# Advancing Management: The Employee, Ethics, and Global Confidence

**Thursday, March 26 – Saturday, March 28, 2015**

**Thursday, March 26, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>1:00 p.m. to 7:00 p.m.</td>
<td><strong>Registration</strong></td>
<td></td>
<td>Dina Abdelsamad, Omar Abdelsamad, Joseph Barnes, and Angie Dick</td>
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<tr>
<td>3:00 p.m. to 7:00 p.m. (Copper)</td>
<td><strong>SAM Board Meeting</strong></td>
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<tr>
<td>7:00 p.m. to 8:30 p.m. (Tahoe)</td>
<td><strong>Welcoming Reception</strong></td>
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<td>8:30 p.m. to 9:45 p.m. (Reno)</td>
<td><strong>Student Orientation</strong> (Case Competition Schedule to Be Determined at this Meeting)</td>
<td></td>
<td>Moustafa H. Abdelsamad, SAM International President &amp; CEO&lt;br&gt;Sara Bliss Kiser, Alabama State University, SAM VP&lt;br&gt;James Stewart, Merrimack College, SAM VP</td>
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**Friday, March 27, 2015**

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<tr>
<td>8:30 a.m. to 3:00 p.m.</td>
<td><strong>Registration</strong></td>
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<td>Dina Abdelsamad, Omar Abdelsamad, Joseph Barnes, and Angie Dick</td>
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<tr>
<td>8:30 a.m. to 9:00 a.m. (Copper)</td>
<td><strong>“Conference Opening and Welcome”</strong></td>
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<td>Moustafa H. Abdelsamad, SAM International President &amp; CEO and 2015 Conference Chair Texas A&amp;M University-Corpus Christi</td>
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<tr>
<td>9:00 a.m. to 5:00 p.m. (Parlors D, E, F)</td>
<td><strong>Student Case Competition Presentations as Per Schedule Determined on Thursday, March 26, 2015</strong></td>
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<td>Case Director: James Stewart, Merrimack College, SAM VP&lt;br&gt;Sara Bliss Kiser, Alabama State University, SAM VP</td>
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<td>9:00 a.m. to 10:30 a.m.</td>
<td><strong>Concurrent Sessions</strong></td>
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<tr>
<td>Session A (Parlor A)</td>
<td>Chair: Tito Guerrero III, Middle States Commission on Higher Education&lt;br&gt;&lt;br&gt;“Equity Theory vs. a Satisficing Strategy: An Exploration of Compensation Models for University Faculty”&lt;br&gt;Kerry S. Webb, Texas Woman’s University&lt;br&gt;Discussant: W. Scott Sherman, Texas A&amp;M University-Corpus Christi&lt;br&gt;&lt;br&gt;“Strategies for Success in the Chinese Market”&lt;br&gt;Carol Lai, California State University, Fullerton&lt;br&gt;Peng Chan, California State University, Fullerton&lt;br&gt;Lam D. Nguyen, Bloomsburg University of Pennsylvania&lt;br&gt;Discussant: Randall Harris, Texas A&amp;M University-Corpus Christi</td>
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Session B
(Parlor B)

Chair: Natasha Randle, Mississippi State University-Meridian

- “The Buzz-Saw--A New Model of Strategic Leadership”
  James Browning, National Defense University
  Discussant: David L. Torres, University of Arizona, Sierra Vista

- “An Empirical Study on the Relationships Between Authentic Leadership and Employee Job Satisfaction by Industry Segment”
  Michael Onorato, State University of New York at Old Westbury
  Jason Zhu, State University of New York at Old Westbury
  Discussant: J. Goosby Smith, Pepperdine University

- “The Relationship Between Managerial Orientation and Productivity: An Examination of Captains from Discovery Channel’s Deadliest Catch”
  Sydney Covey, Virginia Wesleyan College
  Paul L. Ewell, Virginia Wesleyan College
  Discussant: Tammi C. Redd, Ramapo College of New Jersey

