



**American Institute of Higher Education – The 6th International Conference
Charleston, SC – April 6 – 8, 2011**

MESSAGE FROM THE CONFERENCE CHAIR

On behalf of the Conference Organizing Committee, I would like to welcome you to Charleston and to the 6th International Conference of the American Institute of Higher Education (AmHighEd). The conference will provide an opportunity for participants to share their ideas and research in the fields of business and education.

The Best Papers selected in the categories of Business and Education will, after incorporation of reviewers' comments, be published in the American Journal of Business Research and the American Journal of Educational Studies, respectively. In addition, the remainder of the top five papers will undergo an expedited review process for possible publication in these journals.

We at AmHighEd believe that research is a cooperative enterprise among scholars and practitioners, which is why we are committed to providing a collaborative environment that fosters the free flow of ideas and constructive feedback among researchers, practitioners, and students. We would like to thank all the attendees whose contributions and participation are essential to creating a stimulating environment at the conference.

I would like to take this opportunity to thank the organizing team that did an excellent job of putting this conference together. I am also indebted to our reviewers who reviewed the manuscripts, sometimes under extreme time constraints, and selected the best papers that fit this conference.

We hope you will find the conference productive, informative, and enjoyable. We also wish you a pleasant stay in Charleston and look forward to receiving your constructive comments that would help us in our future planning. Please visit our website (www.amhighed.com) to obtain information of future conferences, journals, webinars, and grant-writing services.

Sincerely,

Alireza Lari
Conference Chair
American Institute of Higher Education

Program Chairs:
Nasim Lari
Dothang Truong – Internet Division



**American Institute of Higher Education – The 6th International Conference
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GENERAL MEETING INFORMATION

Registration

Wednesday, April 6, 2011	5:00 p.m. - 7:00 p.m.	Opal Promenade
Thursday, April 7, 2011	8:00 a.m. - 5:00 p.m.	Opal Promenade
Friday, April 8, 2011	8:00 a.m. - 12:00 p.m.	Opal Promenade

Reception and Best Paper Awards

Thursday, April 7, 2011	6:00 p.m. - 7:00 p.m.	Blue Topaz
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Best Paper in Business:

Green Product Consumer Buyer Behavior in China

Zhu Bing and Sirion Chaipoo Pirutana, Assumption University – Bangkok, Thailand
Howard Combs, San Jose State University

Best Paper in Education:

Factors Influencing Business Student Motivation on Low-Stakes Assessment Exams

Steven T. Breslawski, State University of New York- College at Brockport

Parallel Sessions

Thursday, April 7, 2011	8:30 a.m. - 5:00 p.m.
Friday, April 8, 2011	8:30 a.m. - 5:00 p.m.

Coffee Breaks

Thursday and Friday	10:00 - 10:30 a.m. & 3:00 - 3:30 p.m.	Opal Promenade
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WEDNESDAY – APRIL 6, 2011

5:00pm – 7:00pm Conference Registration

THURSDAY – APRIL 7, 2011

8:00am – 5:00pm Conference Registration

Thu. 8:30am – 10:00am		Opal 1
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GRANT WRITING WORKSHOP

Dr. Aaron Clark

This workshop session is designed to introduce professionals in education and business to the basics of grant writing for funding at local, state, and national levels. The workshop will provide essential information on how to get started writing grants, resources on how to find funding, and how to manage a grant once funded.

Thu. 8:30am – 10:00am	Students & Service	Opal 2
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Session Chair: *Robert Service, Samford University*

The Effects of Generational Cohort Membership on Expectations and Level of Importance of Service Quality Dimensions in Protestant Churches the Use of SERVQUAL in a Not-For-Profit Organization

Roy Philip, Trevecca Nazarene University

Service-Learning in a Marketing Research Course: The Benefits that Accrue to Students

Jennifer Barr and Michael Busler, The Richard Stockton College of New Jersey

The Effect of Service-Learning in an Urban Public School Environment on Major versus Non-Major Higher Education Students

Madeline Kovarik, Rollins College

Thu. 8:30am – 10:00am	Internet Division	Yellow Topaz
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Session Chair: *Dothang Truong*

A Study on the Requirements of Implementing an Engagement Culture in Companies

Mehrdad Hashemi, SAIPA Groups

Exploring the Relationship Between Organization Cynicism and Burnout: A Preliminary Study

