

2013 CONFERENCE

From Policy to Prosperity

Sharpen your edge

**THE AMERICAN SOCIETY
FOR COMPETITIVENESS**



CONFERENCE PROGRAM

November 7-9, 2013

Pittsburgh, PA

**American
Society for
Competitiveness**

&

**International
Society for
Competitiveness**

WELCOME

Dear American Society of Competitiveness Colleagues:

I'd like to personally welcome each of you to Pittsburgh, PA and the American Society of Competitiveness (ASC) 24th Annual Conference. It is an exciting time for ASC as we continue to grow and adapt to improving competitiveness at the individual, firm, industry, country and regional levels. Our organization is not unique, just like yours, we are confronting a time of many changes and we are meeting these changes during a time of larger nationwide and global uncertainty. The world of competitiveness is an interesting area in which to study and work; and we'll continue to meet and bring inspired people together in forums like this, to ensure ASC remains at the cutting edge.

Pittsburgh with a population of over 2.6 million is the 20th largest city in the U.S. She is known as both the "Steel City" for its more than 300 related businesses and "The City of Bridges" for its world record of 446 bridges. Legendary for its steel, Pittsburgh also led innovations and industries in aluminum, glass, shipbuilding, petroleum, foods, appliances, sports, transport, computing, retail, auto and electronics.

I'd like to give you an idea of what you can expect and what we hope to achieve over the next few days. Our theme this year is "Global Competition: From Policy to Prosperity." On Thursday, Kennametal a Latrobe, PA headquartered firm, will receive an award for competitiveness. On Friday, Dennis Yablonsky, the former secretary of the Pennsylvania Department of Community and Economic Development will be the featured lunch speaker; along with presentations of over 100 papers.

In closing, I thank each of you for attending our conference and bringing your expertise to Pittsburgh. You, as leaders in competitiveness have the vision, knowledge, wherewithal and experience to continue to help ASC pave our way into the future. We could not accomplish what we do without your support.

Many thanks to all of you.

Jim Skesavage
Chairman of the Board, ASC

Conference Objectives:

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

Sponsoring Organization:

Indiana University of Pennsylvania

ABOUT THE AMERICAN SOCIETY FOR COMPETITIVENESS (ASC)

The objectives of the ASC are to foster education and knowledge in subjects related to competitiveness by: a) facilitating exchange of information and ideas among educators, policy makers, and business people; and b) encouraging and assisting research activities which advance knowledge of competitiveness practices and increase the available body of teaching and practice materials. The Society seeks to serve the needs of entrepreneurial scholars and intellectual managers. Specifically, through its conferences and publications, the society intends to effectively serve the needs of academicians interested in the practical application of organizational theory and practicing managers interested in the intellectual development of the discipline.

Membership information can be found at www.eberly.iup.edu/asc

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Wednesday, November 6, 2013

Wednesday 7:00 pm – 9:30 pm

Harrisburg

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

Thursday, November 7, 2013

Thursday 7:30 am – 5:00 pm

On-site Conference Registration

Thursday 7:30 am – 8:00 am

Philadelphia

Continental Breakfast

Concurrent Sessions

Thursday 8:00 am – 9:10 am

Thursday 8:00 am – 9:10 am

**Session 1: The Nature of the Firm and
Competition**

Latrobe 1

Chairperson: Jose Sanchez-Gutierrez,
University of Guadalajara

*The Impact of Environmental Variables and
Firm Strategies on the Performance of
Entrepreneurial Firms*