- “The Influence of Compensation on Leader Human Capital and Unit Performance”
  Christopher M. Harris, Texas Woman’s University
  Gary C. McMahan, University of Texas-Arlington
  Discussant: Michele-Ann Petrone, TASC

Session C
(Parlor C)

Chair: Farhang Niroomand, University of Houston-Victoria

- “The Need for Globalization of Business Higher Education and the Vital Role of Information Systems and Information Technologies (IST)”
  Ronald McNeil, University of Illinois Springfield
  Rassule Hadidi, University of Illinois Springfield
  Discussant: George Stevens, Kent State University

- “Distance Learning and E-learning: A Model for Establishing Academic, Corporate and Governmental Programs”
  Tony Lopez, INDUS Technology, Inc.
  Discussant: David Hays, Nova Southeastern University

  Jacqueline Awadzi-Calloway, DeVry University
  Carrie Awadzi, Wilmington University
  Winston Awadzi, Delaware State University
  Discussant: Efosa Idemudia, Arkansas Tech University
10:30 a.m. to 11:00 a.m. **Networking Break**
(Foyer A)

11:00 a.m. to 12:00 p.m. **Concurrent Sessions**

**Session A**
Chair: Michael Onorato, State University of New York at Old Westbury

- “Technology Trends & Employer Expectations: Implications for Teaching Business at a Liberal Arts Institution”
  Stephen Schwarz, College of Saint Benedict/Saint John’s University
  Margrette Newhouse, College of Saint Benedict/Saint John’s University

  Discussant: Jack Cook, SUNY at Brockport

- “Technology Management's Continuing Dilemma: Competitive Intelligence and Privacy”
  James Maxwell, MacMurray College

  Discussant: Tony Lopez, INDUS Technology, Inc.

**Session B**
Chair: Farhang Niroomand, University of Houston-Victoria

- “Calling Corporate Audibles: The Need for Speedy Signaling Change in Response to Environmental Shocks”
  W. Scott Sherman, Texas A&M University-Corpus Christi
  Randall D. Harris, Texas A&M University-Corpus Christi

  Discussant: David L. Torres, University of Arizona, Sierra Vista

- “Strategic Innovation - Competing for the Future”
  Michael Nastanski, Saint Leo University

  Discussant: Angela R. Wells, University of Arizona

**Session C**
Chair: Kent Byus, Texas A&M University-Corpus Christi

- “What Sales Managers Really Need”
  Christie Cooper, Cooper Consulting Group, Inc.
  Farzin Madjidi, Pepperdine University

  Discussant: Art Trejo, Panasonic Avionics

- “Hi-Lo Pricing vs. Every Day Low Pricing Strategy: The Consequences of JC Penney's Move from Hi-Lo to EDLP and Back to Hi-Lo”
  Abhay Shah, Colorado State University, Pueblo

  Discussant: Kent Byus, Texas A&M University-Corpus Christi
### Luncheon & Campus Awards

Moustafa H. Abdelsamad, SAM President & CEO and 2015 Conference Chair
Texas A&M University-Corpus Christi

Luncheon Speaker: Dr. Michael Nastanski, Saint Leo University
“The Coming Labor Shortage, Challenges and Opportunities for Employers and Business Schools”

Campus Awards, Sara Bliss Kiser, Alabama State University, SAM VP
- Outstanding Campus Chapter Advisor Awards
- Outstanding Regional and National SAM Student Awards

### Concurrent Sessions

#### Session A (Parlor A)
Chair: Loan N. T. Pham, Banking University of Ho Chi Minh, Vietnam

- “Business Ethics Perceptions of Russian Working Adults: Do Age, Gender, Education, Work Experience, Management Experience, and Government Work Experience Make a Difference?”
  - Lam D. Nguyen, Bloomsburg University of Pennsylvania
  - Natalia Ermasova, Governors State University
  - Ermasov Sergey, Saratov State University, Russia
  - Discussant: Edward Showalter, Randolph-Macon College