David Elloy, Aditya Simha and Tom Huang, Gonzaga University



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Are Accreditation and Globalization Mutually Exclusive - Through the Lens of a U.S. Regional Public Business School

Rebecca Porterfield and Larry Clark, University of North Carolina – Wilmington

An Empirical Study into the Differences between Shanghai Residents' Cognitions on Cruise Ship Tourism and Yachting Tourism

Yunzhou Zhang, Virginia Tech

Yingzhi Guo

10:00am – 10:30am

Break

Thu. 10:30am – 12:00pm

Topics in Healthcare

Opal 1

Session Chair: *Nasim Lari*

The Impact of Incorporating the WTP/WTB Difference on the Cost-Effectiveness of Healthcare Treatments

Matthew Kutch, Xavier University

Collaborative Leadership in Health and Health Care Improvement

Michael Harford, Morehead State University

Bioethics Vaccine Business Vignette

Timothy A. Manuel, University of Montana

Thu. 10:30am – 12:00pm

Enhancing Undergraduate Courses - I

Opal 2

Session Chair: *David Letcher, The College of New Jersey*

Promoting Liberal Learning in a Capstone Accounting Course

Sunita Ahlawat, Abdus Shahid, and Gerald Miller, The College of New Jersey

Aravind Adiga's "White Tiger": Incorporating Eastern Literature in International Business Classes

Jooly Philip, Trevecca Nazarene University

Integrating International Content into an Undergraduate Business Course

Deirdre Guion and Lionel Thomas, North Carolina Central University



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Thu. 10:30am – 12:00pm

Topics in Distance Education

Yellow Topaz

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

Designing and Developing Online Course Assessment

Bola Tilghman, Georgia Southwestern State University

The Concept of Social Presence in Distance Education

Sheila Tucker, East Carolina University

**Developing an Effective Pre-Service Field Experience for Teacher Education Students
Enrolled in Online Education Courses**

Agnes DeWitt, North Carolina Central University

Thu. 1:30pm – 3:00pm

Leadership – I

Opal 1

Session Chair: *Marguerite Chabau, Argosy University*

Communication at the Center of a Cross-Cultural Blended Learning Leadership Program

Linda Grooms, Regent University

Kathaleen Reid-Martinez, Mid-America Christian University

Communication at the Center of the Constructivist Culture in a Leadership Development Program

Kathaleen Reid-Martinez, Mid-America Christian University

Linda Grooms, Regent University

Should We Continue to Use Violence to Teach Nonviolence in the U.S. Public Schools?

Cynthia Northington Purdie, William Paterson University of New Jersey



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Thu. 1:30pm – 3:00pm

Enhancing Undergraduate Courses - II

Opal 2

Session Chair: *Matthew Kutch, Xavier University*

**Exploring Factors Influencing Undergraduate Student Performance in Business Courses:
A Classroom Based Research**

Vishakha Maskey, West Liberty University

Factors Influencing Business Student Motivation on Low-Stakes Assessment Exams

Steven T. Breslawski, State University of New York- College at Brockport

**Virtual Mentoring as an Enhancement of Undergraduate Accounting Students'
Educational Experience**

William Singleton, Western Washington University

**Enhancing Understanding of the Outcomes for a TEAC Accredited Educational
Leadership Program: Re-Thinking Through SEP, UbD, DSRP, and a Service Model**

John Hanes and Glenn Koonce, Regent University

Thu. 1:30pm – 3:00pm

Organizational Value

Yellow Topaz

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

**The Five Values of People and Technology Development: Introducing the Value Creation
Model for Organizational Competitive Advantage Framework**

Claretha Hughes, University of Arkansas

IAM Quotient: A Guide to Appearance and Behavior for Young Professionals

Robert Service and Jeffery Dance, Samford University

Early Family and Labor Market Experience on Adult Engagement and Retention

Wendy Campione, Northern Arizona University

3:00pm – 3:30pm

Break

Thu. 3:30pm – 5:00pm

International Business

Opal 1

Session Chair: *Vishakha Maskey, West Liberty University*

Green Product Consumer Buyer Behavior in China

Zhu Bing and Sirion Chaipoopirutana, Assumption University

Howard Combs, San Jose State University



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Revisiting Foreign Aid Projects in Sub-Sahara Africa: A Collaborative Framework

