, University of Balamand, Lebanon

Discussant: Sayed M. Elsayed Elkhoully,
Ain Shams University

Saturday 10:45 – 12:00 noon

Session 27: Emerging Issues in the Marketplace

318

Chairperson: Deirdre Bird, Providence College

Central America Maquiladoras and Their Impact on Economic Growth & Employment

Jose G. Vargas-Hernandez,
Universidad de Guadalajara

Managing Participation and Ownership

Sarah Stookey, Central Connecticut State University

Social-Economic Model for Effective Organizational Management in the Post-Information Age

Anastasia Vylegzhanina, Indiana University of Pennsylvania

Discussant: Joseph Horton, University of Central Arkansas

Saturday 10:45 – 12:00 noon

222

Session 28: Mapping Human Resource Challenges

Chairperson: Paul Wilhelm, Kentucky State University

Can Self-employment Start-ups Solve the Unemployment Problem in Europe? An Empirical Analysis of German Micro Data

Jean-Michel Quantier, ESC Bretagne Brest (Brittany Business School)

A Comparative Historical/Methodological Analysis of Two Studies About the Manager's Job.

Pedro S Hurtado, Texas A&M International University

Ananda Mukherji, Texas A&M International University

Jyotsna Mukherji, Texas A&M International University

How Helpful to Investors is the Advice Found in the Financial Press?

Craig R. Erwin, Eastern Connecticut State University

Discussant: Kamal Dean Parhizgar, Texas A&M International University

ACADEMIC AWARDS

Emerald Best Paper Awards

Friday 12:00pm – 1:20 pm

Bush Auditorium and Lobby

Best Conceptual Paper Award

Saturday 09:15 am – 10:30 am *107*

Foreign Exchange Reserves Management in the South East Asian Countries
Min B. Shrestha, The South East Asian Central Banks Research and
Training Centre, Nepal Rastra Bank
Theresia A. Wansi, Marymount University

Best Empirical Paper Award

Friday 8:30 am – 10:00 am *222*

*Comparative Validation of the Prosperity and Economic Freedom Indices: Implications for
Tax Policy and Government Spending*
Paul G. Wilhelm, Kentucky State University
Jana P. Wilhelm, Sullivan University and Bluegrass Community and Technical College

ASC Best Paper Award

Friday 03:00 pm – 04:15 pm *220*

Interdisciplinary Education for Global Strategy
Jayanti Bandyopadhyay, Salem State University
Linda Coleman, Salem State University
Scott DeWolfe, Salem State University

**American Society for Competitiveness
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Suhail Abboushi	Duquesne University
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