Ananda Mukherji, Texas A&M
International University

Jyotsna Mukherji, Texas A&M
International University

Pedro S. Hurtado, Texas A&M
International University

*Access–Ontario: Technology as Strategic
Initiative in Public Sector*

Frank Duserick, Alfred University

Mark Lewis, Alfred University

Mike Manikowski, Ontario County,
New York

Brennan Canty, Alfred University

Brandon Parrish, Alfred University

Shannon Mather, Alfred University

*A Dynamic Capabilities View of Firm
Growth*

Michael L. Pettus, Millikin University

Discussant: Paul Wilhelm, Kentucky State
University

Thursday 8:00 am – 9:10 am

**Session 2: New Challenges in
Sustainability Trends**

Latrobe 2

Chairperson: Ibrahim Affaneh, Indiana
University of Pennsylvania

*Global Compact: Making Business
Decisions with Care*

John C. Cameron, The Pennsylvania
State University

Higher Education in the Year 2025

Narendra K. Rustagi, Howard
University

Harish Gautam, Doaba College

*Innovation Ecosystem, Sustainability, and
Internationalization: Examples from the
Brazilian Emerging Market Context*

Ana Cristina O. Siqueira, Duquesne
University

Discussant: Frank Flanegin, Robert Morris
University

Thursday 8:00 am – 9:10 am

Session 3: Ethics and Service Quality

Harrisburg/Lancaster

Chairperson: Nadia Abgrab Noormohamed,
Salve Regina University

Higher Education and National Competitiveness
A.N.M. Waheeduzzaman, Texas A&M University

Removing Toxins from Consumer Products: The Ethical and Financial Rationales for a Proactive Approach
Meredith Bollheimer, Mercyhurst University

Dunning's Investment Development Path for Countries of the MENA Region
Roula Al Daïa, University of Balamand
Gretta Saab, University of Balamand

Discussant: Nadia Abgrab Noormohamed, Salve Regina University

Concurrent Sessions

Thursday 9:20 am – 10:30 am

Thursday 9:20 am – 10:30 am

Session 4: Entrepreneurs and National Competitiveness

Latrobe 1

Chairperson: Gretta Saab, University of Balamand

The Institutional Context of Corporate Governance Structure that Generates Collaborative Practices and Distinctive Competencies in Human Resources: A Study of Mexico and Colombia

Jorge Pelayo-Maciél, University of Guadalajara

Jose Sánchez-Gutiérrez, University of Guadalajara

Comparing Entrepreneurial Attitudes: Theory & Evidence from a Cross-Country Study in Asia

Justin Paul, University of Puerto Rico
Archana Shrivastava, Velloor Institute of Technology

A Causal Model of the Entrepreneurial Intentions of College Students
Robert J. Trebar, Lake Erie College

Discussant: Joe Horton, University of Central Arkansas

Thursday 9:20 am – 10:30 am

Session 5: Human Resource Challenges in a Dynamic World

Latrobe 2

Chairperson: William M. Fitzpatrick, Villanova University

The Impact of Meetings on Productivity among Employees of Engineering Business Units within a Telecommunication Mobile Operator in Egypt

Sayed M. Elsayed ElKhouly, Ain Shams University

Mohamed Mahmoud Seif Eldin, Etisalat Misr

How Marijuana Legislation Can Affect Human Resource Policies in the Private Sector

Amie Pastore, Saint Francis University
Jonna Contacos-Sawyer, Saint Francis University

Brennan Thomas, Saint Francis University

Whistleblower Protection: Fact or Fiction?

David A. Goodof, Salem State University

Jayanti Bandyopadhyay, Salem State University

Paul F. McGee, Salem State University

Discussant: Michael Kosicek, Indiana University of Pennsylvania

Thursday 9:20 am – 10:30 am

Session 6: Distance Learning and Strategies for Quality Education

Harrisburg/Lancaster

Chairperson: Robert Lattimer, Rutgers University

Distance Education: Challenges and Opportunities

Aysar Philip Sussan, Bethune-Cookman University

Anthony Recascino, University of Central Florida

Stress among College Students and Its Implication on Their Satisfaction with Higher Education Services

