



American Institute of Higher Education 1st International Conference, Orlando April 3-5, 2008

Program's Chair Message

Alireza Lari, Fayetteville State University

On Behalf of the 2008 Program Committee, I would like to welcome you to the 1st International Meeting of the American Institute of Higher Education. The program has been designed around a "Track-Theme Matrix" that highlights the interdisciplinary themes that cut across our two major functional cores of Business and Education.

In addition to the many paper presentations, the program also includes two workshop presentations. Please refer to the write-ups on the following pages for details of the presentations and workshops.

Many people have contributed to the organization of this meeting and put enormous effort into making this meeting a success. Thank you, very much, to all who have given so generously of their time and talents.

I hope you will take some time to reconnect with old friends and meet some new ones. Welcome to Orlando, and please enjoy the meeting!

Best Paper Award Winners

Best Education Paper:

A Qualitative Analysis of the Quality of Human Performance Among University Students

Steve Duncan, East Carolina University

William Swart, East Carolina University

Cathy Hall, East Carolina University

Festus Eribo, East Carolina University

Saturday 8:30 – 10:00 Session B Salon 16

Best Business Paper:

Testing an Integrated Model of e-Learning Adoption Decision

John H. Heinrichs, Wayne State University

Jeen-Su Lim, University of Toledo

Hermina Anghelescu, Wayne State University

Janice Utz, Wayne State University

Friday 8:30 – 10:00 Session A Salon 15

GENERAL MEETING INFORMATION

Registration (Registration Desk 4)

Thursday, April 3

3:00 p.m. – 10:00 p.m.

Friday, April 4

8:00 a.m. – 5:00 p.m.

Saturday, April 5

8:00 a.m. - 12:00 p.m.



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Workshops:

SAS/SPSS

Khalid Dubas, Professor of Marketing, Fayetteville State University

Grant Writing

Aaron Clark, Professor of Engineering Graphics, North Carolina State University

Reception and Best Paper Awards

Friday, April 4, 5:00 p.m. – 6:00 p.m.

Salon 14

ACKNOWLEDGEMENTS

Program Chair

Alireza Lari, Fayetteville State University

Conference Chair

Fazlul Miah, Fayetteville State University

Program Committee

Arben Asllani, University of Tennessee

Aaron C. Clark, North Carolina State

Khalid Dubas, Fayetteville State University

Nasim Lari, North Carolina State University

Pooneh Lari, North Carolina State University

Dothang Truong, Fayetteville State University

Proceedings Co-Editors

Khalid Dubas, Fayetteville State University

Dothang Truong, Fayetteville State University

Session Chairs

IT and Higher Education - I

Arben Asllani, University of Tennessee

Pedagogy and Outreach in Public Education

Pooneh Lari, North Carolina State University



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Health Care Management

Aaron C. Clark, North Carolina State University

Community College and Partnerships

Jeffrey Wallace, the University of Memphis

IT and Higher Education - II

Fazlul Miah, Fayetteville State University

Perceptions in Education I

Khalid Dubas, Fayetteville State University

Teaching and Learning I

Dothang Truong, Fayetteville State University

Information Technology Impact I

Brenda E. Knowles, Indiana University South Bend

Teaching and Learning II

Fazlul Miah, Fayetteville State University

Economics, Finance and Entrepreneurship - I

Fazlul Miah, Fayetteville State University

Assessment in Higher Education

Courtney C. Bentley, University of Central Florida

Economics, Finance and Entrepreneurship – II

W. Ernest Gibbs, University of Central Florida

Perceptions in Education II

Charles D. Hale, Saint Leo University

Learning Communities

Guili Zhang, East Carolina University

Innovation and Strategy I

Nasim Lari, North Carolina State University

Innovation and Strategy II

Khalid Dubas, Fayetteville State University



**American Institute of Higher Education
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Thursday April 3, 2008

Registration: 3:00 p.m. 10:00 p.m. Registration Desk Number 4

Friday April 4, 2008

Registration: 8:00 a.m. 5:00 p.m. Registration Desk Number 4

8:30 a.m. – 10:00 a.m.	Session A	Salon 15
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SESSION A IT and Higher Education - I

Session Chair: **Arben Asllani**, University of Tennessee

A model of university reputation and student choice

Jamie M. Ressler, Nova Southeastern University

Winning The Malcolm Baldrige Award in Business Education

Khalid Dubas, Fayetteville State University

Waqar Ghani, Saint Joseph's University

Tayyeb Shabbir, California State University at Dominguez Hills

Testing an Integrated Model of e-Learning Adoption Decision

John H. Heinrichs, Wayne State University

Jeen-Su Lim, University of Toledo

Hermina Anghelescu, Wayne State University

Janice Utz, Wayne State University

8:30 a.m. – 10:00 a.m.	Session B	Salon 16
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SESSION B Pedagogy and Outreach in Public Education

