



MESSAGE FROM THE CONFERENCE CHAIR

On behalf of the Williamsburg Conference organizing committee, I would like to welcome you to Williamsburg and to the 4th 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 all the fields of business and education.

Our previous three conferences were great successes. We received much constructive and kind feedback from the participants. Participants have benefited from the friendly environment we created by keeping the number of participants within a desirable limit and by continuously incorporating the participants' input and feedback in designing the conferences. The number of papers that we have accepted for presentation has increased from 60 in the first conference to 130 in this conference. We have enhanced the Internet division by creating a real time environment in which the participants can present and discuss their research rather than simply posting it online without interaction. The Internet presentations will be broadcasted in our regular conference sessions so that all participants can attend the sessions. The submission and registration processes were also improved, providing submission and payment confirmations upon receipt.

We at AmHighEd believe that research is a cooperative enterprise among scholars and practitioners. That 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 Williamsburg and look forward to receiving your constructive comments that would help us in our future planning.

Sincerely,

Alireza Lari
Professor of Management and Conference Chair
Fayetteville State University



2010 CONFERENCE OFFICERS AND COMMITTEE

Conference Chair:

Alireza Lari, Fayetteville State University

Program Chairs:

Nasim Lari, North Carolina State University

Pooneh Lari, North Carolina State University

Dothang Truong, Fayetteville State University

Proceeding Editors:

Arben Asllani, University of Tennessee at Chattanooga

Fazlul Miah, Fayetteville State University

Executive Committee:

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Aaron Clark, North Carolina State University

Alireza Lari, Fayetteville State University

Nasim Lari, North Carolina State University

Pooneh Lari, North Carolina State University

Fazlul Miah, Fayetteville State University

Dothang Truong, Fayetteville State University



GENERAL MEETING INFORMATION

Registration

Wednesday, March 17	3:00 p.m. - 8:00 p.m.	Conference Registration 1
Thursday, March 18	8:00 a.m. - 5:00 p.m.	Conference Registration 1
Friday, March 19	8:00 a.m. - 5:00 p.m.	Conference Registration 1

Reception and Best Paper Awards

Thursday, March 18	6:00 p.m. - 7:00 p.m.
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Parallel Sessions

Thursday, March 18	8:00 a.m. - 6:00 p.m.
Friday, March 19	8:00 a.m. - 6:00 p.m.

Conference Rooms: Tidewater A, B, C, and D.

Coffee Breaks

Thursday and Friday	10:00 a.m. – 10:30 a.m. and 3:30 p.m – 4:00 p.m.
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WEDNESDAY – MARCH 17, 2010

Registration 3:00pm – 8:00pm Conference Registration 1

THURSDAY – MARCH 18, 2010

Registration 8:00am – 5:00pm Conference Registration 1

8:00am – 10:00am	Business	Tidewater Room A
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Session Chair: Michael Harford, Morehead State University

The Balanced Scorecard: An Empirical Investigation of the Impact on Corporate Financial Performance – Valuable Strategic Management Tool or Passing Fad?

Ian Duncan, Clearwater Christian College

Cross-border Bank Mergers and Acquisitions: What Pull and Push Banks Together?

James Barth, Auburn University

Dongyun Lin, Northern New Mexico College

Keven Yost, Auburn University

Return Volatility Transmission Among Developed Countries

Mohammad Robbani, Alabama A&M University

Rafiqul Rafiq, California State University at San Bernardino

Rationality of Interest Rate Expectations in LIBOR and Euro Bonds

Fazlul Miah, Fayetteville State University

Baeyong Lee, Fayetteville State University

Abdoul Wane, Fayetteville State University

8:00am – 10:00am	Education	Tidewater Room B
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Session Chair: David Letcher, The College of New Jersey

Investigation of Teaching and Learning Intelligence Test Administration and the Flynn Effect

Miranda Neal, Orange County Public Schools

Oliver Edwards, University of Central Florida

Engaging in Continuous Improvement in an Undergraduate Accounting Program Using an Internally Developed Cumulative Exit Exam

Carol Welsh, Rowan University

Stephanie Weidman, Rowan University



Race to Clarification: Addressing the Need to Demystify Formative and Summative Assessment