Jungki Lee, Korea University at Sejong
Sunghyun Jang, Korea University at Sejong

How Gamification Rewards College-Aged Consumer Loyalty: One Click at a Time

Taylor Tegtmeier, Salve Regina University

Stephanie Neofotistos, Salve Regina University

Nadia Abgrab Noormohamed, Salve Regina University

Discussant: Carl H. Tong, Radford University

Thursday 10:45 am-12:00 pm
Harrisburg/Lancaster

All Society Session: The Paradox of Higher Education: How Online Teaching/ Learning is Changing the Competitive Landscape for Colleges and Universities

Moderator: Robert Lattimer, Rutgers University

Panelists: Ananda Mukherji, Texas A&M International University
Robert Camp, Indiana University of Pennsylvania

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

Thursday 10:45 am-12:00 pm

Special Session for Students: Leadership for Competitive Advantage

Latrobe 1

Moderator: Prashanth Bharadwaj, Indiana University of Pennsylvania

Commentator:

James S. Skesavage, Jr. - Atlanta Capital

Dimitris Kraniou, Point Park University

Thursday 12:05 pm-1:15 pm

Harrisburg/Lancaster

Luncheon & Keynote Address: Contributions to Global Competitiveness in Manufacturing

John Jacko, Jr., VP and Chief Marketing Officer, Kennametal, Inc.

Thursday 1:30 pm-2:45 pm

Harrisburg/Lancaster

All Society Session: Pittsburgh Manufacturing Sector: Contributions to U.S. Competitiveness

Moderator: Dean McFarlin, Dean, Palumbo-Donahue School of Business, Duquesne University

Panelists: Ilana Diamond, Director, Innovation Works' AlphaLab Gear
John Jacko, Jr., VP and Chief Marketing Officer, Kennametal, Inc.
Rod Heiple, Director, Alcoa Technical Center
Greg Babe, President and CEO, Liquid X Printed Metal; former President and Chief Executive Officer of Bayer Corporation

Concurrent Sessions

Thursday 2:50 pm – 4:00 pm

Thursday 2:50 pm – 4:00 pm

Session 7: Corruption and Moral Responsibility

Latrobe 1

Chairperson: Nadia Abgrab
Noormohamed, Salve Regina
University

Today's Fraud Levels, Have They Gone Wild? The Need for Forensic Accounting
Archish Maharaja, Point Park University
Dawn Parasolick, Point Park University

Work Ethics in Monotheistic Regions: A Critical Analysis

Abbas J. Ali, Indiana University of
Pennsylvania
Amanda Gordon, Pennsylvania Public
Utility Commission

*Spirituality, materialism and RIASEC:
Integrating Ethical and Economic Values in
Management*

Paul G. Wilhelm, Kentucky State
University
Jana P. Wilhelm, University of
Kentucky

Discussant: Moncef Belhadjali, Norfolk
State University

Thursday 2:50 pm – 4:00 pm

Session 8: Corporate Strategy and Performance

Latrobe 2

Chairperson: Mahmoud M. Yasin, East
Tennessee State University

*Benefits Strategies for Attracting and
Retaining Employees*

Marian Bender, Saint Francis University
Jonna Contacos-Sawyer, Saint Francis
University
Brennan Thomas, Saint Francis
University

Dark Energy for the Creation of the Firm
Zong Dai, Alfred University

*China and the United States: Conflict or
Cooperation?*

Joseph Horton, University of Central
Arkansas
Lauren Maxwell, University of Central
Arkansas

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

Thursday 2:50 pm – 4:00 pm

Session 9: Marketing Strategy and Performance

Harrisburg/Lancaster

Chairperson: Narendra K. Rustagi,
Howard University

*Marketing and Competitive Advantage in
Energy Resources*

R. Deana Kassira, Bethune-Cookman
University
Aysar Philip Sussan, Bethune-
Cookman University

*Is Marketing Influencing the Otaku
Subculture? A First Step to Developing a
Model*

