



**American Institute of Higher Education - The 5th International Conference
Orlando, FL, September 29 – October 1, 2010**

MESSAGE FROM THE CONFERENCE CHAIR

On behalf of the Conference Organizing Committee, I would like to welcome you to Orlando and to the 5th 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.

Our previous conferences were quite successful. We received a good deal of constructive and kind feedback from the participants. Participants have benefited from the friendly environment we've created by keeping the number of participants within a certain limit and by continuously incorporating their feedback in designing the conferences. This time around, we have incorporated your workshop proposals as much as we could and hope to receive more proposals for future conferences. The submission and registration processes have also improved, providing submission and payment confirmations upon receipt.

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 ten 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 Orlando 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



**American Institute of Higher Education - The 5th International Conference
Orlando, FL, September 29 – October 1, 2010**

2010 CONFERENCE OFFICERS AND COMMITTEE

Conference Chair:

Alireza Lari, American Institute of Higher Education

Program Chairs:

Nasim Lari, North Carolina State University

Pooneh Lari, North Carolina State University

Dothang Truong, American Institute of Higher Education

Proceeding Editor:

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Fazlul Miah, American Institute of Higher Education

Dothang Truong, American Institute of Higher Education



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GENERAL MEETING INFORMATION

Registration

Wednesday, September 29, 2010	6:00 p.m. - 8:00 p.m.
Thursday, September 30, 2010	8:00 a.m. - 5:00 p.m.
Friday, October 1, 2010	8:00 a.m. - 12:00 p.m.

Reception and Best Paper Awards

Thursday, September 30, 2010	6:00 p.m. - 7:00 p.m.
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Best Paper in Business:

Hi-Tech Company Image: The Construct and its Measurement

Jerome Christia, Coastal Carolina University

Kevin Voss, Oklahoma State University

Gary Frankwick, Oklahoma State University

Tom Brown, Oklahoma State University

Best Paper in Education:

Using a Collaborative Leadership Model in a Teacher Education Program

Nancy Keiser, North Central College

Maureen Kincaid, North Central College

Kristine Servais North Central College

Parallel Sessions

Thursday, September 30, 2010	8:30 a.m. - 5:00 p.m.
Friday, October 1, 2010	8:30 a.m. - 5:00 p.m.

Coffee Breaks

Thursday and Friday	10:00 a.m. - 10:30 a.m. & 3:00 p.m. - 3:30 p.m.
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WEDNESDAY – SEPTEMBER 29, 2010

6:00pm – 8:00pm Conference Registration

THURSDAY – SEPTEMBER 30, 2010

8:00am – 5:00pm Conference Registration

Thu. 8:30am – 10:00am

Salon 15

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

The Impact of the Smart Board in the Math Classroom

Frank Rizza, The College of New Rochelle

Michael Hartnagel, SUNY - Stony Brook University

Collaboration: Successful Strategies for Working Together as Co-Educators

Deanna Keith, Liberty University

Andrea Beam, Liberty University

The Achievement Gap: Trends in the Gap over the Past 30 Years

Michelle Toston Hill, University of Florida

Thu. 8:30am – 10:00am

Salon 16

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

Two Decades of Great Ideas in Leadership in the 20th Century

Arthur D. Stumpf, Mississippi State University

Self-directed Learning and the Impact of Leadership: Analyzing Keys for Success from a Covenantal Perspective

David Duby, Liberty University

Kahlib J. Fischer, Liberty University

**Using a Collaborative Leadership Model in a Teacher Education Program
[Best Paper in Education]**

Nancy Keiser, North Central College

Maureen Kincaid, North Central College

Kristine Servais North Central College

10:00am – 10:30am

Break



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Thu. 10:30am – 12:00pm

Salon 15

Session Chair: *Kahlib Fischer, Liberty University*

Work Engagement

Mehrdad Hashemi, Saipa Groups

The Learning Organization: From Dysfunction to Grace

Jeffrey Haldeman, Webster University

How Green Marketing Affects Corporate Policy

Scott Testa, Cabrini College

Undergraduate Student's Perception towards Recycling: An Assessment of Environmental Awareness on Campus