- “Spin Control: Financial Performance and the Effect on CEO Rhetoric in LTS”
  - James Scott-Ransom, Pepperdine University
  - J. Goosby Smith, Pepperdine University
  - Scott A. Miller, Pepperdine University
  - Discussant: Donald Deis, Texas A&M University-Corpus Christi

- “The Affordable Care Act and its Relationship with New Entrants to the Work Force”
  - Jessica M. Perez, Ramapo College of New Jersey
  - Discussant: Sandi Zeljko, Lake-Sumter State College

#### Session B (Parlor B)
Chair: Joe Spencer, Anderson University

- “Improving Project Outcomes in Technology with Emotional Intelligence”
  - Art Trejo, Panasonic Avionics
  - Discussant: Kerry S. Webb, Texas Woman’s University

- “Technology, Access and Barriers to Education”
  - Jacqueline Awadzi-Calloway, DeVry University
  - Carrie Awadzi, Wilmington University
  - Winston Awadzi, Delaware State University
  - Discussant: Tony Lopez, INDUS Technology, Inc.
“Mobile Technology and the Employee-Customer-Profit Chain”
Laura Ann Migliore, University of Phoenix
Ravi Chinta, University of Phoenix
Discussant: Jack Cook, SUNY at Brockport

Session C (Parlor C) Chair: Steve Farner, Bellevue University
“Job Satisfaction of Healthcare Information Technology Permanent Employees and Consultants”
David W. Hays, Nova Southeastern University
Jennie Q. Lou, Nova Southeastern University
Discussant: James E. Winzenreid, ARAMARK

“Medicare Overview Hospital Readmission and Affordable Care Act Plan”
Angela R. Wells, University of Arizona
Discussant: Donald Jess, Capella University

“The Residential Imperative of America’s Elderly: An Examination of Preferences and Resistances in Consumer Decision Making”
Kent Byus, Texas A&M University-Corpus Christi
Discussant: Abhay Shah, Colorado State University, Pueblo

3:15 p.m. to 3:45 p.m. Networking Break
3:45 p.m. to 5:15 p.m. Concurrent Sessions

Session A (Parlor A) Chair: Christie Cooper, Cooper Consulting Group, Inc.
“Adopting a Global Mindset: Utilizing the Schmieder Global Leadership Inventory for Graduate Students of Organizational Leadership”
June Schmieder, Pepperdine University
L. Neiwirth, Pepperdine University
C. Najera, Pepperdine University
J. Lam, Pepperdine University
Discussant: David W. Hays, Nova Southeastern University

“Measuring the Effectiveness of Video Training Through Technology-Based Education”
Deborah J. Hedderly, Roseman University of Health Sciences
Heidi Scott, Learning Pursuits
Discussant: Efosa Idemudia, Arkansas Tech University

“Intergenerational Warfare in the U.S. Workplace or Nothing More Than Growing Pains?”
Ernie Stark, Rochester Institute of Technology, Croatia
Steve Farner, Bellevue University
Discussant: Art Trejo, Panasonic Avionics
Session B
(Parlor B)

Chair: Tito Guerrero III, Middle States Commission on Higher Education

“Should We Undo the Flat Organization: Accommodating Needy Millennial Generation Workers”
Joe Spencer, Anderson University
Larry Pace, Argosy University
Marc Muchnick, Ken Blanchard Institute

Discussant: Aly A. Messallam, Alexandria University, Egypt

“Empowering the Micro-Entrepreneur Through Grameen-based Financing”
Nandita Das, Delaware State University
Le Dang Tuan Khanh, Sacombank, Vietnam

Discussant: Ralph Ferguson, Texas Tech University

“Professional Intimacy in Relationships Between Managers and Subordinates: Moving Toward Scale Development”
Natasha W. Randle, Mississippi State University-Meridian
Kristena P. Gaylor, Mississippi College
Christopher J. Mathis, Morgan State University
Jeffrey L. Wilkins, North Carolina State University

Discussant: Edward Showalter, Randolph-Macon College

Session C
(Parlor C)