Juan Antonio Vargas-Barraza,
University of Guadalajara
Juan Gaytan-Cortez, University of
Guadalajara
Iris Cecilia Gutierrez-Zepeda,
University of Guadalajara

Strategic Communication for Customer Acquisition in Jordan: Converting Consumers into Customers

Islam A. Azzam, Yarmouk University

Discussant: Frank Duserick, Alfred University

Concurrent Sessions

Thursday 4:20 pm – 5:30 pm

Thursday 4:20 pm – 5:30 pm

Session 10: Competitive Position and Financial Practices

Latrobe 1

Chairperson: Timothy L. Wilson, Umeå University

The Impact of the Federal Debt on the Economy and Suggested Solutions to the Problem

Cyril Alapatt, Southern Connecticut State University
Omid Nodoushani, Southern Connecticut State University

The Most Competitive Business Sectors among the 2012 Top 500 U.S.A Companies

Rolando Pena-Sanchez, Texas A&M International University

Financial Sustainability; A Necessary Condition for Competitiveness

Frank Flanegin, Robert Morris University
Dennis Rudd, Robert Morris University
Jinshyang Roan, Soochow University

Discussant: Ibrahim Affaneh, Indiana University of Pennsylvania

Thursday 4:20 pm – 5:30 pm

Session 11: Emerging Economics and Economic Renewal

Latrobe 2

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

Examining the Relationship between Cultural Intelligence and Conflict Resolution Styles in the Industrial Sector in Egypt

Sayed M. Elsayed ElKhouly, Ain Shams University
Mohamed Gamal Amer, Asec Automation

Leadership and Value Creation on Innovation: The Case of Software Developer Sector in Guadalajara, México

Juan Mejia-Trejo, University of Guadalajara
Jose Sanchez-Gutierrez, University of Guadalajara
Manuel Ortiz-Barrera, University of Guadalajara

Leader's Academic/Experiential Exposure and Their Quality Focus

Michael Kosicek, Indiana University of Pennsylvania
Ramesh Soni, Indiana University of Pennsylvania
Richard Sandbothe, Indiana University of Pennsylvania

Does Foreign Aid Promote Foreign Direct Investment in the Middle East and North Africa?

Roula Al Daïa, University of Balamand
Gretta Saab, University of Balamand

Discussant: Joe Horton, University of Central Arkansas

Thursday 4:20 pm – 5:30 pm

Session 12: Trade and Economic Development

Harrisburg/Lancaster

Chairperson: Omid Nodoushani, Southern Connecticut State University

*International Trade Secret Protection:
Global Issues and Responses*

William M. Fitzpatrick, Villanova
University

Samuel A. DiLullo, Villanova
University

*Neo-Mercantilism in an Age of Austerity:
Thought on the Global Economic Pathology*

Dimitris J. Kranio, Point Park
University

*Capital Structure in Trade of Mexico: Main
Factors Influencing Debt Inclusion*

Juan Gaytan-Cortes, University of
Guadalajara

Gonzalo Maldonado-Guzman,
University Autonomus of
Aguascalientes

Joel Bonales-Valencia, University
Michoacana San Nicolás de
Hidalgo

Discussant: Carl Malinowski, Pace
University

Thursday 5:30 pm-6:30 pm

**All Society Discussion on ASC Vision,
Strategy and Future Direction**

Harrisburg/Lancaster

Thursday 6:30 pm – 7:30 pm

President's Reception

Philadelphia

Friday, November 8, 2013

Friday 7:30 am-8:00 am

Continental Breakfast

Philadelphia

Concurrent Sessions

Friday 8:00 am – 9:10 am

Friday 8:00 am – 9:10 am

Session 13: Industry Competitiveness

Latrobe 1

Chairperson: Suhail Abboushi, Duquesne
University

*Business Strategy in Mexican Beer
Industry: A Case Applying Game Theory*

José G. Vargas-Hernández,
University of Guadalajara

Intelligent Agents in Healthcare

Kim Hesgard, Upper Iowa University
Evelyn Kendrick, Upper Iowa
University

Debra Teske, Upper Iowa University

*Customer Relationship Management as a
Competitive Factor in Hospitality Industry
in Guadalajara, Mexico*

