

Welcome to the Eleventh Annual Hawaii International Conference on Business

Aloha!

We welcome you to the Eleventh Annual Hawaii International Conference on Business. This event offers a rare opportunity for academics and other professionals from around the world to share their broad array of perspectives. True to its primary goal, this conference provides those with cross-disciplinary interests related to business to meet and interact with others inside and outside their own discipline.

The international attendees to this conference bring a variety of viewpoints shaped by different cultures, languages, geography and politics. This diversity is also captured in the Hawaii International Conference's unique cross-disciplinary approach. The resulting interaction energizes research as well as vocation.

With Waikiki Beach, Diamond Head and the vast South Pacific as the backdrop, this venue is an important dimension of this conference. For centuries a stopping place of explorers, Hawaii has historically been enriched by the blend of ideas that have crossed our shores. The Hawaii International Conference on Business continues this tradition in the nurturing spirit of Aloha. Along with its ideal weather and striking beauty, the Hawaiian Islands provide natural elements to inspire learning and dialogue.

The 2010 conference was a great success. We hosted more than 200 participants representing more than 15 countries. Thank you for joining the 2011 Hawaii International Conference on Business!

The 2012 Hawaii International Conference on Business will be held May 24 – 27, 2012 at the Waikiki Beach Marriott Resort & Spa in Honolulu, Hawaii. Please check our website in early July for more details!

<http://www.hicbusiness.org>

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Phone: (808) 941-6022

The **Proceedings Publication** can be found on the CD ROM (ISSN #1539-722X).

Registration Hours

May 25, 2011 (Wednesday)	4:00pm - 8:00pm
May 26, 2011 (Thursday)	7:00am - 2:30pm
May 27, 2011 (Friday)	7:00am - 4:30pm
May 28, 2011 (Saturday)	7:00am - 2:30pm
May 29, 2011 (Sunday)	7:00am - 2:30pm

(Registration Desk is in **the Kaiulani III room**,
3rd Floor of the Hilton Waikiki Beach)

Concurrent Session Times

9:40 – 11:10 AM; 11:20 AM – 12:50 PM; 1:00 – 2:30 PM; 2:40 – 4:10 PM

Session Chairs are asked to:

- Introduce the participants.
- Start and end the sessions on time.
- Lead discussions. It is up to the Session Chair if questions and answers will come after each paper or if questions and answers will come after all of the papers of the session are through presenting.

All participants of each of the sessions should feel free to consider themselves as discussants.

Poster Sessions

The poster session will be held in the Queen Liliuokalani ballroom. Presenters will be able to meet one-on-one with interested participants for detailed discussions regarding their research. Tri-fold presentation boards, easels with flipcharts, and tables will be provided for the presenters.

Internet Access

Limited Internet access will be provided in the registration room for participants to check their email. There will be a small number of computer stations provided by the conference for Internet use. Please limit use of these computers to 15 minutes.

If you have your own laptop with wireless Internet capabilities, you will be able to pick up our wireless signal in and around the registration room. The wireless Internet SSID is **“HIC”**.

Please note that **Internet access is NOT provided** in any of the presentation rooms.

Breakfasts - Four breakfasts are included with registration:

(Conference Badge is required for Breakfasts)

May 26 th , 2011	Thursday	7:00 AM – 9:00 AM	Queen Liliuokalani Ballroom
May 27 th , 2011	Friday	7:00 AM – 9:00 AM	Queen Liliuokalani Ballroom
May 28 th , 2011	Saturday	7:00 AM – 9:00 AM	Queen Liliuokalani Ballroom
May 29 th , 2011	Sunday	7:00 AM – 9:00 AM	Queen Liliuokalani Ballroom

Additional breakfast coupons are available for \$25 each at the registration desk.

Coffee/Snack Breaks

Thursday – Sunday 9:30 – 11:30 AM and 1:00 – 2:30 PM

(Coffee/Snack Breaks will be located near the registration room)

Optional Special Evening Event:

Germaine’s Luau on Sunday, May 29th, 4:30 pm pick up at Hilton Waikiki Beach Hotel. Located on a private beach on the west coast of Oahu, Germaine’s Luau exudes the secret charm of old Hawai’i. Indulge yourself in a multi-course-all-you-can-eat feast of the taste-tempting authentic Hawaiian and American entrees while enjoying refreshing tropical cocktails. Then sit back and enjoy the most spectacular Polynesian Revue in Hawaii. **It should be noted that tickets and refunds are no longer available for Germaine’s Luau.**

Audio/Visual Equipment:

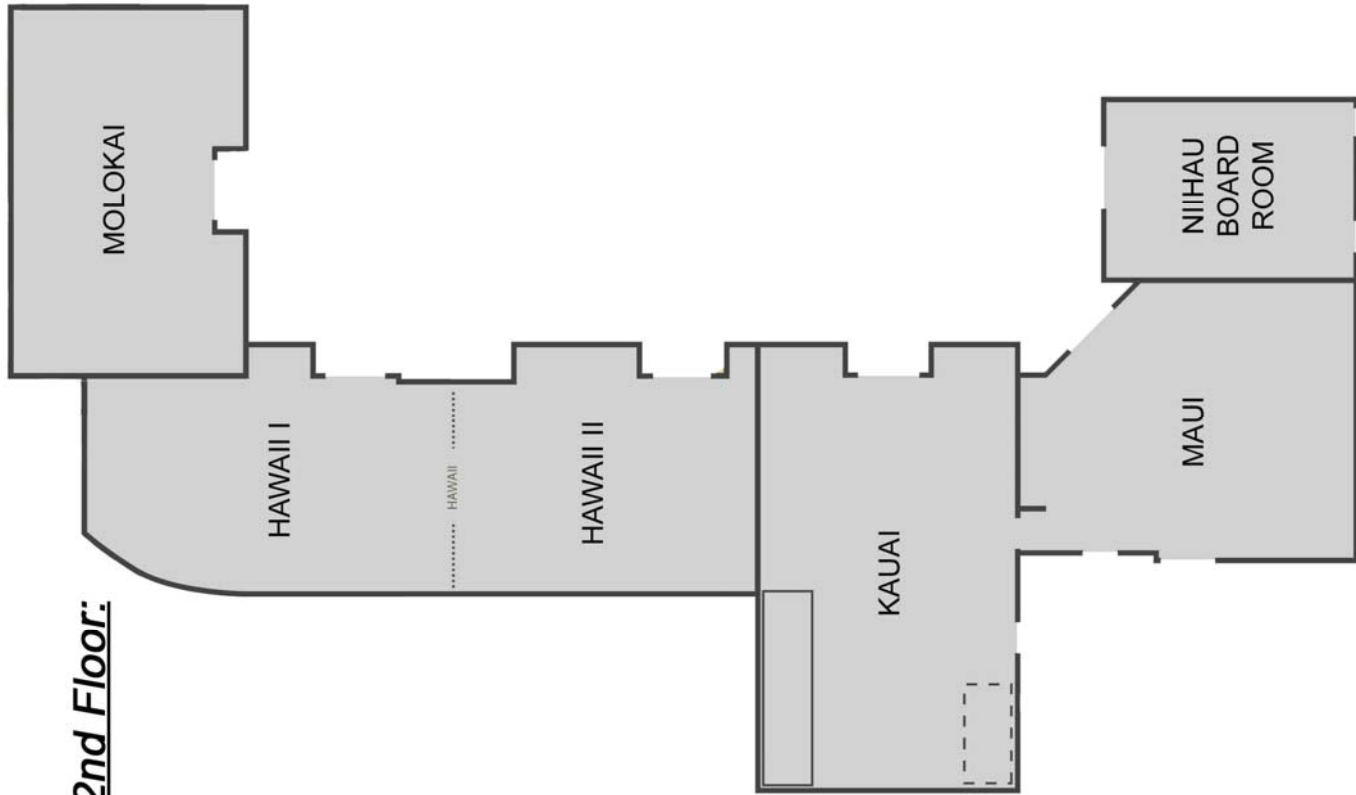
The conference will provide the following in each presentation room (**excluding poster sessions**):

- ✓ Laptop Computer (Please see notes below regarding the laptops)***
- ✓ LCD Data Projector (with screen)
- ✓ DVD Player (also plays audio CD’s)