Karee Dunn, University of Arkansas

Sean Mulvenon, University of Arkansas

A Case for the Support of U.S. Magnet Schools of the Creative and Performing Arts

Cynthia Northington-Purdie, William Paterson University

8:00am – 10:00am

Education

Tidewater Room C

Session Chair: Paul Kasambira, Bradley University

Women Leaders in Higher Education

Patsy Parker, Southwestern Oklahoma State University

An Educational Exploration of the Critical Issues Effecting Black Males in Florida

Ghazwan Lutfi, Florida A&M University

Rufus Ellis, Florida A&M University

Edward Tolliver, Florida A&M University

A Structured Personal Interview Model for Counselors, Teacher Educators, and Student Services Professionals Working in Culturally Diversified Environments

Paul Kasambira, Bradley University

Second Life – A Technological Simulation for Culturally Responsive Teaching for Every Classroom

Maryanne Maisano, University of North Carolina at Pembroke

Randy Olsen, Park City School District

10:00am – 10:30am

Break

10:30am – 12:30pm

Business

Tidewater Room A

Session Chair: Dongyun Lin, Northern New Mexico College

Acting Locally: Live Theater in Sustainable Economic and Community Development Strategy

Michael Harford, Morehead State University

The Effects of Psychological Contract Violations on Consumer Behavior and Firm Relationships

Vanessa Funches, Auburn University



The Research and Experimental Tax Credit Can Reduce Your Tax Liability

James Alford, The Citadel

Mark Bebensee, The Citadel

State Tax Credits and Incentives May Encourage Violations of Federal Law

John Robertson, Arkansas State University

10:30am – 12:30pm

Education

Tidewater Room B

Session Chair: Karee Dunn, University of Arkansas

Authentic Leadership and Budget-Building Practices: Superintendents Reveal Connections, Origins, and Strategies

James Bird, University of North Carolina at Charlotte

Chuang Wang, University of North Carolina at Charlotte

Documenting Assurance of Learning (AoL) Data of Team Work Skills Acquisition Using the Blackboard CMS in the Undergraduate Marketing Management Class

Lewis Hershey, Fayetteville State University

Khalid Dubas, Fayetteville State University

Paula Wood, Fayetteville State University

Strategic Thinking Skills and Undergraduate Student Academic Success

John Pisapia, Florida Atlantic University

Sheri Glick-Cuenot, Florida Atlantic University

The Cognitive Difference in the Use of Working Memory in Reading Across Scripts

Xuesong Wang, University of Florida

Tracy Linderholm, University of Florida

Zhifui Fang, University of Florida

10:30 – 12:30pm

Internet/Education

Tidewater Room C

Session Chair: Arben Asllani, University of Tennessee at Chattanooga

Teachers as Researchers: Stories beyond the Classroom

Shelly Bowden, Auburn University at Montgomery

School Leader Preparation Based on Social Entrepreneurship: Factors Influencing Program Participation

Sarah Raines, Louisiana State University

Dana Bickmore, Louisiana State University

Paul Manthei, Louisiana State University



School Principals as Professional Leaders

Albert Isaacs, Augusta State University

Sam Hardy, Augusta State University

Paulette Harris, Augusta State University

Making Connections: Values, Challenges and Opportunities in the Implementation of e-Portfolios in Teacher Education at a Community College in New York City

Jean Plaisir, Borough of Manhattan Community College, CUNY

1:30pm – 3:30pm

Business

Tidewater Room A

Session Chair: Ian Duncan, Clearwater Christian College

Advantages of Using the LEED® Green Building Rating System to Enhance University Operations

Shannon Chance, Hampton University

Michael DiPaola, The College of William and Mary

How Green Marketing Affects Corporate Policy

Scott Testa, Cabrini College

How Water Access Affects Housing Prices in a Developing Country: A Hedonic Analysis

Rotua Lumbantobing, North Carolina State University

Do Filipino and American Consumers View Genetically Modified Food Differently?