Chair: Donald Deis, Texas A&M University-Corpus Christi

“Leadership Styles of Future Leaders in the World's Largest Democracy”
Michael Monahan, Frostburg State University
Amit Shah, Frostburg State University
Jyoti Rana, DAVC College, India

Discussant: LauraAnn Migliore, University of Phoenix

“An Integration Model of Leadership in Multinational Industrial Plants. Reynosa, Tamaulipas, Mexico”
Miguel Asomoza, Mexico National Technologic Institute, Mexico

Discussant: Donald Deis, Texas A&M University-Corpus Christi

“Leadership Styles and Collegiate Soccer Coaching Success”
Jack McCann, Tusculum College
Thomas Kohntopp, Walden University
Paul Keeling, Power Home Remodeling Group

Discussant: Sandi Zeljko, Lake-Sumter State College
9:00 a.m. to 10:30 a.m. Concurrent Sessions

Session A (Parlor A)  
Chair: Susan Elkins, University of South Carolina

- “The Leadership Lab: Immersive Learning in Upper Level Management Courses”
  Susan Eisner, Ramapo College of New Jersey

  Discussant: Silva Karkoulian, Lebanese American University, Lebanon

- “The Role of Leadership Style in Influencing Employees’ Motivation Levels: Is a Directive of a Supportive Style the Key to Employee Motivation?”
  Silva Karkoulian, Lebanese American University, Lebanon
  Abdul-Nasser Kassar, Lebanese American University, Lebanon

  Discussant: Susan Eisner, Ramapo College of New Jersey

- “Astute Leaders: Situation Awareness and Emotional Intelligence Driving Strategic Planning”
  Wanda Curlee, Hewlett-Packard’s Enterprise Services
  Marie Sterling, Department of National Defense

  Discussant: LauraAnn Migliore, University of Phoenix

Session B (Parlor B)  
Chair: James E. Winzenreid, ARAMARK

- “Supply Chain Risk Management Framework: A Fishbone Analysis Approach”
  Mayur S. Desai, Texas Southern University
  Kiran J. Desai, Retired
  Lucy Ojode, Texas Southern University

  Discussant: Donald Jess, Capella University

- “Factors Influencing Business Intelligence Use in Decision Making and Organizational Performance”
  Betsy Sparks, South College
  Jack McCann, Tusculum College

  Discussant: George Lowry, Randolph-Macon College

Session C (Parlor C)  
Chair: Michael Nastanski, Saint Leo University

- “Quality Management Theory and Assessing Student Learning Outcomes in Higher Education”
  Steven Parscale, Accreditation Council for Business Schools and Programs (ACBSP)
  John F. Dumont, Northwest State Community College
  Von R. Plessner, University of Liverpool-Laureate Online Education

  Discussant: Rassule Hadidi, University of Springfield Illinois
“Case Research Journals’ Rank and Tier by Active Scholars: Some Preliminary Evidence”
Randall Harris, Texas A&M University-Corpus Christi
Discussant: George Stevens, Kent State University

“Profiling Lebanese Family Business (SMEs) Based on Their Management Practices: A Cluster Analysis Approach”
Josiane Fahed-Sreih, Lebanese American University, Lebanon
Discussant: Reza Kheirandish, Clayton State University

Session D (Parlor D)
Chair: Edward Showalter, Randolph-Macon College

“A Comparative Study of the Conflict Resolution Styles of Generation X and Y in a Collectivist non-Western Context”
Leila Canann Messarra, Lebanese American University, Lebanon
Silva Karlouljian, Lebanese American University, Lebanon
Discussant: Miguel Asomoza, Mexico Technologic Institute

“The Relationship Between Cross-Cultural Training and the Satisfaction and Retention of Expatriate Employees”
Abdul-Nasser El-Kassar, Lebanese American University, Lebanon
Amal Rouhana, Lebanese American University, Lebanon
Sophie C. Lythreetis, Lebanese American University, Lebanon
Discussant: Jacqueline Awadzi-Calloway, DeVry University

Noura Yassine, Beirut Arab University, Lebanon
Rami Zein, Lebanese American University, Lebanon
Discussant: Thomas A. Maroney, University of Maine