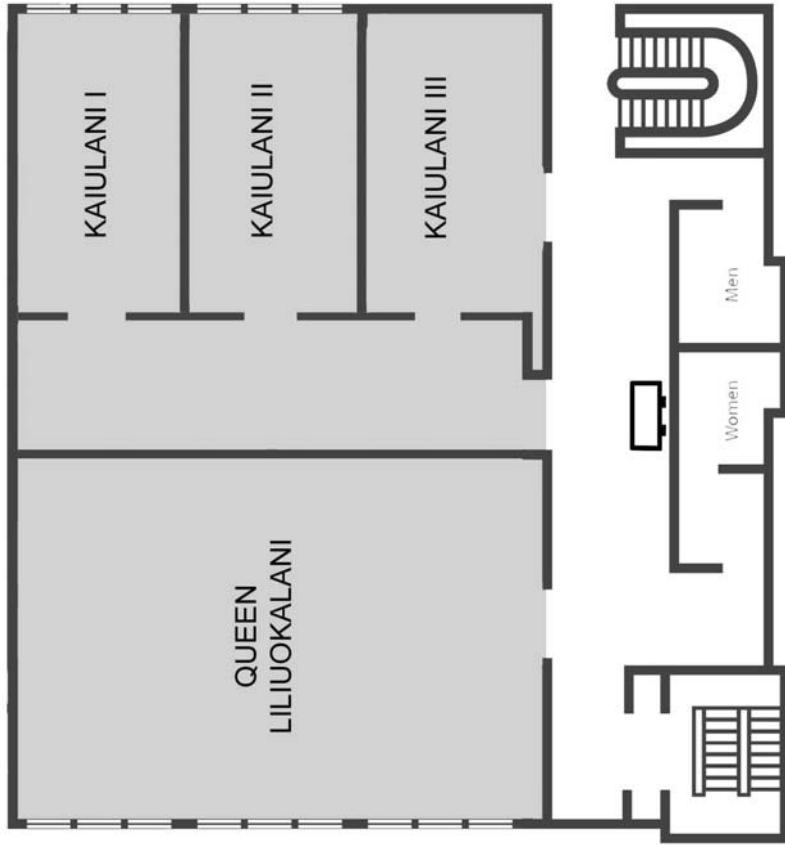
*** The laptops will accept CD-ROMs, DVD’s, and USB “Flash” drives. Microsoft PowerPoint, Word, and Excel are installed on each laptop for your convenience. We will not be able to install any special software that your presentation may require. However, if you brought your own laptop, you may use it instead of the one that is provided. Please note that **Internet access is NOT provided** in any of the presentation rooms.

Hilton Waikiki Prince Kuhio - Floor Plan

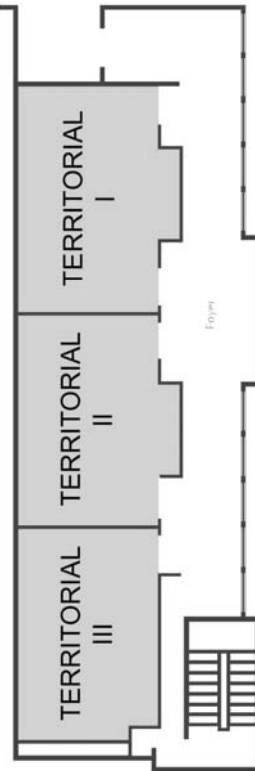
2nd Floor:



3rd Floor:



4th Floor:



Keynote Address

Friday

Time: 11:20 AM - 12:50 PM

5/27/2011

Room: Queen Liliuokalani

"Hawai'i and The Blue Economy"



Keynote Speaker

Mark McGuffie, Managing Director,
Enterprise Honolulu, the Oahu Economic Development Board

Enterprise Honolulu (EH), is a privately funded, non-profit economic development board that is engaged in diversifying the economy on Oahu. EH is actively involved with many strategically related industries in this diversification effort; such as aerospace, astronomy, new agricultural and renewable energy projects, community engagement and conflict resolution. Listed are some of the initiatives that EH is currently implementing:

- Facilitating progress on infrastructure and planning issues that involve land, water and permitting to move the state towards energy independence and food self-sufficiency
- Aiding the University of Hawaii system being the educational driver for communities throughout the state
- Attracting new innovative clean technology industries
- Supporting measures to bolster and diversify the visitor industry
- Introducing the Blue Economy innovations, to inspire entrepreneurial thinking within existing and new companies with aim of implementing projects in Hawaii

This key initiative embraced by Enterprise Honolulu, called The Blue Economy, was created by world renowned Professor Gunter Pauli, founder of Zero Emissions Research and Initiatives (ZERI). This is a new way of designing business: responding to the basic needs of all with the resources available. In a system, where the waste of one product becomes the input to create a new cash flow (=cascading nutrients and energy), the good becomes cheap and generates jobs, builds social capital and increases income – for everyone. The innovations relate to basic human needs in the fields of Energy, Food, Health, Housing, Transportation, Water and Waste, and how these innovations integrate and provide new job opportunities in today's changing world. In September 2010, Mark McGuffie chaired and organized The World Congress on Zero Emissions Initiatives - Launching "The Blue Economy" at the Hawaii Convention Center.

McGuffie is a founding member of the Blue Economy Alliance, an international network of companies, innovators, scientists and like-minded practitioners, experienced in implementing visions into reality. The Blue Economy Alliance provides open source access to develop, share and implement prosperous business models that strive to improve natural ecosystems and the quality of life for all.

McGuffie is currently the lead for the U.S. Department of Commerce - Economic Development Administration grant recently awarded to EH, to assist small and medium sized enterprises (SME's) connect and build long term relationships within the 21 economies of the Asia Pacific Economic Cooperation (APEC) in preparation for the upcoming APEC 2011 conference and beyond.

Thursday

Time: 9:40 - 11:10 AM
Session Topic: Finance
Session Chair: Haber, Jeffrey

5/26/2011

Room: Hawaii I

A New Normal for Portfolios: Construction, Assessment and Evaluation
Haber, Jeffrey — Iona College

Analysis of the Economic Cooperation Framework Agreement's effects on Taiwan's shipping sector equity
Chi, Li-Chiu — National Formosa University
Hsu, Han-Kuan — National Formosa University

Technical Efficiency and Technology Gap Ratios: The Growth and Profitability of European Commercial Banks
Chiang, Li-Chih — Hsing Wu College
Tseng, Shen-Ju — Chung Yuan Christian University

Thursday

Time: 9:40 - 11:10 AM
Session Topic: Cross-disciplinary areas of Business
Session Chair: McMahon, Dave

5/26/2011

Room: Hawaii II

Nonprofit Websites: Adoption and Type in District 8 of the Census
McMahon, Dave — Pepperdine University
Seaman, Samuel — Pepperdine University
Buckingham, John — Pepperdine University

Business Intelligence as Personal and Organizational Intelligence
Ishikawa, Akira — Aoyama Gakuin University/The University of Texas at Austin

How does Creativity Complement Today's Currency of Innovation?
Wright, Geoffrey — Brigham Young University
Lewis, Tyler — Brigham Young University

Thursday

Time: 9:40 - 11:10 AM
Session Topic: Sustainable Urban Neighborhoods
Session Chair: Shaw, Annapurna

5/26/2011

Room: Kauai

Creating Sustainable Urban Neighborhoods: Issues and Strategies in Kolkata, India
Shaw, Annapurna — Indian Institute of Management Calcutta

Thursday

Time: 9:40 - 11:10 AM

5/26/2011

Room: Territorial I

Session Topic: Supply Chain Management
Session Chair: Cho, Richard

VMI (Vendor Managed Inventory) Contract with Cost Sharing

Cho, Richard — University of New Brunswick, Saint John

Modeling and analysis of the multiperiod effects of social relationship on supply chain networks

Cruz, Jose — University of Connecticut

Liu, Zugang — Pennsylvania State University

Thursday

Time: 9:40 - 11:10 AM

5/26/2011

Room: Territorial II

Session Topic: Accounting
Session Chair: Jiang, Long

The Difficulties of Applying Western Standards for Financial Reporting in China

Jiang, Long — University of New South Wales

Risk Relevance of Financial Statement Data Disclosed by Listed Companies in China

Bao, Ben-Hsien — Hong Kong Polytechnic University

How Should we Control Human Resources and Capital Under "Pure Holdings Company" in Japan ?

Asada, Takayuki — Osaka University

Tomo, Makoto — Seijyo University

Yori, Makoto — Hyogo Prefectural University

Thursday

Time: 9:40 - 11:10 AM

5/26/2011

Room: Territorial III

Session Topic: International Business
Session Chair: Chokesuwattanaskul, Peerapat

Transition From Leniency Program to Strategizing Incentives and its Cultural Effects as an Ex-Ante Process Toward International Competitiveness in Cartel Scenario

Chokesuwattanaskul, Peerapat — The Joint Doctoral Program in Business Administration

Effects of Firm Size, Competences on Firms Internationalization and Performance

Shih, Tsui-Yii — National Taipei College of Business

An International Study on Manufacturing Competitive Priorities

Gonzalez, Marvin — College of Charleston

Quesada, Gioconda — College of Charleston

Thursday

Time: 11:20 AM - 12:50 PM

5/26/2011

Room: Hawaii I

Session Topic: Business Education

Session Chair: Shum, Connie

Student Engagement and Performance in Principles of Finance

Shum, Connie — Pittsburg State University

Lui, Gladie — Lingnan University

Chan, Kam — Western Kentucky University

The Foundations of Business Education in the United States

Matthews, Eric — Southern Illinois University Carbondale

Preparing MBA-Students in China for Participant-centered Learning: Course Design and Effectiveness of a Supply Chain Management Course

Stöblein, Martin — Dalian University of Technology

Thursday

Time: 11:20 AM - 12:50 PM

5/26/2011

Room: Hawaii II

Session Topic: Health and Hospital Administration

Session Chair: Kessel, Sebastian

Patient Loyalty to Whom - Hospital vs. Specialty Department?