Howard Ling, University of North Carolina at Pembroke

Marilu Santos, University of North Carolina at Pembroke

1:30pm – 3:30pm

Education

Tidewater Room B

Session Chair: Keith Richardson, Bellarmine University

Special Education in Biafra and the United States of America: A Comparative Analysis

Michael Eskay, University of the Cumberland

Empirical Investigation of Teaching and Learning Social Skills with Gifted Students

Maria Soong, Orange County Public Schools

Oliver Edwards, University of Central Florida

Dr. Skateboard's Action Science: Increasing Science Knowledge and Skills for Middle School Teachers

William Robertson, University of Texas at El Paso



Addressing Classroom Management Concerns of New Teachers in an Alternative Certification Program

Kimberly Garrett, Dominican University

1:30pm – 3:30pm

Business

Tidewater Room C

Session Chair: Fazlul Miah, Fayetteville State University

Play Pumps International: A Simple Way to Generate Clean Water

Peter Stanwick, Auburn University

Student Perceptions of Faculty Quality

James Harvey, George Mason University

Kevin F. McCrohan, George Mason University

Frank Allen Philpot, George Mason University

A Comparison of Accounting Legislation: The 150 Hour Education Requirement Legislation Dates Compared to Mobility Legislation Dates

Lesley Davidson, Austin Peay State University

Dan Meyer, Austin Peay State University

An Analysis of Current Educational Requirements to Sit for the Uniform CPA Examination and Sectional Pass Rates

Gary Briggs, The College at Brockport

1:30pm – 3:30pm

Internet/Education

Tidewater Room D

Session Chair: Alireza Lari, Fayetteville State University

Differentiation in Practice: An Exploration of First Year Teacher Implementation of Differentiation Strategies as Expected Outcomes of Teacher Preparation Program

Allison Nazzal, University of West Georgia

Quantitative Impacts of Learning Communities: An Analysis of the Impact of CHASS Connect on Retention and Academic Performance Towards Degree Completion

David Fairris, University of California at Riverside

Melba Castro, University of California at Riverside

Jaehee Son, University of California at Riverside

Developing and Implementing a System of Shared Governance from a Faculty Perspective

Julie Isaacson, Mike McDaniel, Beverly Boals, Louella Moore, Arkansas State University



The Philosophy of Management Sciences

Chen Chung, University of Kentucky

3:30pm – 4:00pm

Break

4:00pm – 6:00pm

Business

Tidewater Room A

Session Chair: Fazlul Miah, Fayetteville State University

Will Accounting for Return Rights Change Under the New Revenue Model?

Frank Ryerson III, Macon State University

Principles-based Accounting Versus Rules-Based Accounting

Harvey Man, Borough of Manhattan Community College

Stanley Chu, Borough of Manhattan Community College

The Financial Statement Impact of SFAS No. 158

Richard Schroeder, University of North Carolina at Charlotte

Suzanne Sevin, University of North Carolina at Charlotte

4:00pm – 6:00pm

Education

Tidewater Room B

Session Chair: Paula Wood, Fayetteville State University

Debits and Credits through Financials: A Very Quick “Nuts and Bolts”

Introduction/Review of the Accounting Process

Keith Richardson, Bellarmine University

David Collins, Bellarmine University

Alan Deck, Bellarmine University

Using an Unusual Data Set to Introduce Students to Time-Series Forecasting in a College-Level Statistics Course

David Letcher, The College of New Jersey

Business Course Design Preferences: Are Faculty and Students Ever on the Same Page?

Mark Rieman, Fayetteville State University

Daniel Tracy, University of South Dakota

John Knight, University of Tennessee at Martin

Stephen Allen, Truman State University

Student Viewpoints Toward the Characteristics of Excellent College Professors: A Demographic Analysis

Donald W. Caudill, Gardner-Webb University



4:00pm – 6:00pm

Internet/Business

Tidewater Room C

Session Chair: Dothang Truong, Fayetteville State University

The Stock Market Reaction to the Unexpected Component of Layoff Announcements

Frank Smith, Henderson State University

College Students' Attitudes and Behaviors towards Their Personal Financial Responsibilities

Linda Lau, Longwood University

Cheryl Davis, Longwood University

Glenn Dardick, Longwood University

Who Bears the Increase in HI (Medicare) Tax Liability – Evidence from the Change in Medicare Contribution Base after 1991