10:30 a.m. to 11:00 a.m. Networking Break
(Foyer A)

11:00 a.m. to 12:00 p.m. Concurrent Sessions
Session A (Parlor A)
Chair: George Stevens, Kent State University

“Major Changes in AACSB Standards [2013 compared to 2003]”
Moustafa H. Abdelsamad, Texas A&M University-Corpus Christi
Berkwood Farmer, Wright State University
Ronald McNeil, University of Illinois Springfield
Session B  
(Parlor B)  
Chair: Christopher Harris, Texas Woman’s University  
“On-Campus Business Labs: Student Run Ventures and Club Leadership”  
Stephen Schwarz, College of Saint Benedict/Saint John’s University  
Paul Marsnick, College of Saint Benedict/Saint John’s University  
Discussant: Jacqueline Awadzi-Calloway, DeVry University

“Leadership Among Horses and Humans: A New Observation”  
Lynda Majerowicz, University of Phoenix  
Discussant: Benjamin Blanco, Texas A&M University-Corpus Christi

Session C  
(Parlor C)  
Chair: James E. Winzenried, ARAMARK  
“Creativity’s Impact on Business and Management in the 21st Century”  
James Maxwell, MacMurray College  
Discussant: Randall Harris, Texas A&M University-Corpus Christi

“Entrepreneurial Factors in Brand Dubai”  
Gouher Ahmed, Skyline University, UAE  
Discussant: Monica Hernandez, Texas A&M University-Corpus Christi

Session D  
(Parlor D)  
Student Session and Elections of Student Members to SAM Board of Directors  
Sara Bliss Kiser, Alabama State University, SAM VP

12:05 p.m. to 1:30 p.m.  
Lunch on Your Own

1:30 p.m. to 3:00 p.m.  
Concurrent Sessions

Session A  
(Parlor A)  
Chair: Berkwood Farmer, Wright State University  
“Industry Cluster Pathways: A Focused Approach to Regional Workforce Development”  
Susan A. Elkins, University of South Carolina  
Robert R. Bell, Tennessee Technological University  
Lillian Hartgrove, Tennessee State Board of Education  
Sally Pardue, Tennessee Technological University  
Discussant: Okekele Nzeogwu, Roseman University

“How Sarbanes-Oxley’s Changed Who Audits America’s Local Governments”  
Donald Deis, Texas A&M University-Corpus Christi  
Kent Byus, Texas A&M University-Corpus Christi  
Discussant: August Bequai, Attorney-at-Law
“Understanding the Student View of Social Media”
Sara Bliss Kiser, Alabama State University
Tammy L. Prater, Alabama State University
Kimberly Johnson, Auburn University, Montgomery
Suzanne Smith, Presbyterian College
Discussant: Benjamin Blanco, Texas A&M University-Corpus Christi

Session B
(Parlor B)
Chair: Tammi C. Redd, Ramapo College of New Jersey

“Trans-relational Ethics: Emergency Loan Need May Influence the Availability of Graduate Students in Global Research and Business”
Efosa C. Idemudia, Arkansas Tech University
Ralph Ferguson, Texas Tech University
Discussant: Jack McCann, Tusculum College

“Attitudes Toward Business Ethics: A Comparative Study Among Business Students in the U.S. and in Vietnam”
Lam D. Nguyen, Bloomsburg University of Pennsylvania
Loan N.T. Pham, Banking University of Ho Chi Minh, Vietnam
Discussant: Reza Kheirandish, Clayton State University

“Sticky Ethics, Innovation, and Corporate Responsibility”
David L. Torres, University of Arizona, Sierra Vista
Discussant: Natalia Ermasova, Governors State University

Session C
(Parlor C)
Chair: Steven Parscale, Accreditation Council for Business Schools and Programs (ACBSP)

“Ways to say "goodbye": A Review of the Employee Termination Literature”
Mark Skowronski, Ramapo College of New Jersey
Akanksha Bedi, California State University
Discussant: Susan Eisner, Ramapo College of New Jersey