Kessel, Sebastian — Philipps-University Marburg

Lingenfelder, Michael — Philipps-University Marburg

Corporate Governance-Rating-Industry: A Market-Based Analysis

Moells, Sascha — Philipps-University Marburg

Romund, Daniel — Philipps-University Marburg

Corporate Governance-Ratings: Empirical Evidence - A Meta-Analytic Approach

Moells, Sascha — Philipps-University Marburg

Romund, Daniel — Philipps-University Marburg

Thursday

Time: 11:20 AM - 12:50 PM

5/26/2011

Room: Kauai

Session Topic: Organizational Psychology

Session Chair: Rigby, Colleen

Baby Boomer Blues & Busienss

Rigby, Colleen — University of Waikato

Mueller, Jens — University of Waikato

Kawakami, Sachiko — PsychoDynamix Limited

From Relationship Conflict to Task Conflict: Testing the Relationships among Team Diversity, Conflict, and Innovation

Cho, Ming-Te — Chung Yuan Christian University

Yen, Ghi-Feng — Chung Yuan Christian University

Thursday

Time: 11:20 AM - 12:50 PM

5/26/2011

Room: Territorial I

Session Topic: Management

Session Chair: Lin, Nien-He

The Effects of the Value of Harmony and Group Relationship on Distributive Decision: Investigating the Situational Effects

Lin, Nien-He — Yuan Ze University

Huang, Min-Ping — Yuan Ze University

Chiang, Meng-Lin — Yuan Ze University

Value Creation in the Knowledge-based Industry: The Case of Community Colleges in Hong Kong with Reference to RBV Theory

Kwong Fai, Chan — Hong Kong Polytechnic University

Lau, Theresa — Hong Kong Polytechnic University

Pui Keung Wills, Leung — Hong Kong University

Internationalization of Professional Service Firms -Addressing the Lack of Coherence in Research

Jensen, Søren Henning — Copenhagen Business School

Poulsen, Flemming — Copenhagen Business School

The Impact of the "BRIC" Thesis and the Rise of Emerging Economies on Global Competitive Advantage: Will There be a Shift From West to East?

Mpoyi, Richard — Middle Tennessee State University

Thursday

Time: 11:20 AM - 12:50 PM

5/26/2011

Room: Territorial II

Session Topic: Economics

Session Chair: Zhang, Shishu

Medicaid Enrollment Leads to More School Absenteeism: Empirical Evidence from National Health Interview Survey

Zhang, Shishu — University of the Incarnate Word

The Analysis of Equity Effect after Signing the Economic Cooperation Framework Agreement on Taiwan's Tourism Sector

Chi, Li-Chiu — National Formosa University

Hsu, Han-Kuan — National Formosa University

Fertility and Female Labor Force Participation in Japan: Evidence from Prefecture Panel Data Analysis

Hashimoto, Keiji — Otemon Gakuin University

Murata, Miki — University of New South Wales

Thursday

Time: 11:20 AM - 12:50 PM

5/26/2011

Room: Territorial III

Session Topic: Marketing

Session Chair: O'Donnell, Kathleen

Competitive Shopping and the Sport Shopper

O'Donnell, Kathleen — San Francisco State University

Strebel, Judi — San Francisco State University

Service Recovery Paradox: Is It a Matter of Affective Part?

Juntongjin, Panitharn — Thammasat University

Wattanasuwan, Kritsadarat — Thammasat University

Social Media Mashups: The Marketing of a Documentary Wheeler

Wheeler, David — Suffolk University

Thursday

Time: 1:00 - 2:30 PM

5/26/2011

Room: Hawaii I

Session Topic: Entrepreneurship

Session Chair: Fraizer, Leah Denise

Poverty, Gender and Social Entrepreneurship: Exploring IMF and World Bank Policies Worldwide

Fraizer, Leah Denise — Synergies in Sync

Fraizer, Lani — Synergies in Sync

Fraizer, Craig — Synergies in Sync

An Interdisciplinary Approach: Technology Integrated Social Entrepreneurship Curriculum

Fraizer, Lani — Synergies in Sync

Social Entrepreneurs: The Role of Leadership and Power of Storytelling in 'Change Making'

Aoki, Dance — Storytelling for Change

Duplessis, Nikki — Pepperdine University

Egan, Calleen — Pepperdine University

Kauhane, Kapua — Pepperdine University

Fraizer, Lani — Synergies in Sync

Thursday

Time: 1:00 - 2:30 PM

5/26/2011

Room: Hawaii II

Session Topic: Business Ethics

Session Chair: Fireworker, Robert

Moral and Leadership Lessons from Biblical Times

Fireworker, Robert — St. John's University

Nagel, Harry — St. John's University

Yarmish, Gavriel — Brooklyn College

Thursday

Time: 1:00 - 2:30 PM

5/26/2011

Room: Kauai

Session Topic: Psychology (related to Business)

Session Chair: Ho, Chao Yi

Narcissism Among Managers: In Relation to Coping Style and Emotional Intelligence

Ho, Chao Yi — Yuan Ze University

Chang, Yuhsuan — Yuan Ze University

Thursday

Time: 1:00 - 2:30 PM

5/26/2011

Room: Territorial I

Session Topic: Hospitality Industry

Session Chair: Erdem, Mehmet

An Overview of Technology Issues and Trends in the U.S. Lodging Industry

Erdem, Mehmet — UNLV

The Study of Hotel Industry Development in Taiwan

Wang, Gao-Liang — Takming University of Science and Technology

Lee, Yu-Je — Takming University of Science and Technology

Wu, Mei-Fen — Takming University of Science and Technology

Chang, Lung-Yu — Takming University of Science and Technology

Wei, Shih-Chun — Takming University of Science and Technology

The Impacts of Personality and Leader Style on Cook's Performance: Learning approach as mediator

Hung Liang, Chang — National Taiwan Normal University

Sun, Yu-Hua — National Taiwan Normal University

Thursday

Time: 1:00 - 2:30 PM

5/26/2011

Room: Territorial II

Session Topic: Teaching (all areas of Business)

Session Chair: Earhart, Carla

Beyond the American Housing Dream: Preparations for an Immersive Learning Classroom Experience

Earhart, Carla — Ball State University

Insight into the Effectiveness of Business Simulation Games at Developing Generic Professional Skills

Bilodeau, Victor — Grant MacEwan University

Bocatto, Evandro — Grant MacEwan University

Lucyk, Gordon — Grant MacEwan University

Media Richness Theory: Graduate Student Preference for Instructor Feedback in an MBA Distance Education Course

Shepherd, Morgan — University of Colorado

Thursday

Time: 1:00 - 2:30 PM
Session Topic: Marketing
Session Chair: Cho, James

5/26/2011

Room: Territorial III

A Discussion of E-NWOM from Perspectives of Consumer's Product and Purchasing Involvements

Cho, James — Lunghwa University of Science and Technology
Lin, Yao-nan — Fu Jen Catholic University
Lin, Tiffany — N/A

Relational Risk Between Channel Members - Case of Taiwanese Apparel Wholesalers

Lin, Hung-Ju — National Ilan university
Tsai, Ming-Chih — National Chung Hsing University

The Effect of Pricing Information on Product Purchase Intention: The Implication of Promotion Strategy

Chu, Ling Ya — National Chung Hsing University
Ho, Jing Shing — National Chung Hsing University

Friday

Time: 9:40 - 11:10 AM

5/27/2011

Room: Hawaii I

Session Topic: Business Education - Workshop

Session Chair: Hendrickson, Troy

Innovative Methods of Teaching Leadership to Postgraduate Business Students

Hendrickson, Troy — Curtin University

Friday

Time: 9:40 - 11:10 AM

5/27/2011

Room: Hawaii II

Session Topic: Agriculture Economics

Session Chair: Chembezi, Duncan M.

Collates of Consumer Knowledge, Opinions and Perceptions of Farmers' Markets

Chembezi, Duncan M. — Alabama A&M University

Gooden, Brittany — Alabama A&M University

Chaverest, E'licia L. — Alabama A&M University

Revisiting Science Students' Awareness and Opinions of Agricultural Biotechnology at 1890 Land Grant Institutions

Chaverest, E'licia L. — Alabama A&M University

Chembezi, Duncan M. — Alabama A&M University

Image Research to Vegetable and Fruit From Japan

Asahi, Yumi — Shizuoka University

Friday

Time: 9:40 - 11:10 AM

5/27/2011

Room: Kauai

Session Topic: Industrial Engineering

Session Chair: Chao-Hsien Pan, Jason

Travel Time Analysis for a Symmetrical Picker-To-Part Warehousing System with COI-Based Storage Policies

Chao-Hsien Pan, Jason — Takming University of Science and Technology

Wu, Ming-Hung — Takming University of Science and Technology

Kuo, Ding — Takming University of Science and Technology

Friday

Time: 9:40 - 11:10 AM

5/27/2011

Room: Territorial I

Session Topic: Human Resource Management

Session Chair: Trotter, Richard

Ricci v. DeStefano: What Employers Can Learn About Employment Testing and Title VII Compliance

Trotter, Richard — University of Baltimore

Towards Building a Human-Capital Based Governance Framework

Lajili, Kaouther — University of Ottawa

HRM Strategies and Trade Union Responses in the Indian Automobile Sector

Bhattacharjee, Debashish — Indian Institute of Management Calcutta

Institutional Forms of Action Against Social Exclusion in Poland

Kietlinska, Krystyna — Finance, Banking and Insurance Institute

Mikołajczyk, Bożena — University of Lodz

Friday

Time: 9:40 - 11:10 AM
Session Topic: Economics
Session Chair: Fan, Simon

5/27/2011

Room: Territorial II

Does Market Competition Reduce Corruption? Theory and International Evidence
Fan, Simon — Lingnan University