Xiaoli Liang, University of Texas at Arlington

The Impact of Human Resource Management Practices on Small and Medium-Sized Enterprises (SMEs) Performance in a Country in Recession

Fred Fening, Webber International University

Pesi Amaria, Argosy University

6:00pm – 7:00pm

Reception



FRIDAY – MARCH 19, 2010

8:00am – 10:00am	Business	Tidewater Room A
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Session Chair: Dongyun Lin, Northern New Mexico College

A Research Model for RFID-Enabled Supply Chain Integration Using Resource-Based View Theory

Dothang Truong, Fayetteville State University

Measuring the Variability of Waiting Times in Supply Chain Operations

Xiaofeng Zhao, University of Mary Washington

Kenneth Gilbert, University of Tennessee

Examining Driving Forces Behind Organizational Mobile Information Technology Adoption

C. Frank Lee, Fairmont State University

Continuous Improvement Becomes More Efficient by Using Management Support Systems

Alireza Lari, Fayetteville State University

8:00am – 10:00am	Education	Tidewater Room B
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Session Chair: Paul Kasambira, Bradley University

Using the Sixteen Personality Factor Questionnaire to Predict Teacher Success

Rebecca Watts, Middle Tennessee State University

Bob Cage, University of Louisiana at Monroe

Valerie Batley, University of Louisiana at Monroe

Debrah Davis, University of Louisiana at Monroe

Teacher Licensure and Qualified Teachers: Are Certification Examinations Enough?

Kelli Blackford, University of Arkansas

Professional Development Day: A Town/Gown Collaboration that Worked

Tulla Lightfoot, University of North Carolina at Pembroke

The Pithy Essence of an Issue: Testing the Summarization Skills of Texters

Kevin Pauli, Mississippi College

Tammy Arthur, Mississippi College



8:00am – 10:00am

Education

Tidewater Room C

Session Chair: Jeffrey Moore, North Greenville University

The Gentle Art of Mentoring: Facilitating Success in the Academic World

Nancy Barry, Auburn University

A Case Study in Authentic Learning: Field Experience in Educational Leadership Doctoral Studies

Robert Reardon, Virginia Commonwealth University

Using Program Assessment Tools to Improve Student Learning in Introductory Accounting

Christine Schalow, University of Wisconsin at Stevens Point

Influence of the Five Factor Personality and Locus of Control on Retention Rates in an Engineering Program

Laurie Moses, Cathy Hall, Karl Wuensch, Paul Kauffmann, Karen DeUrquidi, William Swart, Steve Duncan, and Gene Dixon, East Carolina University

8:00am – 10:00am

Education

Tidewater Room D

Session Chair: Steven Breslawski, State University of New York at Brockport

The Persistence of SAT Scores as Predictors of Downstream Assessment Results

Steven Breslawski, State University of New York at Brockport

Lessons Learned: Preparing Faculty to Teach in an MBA Program Conducted in China

Sharon Borowicz, Benedictine University

An Exploratory Study of the Cyberbullying and Cyberstalking Experiences of Students at a Public Liberal Arts College

Ellen Kraft, Richard Stockton College of New Jersey

Jinchang Wang, Richard Stockton College of New Jersey

Demand for Job Training Programs in Illinois: Evidence from the Illinois Policy Survey Data

M. Solaiman Miah, West Virginia State University

Fazlul Miah, Fayetteville State University

10:00am – 10:30am

Break



10:30am – 12:30pm

Business

Tidewater Room A

Session Chair: Sunita Ahlawat, The College of New Jersey

The Impact of Accredited Education on Wages: Does it Matter?