Elsa Georgina Gonzalez-Urbe,
University of Guadalajara

Jose Sanchez-Gutierrez, University of
Guadalajara

Juan Mejia-Trejo, University of
Guadalajara

Laura Margarita Arias-Miramontes,
University of Guadalajara

Discussant: John Lipinski, Indiana
University of Pennsylvania

Friday 8:00 am – 9:10 am

**Session 14: Sustainability and Corporate
Responsibility**

Latrobe 2

Chairperson: Abhijit Roy, University of
Scranton

Child Labor and Corporate Social Responsibility: A Global Perspective
Omid Nodoushani, Southern
Connecticut State University

Can Sustainability be a Source of Competitive Advantage in the Insurance Industry?
Matthew Shea, West Chester
University of Pennsylvania
James W. Hutchin, University of
Technology-Sydney

Sustainability in Sweden: Reflections from Zhang and London

Lars Lindbergh, Umeå School of
Business and Economics
Timothy L. Wilson, Umeå School of
Business and Economics

Discussant: Thomas Shaffer, Penn State
Altoona

Friday 8:00 am – 9:10 am

Session 15: Human Capital and Organizational Performance

Harrisburg/Lancaster

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

Job Satisfaction as a Competitive Advantage: A Longitudinal Study
Frank Duserick, Alfred
University
Wilfred Huang, Alfred University

Business in Appalachia: Do the Workers Have Essential Skills to be Competitive?
Shakil Rahman, Frostburg State
University
Michael Monahan, Frostburg State
University

Workforce Challenges in the Transit Industry in Pennsylvania: Trends and Implications for Human Resource Practitioners

Jacqueline Sheader, Saint Francis
University
Jonna M. Contacos-Sawyer, Saint
Francis University
Brennan Thomas, Saint Francis
University

Discussant: Michael L. Pettus, Millikin
University

Concurrent Sessions

Friday 9:20 am – 10:30 am

Friday 9:20 am – 10:30 am

Session 16: International Competitiveness and the Changing Landscape of Global Business

Latrobe 1

Chairperson: Michael L. Pettus, Millikin
University

How to Build a Stronger and Better U.S.-Brazil Trade Relationship
Carl H. Tong, Radford University
Lee-Ing Tong, National Chiao Tung
University
James E. Tong, The Vanguard Group

Understanding China's Renewable Energy Technology Exports
Jialu Liu, Allegheny College
Don Goldstein, Allegheny College

Customizing SERVQUAL for Global Competitive Context
Dennis Menezes, University of
Louisville
Subhash Lonial, University of
Louisville

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

Friday **9:20 am – 10:30 am**

Session 17: Social Media and Emerging Business

Latrobe 2

Chairperson: Conway Lackman, Duquesne University

The New Business Logics of Video Games: Triple Evolutionary Processes in Perspective

Peter Zackariasson, University of Gothenburg

Timothy L. Wilson, Umeå School of Business and Economics

Consumer-to-Consumer Effect of Facebook Friends

Hala Khayr Yaacoub, University of Balamand

Rania Najjar, University of Balamand

Failure and Success Factors in Revival of Towns Using Social Media: Case Studies Pertaining to the Pittsburgh-to-Harrisburg Main Line Canal Greenway Project

Thomas Shaffer, Penn State Altoona

Tulay Girard, Penn State Altoona

Mackenzie R. Sternberg, Penn State Altoona

Discussant: Azad Ali, Indiana University of Pennsylvania

Friday **9:20 am – 10:30 am**

Session 18: Higher Education and Human Capital Formation

Harrisburg/Lancaster

Chairperson: Archish Maharaja, Point Park University

Innovations in Higher Education: A Discussion

Deepak Subedi, Marshall University

A Critical Comparison between the Agent Based Modeling Approach and the Classical View of Emergent Strategies