Shifts in Exchange Rate Regime and Inflation Persistence, Vietnam 1992-2010
Nguyen, Tran-Phuc — Griffith University
Nguyen, Duc-Tho (Tom) — Griffith University

An Analysis of the Factors Influencing Canadian University Participation Rates
Copplestone, Glen — King's University College at UWO

Friday

Time: 9:40 - 11:10 AM
Session Topic: Finance
Session Chair: Wang, Huihui

5/27/2011

Room: Territorial III

Chinese Consumers' Life Insurance Purchasing Behavior: A Quantitative Model
Wang, Huihui — University of Manitoba
Boyd, Milton — University of Manitoba
Dang, Weimin — University of Manitoba

A Quantitative Model for Stock Ownership in China
Dang, Weimin — University of Manitoba
Boyd, Milton — University of Manitoba
Wang, Huihui — University of Manitoba

Friday

Time: 1:00 - 2:30 PM
Session Topic: Business Law
Session Chair: Gibbs, Judy

5/27/2011

Room: Hawaii I

China's Evolving Employment Law
Gibbs, Judy — Avila University

Stock Exchange Mergers - Crossing the Finishing Line
Jahn, Gavin — Curtin University

Friday

Time: 1:00 - 2:30 PM

5/27/2011

Room: Hawaii II

Session Topic: Real Estate

Session Chair: Campbell, Howard

The Value of Advisory Boards in Academic Programs in Residential Property Management

Campbell, Howard — Ball State University

Earhart, Carla — Ball State University

Rentschler, Sarah — Rose Property Group

Using Web Intelligence for Major Purchase Decisions: Home Purchase Sight-Unseen over the Internet

Wagner, Christian — City University of Hong Kong

Friday

Time: 1:00 - 2:30 PM

5/27/2011

Room: Kauai

Session Topic: Management Information Systems

Session Chair: DeVries, Peter

A New Paradigm for Textbook Distribution

DeVries, Peter — University of Houston - Downtown

Aligning Information Technology Services for the Higher Education Competitive Environment

Lewis, Nathan — California Baptist University

Friday

Time: 1:00 - 2:30 PM

5/27/2011

Room: Territorial I

Session Topic: Travel/Transportation/Tourism

Session Chair: Zhang, Shishu

Medical Tourism: Who Loses and Who Wins?

Zhang, Shishu — University of the Incarnate Word

Web Design for Older Travellers: Readability as a Design Issue

Lukaitis, Audra — RMIT University

Davey, Bill — RMIT University

A Study of the Mexican Drug Trafficking and Cartel Infrastructure and its Effects on Travel and Tourism in Latin America

Thombs, Amy — Roger Williams University

Friday

Time: 1:00 - 2:30 PM
Session Topic: Accounting
Session Chair: Ames, Daniel

5/27/2011

Room: Territorial II

The Effects of Equity Ownership and Compensation on Executive Tenure
Ames, Daniel — Illinois State University

Analysis of the Admissibility of Accounting-Related Expert Witness Testimony Through Daubert Challenge
Sparks, Howard — University of Alaska
DeCelles, Michael — Angelo State University
Sunderman, Norman — Angelo State University

R&D Expenditure, Financing Policy, and Default risk
Lin, Yi-Mien — National Chung Hsing University
Chen, Shieh-Liang — Asia University
Lin, Yi-Hung — Taichung City Government

Friday

Time: 1:00 - 2:30 PM
Session Topic: Finance
Session Chair: Lin, Hsin-Hung Tony

5/27/2011

Room: Territorial III

The Presence of Individual Investors and Overreaction of Taiwan Stock Market Investors to U.S. Returns
Lin, Hsin-Hung Tony — Fortune Institute of Technology
Hsu, Hui-Lin — Fortune Institute of Technology

A Discussion of Disposition Effect and its Contrarian Strategy on Stock Market Returns Based on Taiwan Stock Market
Lin, Hsin-Hung Tony — Fortune Institute of Technology

Study on Investors Decision Behavior: Mediating Role of Risk Propensity and Risk Perception
Hsu, Hui-Lin — Fortune Institute of Technology
Lin, Hsin-Hung — Fortune Institute of Technology

Friday

Time: 2:40 - 4:10 PM
Session Topic: Hospitality Industry
Session Chair: Hsu, Shih Sheng

5/27/2011

Room: Hawaii I

The Influence of Skill and Challenge on the Flow Experience for Hospitality Interns
Hsu, Shih Sheng — Tung Hai University
Hong, Cai Xin — Tung Hai University
Liu, Chia Jung — Tung Hai University
Tseng, Kuang Yu — Tung Hai University
U, Mio Iong — Tung Hai University
Lin, Yun Hsuan — Tung Hai University
Chen, Cheng Chung — Kang Ning University
Wang, Shu Tai — Tung Hai University

Efficiency-based Menu Analysis in the Teppanyaki-style Restaurant
Fang, Chin-Yi — National Taiwan Normal University
Peng, Pao-Yu (Jessie) Peng — National Taiwan Normal University
Pan, Wei-Ta (Woody) — National Taiwan Normal University

Friday

Time: 2:40 - 4:10 PM

5/27/2011

Room: Queen Liliuokalani

Poster Session

A Theoretical Model of Bank Insolvency

Pandelo Jr, Domingos — Fundação Getulio Vargas
de Abreu, Andressa — IBESB

Performance Evaluation in Brazil's Banking Sector Based on Strategy Models

Pandelo Jr, Domingos — Fundação Getulio Vargas
Calvo, Ivan — Fundação Getulio Vargas

Investment Environment and Foreign Direct Investments in the Underlying Trends of the Turkish Economy

Karluk, Sadik Ridvan — Anadolu University

Moral and Leadership Lessons from Biblical Times

Fireworker, Robert — St. John's University
Nagel, Harry — St. John's University

Effects of Employee Race on Performance Rating Validity

Gardner, Donald — University of Colorado at Colorado Springs
Deadrick, Diana — Old Dominion University

Consumer Needs of Home Meal Replacement (HMR) for dinner in Taiwan

Lo, Yi-Shan — Food Industry Research and Development Institute (FIRDI), Taiwan
Wang, Sue-Mei — Food Industry Research and Development Institute (FIRDI), Taiwan
Wang, I-Chin — Food Industry Research and Development Institute (FIRDI), Taiwan
Lin, Tian-Gui — Food Industry Research and Development Institute (FIRDI), Taiwan
Ho, Chia-Lun — Food Industry Research and Development Institute (FIRDI), Taiwan
Huang, Bao-Hung — Food Industry Research and Development Institute (FIRDI), Taiwan
Chu, Chung-Liang — Food Industry Research and Development Institute (FIRDI), Taiwan
Jane, Shiang-Tang — Food Industry Research and Development Institute (FIRDI), Taiwan

Study on the Consumer Perceived Quality and Health Concept of Lunch-Box in Taiwan

Lo, Yi-Shan — Food Industry Research and Development Institute (FIRDI), Taiwan
Wang, I-Chin — Food Industry Research and Development Institute (FIRDI), Taiwan
Wang, Sue-Mei — Food Industry Research and Development Institute (FIRDI), Taiwan
Weng, Li-Hua — Food Industry Research and Development Institute (FIRDI), Taiwan
Lin, Chun-Jen — Food Industry Research and Development Institute (FIRDI), Taiwan
Chu, Chung-Liang — Food Industry Research and Development Institute (FIRDI), Taiwan

The Impact of Technology and Self-Efficacy on Conflict and Enrichment Between Work and Family

Lau, Theresa — Hong Kong Polytechnic University
Chan, K.F. — Hong Kong Polytechnic University
Cheung, Eric — Hong Kong Polytechnic University

The Power of the Media: Apartment Industry Terminology in Online News Articles

Earhart, Carla — Ball State University
Spindler, Danny — Ball State University

(Continued on next page)

Examining Employee Satisfaction in Radiology Management

McKinnies, Richard — Southern Illinois University Carbondale
Collins, Sandra — Southern Illinois University Carbondale
Matthews, Eric — Southern Illinois University Carbondale

Healthcare Faces a Potential Leadership Dearth

Jensen, Steven — Southern Illinois University Carbondale
Collins, Kevin — Southern Illinois University Carbondale
McKinnies, Richard — Southern Illinois University Carbondale

The Historical Foundations of Distance Learning

Matthews, Eric — Southern Illinois University Carbondale

Exploring the Genesis of Business Education in the United States

Matthews, Eric — Southern Illinois University Carbondale

The Multigenerational Classroom, A Challenge for Educators

Jensen, Steven — Southern Illinois University Carbondale
Collins, Kevin — Southern Illinois University Carbondale
Matthews, Eric — Southern Illinois University Carbondale

Educating Women for the World of Business, an Examination of the Foundations of Female Business Education

Matthews, Eric — Southern Illinois University Carbondale
Matthews, Tracy — Southern Illinois University Carbondale

Better Economy and Better Community - Case studies of Business Migration Programs in Australia

Demediuk, Tom — Swinburne University
Demediuk, Peter — Victoria University

Key Success Factors for Exotic Cuisine Restaurant: A Comparative Study of Owners' and Customer's Perceptions

Sun, Yu-Hua — National Taiwan Normal University
Chan, Ah-Kim — National Taiwan Normal University

Friday

Time: 2:40 - 4:10 PM

5/27/2011

Room: Territorial I

Session Topic: Management

Session Chair: Rowland, Lawrence

Planning Perspectives and Project Success: An Alternative to the Deficit-Based Approach to Project Initiation.