Allen Lynch, Mercer University

Cheryl Tibus, Mercer University

The Effects of Early Childhood Family and Labor Market Experience on Adult Employee Engagement and Retention

Wendy Campione, Northern Arizona University

An Overview of the U.S. Olive Industry and the Need to Reduce Labor Costs

Eric Houk, California State University at Chico

Using ANOVA to Analyze Economic Disparity: A Case Study of the Cape Fear Region, North Carolina

Abdoul Wane, Fayetteville State University

Inder Nijhawan, Fayetteville State University

Fuzlul Miah, Fayetteville State University

10:30am – 12:30pm

Education

Tidewater Room B

Session Chair: Matthew Kutch, Elon University

Creating Virtual Cooperative Learning Experiences for Aspiring School Leaders and Practitioners with Web 2.0

David Dunaway, University of North Carolina at Charlotte

Do-Hong Kim, University of North Carolina at Charlotte

Patricia Wilkins, University of North Carolina at Charlotte

Incorporating Web 2.0 Technologies into the College Classroom

Matthew Kutch, Elon University

Distance Learning Student Segments

Lawrence Hamer, DePaul University

A Study of the Relationship between Student Achievement and Principals' Effectiveness and Flexibility

Santina St. John, Concord University

Rebecca Watts, Middle Tennessee State University



10:30am – 12:30pm

Education

Tidewater Room C

Session Chair: Eugene Owens, William Carey University

Can a Business Ethics Course Affect Academic Dishonesty?

Timothy Reisenwitz, Valdosta State University

Combating Plagiarism in Higher Education

Amany Saleh, Arkansas State University

Marcia Lamkin, University of North Florida

Carole Leonard, Arkansas State University

Developing a Forensic Accounting Course

Lesley Davidson, Austin Peay State University

Faculty Burnout: Symptoms and Solutions

Nancy Barry, Auburn University

10:30am – 12:30pm

Internet/Business

Tidewater Room D

Session Chair: Alireza Lari, Fayetteville State University

Management with Love

Mehrdad Hashemi, Industrial Management Institute

Gerontographics and Mass Media Preferences of Mature Consumers

Jeffrey Foreman, University of North Carolina at Asheville

Jane Burkharter, Saint Joseph's University

George P. Moschis, Georgia State University

Accounting Fraud and Ex-Post Perceptions: An MDS Approach

Daniel Ames, Illinois State University

Operations and Accounting Interdepartmental Conflict and Organizational Performance

Stanley Self, East Texas Baptist University

Pesi Amaria, Agrosy University



1:30pm – 3:30pm

Business

Tidewater Room A

Session Chair: Nasim Lari, North Carolina State University

Hospital Profitability

Charlotte Houke, Augusta Technical College

Regina Ivory, Heart of Georgia Technical College in Dublin

Pesi Amaria, Agrosy University

Strategic Leader Actions Related to the Effectiveness of Hospital Managers in Turkey

Ozgur Ugurluoglu, Hacettepe University

Yusuf Celik, Hacettepe University

John Pisapia, Florida Atlantic University

The Convergence of Business and Medicine: A Study of MD/MBA Programs in the United States

Timothy Keogh, The Citadel

William Martin, DePaul University

Taking Stock of the PCAOB and Investor Confidence

Sunita Ahlawat, The College of New Jersey

Sucheta Ahlawat, Kean University

1:30pm – 3:30pm

Education

Tidewater Room B

Session Chair: Sharon Borowicz, Benedictine University

Why Do Women Shy Away from Majoring in Economics?

Fred Smith, Davidson College

Christina Zenker, Salem College

Perceptions of Interns and Selected Traditional Graduate Students Regarding Multicultural Education

Eugene Owens, William Carey University

Examining Sports as a Social Anchor in Community and Campus Development

Bryan Finch, Oklahoma State University

Aaron Clopton, Louisiana State University

Teaching Multicultural Education Concepts in Catholic Grade Schools: A Research Study Case for the State of Illinois

Michelle V. Willi, Bradley University

Paul Kasambira, Bradley University



1:30pm – 3:30pm

Business

Tidewater Room C

Session Chair: Rotua Lumbantobing, North Carolina State University

Investing in Telecoms in Transition Economies: Conceptual Framework for Cross Country Collaboration and an Illustrative Example

Sergey Samoilenko, Virginia Union University

Phillip Archer, Virginia Union University

LaTrelle Green, Virginia Union University

An Empirical Study of How Firms in the United Kingdom are Reducing Greenhouse Gas Emissions

Peter Stanwick, Auburn University

The Moderating Roles of External Environment on Market Orientation and Business Strategy Types

Omer Gokus, Norfolk State University

The Relational Component of the Psychological Contract: The Big Five Personality Traits and Violation Perception of the Temporary Employee