Pedro S. Hurtado, Texas A&M International University

Ananda Mukherji, Texas A&M International University

Differences in Marketing Ethics Attitudes between U.S. and Indian Graduate Students

Carl Malinowski, Pace University

Discussant: Hamid Khan, Our Lady of the Lake University

Friday **10:45 pm-12:00 pm**

Harrisburg/Lancaster

All Society Session: Pittsburgh Financial Sector: Contributions to U.S. Competitiveness

Moderator: Jay Sukits, Professor Katz School of Business, University of Pittsburgh

Panelists: Mike J. Donnelly, Vice President, CS McKee

D. Bryant Mitchell, Executive Vice President, PNC

James K. Neese, Senior Vice President, Bank of America

Thomas J. Nist, Director of Graduate Programs and Donahue Chair in Investment Management, Duquesne University

Friday **12:05 pm-1:20 pm**
Philadelphia

Luncheon & Keynote Address: Current State of the Regional Economy, 30 Year Transformation Story, Opportunities and Challenges Going Forward

Dennis Yablonsky, CEO, Allegheny Conference and Former Secretary of PA Department of Community & Economic Development

Emerald Best Paper Awards Ceremony

Friday **1:30 pm-2:45 pm**
Harrisburg/Lancaster

All Society Session: Pittsburgh Energy Sector: Contributions to U.S. Competitiveness

Moderator: Jay Apt, Carnegie Mellon University

Panelists: Andrew Butcher, CEO, Gtech
W. Terry Boston, President and CEO, PJM Interconnection
Timothy E. Martinson, Director Starline DC Solutions, Universal Electric Corporation
Dan Weaver, Director of Public Outreach, Pennsylvania Independent Oil and Gas Association

Concurrent Sessions

Friday **3:00 pm – 4:10 pm**

Friday **3:00 pm – 4:10 pm**
Session 19: Strategic Initiatives and Firm Competitiveness

Latrobe 1

Chairperson: Zong Dai, Alfred University

A Cross-National Study of the Influence of Environmental Sustainability on Global Competitiveness: The Moderating Role of Cultural Dimensions and Economic Conditions

Abhijit Roy, University of Scranton
Irene Goll, University of Scranton

Strategies for Creating New Businesses, a Sociocultural and Institutional Approach

José G. Vargas-Hernández, University of Guadalajara

The Weaknesses of the Intrapreneurial and Venture Capitalist Approaches to Disruptive Innovation: An Opportunity for Angel Investors

Areeg Barakat, State University of New York at Plattsburgh
Kamal Dean Parhizgar, Texas A&M International University

Discussant: Michael L. Pettus, Millikin University

Friday **3:00 pm – 4:10 pm**

Session 20: Innovation in Knowledge-Based Economy

Latrobe 2

Chairperson: Hamid Khan, Our Lady of the Lake University

Implementing Employee Participative Programs in a Global, Unionized Environment

Ronald K. Taylor, Shippensburg University

An Overview of Creativity in the Context of Innovation

Sami Abbasi, Norfolk State University
Gary L. Whaley, Norfolk State University
Moncef Belhadjali, Norfolk State University

Virtual Study Abroad: A Case Study
John Lipinski, Indiana University of
Pennsylvania

Discussant: Deepak Subedi, Marshall
University

Friday 3:00 pm – 4:10 pm

**Session 21: Creating Business Friendly
Environment**

Harrisburg/Lancaster

Chairperson: Amanda Gordon,
Pennsylvania Public Utility Commission

Immigration Reform – The Case of H-1B
Suhail Abboushi, Duquesne University

*Talent Management in Company's
Sustainable Development Concept*
Monika Choderek, Nicolaus
Copernicus University
Agata Sudolska, Nicolaus Copernicus
University