Rowland, Lawrence — Hawaii Pacific University
Hamamura, Glenn — Systems Excellence LLC

Motivating & Leading Millennials: A Conceptual Framework

Winter, Natalie C. — California Baptist University

Non-profit Organisations and Governance

Wells, Philippa — University of Ballarat
Mueller, Jens — University of Ballarat

Friday

Time: 2:40 - 4:10 PM

5/27/2011

Room: Territorial II

Session Topic: Teaching (all areas of Business)
Session Chair: Skaggs, Paul

Creating a Mindset for Innovation

Skaggs, Paul — Brigham Young University

Effect of Cross Culture on Ethical Behavior of Y Generation-MBA Students - Is it Changing, a Three Nation Study (Emerging and Developed)?

Srivastava, Rajesh — University of Mumbai

An Integrated Model for Business and Education: Using Amateur Radio

Thombs, Michael — Salve Regina University

Thombs, Philip — Retired

Thombs, Daniel — Salve Regina University

Why Combining CTE Student Organizations Works for College Recruitment & Retention: The Case of NSO

Wilkinson, Erin — Johnson & Wales University

Friday

Time: 2:40 - 4:10 PM

5/27/2011

Room: Territorial III

Session Topic: Marketing

Session Chair: Dewani, Prem

Reciprocity to Gift Giving in Consumer Market

Dewani, Prem — Indian Institute of Management Ahmedabad

Let's Faberge - Online. Marketing Strategies of Selling Luxury Online

Ostapenko, Nikolai — University of the District of Columbia

Does Psychic Distance Have Effect on Brand Acceptance?

Srivastava, Rajesh — University of Mumbai

An Investigation on College Student's Consuming Phenomenon

Cho, James — Lughwa University of Science and Technology

Pan, Chao-Wei — National Taichung Institute of Technology

Lai, Wei-pang — Golden Gate University

Lin, Jin-ying — Providence University

Saturday

5/28/2011

Time: 9:40 - 11:10 AM
Session Topic: Business Education
Session Chair: Sanders, Elaine

Room: Hawaii I

Using a Pull Approach for Assessment of Learning in Introductory Business Courses

Sanders, Elaine — University of Texas at San Antonio

Willis, Veronda — University of Texas at Tyler

Enhancing the Linkage of Learning Objectives to Learning Outcomes for Marketing

Jackson, Tyrone — California State University, Los Angeles

EPAS Accreditation – A Case Study of Self-Reflection and Continuous Improvement

Pearlman, Michael — Victoria University

Saturday

5/28/2011

Time: 9:40 - 11:10 AM
Session Topic: Taxes
Session Chair: Serrett, Randy

Room: Hawaii II

The Self-employment Tax - Entity Classification for Maximizing Tax Savings

Serrett, Randy — University of Houston - Downtown

Thompson, Steve — Texas State University

An Analysis of the 2010 National Commission on Fiscal Responsibility and Reform's Recommendations on Reforming the U.S. Tax Code

Silliman, Benjamin — St. John's University

Saturday

5/28/2011

Time: 9:40 - 11:10 AM
Session Topic: Management Information Systems
Session Chair: Podhradsky, Ashley

Room: Kauai

A Restructured Information Technology Risk Assessment Model for Small and Medium-Sized Financial Institutions

Podhradsky, Ashley — Drexel University

Streff, Kevin — Dakota State University

Pauli, Josh — Dakota State University

Engebretson, Pat — Dakota State University

A Study of Factors Affecting Information Technology Alignment in a Bank Merger Context

Huang, Leelien Ken — Feng Chia University

Technology in Business, Trends and Issues

Mashaw, Bijan — California State University, East Bay

Saturday

5/28/2011

Time: 9:40 - 11:10 AM
Session Topic: Conflict Resolution
Session Chair: Stephens, David

Room: Territorial I

A Lognitudinal Review of Labor Relations and Conflict Resolution Coursework in U. S. Business Schools: 1977-2002-2011

Stephens, David — Utah State University

Stephens, Robert — Shippensburg University

Kohl, John — Lincoln University

Saturday

Time: 9:40 - 11:10 AM

5/28/2011

Room: Territorial III

Session Topic: International Business

Session Chair: Wu, Terry

An Analysis of China's E-Commerce Strategy

Wu, Terry — University of Ontario Institute of Technology

Information Analysis Practices of SMEs Entering Chinese Markets: Research in Progress

Villa de Liguori, Rodrigo — Stove Builders International, Inc.

Béliveau, Donald — Laval University

Haskell, Nancy — University Laval

Testing a Model of Small Technology Firms' Internationalization

Li, Lee — York University

Qian, Gongming — The Chinese University of Hong Kong

Building an International Business Curriculum using an Innovative Methodology

Gonzalez, Marvin — College of Charleston

Quesada, Gioconda — College of Charleston

Mueller-Dentiste, Rene — College of Charleston

Mueller, James — College of Charleston

Saturday

Time: 11:20 AM - 12:50 PM

5/28/2011

Room: Hawaii I

Session Topic: Case studies related to Business

Session Chair: Tucker, Michael

Hertz Bids to Buy Dollar Thrifty

Tucker, Michael — Fairfield University

Building Lives in Kenya: A Case Study of a Successful Social Enterprise

Winter, Natalie C. — California Baptist University

Alderson, Keanon — California Baptist University

Examination of Financial Performance Among Industries Shared with Highly Related Resources: Research in Petrochemical-related Industries of Taiwan

Tseng, Shen-Ju — Chung Yuan Christian University

Saturday

Time: 11:20 AM - 12:50 PM

5/28/2011

Room: Territorial II

Session Topic: Accounting

Session Chair: McPeak, Charles

The President Obama Stimulus Packages and The President Bush Dividend Tax Cut

McPeak, Charles — Pepperdine University

Internal Auditors' Reliance on the Audit Program: The Effect of Audit Program Structure, Audit Type and External Auditor Approval

Martin, Kasey — Texas State University

Sanders, Elaine — University of Texas at San Antonio

The Millennials Have Arrived: Falling Sky or Much Ado About Nothing?

Mastrolia, Stacy — Bucknell University

Willits, Stephen — Bucknell University

Unexpected Audit Fees and Earnings Quality: An International Investigation

Zhan, Jun — Concordia University

Magnan, Michel — Concordia University

Saturday

Time: 11:20 AM - 12:50 PM

5/28/2011

Room: Territorial III

Session Topic: Finance

Session Chair: Chen, Chih-Hsiang

An Empirical Analysis of The Role of R&D In Merger Activities(M&A) in International Capital Market: Policy Implications

Chen, Chih-Hsiang — Ming Chuan University

An Empirical Investigation of the Role of Tariff in Merger activities (M&A) in International capital market: Policy Implications

Chen, Chih-Hsiang — Ming Chuan University

Implications of Subchapter S Tax Status for Commercial Banks

Breit, Emily — Fort Hays State University

Carter, David — Oklahoma State University

Simpson, Gary — Oklahoma State University

Saturday

Time: 1:00 - 2:30 PM

5/28/2011

Room: Hawaii I

Session Topic: Entrepreneurship

Session Chair: Jones, Wayne

University Entrepreneurship: A Case Study of how University Incubators and Accelerators can Facilitate the Soft Landing Process for International New Ventures

Jones, Wayne — University of South Florida Polytechnic

Brice, William — Menlo College

Entrepreneurship, Corporate Governance and Profit Efficiency: A Study of China

Tseng, Shen-Ju — Chung Yuan Christian University

Saturday

Time: 1:00 - 2:30 PM

5/28/2011

Room: Hawaii II

Session Topic: Health and Hospital Administration

Session Chair: Lingenfelder, Michael

Do Online Quality Portals Depict Patients' Information Preferences?

Lingenfelder, Michael — Philipps-University Marburg

Kessel, Sebastian — Philipps-University Marburg

The Evolution of Education: Strategies for Developing Distance Learning Programs in the Technical Fields

Collins, Kevin — Southern Illinois University Carbondale

An Introspective Examination into the Characteristics of Effective Healthcare Leaders

Collins, Kevin — Southern Illinois University Carbondale

Saturday

Time: 1:00 - 2:30 PM

5/28/2011

Room: Kauai

Session Topic: Information Systems

Session Chair: Custis, Christine

The Role of Business Intelligence within the Hospitality Industry's Information Systems Strategy: Historical Concepts and Future Trends

Custis, Christine — Morgan State University

Corporate Wikis: A Study of Emotion, Motivation, and Participation Behavior

Coleman, Deborah — Nova Southeastern University

Progressing to Automated Strategic Actions: Traditional and Real-time Business Intelligence

Mangle, Andrew — Community Colleges of Baltimore County

Bapna, Sanjay — Morgan State University

Saturday

Time: 1:00 - 2:30 PM

5/28/2011

Room: Territorial I

Session Topic: Human Resource Management
Session Chair: Glidden, Priscilla

Gender Differences in Factors Related to Absenteeism in Barbados Private Sector Businesses

Glidden, Priscilla — University of the West Indies
Mulder, Carol — University of the West Indies

Questions Asked by Experts in Finding Out What is Going on

Warrick, D.D. — University of Colorado at Colorado Springs

Linking Empowerment of Blue-Collar Workers and Operational Performance - Report from an Unconventional Human Resource Strategy in a High Power-Distance Society