Vishakha Maskey, West Liberty University

Thu. 10:30am – 12:00pm

Salon 16

Session Chair: *Elisabeth J. Teal, North Georgia College & State University*

Understanding the Nonsegmental Context of Segmental Understanding

Asghar Iran-Nejad, University of Alabama

Madeleine Gregg, University of Alabama

The Impact of a GRE Preparation Program on the Actual GRE Scores of Students from a McNair Post Baccalaureate Achievement Program

Mary Nell McNeese, University of Southern Mississippi

Susan Bourland, University of Southern Mississippi

Brett Kemker, University of Southern Mississippi

The Influences of Emotional and Social Behaviors on Retail Internship Experiences

Jun Xu, DePaul University

Yongmei Liu, University of Texas at Arlington

Barton Weitz, University of Florida

Dispelling the Myths on Bilingualism: Effective Bilingual Education Models

Lucia Buttaro, Adelphi University



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Thu. 1:30pm – 3:00pm

Salon 15

Session Chair: *Carole Creque, University of Mary Washington*

Marketing: A Skill Needed By Today's Accountants

Donna Hill, Bradley University

Shondra Johnson, Bradley University

Green Marketing: Are Environmental and Social Objectives Compatible with Profitability?

Scott Testa, Cabrini College

Economic Value Added

Stanley Chu, Borough of Manhattan Community College

Harvey Man, Borough of Manhattan Community College

Thu. 1:30pm – 3:00pm

Salon 16

Session Chair: *Alireza Lari, American Institute of Higher Education*

Contingent Claim Valuation – The Case of Certificates Plus Reloaded

Rodrigo Hernandez, Radford University

Christopher Tobler, Stetson University

Pu Liu, University of Arkansas

The Hackman and Oldham Job Characteristics Model: International Implications on Banking, Manufacturing, Retail and Service Industries

Rickey Casey, University of the Ozarks

Jay Robbins, Ouachita Baptist University

Deborah Sisson, University of the Ozarks

3:00pm – 3:30pm

Break



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Thu. 3:30pm – 5:00pm

Salon 15

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

The Pipeline Problem in Higher Education: Reality or “Cop Out?”

Beheruz N. Sethna, The University of West Georgia

I See You, You See Me: Opening the Door for Mutual Efficacy in Higher Education

Tammy Graham, The Citadel

Charles Graham, The Citadel

Building a Community of Leaders: Enhancing and Sustaining Global Leadership Capacity Within a Doctoral Program

Mette Baran, Cardinal Stritch University

Janice Jones, Cardinal Stritch University

Kristine Kiefer Hipp, Cardinal Stritch University

Increasing Retention among Psychology Majors: Creating a Bioecological Program

Kristi Cordell-McNulty, Angelo State University

Thu. 3:30pm – 5:00pm

Salon 16

Workshop: Sports Marketing

Margaret Mi, University of Mary Washington

Bio: Dr. Margaret Ann Mi has been teaching a Sports Marketing course for more than two years as an elective in the business major at the University of Mary Washington in Fredericksburg, Virginia. Last summer, she modified the course to become a special topics course for non-majors, preferably for student athletes. This popular course serves students who wish to have careers in a sports organization. Some students have advanced study through the Sports Management Program at Virginia Commonwealth University in Richmond. For over thirty years, Dr. Mi has taught marketing courses and special topic courses. She received her BBA and MBA from Eastern New Mexico University and her Ph.D. from Virginia Commonwealth University. Dr. Mi has published and presented papers in marketing education, telework, (including an invited commentary from Harvard Business Review), creating web sites to sell products, marketing in China, direct marketing and motivating students through couponing. She has presented at global conferences the last twenty years.

Overview: This workshop is an application exercise for educators who may be interested in teaching a sports marketing course. Participants will emulate the team, term project components that I require of my students. These components include developing a marketing strategy and implementing marketing plans for a new sport team. Workshop participants will act as marketing consulting teams for the new sport teams. Teams have to decide on a city in which to locate that



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currently does not have a major league, baseball team. Completion of this portion of the project requires thorough research about the city, its transportation infrastructure, per capita income, ethnic composition, venue (new or current), and parking possibilities. I have selected Nashville, Tennessee, for the city because it does not have a major baseball team. Consulting teams will 1) recruit players and coaches and list their salaries; 2) select a stadium; and 3) create team names, logos, colors, mascot, licensed and branded merchandise, ticket and merchandise pricing, special promotions with charities, sponsorships, public relations, electronic media use, etc. Finally, teams will present their new team to the other teams.