*Service Excellence beyond Ethnic Enclaves:
Lessons from Indian Immigrants*
Emmanuel T. Kodzi Jr., Rollins
College

Discussant: Carlos F. Gomes, University
of Coimbra

Concurrent Sessions

Friday 4:20 pm – 5:30 pm

Friday 4:20 pm – 5:30 pm

**Session 22: Knowledge and
Competitiveness**

Latrobe 1

Chairperson: Shahid Siddiqui, Long
Island University

*Testing the Chess Versus Business Strategy
Hypothesis: The Culture of Evaluation
Helps Entrepreneurship and Ethics*

Paul G. Wilhelm, Kentucky State
University

Jana P. Wilhelm, University of
Kentucky

*Competitiveness and Currency in Global
Supply Chain*

Marc Sardy, Rollins College
Temur Jabiev, Rollins College

*Knowledge Management and Operation
Management as Drivers on
Competitiveness: Manufacturing SMEs in
Guadalajara, Mexico*

Guillermo Vazquez-Avila, University
of Guadalajara

Jose Sanchez-Gutierrez, University of
Guadalajara

Tania Emma Nuñez-Moreno,
University of Guadalajara

Discussant: John Lipinski, Indiana
University of Pennsylvania

Friday 4:20 pm – 5:30 pm

**Session 23: Public Policy and Geopolitical
Games**

Latrobe 2

Chairperson: Hamid Khan, Our Lady of
the Lake University

*Public Sector Project Manager
Characteristics: Evidence from Portugal*

Carlos F. Gomes, University of Coimbra
Mahmoud M. Yasin, East Tennessee

State University

Michael H. Small, East Tennessee
State University

Competitiveness of Monarchies and Republics in the Middle East and North Africa (MENA) Region: A Comparative Analysis

Moses N. Kiggundu, Carleton University
Chris Smith, Carleton University
Aareni Uruthirapathy, Carleton University

Testing Maccoby's Theory of Productive Narcissism with US Presidents: Global Competitiveness and Dark Triad Implications

Paul G. Wilhelm, Kentucky State University
Jana P. Wilhelm, University of Kentucky
LT. Timothy G. Wilhelm, United States Air Force

Discussant: Carl H. Tong, Radford University

Friday 4:20 pm – 5:30 pm
Session 24: Coping with Economic Crisis
Harrisburg/ Lancaster

Chairperson: Ibrahim Affaneh, Indiana University of Pennsylvania

Corporate Social Responsibility Effects on Competitiveness: Manufacturing SMEs in Guadalajara, Mexico

Jose Sanchez-Gutierrez, University of Guadalajara
Paola Irene Mayorga-Salamanca, University of Guadalajara
Elsa Georgina Gonzalez-Urbe, University of Guadalajara

Investing in our Nation's Aging Highway Infrastructure: Selecting Revenue-Generating Initiatives that Tap into the Motorist's Concern for the Environment

Michael Callow, Morgan State University

Nathan K. Austin, Morgan State University

Fixing the Euro Crisis
Larry Bridwell, Pace University

Discussant: Zong Dai, Alfred University

Friday 5:40 pm-6:40 pm
Harrisburg/Lancaster

All Society Session: Competition and Cooperation at Sea in the 21st Century

Rear Admiral Chris Parry, Defense & Security Specialist with World Check, UK

Moderator and Commentator: Len Hochberg, Mackinder Forum-US

Saturday, November 9, 2013

Saturday 7:30 am-8:20 am
Philadelphia
Continental Breakfast

Saturday 8:30 am-9:30 am
Business Meeting: All Conference Participants
Latrobe 1

Concurrent Sessions

Saturday 9:40 am – 11:10 am

Saturday 9:40 am – 11:10 am

Session 25: Corporate Governance and Strategic Initiatives

Latrobe 1

Chairperson: Michael Callow, Morgan State University

ERP Integration in the Accounting Curriculum

Kakoli Bandyopadhyay, Lamar University
Gisele J. Moss, Lamar University
Alicen Flosi, Lamar University