Stößlein, Martin — Dalian University of Technology

Saturday

Time: 1:00 - 2:30 PM

5/28/2011

Room: Territorial II

Session Topic: Economics
Session Chair: Fleming, Garry

The Origin and Evolution of the Aggregate Supply Curve in Macroeconomics Texts

Fleming, Garry — Roanoke College

Estimating Parameters of the 1918-1919 Influenza Epidemic on U.S. Military Bases

Sohn, Kyongsei — SUNY College at Brockport
Boulier, Bryan — The George Washington University

Saturday

Time: 1:00 - 2:30 PM

5/28/2011

Room: Territorial III

Session Topic: Marketing

Session Chair: Ouellet, Jean-Francois

The Predictive Power of Concept Testing using Rapid Prototyping Methods: The Moderating Role of Product Innovativeness

Ouellet, Jean-Francois — HEC Montreal
LaCroix, Caroline — UQAM

Managing Customer Engagement - How to Gain a Surplus From a Social Phenomenon

Nadzeika, Arwed — University of Hagen
Nesper, Jens — University of Hagen
Fließ, Sabine — University of Hagen

Resource Based View: A Summative Brief

Ali, Qamar — Government College University Faisalabad, Pakistan

Sunday

Time: 9:40 - 11:10 AM
Session Topic: Business Law
Session Chair: Reich, Brad

5/29/2011

Room: Hawaii I

Outsourcing Human Reproduction: Embryos & Surrogacy Services in the Cyberprocreation Era

Reich, Brad — University of Puget Sound
Swink, Dawn — University of St. Thomas

The Value of Being Legally Astute: The Relevance of Legal Studies to Business

Ayling, Diana — Unitec Institute of Technology
Finlayson, Patricia — Unitec Institute of Technology

John Doe v. Kamehameha Schools: A Retrospective

Gibbs, Judy — Avila University

Sunday

Time: 9:40 - 11:10 AM
Session Topic: Cross-disciplinary areas of Business
Session Chair: Kaiama, Manu

5/29/2011

Room: Hawaii II

Building Bridges Between Business and Culture; Success and Failures and the Recognition of "Home Rule"

Kaiama, Manu — University of Hawaii

Unintended Consequences of Australian Retail National Electricity Market Reforms

Grigg, Lyn — University of New South Wales
Jiang, Long — University of New South Wales

Sunday

Time: 9:40 - 11:10 AM
Session Topic: Information Systems
Session Chair: Unold, Jacek

5/29/2011

Room: Kauai

Toward a Modern Depiction of Information Theory: Information in Reference to Matter

Unold, Jacek — Wroclaw University of Economics

Re-Visiting Data Sanitization Issues with the Digital Forensics Data Recovery Project

Podhradsky, Ashley — Drexel University

How to Evaluate the Skills of Spreadsheet Users?

Berthiaume, Michel — Université de Sherbrooke

Development of leadership in Information Technology programs in UAE: Case study

Draganova, Anrieta — Zayed University
Doran, Patrick — Zayed University

Sunday

Time: 9:40 - 11:10 AM
Session Topic: Management
Session Chair: Jain, Pardeep

5/29/2011

Room: Territorial I

Problems, Challenges and Decision Making of Women Sarpanches (Village Heads) - A Case Study from Sangrur District (Punjab, India)

Jain, Pardeep — Sant Longowal Institute of Engineering and Technology
Punia, S.S. — Sant Longowal Institute of Engineering and Technology
Rani, Kanchan — Sant Longowal Institute of Engineering and Technology

Supportive Learning Environment: A Comparison between Private and Public Sector Organizations of Pakistan
Ali, Qamar — Government College University Faisalabad, Pakistan

Sunday

Time: 9:40 - 11:10 AM
Session Topic: Economics
Session Chair: Wang, Chin Yu

5/29/2011

Room: Territorial II

Advertising Spillover Effect on Location Choice

Wang, Chin Yu — Institute of Business and Management, National University of Kaohsiung
Cheng, Yu Jen — Institute of Business and Management, National University of Kaohsiung

R&D Subsidy: An Available Alternative to Bailout the Uncompetitive Firms From Negative Impact of FTA

Su, Jun Hung — Institute of Business and Management, National University of Kaohsiung
Cheng, Yu Jen — Institute of Business and Management, National University of Kaohsiung

Technology Spillovers, Incentives, and Cooperative R&D

Kuo, Che Hao — Institute of Business and Management, National University of Kaohsiung
Cheng, Yu Jen — Institute of Business and Management, National University of Kaohsiung

Environmental Tax, Pollution Abatement Cooperation, and Social Welfare

Cheng, Yu-Jen — Institute of Business and Management, National University of Kaohsiung
Chen, Wei — Institute of Business and Management, National University of Kaohsiung

Sunday

Time: 9:40 - 11:10 AM
Session Topic: Marketing
Session Chair: Hamakawa, Curt

5/29/2011

Room: Territorial III

Beijing Olympics: Games of Epic Proportion

Hamakawa, Curt — Western New England College
Elam, Elizabeth — Western New England College

Gender Differences in Student Ethical Evaluations of Personal Selling Scenarios

Donoho, Casey — California State University, Chico
Heinze, Timothy — California State University, Chico

What Consumers Get from the Ratio of eWOM?

Sun, Yu-Hua — National Taiwan Normal University
Yang, Chian-Zu — National Taiwan Normal University
Hung, Ya-Fan — National Taiwan Normal University

Sunday

Time: 11:20 AM - 12:50 PM

5/29/2011

Room: Hawaii II

Session Topic: Cross-disciplinary areas of Business

Session Chair: Iida, Takao

National Government Policies and Economic Effects - National Economy vs. Regional Economy

Iida, Takao — Sapporo University

Kato, Akira — Hokkaido University of Education

Okamura, Makoto — Hiroshima University

Co-Regulation in Feed Legislation - EU vs. Japan

Mino, Koji — Rakuno Gakuen University

Iida, Takao — Sapporo University

Sunday

Time: 11:20 AM - 12:50 PM

5/29/2011

Room: Territorial I

Session Topic: Hospitality Industry

Session Chair: Wang, Gao-Liang

The Tips Study on Overseas Chinese Travelers

Wang, Gao-Liang — Takming University of Science and Technology

Song, Wen-Bin — Takming University of Science and Technology

Liu, Chi-Chao — Takming University of Science and Technology

Chang, Lung-Yu — Takming University of Science and Technology

The Study of Night Pub Culture - in Taipei Pub as an Example

Chueh, Yu-Ting — Takming University of Science and Technology

Wang, Gao-Liang — Takming University of Science and Technology

Sunday

Time: 11:20 AM - 12:50 PM

5/29/2011

Room: Territorial II

Session Topic: Economics

Session Chair: Garrick, Courtney

The Jamaica Debt Exchange a Local Response to a Global Challenge

Garrick, Courtney — University of Technology, Jamaica

Environmental Tax, Pollution Abatement Cooperation, and Social Welfare

Chen, Wei — Institute of Business and Management, National University of Kaohsiung

Cheng, Yu-Jen — Institute of Business and Management, National University of Kaohsiung

Sunday

Time: 11:20 AM - 12:50 PM

5/29/2011

Room: Territorial III

Session Topic: Finance

Session Chair: Bliss, Gary

Where's The Interest? A Review of Lending Patterns and Interest Rates for the SBA 7(a) Loan Program

Bliss, Gary — Florida State University-Panama City

Washington, Meloney — Florida State University-Panama City

Cesaroni, Torrie — Florida State University-Panama City

A Comprehensive Investigation of Fund Performance: A New Technique

Woodward, George — University of Colorado at Colorado Springs

Sunday

Time: 1:00 - 2:30 PM

5/29/2011

Room: Hawaii I

Session Topic: Entrepreneurship

Session Chair: Jain, Pardeep

Eradicating Poverty and Unemployment by Inculcating Entrepreneurial Spirit in the Youth - Success Stories of Indian Entrepreneurs

Jain, Pardeep — Sant Longowal Institute of Engineering and Technology

Jain, Sarika — Akal Degree College

An Opportunity Lost - Barriers to Maori Small Business Start-up in New Zealand

Love, Matene — Victoria University of Wellington

Financing Small and Micro Business Enterprises in The Developing Countries: Patterns and Practices of Start-up and Operation

Alalade, Samson — Babcock University

Sunday

Time: 1:00 - 2:30 PM

5/29/2011

Room: Territorial I

Session Topic: Management

Session Chair: Dewani, Prem

Trust in Social Networking Web Site

Dewani, Prem — Indian Institute of Management Ahmedabad

Customer Challenges in Times of Global Risk and Uncertainty

Carter, Tony — University of New Haven

Some Issues of Import Process for Food Safety Management

Tsai, Hsien-Tang — National Sun Yat-Sen University

Wu, Tung-Ju — National Sun Yat-Sen University

Feng, Ching-Feng — National Sun Yat-Sen University

Sunday

Time: 1:00 - 2:30 PM

5/29/2011

Room: Territorial II

Session Topic: Teaching (all areas of Business)