Thu. 3:30pm – 5:00pm

Internet Session

Session Chair: *Dothang Truong, American Institute of Higher Education*

Does This Book Make Me Look Fat? Creating Positive Imagery with Girls through Literacy and Classroom Practices

Carolyn Corliss, Auburn University - Montgomery

Shelly Bowden, Auburn University - Montgomery

Contrast of the Science Teaching Practices of Two Pre-Service Early Childhood Educators

Deirdre Englehart, University of Central Florida

A Multidimensional Perspective of Organizational Commitment in Higher Education

J.R. Smith, Jackson State University

Kristina P. Gaylor, Belhaven College

Alisa L. Mosley, Jackson State University

Jean-Claude Assad, Jackson State University

Learning Chinese as a Second Language

Mei-Chih Wang, University of Louisiana at Lafayette

Private Benefits, Market Sentiment, and Institutional Ownership Change

Yong Wang, Lynchburg College

6:00pm – 7:00pm

Reception – Salon 19



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FRIDAY – OCTOBER 1, 2010

8:00am – 12:00pm

Conference Registration

Fri. 8:30am – 10:00am

Salon 1

Session Chair: *Cheulho Lee, Florida Memorial University*

The Bologna Accord: Overview and Marketing Implementation In Romania

Elisabeth J. Teal, North Georgia College & State University

G. Martin Izzo, North Georgia College & State University

Corneliu Munteanu, Universitatea Alexandru Ioan Cuza

Barry E. Langford, University of Mississippi

Salary Inversion in Business Schools

Tom Arnold, University of Richmond

Raymond Fishe, University of Richmond

Adam Schwartz, Washington and Lee University

Hi-Tech Company Image: The Construct and its Measurement

[Best Paper in Business]

Jerome Christia, Coastal Carolina University

Kevin Voss, Oklahoma State University

Gary Frankwick, Oklahoma State University

Tom Brown, Oklahoma State University

Fri. 8:30am – 10:00am

Salon 2

Session Chair: *Cynthia Green, William Jewell College*

An Exploratory Investigation of Motivations of College Students Taking Online/Web-Assisted Courses and Their Relationships with Learning Outcomes

Sarath Nonis, Arkansas State University

Grant Fenner, Arkansas State University

Teaching Computer Forensics Amplified by Cloud Computing

Ludwig Slusky, California State University, Los Angeles

Parviz Partow-Navid, California State University, Los Angeles



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Scottsdale Community College Provides Their Students Open Access with End-to-End Virtualization

Angel Rodriguez, University of Florida

Kelly Essary, University of Florida

EEDA: The Implications for the Sixteen Technical/Community Colleges in South Carolina

Frederick Cooper, Spartanburg Community College

10:00am – 10:30am

Break

Fri. 10:30am – 12:00pm

Salon 1

Session Chair: *Rose McNeese, University of Southern Mississippi*

Alternatives to Corporal Punishment Gaining Momentum in US Public Schools

Cynthia Northington-Purdie, William Paterson University

Perceptions about School and Schooling: A Study of Latino/a High School Students in the Southern Part of the United States

Lucia Buttaro, Adelphi University

An Investigation of the Florida Comprehensive Assessment Test (FCAT) and the Black Male Achievement Gap

Rufus Ellis, Florida Agricultural and Mechanical University

Edward Tolliver, Florida Agricultural and Mechanical University

Ghazwan Lutfi, Florida Agricultural and Mechanical University

The Achievement Gap: Reasons for and Ways of Reducing the Gap

Michelle Toston Hill, University of Florida

Fri. 10:30am – 12:00pm

Salon 2

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

Internationalizing Higher Education: One Doctoral Institution's Initiative to Learn from a Trans-Atlantic Immersion Seminar

Mette Baran, Cardinal Stritch University

Janice Jones, Cardinal Stritch University

The Role of Brand Equity in Reputational Rankings of Specialty Graduate Programs in Colleges of Education

Keith W. Lamb, Midwestern State University

John L. Baier, University of North Texas



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A Theoretical Approach to Product Market Competition and Firms' Capital Structure Decisions