Highly-Skilled Immigrant Entrepreneurs in the United States and the Unique Competitive Advantages That They Possess over Their Unskilled Counterparts

Areeg Barakat, State University of New York at Plattsburgh
Kamal Dean Parhizgar, Texas A&M International University

The Strategic Dynamics of FDI-FPI Interdependencies: An Extended Gravity Model Analysis

Shahid Siddiqui, Long Island University
Vijay Vemuri, Prairie View A&M University

Discussant: Zong Dai, Alfred University

Saturday 9:40 am – 11:10 am

Session 26: Practical Perspectives on Improving Higher Education Standards

Latrobe 2

Chairperson: Aysar Philip Sussan,
Bethune-Cookman University

Instrumental to Ethical: Ancient Guidance for Contemporary Individual Social Responsibility

Jen Jones, University of Pittsburgh,
Greensburg
Prashanth Bharadwaj, Indiana University of Pennsylvania

Improvisation in Educational Delivery using System Simulation and Project Management Software for Compressed, On-Demand On-Line (COOL) Courses

Hamid Khan, Our Lady of the Lake University

Managing Service Learning Projects in Information Technology Courses

Theresa McDevitt, Indiana University of Pennsylvania
Azad Ali, Indiana University of Pennsylvania

Strategic Management Accounting Usage, Perceived Environmental Uncertainty and Organizational Performance

Hamzah Al-Mawali, The American University of Ras Al- Khaimah
Hussam Al-Shammari, Indiana University of Pennsylvania

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

Saturday 9:40 am – 10:10 am

Session 27: Market Structure and Performance

Harrisburg/ Lancaster

Chairperson: Deepak Subedi, Marshall University

E-business Performance Measurement: A User-Level Approach

Pedro M. Torres, University of Coimbra
Carlos F. Gomes, University of Coimbra
Mahmoud M. Yasin, East Tennessee State University

Pricing Effluent into the US Auto Industry

Conway Lackman, Duquesne University
Chunni Jin, Duquesne University

Toward a Conceptual Framework of Regulatory Strategy: The Bio/Pharm Industry Case

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

Discussant: Jose Sánchez-Gutiérrez,
University of Guadalajara

ACADEMIC AWARDS

Emerald Best Paper Awards

Friday 12:05pm – 1:20 pm

Philadelphia

Best Conceptual Paper Award

Friday 3:00 pm – 4:10 pm

Latrobe 1

The Weaknesses of the Intrapreneurial and Venture Capitalist Approaches to Disruptive

Innovation: An Opportunity for Angel Investors

Areeg Barakat, State University of New York at Plattsburgh

Kamal Dean Parhizgar, Texas A&M International University

Best Empirical Paper Award

Friday 8:00 am – 9:10 am

Latrobe 2

Can Sustainability be a Source of Competitive Advantage in the Insurance Industry?

Matthew Shea, West Chester University of Pennsylvania

James W. Hutchin, University of Technology-Sydney

ASC Outstanding Paper Awards

Thursday 8:00 am – 9:10 am

Latrobe 1

*The Impact of Environmental Variables and Firm Strategies on the Performance of
Entrepreneurial Firms*

Ananda Mukherji, Texas A&M International University

Jyotsna Mukherji, Texas A&M International University

Pedro S. Hurtado, Texas A&M International University

Friday 4:20 pm – 5:30 am

Harrisburg/ Lancaster

*Corporate Social Responsibility Effects on Competitiveness: Manufacturing SMEs in
Guadalajara, Mexico*

Jose Sanchez-Gutierrez, University of Guadalajara

Paola Irene Mayorga-Salamanca, University of Guadalajara

Elsa Georgina Gonzalez-Uribe, University of Guadalajara

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