Session Chair: **Pooneh Lari**, North Carolina State University

Counselors for the real world: A comparison of problem-based learning and case study instruction strategies

Kimberly R. Hall, Mississippi State University

“Other People’s Pedagogy”: Re-“righting” curricula to incorporate spirituality as a tool for teaching African American students

Elecia B. Lathon, Louisiana State University

Elementary school teacher preference for consultation or referral services

Allan Okech, East Carolina University

William A. Rouse Jr., East Carolina University

Crystal Muhammad, East Carolina University



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8:30 a.m. – 10:00 a.m.	Session C	Salon 17
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SESSION C Health Care Management

Session Chair: **Aaron C. Clark**, North Carolina State University

Evaluation of the Annual Growth of Medicaid Services Used by Hispanics in South Carolina over a Four-Year Period (2000-2003)

Christopher C. Mathis and **Shobha R. Choudhari**, South Carolina State University

Identification, Evaluation and Comparison of Critical Success Factors for Profitability in Two Alaskan Skilled Nursing Facilities

Dawn Wilson, Fayetteville State University

An Economic Evaluation of the Patient's Decision-Making Process

Nasim Lari, North Carolina State University

10:00 a.m. – 10:30 a.m. Coffee Break Salon 16
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10:30 a.m. – 12:00 a.m.	Session A	Salon 15
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Workshop Presentation

SAS/SPSS

Khalid Dubas, Professor of Marketing
Fayetteville State University

10:30 a.m. – 12:00 a.m.	Session B	Salon 16
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SESSION B Community College and Partnerships

Session Chair: **Jeffrey Wallace**, University of Memphis

Community college partnerships: The influence of culture, role conflict, and role ambiguity

Amy Townsend, University of Southern Mississippi

Kyna Shelley, University of Southern Mississippi

The economic impact of community college career and technical education expenditures in Tennessee

Haskel Harrison, University of Memphis

Lee Grehan, University of Memphis

Jeffrey Wallace, University of Memphis



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A community college STEM-based project: Findings from a teaching certificate program

Pooneh Lari, NC State University

Aaron C. Clark, NC State University

10:30 a.m. – 12:00 a.m.	Session C	Salon 17
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SESSION C **IT and Higher Education - II**

Session Chair: **Fazlul Miah**, Fayetteville State University

The interactive lecture: an introduction

Charles Dennis Hale and John Smith, Saint Leo University

Is Web-based instruction as effective as classSalon based: An empirical study

Donna F. Davis, and Patrick Browning, University of Southern Mississippi

The Effects of Peer Mentoring on On-Task Social, Interactions of Students Diagnosed with Autism

Cara Walls, Orange County Public Schools

Oliver W. Edwards, University of Central Florida

1:30 p.m. – 3:00 p.m.	Session A	Salon 15
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Workshop Presentation

Grant Writing

Aaron Clark, Professor of Engineering Graphics

North Carolina State University

1:30 p.m. – 3:00 p.m.	Session B	Salon 16
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SESSION B **Perceptions in Education I**

Session Chair: **Khalid Dubas**, Fayetteville State University

The university as learning community-The purpose of diversity in higher education

Charles P. Ervin, Florida A&M University

Elizabeth K. Davenport, Florida A&M University

The Impact of Human-machine Interaction in the Performance of a Decision Support System: A Simulation Experiment

Arben Asllani, University of Tennessee

Alireza Lari, Fayetteville State University



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1:30 p.m. – 3:00 p.m.	Session C	Salon 17
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SESSION C Teaching and Learning I
Session Chair: **Dothang Truong**, Fayetteville State University

Engaging Students with Menus in Management Classes
Thomas J. Norman, California State University- Dominguez Hills

When Teaching and Learning Conflict: What We Can Do From There?
Ying Wang, Mississippi Valley State University

Faculty transitions from face-to-face to online classrooms
Pooneh Lari, North Carolina State University

3:00 p.m. – 3:30 p.m. Coffee Break Salon 16
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3:30 p.m. – 5:00 p.m.	Session A	Salon 15
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SESSION A Information Technology Impact I
Session Chair: **Brenda E. Knowles**, Indiana University South Bend

An Assessment of Online Homework Performance on ClassSalon Test Performance
David A Poyer, Morehouse College

Are All Types of Electronic Marketplaces The Same From Buyers' Perception?
Dothang Truong, Fayetteville State University
Thuong T. Le, University of Toledo
Sylvain Senecal, HEC Montreal
S. Subba Rao, University of Toledo

