



**American Institute of Higher Education – The 8th International Conference
Niagara Falls, NY – October 10-12, 2012**

MESSAGE FROM THE CONFERENCE CHAIR

On behalf of the Conference Organizing Committee, I would like to welcome you to the beautiful Niagara Falls and the 8th 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.

We hope you will find the conference productive, informative, and enjoyable. We also wish you a pleasant stay in Niagara Falls 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 on future conferences, journals, webinars, and grant-writing services.

Sincerely,

Alireza Lari, Ph.D.
Conference Chair
American Institute of Higher Education

Conference Sponsor:

American Institute of Higher Education LLC

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**American Institute of Higher Education – The 8th International Conference
Niagara Falls, NY – October 10-12, 2012**

GENERAL MEETING INFORMATION

Registration

Wednesday, October 10, 2012	5:00p.m. - 8:00p.m.	Royal Boardroom
Thursday, October 11, 2012	8:00a.m. - 5:00p.m.	Royal Boardroom
Friday, October 12, 2012	8:00a.m. - 12:00p.m.	Royal Boardroom

Reception

Thursday, October 11, 2012	6:00p.m. - 7:00p.m.	Jade Room
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Parallel Sessions

Thursday, October 11, 2012	8:30 a.m. - 5:00 p.m.	Diamond, Amethyst,
Friday, October 12, 2012	8:30 a.m. - 5:00 p.m.	& Ruby Rooms

Coffee Breaks

Thursday	10:00a.m - 10:30a.m. & 3:00p.m. - 3:30 p.m.
Friday	10:00a.m - 10:30a.m. & 3:00p.m. - 3:30 p.m.



THURSDAY – OCTOBER 11, 2012

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

Thu. 8:30am – 10:00am

SPECIAL TOPICS I

Diamond Room

Session Chair: AmHighEd Staff

A Comparison of the Views of College of Business Deans and Human Resource Managers on Workplace Qualities

Donald E. English, Edgar Manton, Erica Yu Pan, Stephania Schirru, and Devalina Bhowmik, Texas A&M University – Commerce

Examining Bullying Behaviors in American and Canadian Workplaces

Lisa M. S. Barrow, Brock University

College Students' Moral Reasoning Inventory: Exploring Future School Sport Leaders' Values

*David LaVetter, Arkansas State University
Courtney Flowers, West Georgia State University*

Resilient Leadership Preparation

Clarinda Cole, Regent University

10:00am – 10:30am

BREAK



Thu. 10:30am – 12:00pm

THE ONLINE ENVIRONMENT

Diamond Room

Session Chair: AmHighEd Staff

Training Leaders Across the Generational Divides Through Online Learning

Linda Grooms, Regent University

Tera Simmons, Butler County School System

E-Learning: Using Technology to Guide Teaching Practice

Judith J. Smith and H. Carol Greene, East Carolina University

Promising Cyber Resources for Teaching & Learning: A Closer Look at the Darker Side of Cyberbullying

Rayton Sianjina, Delaware State University

Online Student Assessments Using Media: Potential Types, Tools, and Pitfalls

Karen Smith-Gratto, North Carolina Agricultural and Technical State University

Thu. 10:30am – 12:00pm

TOPICS IN BUSINESS & ECONOMICS I

Amethyst Room

Session Chair: AmHighEd Staff

Using Recreational Sport Events' Economic Impact Data to Assess Orientation Strategy of Community Parks and Recreation

David LaVetter and Carl Behunin, Arkansas State University

Vertical Intra-Industry Trade between Spain and Morocco

E. M. Ekanayake, Bethune-Cookman University

Carlos Moslares, Universitat Ramon Llull

Trends in Legal Process Outsourcing

Paul Palugod, Insights Business Solutions

Nora Palugod, The Richard Stockton College of New Jersey



Thu. 10:30am – 12:00pm

TOPICS IN EDUCATION I

Ruby Room

Session Chair: Shellie Hanna, Arkansas Tech University

**An Examination of the Preparation, Responsibilities, and Effectiveness of School
Disciplinarians**

Chandra Foote and Mary Ellen Bardsley, Niagara University

**The Fading Presence of a Critical Role Model, the Black Educator and the Constant
Regression of Black Males in Public Education: Is There a Relationship?**

Rufus Ellis Jr, Edward Tolliver, and Mark Howse, Florida A&M University

**Exploring the Relationship Between K-12 Public School Teachers' Conceptions of
Assessment and Their Classroom Assessment Confidence Levels**

Naomi Ludwig, Regent University

12:00pm – 1:30pm

BREAK

Thu. 1:30pm – 3:00pm

BUSINESS SCHOOLS

Diamond Room

Session Chair: AmHighEd Staff

A Comparison of Business Program Admissions Policies

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

**Does Participation in Computer-Based Learning Program in Introductory Financial
Accounting Course Lead to Choosing Accounting as a Major?**

Vincent Owoso, Northern Kentucky University

Charles A. Malgwi, Bentley University

Margaret Akpomi, River State University of Technology

**Meta-Analysis of Student Performance in Micro and Macro Economics: Online Vs. Face-
To-Face Instruction**

Kyongsei Sohn and Jane B. Romal, SUNY - College at Brockport



Thu. 1:30pm – 3:00pm

INTERNET DIVISION

Amethyst Room

Session Chair: *Alireza Lari, Wake Forest University*

Second Language Proficiency and Intercultural Awareness Linkage to the Global Market Business Enterprise during these Global Economic Crises