Session Chair: Phelps, Selcen

An Entrepreneurial Approach to Teaching Entrepreneurship

Phelps, Selcen — Westminster College

Comparing Learning Outcomes between Paper Textbooks and Electronic Textbooks

Beckman, Paul — San Francisco State University

Sunday

Time: 1:00 - 2:30 PM

5/29/2011

Room: Territorial III

Session Topic: Marketing

Session Chair: Becheur, Imene

Brand Relationships, Brand Love and the Consumer

Becheur, Imene — Wesford France

Albert, Noel — Wesford France

The Effects of Mobile Multimedia Advertising and Personal Involvement on Advertisement

Wang, Eunice Hsiao-Hui — Yuan Ze University

Kao, Pei-Wen — Yuan Ze University

Author Index

Alalade, Samson — Babcock University	29
Albert, Noel — Wesford France.....	30
Alderson, Keanon — California Baptist University.....	21
Ali, Qamar — Government College University Faisalabad, Pakistan	25, 27
Ames, Daniel — Illinois State University	16
Aoki, Dance — Storytelling for Change	10
Asada, Takayuki — Osaka University	7
Asahi, Yumi — Shizuoka University	13
Ayling, Diana — Unitec Institute of Technology	26
Bao, Ben-Hsien — Hong Kong Polytechnic University	7
Bapna, Sanjay — Morgan State University.....	24
Becheur, Imene — Wesford France	30
Beckman, Paul — San Francisco State University.....	30
Béliveau, Donald — Laval University	21
Berthiaume, Michel — Université de Sherbrooke	26
Bhattacharjee, Debashish — Indian Institute of Management Calcutta.....	13
Bilodeau, Victor — Grant MacEwan University	11
Bliss, Gary — Florida State University-Panama City	29
Bocatto, Evandro — Grant MacEwan University	11
Boulier, Bryan — The George Washington University	25
Boyd, Milton — University of Manitoba	14
Breit, Emily — Fort Hays State University.....	23
Brice, William — Menlo College.....	24
Buckingham, John — Pepperdine University	6
Calvo, Ivan — Fundação Getulio Vargas.....	17
Campbell, Howard — Ball State University	15
Carter, David — Oklahoma State University	23
Carter, Tony — University of New Haven.....	29
Cesaroni, Torrie — Florida State University-Panama City.....	29
Chan, Ah-Kim — National Taiwan Normal University.....	18
Chan, K.F. — Hong Kong Polytechnic University	17
Chan, Kam — Western Kentucky University	8
Chang, Lung-Yu — Takming University of Science and Technology	11, 28
Chang, Ruei-Yuan — National Chung Hsing University	22
Chang, Yuhsuan — Yuan Ze University.....	11
Chao-Hsien Pan, Jason — Takming University of Science and Technology	13
Chaverest, E'licia L. — Alabama A&M University.....	13
Chembezi, Duncan M. — Alabama A&M University	13
Chen, Cheng Chung — Kang Ning University	16
Chen, Chih-Hsiang — Ming Chuan University	23
Chen, Shieh-Liang — Asia University.....	16
Chen, Wei — Institute of Business and Management, National University of Kaohsiung.....	27, 28
Cheng, Yu-Jen — Institute of Business and Management, National University of Kaohsiung.....	27, 28
Cheung, Eric — Hong Kong Polytechnic University.....	17

Chi, Li-Chiu — National Formosa University	6, 9
Chiang, Li-Chih — Hsing Wu College	6
Chiang, Meng-Lin — Yuan Ze University.....	9
Cho, James — Lunghwa University of Science and Technology	12, 19, 22
Cho, Ming-Te — Chung Yuan Christian University.....	8
Cho, Richard — University of New Brunswick, Saint John.....	7
Chokesuwattanaskul, Peerapat — The Joint Doctoral Program in Business Administration	7
Christensen, Sandra — Eastern Washington University	22
Chu, Chung-Liang — Food Industry Research and Development Institute (FIRDI),Taiwan.....	17
Chu, Ling Ya — National Chung Hsing University.....	12
Chueh, Yu-Ting — Takming University of Science and Technology	28
Coleman, Deborah — Nova Southeastern University	24
Collins, Kevin — Southern Illinois University Carbondale.....	18, 24
Collins, Sandra — Southern Illinois University Carbondale.....	18
Copplestone, Glen — King's University College at UWO	14
Cruz, Jose — University of Connecticut	7
Custis, Christine — Morgan State University	24
Dang, Van Thac — National Chung Hsing University	22
Dang, Weimin — University of Manitoba	14
Davey, Bill — RMIT University	15
de Abreu, Andressa — IBESB	17
Deadrick, Diana — Old Dominion University	17
DeCelles, Michael — Angelo State University	16
Demediuk, Peter — Victoria University	18
Demediuk, Tom — Swinburne University	18
DeVries, Peter — University of Houston - Downtown.....	15
Dewani, Prem — Indian Institute of Management Ahmedabad.....	19, 29
Donoho, Casey — California State University, Chico	27
Doran, Patrick — Zayed University	26
Draganova, Anrieta — Zayed University	26
Duplessis, Nikki — Pepperdine University.....	10
Earhart, Carla — Ball State University	11, 15, 17
Egan, Calleen — Pepperdine University	10
Elam, Elizabeth — Western New England College	27
Engbretson, Pat — Dakota State University.....	20
Erdem, Mehmet — UNLV	11
Fan, Simon — Lingnan University.....	14
Fang, Chin-Yi — National Taiwan Normal University	16
Feng, Ching-Feng — National Sun Yat-Sen University	29
Finlayson, Patricia — Unitec Institute of Technology	26
Fireworker, Robert — St. John's University.....	10, 17
Fleming, Garry — Roanoke College	25
Fließ, Sabine — University of Hagen.....	25
Fraizer, Craig — Synergies in Sync	10
Fraizer, Lani — Synergies in Sync.....	10
Fraizer, Leah Denise — Synergies in Sync.....	10
Gardner, Donald — University of Colorado at Colorado Springs	17
Garfalo, Blaine — San Francisco State University	22

Garrick, Courtney — University of Technology, Jamaica	28
Gibbs, Judy — Avila University	14, 26
Glidden, Priscilla — University of the West Indies	25
Gonzalez, Marvin — College of Charleston	7, 21
Gooden, Brittany — Alabama A&M University.....	13
Grigg, Lyn — University of New South Wales	26
Haber, Jeffrey — Iona College.....	6
Hamakawa, Curt — Western New England College.....	27
Hamamura, Glenn — Systems Excellence LLC	18
Hashimoto, Keiji — Otemon Gakuin University	9
Haskell, Nancy — University Laval.....	21
Heinze, Timothy — California State University, Chico.....	27
Hendrickson, Troy — Curtin University	13
Ho, Chao Yi — Yuan Ze University	11
Ho, Chia-Lun — Food Industry Research and Development Institute (FIRDI),Taiwan	17
Ho, Jing Shing — National Chung Hsing University.....	12
Hong, Cai Xin — Tung Hai University.....	16
Hsu, Han-Kuan — National Formosa University.....	6, 9
Hsu, Hui-Lin — Fortune Institute of Technology.....	16
Hsu, Shih Sheng — Tung Hai University	16
Huang, Bao-Hung — Food Industry Research and Development Institute (FIRDI),Taiwan	17
Huang, Leelien Ken — Feng Chia University.....	20
Huang, Min-Ping — Yuan Ze University.....	9
Hung Liang, Chang — National Taiwan Normal University.....	11
Hung, Ya-Fan — National Taiwan Normal University.....	27
Iida, Takao — Sapporo University.....	28
Ishikawa, Akira — Aoyama Gakuin University/The University of Texas at Austin.....	6
Jackson, Tyrone — California State University, Los Angeles	20
Jahn, Gavin — Curtin University	14
Jain, Pardeep — Sant Longowal Institute of Engineering and Technology	27, 29
Jain, Sarika — Akal Degree College.....	29
Jane, Shiang-Tang — Food Industry Research and Development Institute (FIRDI),Taiwan.....	17
Jensen, Søren Henningg — Copenhagen Business School	9
Jensen, Steven — Southern Illinois University Carbondale.....	18
Jiang, Long — University of New South Wales	7, 26
Jones, Wayne — University of South Florida Polytechnic	24
Juntongjin, Panitharn — Thammasat University.....	10
Kaiama, Manu — University of Hawaii.....	26
Kao, Pei-Wen — Yuan Ze University.....	30
Karluk, Sadik Ridvan — Anadolu University	17
Kato, Akira — Hokkaido University of Education	28
Kauhane, Kapua — Pepperdine University.....	10
Kawakami, Sachiko — PsychoDynamix Limited.....	8
Kessel, Sebastian — Philipps-University Marburg.....	8, 24
Kietlinska, Krystyna — Finance, Banking and Insurance Institute.....	13
Kohl, John — Lincoln University	20
Kuo, Che Hao — Institute of Business and Management, National University of Kaohsiung.....	27
Kuo, Ding — Takming University of Science and Technology	13