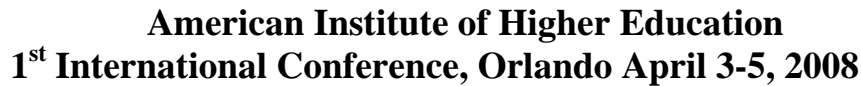
RFID Technologies: The Emerging Legal and Social Context
Brenda E. Knowles and **Ganesh Vaidyanathan**, Indiana University South Bend

3:30 p.m. – 5:00 p.m.	Session B	Salon 16
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SESSION B Teaching and Learning II
Session Chair: **Fazlul Miah**, Fayetteville State University

An Empirical Investigation of Characteristics of an Effective Professor
Janet Prichard, **Suhong Li**, and **Laurie MacDonald**, Bryant University

The Efficacy of Test Practice as a Reading Intervention for 'At-risk' Readers
Brynne Romano, Charlotte-Mecklenburg School District
Oliver W. Edwards, University of Central Florida



John Rushing, Barry University
Jean Gordon, Capella University
Michael Williams, Capella University



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Comparison of logistic regression and latent variable modeling techniques for college student perseverance using longitudinal data

Richard S. Mohn, University of Southern Mississippi

8:30 a.m. – 10:00 a.m.

Session C

Salon 17

SESSION C

Economics, Finance and Entrepreneurship - II

Session Chair: **W. Ernest Gibbs**, University of Central Florida

Trade Patterns for the North American Region: Before and After the Implementation of NAFTA

Michael M. Campbell, Florida A&M University

National Maternity Leave Policy in the USA: An International Comparison

W. Ernest Gibbs and **Djehane Hosni**, University of Central Florida

An organization performance measurement system based on quality costs

Alireza Lari, Fayetteville State University

10:00 a.m. – 10:30 a.m. Coffee Break Salon 16

10:30 a.m. – 12:00 a.m.

Session A

Salon 15

SESSION C

Perceptions in Education II

Session Chair: **Charles D. Hale**, Saint Leo University

Marketing of Collegiate Athletics to Student Consumers: Best Practices and Survey Results

Don Sciglimpaglia, San Diego State University

Pushing the Praxis: Linking Faculty Mentors and Prospective Teachers,

Courtney C. Bentley, University of Central Florida

Dealing With Criticisms of the MBA Ecosystem: Some Suggested Directions

Shyam Kamath, **Guido Krickx** and **Jagdish Agrawal**, Mary's College of California



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10:30 a.m. – 12:00 a.m.	Session B	Salon 16
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SESSION B Learning Communities

Session Chair: **Guili Zhang**, East Carolina University

Teacher preparation: A pedagogical model for redesigning field experiences to incorporate video conferencing

Jillian Ardley, East Carolina University

Guili Zhang, East Carolina University

Elizabeth Hodge, East Carolina University

Building a cohort through experiential learning

Allen H. Seed, University of Memphis

Florida Garmon, University of Memphis

Integrating electronic portfolios into an educational leadership curriculum using Taskstream software

Matthew Boggan, Mississippi State University-Meridian

10:30 a.m. – 12:00 a.m.	Session C	Salon 17
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SESSION C Innovation and Strategy I

Session Chair: **Nasim Lari**, North Carolina State University

Exemplary Models of Firm Innovation: Strategy and Leadership for the Twenty-First Century Competitive Environment

Ashford C. Chea, Stillman College

From Bureaucracy to Hyperarchy and Netcentricity: Enabling the Quick Learning Educational Organization Applying IT and Modern Technology

Lawrence R. Jones, Naval Post Graduate School (NPS) Monterey

The Machinist's Sequencing Dilemma

Charles White and **Arben Asllani**, University of Tennessee at Chattanooga

1:30 p.m. – 3:00 p.m.	Session A	Salon 15
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SESSION A Innovation and Strategy II

Session Chair, **Khalid Dubas**, Fayetteville State University

The Theoretical foundation of Sales Management

Khalid Dubas, Fayetteville State University

Rajiv Mehta, New Jersey Institute of Technology

Fazlul Miah, Fayetteville State University



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The Framework of an IT-enhanced System Designed to Improve Quality of Patients Care

Alireza Lari, Fayetteville State University

Nasim Lari, North Carolina State University

Dothang Truong, Fayetteville State University

Algorithm design for corporate diagnosis On the basis of Soft System Methodology, using Lean Management

Navid Shariat Zadeh, Azad University of Tehran

Mehrtash Ghorbanian, Sharif University of Technology



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Internet Division

Developing NGOs in Post-Soviet Azerbaijan: Expanding Kurt Lewin's Ideals,
Roger A. Ritvo, Auburn University Montgomery
Mathis, Christopher

Women Entrepreneurs in Engineering, Mining and Construction
Andrea Smith-Hunter and **Tracey Mathews**, Siena College