“Machiavilianism's Impact on the Comparative Rating of Verbal Reinforcers Using Auditory and Visual Cues”
Edward Showalter, Randolph-Macon College
George Lowry, Randolph-Macon College
Discussant: Wanda Curlee, Hewlett-Packard’s Enterprise Services

“Visualization and Insight in Business Intelligence (BI): the Changing Paradigm”
John Black, Capella University
Donald Jess, Capella University
Discussant: Mayur S. Desai, Texas Southern University
Session D  
Chair: Ronald McNeil, University of Illinois Springfield  
(Parlor D)  
- “Academic Dishonesty Using Social Media: A Comparative Study of College Students from Canada and China”  
  Monica Hernandez, Texas A&M University-Corpus Christi  
  Discussant: Thomas A. Maroney, University of Maine  
- “A Simple Empirical Model for Retail Revenue Analysis in North Dallas: Lessons Learned”  
  Okeniyi Ayinla Oke, Lincoln Memorial University  
  Discussant: Thomas A. Maroney, University of Maine

3:00 p.m. to 3:30 p.m.  
(Foyer A)  
**Networking Break**

3:30 p.m. to 4:30 p.m.  
**Concurrent Sessions**

Session A  
(Parlor A)  
Chair: Susan Eisner, Ramapo College of New Jersey  
- “Transcultural Women Leaders”  
  Santhi Harvey, Central State University  
  Discussant: Sarah Bliss Kiser, Alabama State University  
- “The Hobby Lobby Decision: How the Decision was Made, and the Ramifications”  
  Alex Demczak Jr., Clarion University  
  Brian Jendesky, Clarion University  
  Discussant: Mark Skowronski, Ramapo College of New Jersey

Session B  
(Parlor B)  
Chair: Wanda Curlee, Hewlett-Packard’s Enterprise Services  
- “Managerial Risk Perceptions”  
  Reza Kheirandish, Clayton State University  
  Shabnam Mousavi, Johns Hopkins University  
  Discussant: W. Scott Sherman, Texas A&M University-Corpus Christi  
- “The Effect of Job Demands and Job Resources on Academic Staff Satisfaction with an Application on Accredited Universities in Egypt”  
  Marwa N. Mohamed, Alexandria University, Egypt  
  Aly A. Messallam, Alexandria University, Egypt  
  Discussant: Farhang Niroomand, University of Houston-Victoria

Session C  
(Parlor C)  
Workshop  
- Lessons from Jean-Luc Dumont and Others on How to Prepare Effective Slide Presentations”
David L. Torres, University of Arizona, Sierra Vista

Session D
(Parlor D)

Chair: Mayur S. Desai, Texas Southern University

“A Six-Stage Business Continuity and Disaster Recovery Planning Cycle”
Jack Cook, SUNY at Brockport

Discussant: Michael A. Williams, Attorney-at-Law

“Suspicious of Fraud in Your Small Company? Preventing, Deterring, Detecting and Responding to Fraud Using Social Media”
Jack Cook, SUNY at Brockport
Nicole Tychi, SUNY at Brockport
Kaitlynn Zaffuto, SUNY at Brockport

Discussant: August Bequai, Attorney-at-Law

6:30 p.m. to 9:30 p.m. (Las Vegas)

Awards Banquet

Introductions
Moustafa H. Abdelsamad, SAM International President & CEO
Texas A&M University-Corpus Christi

Keynote Speaker
Dr. Robyn Conrad Hansen, President, National Association of Elementary School Principals (NAESP)/2015-16
“Addressing the Impact of the IT Revolution on the International Educational System”

Campus Awards
Moustafa H. Abdelsamad, SAM International President & CEO
Sara Bliss Kiser, Alabama State University, SAM VP

- Announcing SAM Student Board Members for 2015/2016
- Campus Chapter Performance Awards

Recognizing Student Case Competition Winners
Moustafa H. Abdelsamad, SAM International President & CEO
Jim Stewart, Merrimack College, SAM VP