Kwong Fai, Chan — Hong Kong Polytechnic University	9
LaCroix, Caroline — UQAM	25
Lai, Wei-pang — Golden Gate University	19
Lai, Wei-Pang — Golden Gate University	22
Lajili, Kaouthar — University of Ottawa	13
Lau, Theresa — Hong Kong Polytechnic University	9, 17
Lee, Yu-Je — Takming University of Science and Technology	11
Lewis, Nathan — California Baptist University	15
Lewis, Tyler — Brigham Young University	6
Li, Lee — York University	21
Lin, Chin-Shien — National Chung Hsing University	22
Lin, Chun-Jen — Food Industry Research and Development Institute (FIRDI), Taiwan	17
Lin, Hsin-Hung — Fortune Institute of Technology	16
Lin, Hung-Ju — National Ilan university	12
Lin, Jin-ying — Providence University	19
Lin, Nien-He — Yuan Ze University	9
Lin, Tian-Gui — Food Industry Research and Development Institute (FIRDI), Taiwan	17
Lin, Tiffany — N/A	12
Lin, Yao-nan — Fu Jen Catholic University	12
Lin, Yi-Hung — Taichung City Government	16
Lin, Yi-Mien — National Chung Hsing University	16
Lin, Yun Hsuan — Tung Hai University	16
Lingenfelder, Michael — Philipps-University Marburg	8, 24
Liu, Chia Jung — Tung Hai University	16
Liu, Chi-Chao — Takming University of Science and Technology	28
Liu, Zungang — Pennsylvania State University	7
Lo, Yi-Shan — Food Industry Research and Development Institute (FIRDI), Taiwan	17
Love, Matene — Victoria University of Wellington	29
Lucyk, Gordon — Grant MacEwan University	11
Lui, Gladie — Lingnan University	8
Lukaitis, Audra — RMIT University	15
Magnan, Michel — Concordia University	23
Mangle, Andrew — Community Colleges of Baltimore County	24
Martin, Kasey — Texas State University	23
Mashaw, Bijan — California State University, East Bay	20
Mastrolia, Stacy — Bucknell University	23
Matthews, Eric — Southern Illinois University Carbondale	8, 18
Matthews, Tracy — Southern Illinois University Carbondale	18
McKinnies, Richard — Southern Illinois University Carbondale	18
McMahon, Dave — Pepperdine University	6
McPeak, Charles — Pepperdine University	23
Mikołajczyk, Bożena — University of Lodz	13
Mino, Koji — Rakuno Gakuen University	28
Moells, Sascha — Philipps-University Marburg	8
Mpoyi, Richard — Middle Tennessee State University	9
Mueller, James — College of Charleston	21
Mueller, Jens — University of Ballarat	18
Mueller, Jens — University of Waikato	8

Mueller-Dentiste, Rene — College of Charleston.....	21
Mulder, Carol — University of the West Indies.....	25
Murata, Miki — University of New South Wales.....	9
Nadzeika, Arwed — University of Hagen.....	25
Nagel, Harry — St. John's University.....	10, 17
Nesper, Jens — University of Hagen.....	25
Nguyen, Duc-Tho (Tom) — Griffith University.....	14
Nguyen, Tran-Phuc — Griffith University.....	14
O'Donnell, Kathleen — San Francisco State University.....	10
Okamura, Makoto — Hiroshima University.....	28
Ostapenko, Nikolai — University of the District of Columbia.....	19
Ouellet, Jean-Francois — HEC Montreal.....	25
Pan, Chao-Wei — National Taichung Institute of Technology.....	19, 22
Pan, Wei-Ta (Woody) — National Taiwan Normal University.....	16
Pandelo Jr, Domingos — Fundação Getulio Vargas.....	17
Pauli, Josh — Dakota State University.....	20
Pearlman, Michael — Victoria University.....	20
Peng, Pao-Yu (Jessie) Peng — National Taiwan Normal University.....	16
Phelps, Selcen — Westminster College.....	30
Podhradsky, Ashley — Drexel University.....	20, 26
Poulfelt, Flemming — Copenhagen Business School.....	9
Pui Keung Wills, Leung — Hong Kong University.....	9
Punia, S.S. — Sant Longowal Institute of Engineering and Technology.....	27
Qian, Gongming — The Chinese University of Hong Kong.....	21
Quesada, Gioconda — College of Charleston.....	7, 21
Rani, Kanchan — Sant Longowal Institute of Engineering and Technology.....	27
Reich, Brad — University of Puget Sound.....	26
Rentschler, Sarah — Rose Property Group.....	15
Rigby, Colleen — University of Waikato.....	8
Romund, Daniel — Philipps-University Marburg.....	8
Rowland, Lawrence — Hawaii Pacific University.....	18
Sanders, Elaine — University of Texas at San Antonio.....	20, 23
Seaman, Samuel — Pepperdine University.....	6
Serrett, Randy — University of Houston - Downtown.....	20
Shaw, Annapurna — Indian Institute of Management Calcutta.....	6
Shepherd, Morgan — University of Colorado.....	11
Shih, Tsui-Yii — National Taipei College of Business.....	7
Shum, Connie — Pittsburg State University.....	8
Sila, Ismail — University of Saskatchewan.....	22
Silliman, Benjamin — St. John's University.....	20
Simpson, Gary — Oklahoma State University.....	23
Skaggs, Paul — Brigham Young University.....	19
Sohn, Kyongsei — SUNY College at Brockport.....	25
Song, Wen-Bin — Takming University of Science and Technology.....	28
Sparks, Howard — University of Alaska.....	16
Spindler, Danny — Ball State University.....	17
Srivastava, Rajesh — University of Mumbai.....	19
Stephens, David — Utah State University.....	20

Stephens, Robert — Shippensburg University	20
Stöblein, Martin — Dalian University of Technology	8, 25
Strebel, Judi — San Francisco State University	10
Streff, Kevin — Dakota State University	20
Su, Jun Hung — Institute of Business and Management, National University of Kaohsiung	27
Sun, Yu-Hua — National Taiwan Normal University	11, 18, 27
Sunderman, Norman — Angelo State University	16
Sutanonpaiboon, Janejira — Sonoma State University	22
Swink, Dawn — University of St. Thomas	26
Thombs, Amy — Roger Williams University	15
Thombs, Daniel — Salve Regina University	19
Thombs, Michael — Salve Regina University	19
Thombs, Philip — Retired	19
Thompson, Steve — Texas State University	20
Tomo, Makoto — Seijyo University	7
Trotter, Richard — University of Baltimore	13
Tsai, Hsien-Tang — National Sun Yat-Sen University	29
Tsai, Ming-Chih — National Chung Hsing University	12
Tseng, Kuang Yu — Tung Hai University	16
Tseng, Shen-Ju — Chung Yuan Christian University	6, 21, 24
Tucker, Michael — Fairfield University	21
U, Mio Iong — Tung Hai University	16
Unold, Jacek — Wroclaw University of Economics	26
Villa de Liguori, Rodrigo — Stove Builders International, Inc.	21
Wagner, Christian — City University of Hong Kong	15
Wang, Chin Yu — Institute of Business and Management, National University of Kaohsiung	27
Wang, Eunice Hsiao-Hui — Yuan Ze University	30
Wang, Gao-Liang — Takming University of Science and Technology	11, 28
Wang, Huihui — University of Manitoba	14
Wang, I-Chin — Food Industry Research and Development Institute (FIRDI), Taiwan	17
Wang, Shu Tai — Tung Hai University	16
Wang, Sue-Mei — Food Industry Research and Development Institute (FIRDI), Taiwan	17
Warrick, D.D. — University of Colorado at Colorado Springs	25
Washington, Meloney — Florida State University-Panama City	29
Wattanasuwan, Kritsadarat — Thammasat University	10
Wei, Shih-Chun — Takming University of Science and Technology	11
Wells, Philippa — University of Ballarat	18
Weng, Li-Hua — Food Industry Research and Development Institute (FIRDI), Taiwan	17
Wheeler, David — Suffolk University	10
Wilkinson, Erin — Johnson & Wales University	19
Willis, Veronda — University of Texas at Tyler	20
Willits, Stephen — Bucknell University	23
Winter, Natalie C. — California Baptist University	18, 21
Wisen, Craig — University of Alaska Fairbanks	22
Woodward, George — University of Colorado at Colorado Springs	29
Wright, Geoffrey — Brigham Young University	6
Wu, Mei-Fen — Takming University of Science and Technology	11
Wu, Ming-Hung — Takming University of Science and Technology	13

Wu, Terry — University of Ontario Institute of Technology.....	21
Wu, Tung-Ju — National Sun Yat-Sen University	29
Yang, Chian-Zu — National Taiwan Normal University	27
Yarmish, Gavriel — Brooklyn College	10
Yen, Ghi-Feng — Chung Yuan Christian University	8
Yori, Makoto — Hyogo Prefectural University	7
Zhan, Jun — Concordia University	23
Zhang, Shishu — University of the Incarnate Word	9, 15

Conference Evaluation Form

	Excellent	Good	Fair	Below average	Poor
1. Time of year for conference					
2. Ease of proposal submission process					
3. Ease of conference registration process					
4. Ease of hotel registration process					
5. Timeliness of communication with conference staff					
6. Quality of hotel meeting facilities					
7. Quality of hotel staff					
8. Opportunities for networking					
9. Quality of conference meals and breaks					
10. Overall quality of sessions					
11. Overall quality of conference					

12. If you attended Germaine’s Luau, how would you rate it:

13. How did you find out about the conference? (check all that apply) Web search
 Word of mouth Received e-mail Newsletter
 Other: _____

14. How likely are you to attend in the future? Definitely will Probably Maybe Not likely
 Definitely not

15. Would you recommend this conference to colleagues and/or students? Yes No

15a. Why or why not? _____

16. Other comments or suggestions? _____

Comments (continued)...

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