Wendy Morrell

Thu. 3:30pm – 5:00pm

Educational Technology

Opal 2

Session Chair: *Emily Long, University of North Carolina - Pembroke*

Second Life—Technology Facilitating the Paradigm Shift From Pedagogy to Practice for Continuous Professional Development

Maryanne Maisano, University of North Carolina - Pembroke

Debora Banker, Angelo State University

Emily Long, University of North Carolina - Pembroke

Texting as a Teaching Communications Tool

Paula Ruby and Ralph Ruby, Jr., Arkansas State University

Tutorial on Livescribe Pulse SmartPen

Sheila Tucker, East Carolina University

Thu. 3:30pm – 5:00pm

Internet Session

Yellow Topaz

Session Chair: *Dothang Truong*

The Concept of Sustainability as Proposed by Hardin's Tragedy of the Commons

John Trowbridge, Southeastern Louisiana University

Developing a Focus on Service Learning in Higher Education: A Model worth Replicating?

Mette Baran, Janice Jones, and Kristine Kiefer Hipp, Cardinal Stritch University

Educational Video Conferencing Obsolesces

Melissa Lozano, University of Texas at El Paso

6:00pm – 7:00pm

Reception



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FRIDAY – APRIL 8, 2011

8:00am – 12:00pm

Conference Registration

Fri. 8:30am – 10:00am

Leadership – II

Opal 1

Session Chair: *Richard Phillips, Delaware State University*

Developing Nurses for Non-Clinical Roles: A Study of Leadership Styles

Timothy Keogh, The Citadel

The Language of Leadership: How to Motivate Your Staff

William Sharbrough, The Citadel

Developing Global Leaders: An Integrative Model of Intercultural Effectiveness Competencies

Pi-Chi Han, University of Missouri-St. Louis

The Essentials of a Leadership Curriculum

Michael Fekula, The Citadel

Fri. 8:30am – 10:00am

Resource Planning & Assessment

Opal 2

Session Chair: *Rayton Sianjina, Delaware State University*

The Research University: Allocating Resources Within and Among Schools

William Damon, Vanderbilt University

Qualitative Feedback From Business Alumni And Employers On Skills Necessary For The Workplace: Guiding Assessment And Curriculum Revision

Diane Holtzman and Ellen Kraft, Richard Stockton College of New Jersey

Collaborative, Experiential and Technology Approaches for Millennial Generation Learners

Marilyn Vito, Richard Stockton College of New Jersey



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Fri. 8:30am – 10:00am	Topics in Education	Blue Topaz
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Session Chair: *Aaron Clark, North Carolina State University*

Teachers-as-Researchers: How to Get There

Xuesong Wang, Texas A&M University

Differences in Procrastination and Motivation between Undergraduate and Graduate Students

Li Cao, University of West Georgia

Educating Towards Global Citizenship

Denice Yanni, LIM College

DLOPI (Different Levels of Parental Involvement) A Road Map for Educators: A Guide for Parents

Rufus Ellis, Florida Agricultural and Mechanical University

Audrey Lewis, Gadsden County Schools

10:00am – 10:30am	Break
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Fri. 10:30am – 12:00pm	Opal 1
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Session Chair: *Steven T. Breslawski, State University of New York- College at Brockport*

Understanding Knowing and Its Relationship to Understanding

Asghar Iran-Nejad and William Stewart, University of Alabama

Enhancing Active Learning through the Luck of the Draw

Rodger Holland and Kay Lawrimore, Francis Marion University

Qualitative Research Counts

Marguerite Chabau, Argosy University

Fri. 10:30am – 12:00pm	Diversity in Education – I	Opal 2
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Session Chair: *Pooneh Lari, North Carolina State University*

Analysis of the Retrogressive Educational Effects upon Black Males in Florida Public Schools

Rufus Ellis, Edward Tolliver, and Ghazwan Lutfi, Florida Agricultural and Mechanical University



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African-Americans' Participation in a Comprehensive Intervention College Prep Program

Richard Phillips and Rayton Sianjina, Delaware State University

**Utilizing Self-Determination Skills in Grades K-12 to Promote Academic Achievement
Among African-American Girls in General Education**