Cross-Age Tutoring for Vocabulary Development in ESL Settings
Eileen Ariza, Florida Atlantic University
Sandra Hancock, University of Florida
Elena Webb, Palm Beach County Schools
Susanne Lapp, Florida Atlantic University

Taylor Rule in far-east Asian Countries
Shahdad Naghshpour, University of Southern Mississippi

Millennial Leadership: Institutional Leaders Using the Process-Based Leadership
Approach to Strengthen Student Leadership
Sydney Freeman Jr, Auburn University

Using Games to Improve Learning in an Introductory Statistics Course and Enhance
Student Critical Thinking Skills
Alan F. Chow, Kelly C. Woodford, and Jeanne Maes, University of South Alabama

Evaluation and Assessment of Training Effectiveness
Alan F. Chow, University of South Alabama
Jill Showers-Chow, Software Technology, Incorporated
Gholamreza Tashbin, University of South Alabama

Using Six Sigma Continuous Improvement Methods for Business School Accreditation
Compliance
Alan F. Chow, Jeanne D. Maes, and Kelly C. Woodford, University of South Alabama

Latino high school students' perceptions of bilingual education
Errol Dupoux, St. Petersburg College/Gibbs Campus
Elisa Estrada, Barry University

Goods and Violence: Does Trade Influence Civil War?
Shahdad Naghshpour, University of Southern Mississippi



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Inflation Targeting and New EU Entrants: Is there Monetary Policy Uniformity?

Joseph J. St. Marie, University of Southern Mississippi

Globalization: is it more than Trade?

Joseph J. St. Marie, University of Southern Mississippi

Open-source Software for Small Business Organizations

Jason Caudill, Carson-Newman College

Demonstrative Decisions: Making Attitudes Happen

Susan McMillin Gebhard, The University of North Carolina at Pembroke

Choosing the Right Textbook - An Agency Problem

Craig Freedman, and **Alexander Blair**, Macquarie University

Demi Chung, University of Sydney

Using AuthorPOINTTM Lecturing Software to Improve Faculty Peer Evaluations

Lewis Hershey, Fayetteville State University

Teachers' perception of higher education reform in Taiwan, the Republic of China

Frances Feng-Mei Choi, Hung Kuang University

The Role of Financial Leverage in Service Organizations

Amitava Chatterjee, Texas Southern University

Khalid Dubas, Fayetteville State University

Lewis Hershey, Fayetteville State University

The Role of Operating Leverage in Service Organizations

Khalid Dubas, Fayetteville State University

Amitava Chatterjee, Texas Southern University

Lewis Hershey, Fayetteville State University



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Gebhard, Susan McMillin	University of North Carolina at Pembroke
Ghani, Wagar	Saint Joseph's University
Ghorbanian, Mehrtash	Sharif University of Technology
Gibbs, W. Ernest	University of Central Florida
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Lari, Pooneh	North Carolina State University
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Mohn, Richard S.	University of Southern Mississippi
Muhammad, Crystal	East Carolina University
Naghshpour, Shahdad	University of Southern Mississippi
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Okech, Allan	East Carolina University
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Prichard, Janet	Bryant University
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Samad, Abdus	Utah Valley University
Sciglimpaglia, Don	San Diego State University



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Smith, John	Saint Leo University
Smith-Hunter, Andrea	Siena College
Swart, William	East Carolina University
Tashbin, Gholamreza	University of South Alabama
Townsend, Amy	University of Southern Mississippi
Truong, Dothang	Fayetteville State University
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Webb, Elena	Palm Beach County Schools
White, Charles	University of Tennessee
Williams, Michael	Capella University
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Woodford, Kelly C.	University of South Alabama
Zhang, Guili	East Carolina University



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*ACADEMIC JOURNALS AVAILABLE THROUGH THE AMERICAN INSTITUTE OF HIGHER
EDUCATION*

American Journal of Business Research

ISSN: 1934-6484

Aims & Scope:

The Journal publishes original theory, conceptual development, and empirical quantitative and qualitative research in areas such as: supply chain management, quality management, marketing, economics, econometrics, management information systems, information technology, decision support systems, project management, process management, group and individual behavior, health care management, quantitative methods, operations management, operations research, systems development, social and cultural issues in organizations, ethical issues in business, international management, international and comparative aspects of business. Manuscripts with international content or relevance are especially welcome.

Editor – in – Chief:

Dr. Alireza Lari, Fayetteville State University

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American Journal of Educational Studies

ISSN: 1934-6476

Aims & Scope:

American Journal of Educational Studies is a publication of AmHighEd, the American Institute of Higher Education. The Journal publishes original theory, conceptual development, and empirical quantitative and qualitative research in all areas related to technical, vocational and academic education, with a particular focus on STEM-based post secondary education, business, and community college education. Manuscripts with international content or relevance are especially welcome.

Editor – in - Chief:

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Conference Sponsor

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