Von Pouncey, Brenau University

Simon Medcalfe, Augusta State University

1:30pm – 3:30pm

Internet/Education

Tidewater Room D

Session Chair: Dothang Truong, Fayetteville State University

Secondary Latina/o Student's Perceptions about School and Schooling

Tamara Sewell, Adelphi University

Lucia Buttaro, Adelphi University

Distance Education in Ghana: Emergent Models of Learning in Higher Education

Kwabena Ofori-Attah, Walden University

Using Hofstede's (1980) Model as a Predictor of the Attitude Toward Women Managers

Tope Adeyemi-Bello, East Carolina University

Comparison of Strategic Intent to Hoshin Kanri

David Hicks, Auburn University

3:30pm – 4:00pm

Break



4:00pm – 6:00pm

Business

Tidewater Room A

Session Chair: Matthew Kutch, Elon University

Higher Education and Economic Growth in North America: A Comparison of Quebec with New York State

Edouard Mafoua-Koukebene, State University of New York at Canton

Pascal Ndinga, University of Quebec at Montreal

Leading Groups to Create Healthy Culture Through Accomplishing Tasks Aligned to Strategy

Jeffrey Moore, North Greenville University

Lee Kizer, Southern Wesleyan University

Philip Jeon, Southern Wesleyan University

Integration of Market and Entrepreneurial Orientation in the Context of Exporting

Ayse Balas, Longwood University

The Influence of Time Pressure on Value Perception of Online Consumers

Pamela Keystone, Bridgewater College

4:00pm – 6:00pm

Education

Tidewater Room B

Session Chair: Paul Kasambira, Bradley University

Logic Models, DRIP, Finagle's Laws, Sabermetrics, and the Autoptic Proference: Exploring What Really Matters for National Accreditation of an Educational Leadership Program

John Hanes, Regent University

Glenn Koonce, Regent University

Estimation and Analysis of Net Marginal Costs of Scholarship Programs

Serkan Catma, West Liberty University

Transforming the Academy: Strategic Thinking and/or Strategic Planning

John Pisapia, Florida Atlantic University

Deborah Robinson, Florida Atlantic University

Entrepreneurial Culture at Two-Year Colleges: A Commitment or an Option

Carmen Martinez-Lopez, Borough of Manhattan Community College, CUNY



4:00pm – 6:00pm

Education

Tidewater Room C

Session Chair: Frank Allen Philpot, George Mason University

Predictors and Influences of High School Graduation Rates in Mississippi Public Schools

Rebekah Chiasson, The University of Southern Mississippi

Thelma J. Roberson, The University of Southern Mississippi

Questions that Provide Answers: School Improvement Simplified

Connie Myer, Wheeling Jesuit University

**Factor Analysis, Formative Evaluation, Benchmark Data, and Professional Development:
A Recipe for Success**

Rachel Sutcliffe, Karee Dunn, Sean Mulvenon, and Denise Airola, University of Arkansas

**Deficiency of Weighted Scores and a Possible Solution: A Case of Quality Assessment of
Universities in India**

Puneet Prakash, Virginia Commonwealth University

4:00pm – 6:00pm

Internet/Business

Tidewater Room D

Session Chair: Arben Asllani, University of Tennessee at Chattanooga

Economic Determinants of the Patterns of Divorce and Marriage in Tennessee

Ferdinand DiFurio, Tennessee Tech University

Willis Lewis, Winthrop University

Timothy Goode, Government of Niue, Alofi, Niue Island South Pacific

**The Impact of Quality Management Practices on the Performance and Growth of Small
and Medium-Sized Enterprises(SMEs) in Ghana**

Fred Fening, Webber International University

Gordana Pesakovic, Argosy University

Pesi Amaria, Argosy University

Use of Logistic Strategy Among Small Manufacturing Firms in Ghana

Victor Bahhouth, University of North Carolina at Pembroke

Cliff Mensah, University of North Carolina at Pembroke

Ramin Maysami, University of North Carolina at Pembroke

Entrepreneurial Postures and Psychological Traits: Is Environment an Amplifier?

Donatus Okhomina, Fayetteville State University



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