Cheulho Lee, Florida Memorial University

The Rewards and Risks of Green Marketing

Scott Testa, Cabrini College

Fri. 1:30pm – 3:00pm

Salon 1

Session Chair: *Mette Baran, Cardinal Stritch University*

Identification of Gender Differences in Mathematics Performance on the Northwest Evaluation Association (NWEA) Measures Of Academic Progress (MAP) Test Data in Colombia, South America

Jack Jackson, Colegio Jorge Washington

Rose McNeese, University of Southern Mississippi

Black Male Representation in Honors Programs: Policies and Practices in Selected American Public Colleges & Universities

Lulrick Balzora, Florida Atlantic University

Diane Wright, Florida Atlantic University - Davie

Cultural Intelligence – A Prerequisite for International Business Success

Carole Creque, University of Mary Washington

Doreen Gooden, Florida International University

Fri. 1:00pm – 2:30pm

Salon 2

Workshop:

Web 2.0: Gratis Online Tools With Endless Possibilities

Cynthia Green, William Jewell College

Bio: Cynthia began her educational career as an elementary classroom teacher at Webb City, Missouri, and taught for five years moving to Title I Reading Clinic as a reading specialist her last year. She received her doctorate from Baylor University and took a position with Hardin-Simmons University, Abilene, Texas where she taught and was Chair of the Department of Elementary and Secondary Education. She moved to Johnson, Vermont, and served as Associate Academic Dean of Johnson College. She has served as Director of Secondary Education at William Jewell College in Liberty, Missouri for the past 22 years where she teaches literacy courses. Cynthia maintains involvement in service learning. She has recently established a partnership school on the Cheyenne River American Indian Reservation using webcam and Skype for her students to read aloud to approximately sixty children grades K-5 in the after school program. Her interests are diagnosis and remediation of reading problems, computer technology, and reading.



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Overview: The plethora of gratis online tools found on Web 2.0 provides resources to improve efficiency by surpassing the constraints of previous options. Web sites are available to facilitate interactive information sharing, interoperability, user-centered design, and collaboration online in real time with a virtual community. Web 2.0 websites include social-networking sites, blogs, wikis, web applications (webmail, online retail sales, online auctions), video-sharing sites, storage sites, and collaborative tagging. Participants in this workshop will be shown sites with educational applications, and encourage to bookmark sites on their laptops for future use.

Fri. 1:30pm – 3:00pm

Internet Session

Session Chair: *Dothang Truong, American Institute of Higher Education*

Measuring the Effects of Attendance on Student Performance in Large Sections of Principles of Economics

Chris Kauffman, Tusculum College

The Significance of Language Comprehension on Problem Solving

Mei-Chih Wang, University of Louisiana at Lafayette

A Pedagogical Presentation of the Gordon Growth Model

Jerome Duncan, Tuskegee University

Seth C. Anderson, Tuskegee University

A Small Local Government: Did Mismanagement and Misuse of Resources Equal Fraud, Waste or Abuse?

Sally Gilfillan, Longwood University

Frank Bacon, Longwood University

Social Learning Theory as a Conduit to Patient Compliance through Wireless Technology

Jarrett Landor-Ngemi, Southern University and Agricultural & Mechanical College

Abinwi Nchise, International Center for Information Technology and Development, Southern University and Agricultural & Mechanical College

Oneurine Ngwa, International Center for Information Technology and Development, Southern University and Agricultural & Mechanical College

Victor Mbarika, International Center for Information Technology and Development

3:00pm – 3:30pm

Break



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Fri. 3:30pm – 5:00pm

Salon 1

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

From Presidential Policy to Classroom Reality: The Indelible Impact of ESEA

Brenda Graham, Concordia University

Susan Bridge, Concordia University

The Impact of Homelessness on the Education of Children from 3-1/2 to Age Six

Charles Ervin, Florida Agricultural and Mechanical University

Renee Wallace, Florida Agricultural and Mechanical University

Aligning Career and Technical Education

Lewis Workman, Northern Kentucky University

Joyce Stubbs, Morehead State University

Fri. 3:30pm – 5:00pm

Salon 2

Session Chair: *Alireza Lari, American Institute of Higher Education*

Teaching Problem Solving with NCTM in Mind

Althea Hylton-Lindsay, William Paterson University

Analytic Models for Strategic Planning: A Case Study

Diane Wright, Florida Atlantic University – Davie

Stanford Ford, Florida Atlantic University – Boca Raton



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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:

American Institute of Higher Education LLC,

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