Adrienne Wynn, University of North Carolina – Charlotte

Fri. 10:30am – 12:00pm

Blue Topaz

ACCREDITATION AND QUALITY IN EDUCATION WORKSHOP

Dr. Alireza Lari

All degree granting academic institutions must be accredited by one of the accreditation bodies. The Council for Higher Education Accreditation (CHEA) and the United States Department of Education (USDE) “accredit the accreditors,” examining and giving accreditors a seal of approval or good rating. Regardless of who has accredited the institutions, there are criteria that should be followed for initial accreditation and later for periodical surveillance audits. Most of the institutions do not have a permanent structure for dealing with issues required for accreditation. Therefore, maintaining the accreditation becomes a nightmare and creates a lot of pressure in the organization when they get close to the accreditation audit time. This workshop explains the issues related to the maintenance of accreditation and provides some solutions to make the maintenance and continuous improvement an organization culture.

Fri. 1:30pm – 3:00pm

Technology & Consumers

Opal 1

Session Chair: *Jennifer Barr, The Richard Stockton College of New Jersey*

Wi-Fi Networks and Cellular Networks Impact on the Business Traveler

Shirley M. Fedorovich, Embry-Riddle Aeronautical University

Security in Internet Commerce: Emerging Threats to Customer Trust

Kevin McCrohan and James Harvey, George Mason University

Understanding the Role of Technology in the Lives of Older Consumers

Deirdre Guion and Lionel Thomas, North Carolina Central University

Fri. 1:30pm – 3:00pm

Leadership – III

Opal 2

Session Chair: *Sheila Tucker, East Carolina University*

Influences of Instructional Leadership, Transformational Leadership, and the Mediating Effects of Self-Efficacy on Student's Achievement

Aaron Dale, Worcester County Public Schools

Richard Phillips and Rayton Sianjina, Delaware State University



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Hidden Pictures: An Essay on the Unseen Dangers of Stress in School Leadership

David Dunaway, University of North Carolina – Charlotte

Developing a Lateral Leadership Development Program

Michael Fekula and Andrew Pettit, The Citadel

Fri. 1:30pm – 3:00pm

Diversity in Education - II

Blue Topaz

Session Chair: *Tiffany Fuller, North Carolina A&T State University*

The Application of Self-Determination Skills in Secondary Grades to Prevent the Dropping Out of School Among African-American Girls Identified as At Risk

Adrienne Wynn, University of North Carolina - Charlotte

Introduction to Counseling 101: A Conceptual Model for Retaining and Graduating African American College Students

Tammy Webb, Daniel Webb, and Tiffany Fuller, North Carolina A&T State University

Economic Development Models and the South Carolina Example

James Alford and Mark Bebensee, The Citadel

New Changes Affecting Small and Medium Businesses

Martin Mbarabari, Claflin University

3:00pm – 3:30pm

Break

Fri. 3:30pm – 5:00pm

Culture & Ethics

Opal 1

Session Chair: *Martin Mbarabari, Claflin University*

CULTUROMICS: A New Way to See Temporal Changes in the Prevalence of Words and Phrases

David Letcher, The College of New Jersey

Ethics and Economics: Critical Thinking about the Basis of Policy

John Bean, David Carrithers, Marc Cohen, and Dean Peterson, Seattle University

Preparing College Students to Work in Teams

Brian Griffith, Vanderbilt University



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Fri. 3:30pm – 5:00pm

Internet Division

Opal 2

Session Chair: *Dothang Truong*

Perceptions Regarding the Purpose of Schooling

Steve Bounds and Mitch Holifield, Arkansas State University

Specialist Degree: A Bogus Degree or Diamond in the Rough?

James Payne, University of Mississippi

**Creating an Assessment Literate Faculty: Beginner Profiles of Teachers in the Initial
Phase of Adopting Data Driven Decision-Making Practices**

Karee Dunn, Denise Airola, and Bonnie Behrend, University of Arkansas



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JOURNALS OF 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.

AJBR is listed in Cabell's Directories of Publishing Opportunities in Management, Marketing, Accounting, Economics and Finance.

ajbr@amhighed.com

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.

AJES is listed in Cabell's Directories of Publishing Opportunities in Educational psychology and administration, and in Education curriculum and methods.

ajes@amhighed.com

Papers published in both journals will have undergone rigorous peer-review, which includes an initial editor screening and double-blind referring by expert referees.



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Conference Sponsor:

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