Graciela Helguero-Balcells, Florida Atlantic University

Lucia Buttarro, Adelphi University

The Education of the Children of Immigrants: A Cross-Cultural Study between New York and Rome

Lucia Buttarro, Adelphi University

To App or Not to App? Using Technology as an Instructional Tool

Shelly Bowden and Carolyn Corliss, Auburn University Montgomery

Business: The Missing Component In Higher Education

Von Pouncey, Brenau University

An Immigrant, Refugee and Exile Experience: A Sentimental and Emotional Discourse

Lucia Buttarro, Adelphi University

Thu. 1:30pm – 3:00pm

ECONOMICS & FINANCE

Ruby Room

Session Chair: *E. M. Ekanayake, Mihalís Halkides, Bethune-Cookman University*

Determinants of United States Outbound Foreign Direct Investment in Latin America and the Caribbean

E. M. Ekanayake, Mihalís Halkides, Bethune-Cookman University

John R. Ledgerwood, Embry-Riddle Aeronautical University

Valuation, Downside Risk Measures and Asymmetric Information: A Portfolio Optimization Approach

Yoram Kroll, Ono Academic College and Ruppín Academic Center

Moshe Ben-Horin, Ono Academic College

Offshoring and Outsourcing to India

Nora C. Palugod and Anton Sapundzhiev, The Richard Stockton College of New Jersey



3:00pm – 3:30pm

BREAK

Thu. 3:30pm – 5:00pm

WORKSHOP

Diamond Room

GRANT WRITING WORKSHOP

AmHighEd Staff

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. 3:30pm – 5:00pm

INTERNET DIVISION

Amethyst Room

Session Chair: Alireza Lari, Wake Forest University

IFRS in the Accounting Curriculum- Implications from Different Perspectives

Bea Chiang, The College of New Jersey

What Do You Want? A Market Survey of CPA Firms' Hiring Preferences

A. Bruce Caster, Utica College

Wanda Causseaux, Siena College

Courtney Droms, Butler University

Billings Frauds: A Look at Trends, Recent Court Cases and Red Flags

Robert E. Guinn and Suzanne K. Sevin, University of North Carolina at Charlotte

Examining User Generated Content on the Internet: The Role of Personality Traits and Flow

Jeffrey Siekpe, Tennessee State University

6:00pm – 7:00pm

Reception

Jade Room



FRIDAY – MARCH 9, 2012

8:00am – 12:00pm

Conference Registration

Fri. 8:30am – 10:00am

TOPICS IN EDUCATION II

Diamond Room

Session Chair: AmHighEd Staff

DLOPI (Different Levels of Parental Involvement): A Critical Key to Student Success

Rufus Ellis Jr., Florida A&M University

Audrey Lewis, Gadsden County Schools

Janet Sermon, Florida A&M University

The Need for Personal Finance Education in Colleges and Universities

John Ledgerwood, Alexandru Milut, and Vishal Prabhakar, Embry Riddle Aeronautical University

The Influence of Social Information Sources on Students Choice of Academic Major

Aurore Kamssu, Tennessee State University

Fri. 8:30am – 10:00am

TOPICS IN EDUCATION III

Amethyst Room

Session Chair: Jean Plaisir, Borough of Manhattan Community College – The City University of New York

How Can Special Education Teachers Redeem their Time by Navigating the Documentation Quagmire?

Peggy Woodall, Henderson State University

Sid Womack and Shellie Hanna, Arkansas Tech University

Perceptions and Practices: The Impact of Military Structure on the Academic Success of Students with Disabilities Attending a Military College

Tammy Graham, Stephenie Hewett, Jane Warner, and Charles Graham, The Citadel

From Boots on the Ground to Seats in the Classroom: An Assessment of Institutional Structure and Veteran Students

Dion Daly and Bonnie Fox Garrity, D'Youville College

10:00am – 10:30am

BREAK



Fri. 10:30am – 12:00pm

TOPICS IN EDUCATION IV

Diamond Room

Session Chair: Shellie Hanna, Arkansas Tech University

The Correlation between Owning a Dog or Cat and an Adolescent's Self-Acceptance

Frank Rizza, The College of New Rochelle

Christina Carrano, The Fusion Academy and Leaning Center

A Biofunctional Understanding Solution to First-Person Educational Relevance

Asghar Iran-Nejad, The University of Alabama

The Effects of Poverty in Schools: Implications for Classroom Teachers

Deanna Keith and Emily Spake Brown, Liberty University

Fri. 10:30am – 12:00pm

TOPICS IN BUSINESS & ECONOMICS II

Amethyst Room

Session Chair: AmHighEd Staff

Adding Markowitz and Sharpe to the Investments Project

Lynda S. Livingston, University of Puget Sound

Acceptance of International Financial Reporting Standards (IFRS) in the US Accounting Profession

Joseph Jurkowski, D'Youville College

Calendar Timing and Returns to Performance Chasing in Mutual Funds

Zekeriya Eser and Mary Holbrook, Eastern Kentucky University

12:00pm – 1:30pm

BREAK



Fri. 1:30pm – 3:00pm

SPECIAL TOPICS II

Diamond Room

Session Chair: Theodore E. Davis, State University of New York College at Buffalo

The Relationship between Student Grade Point Average, Principal Internship Mentor's Assessment Scores and School Leaders Licensure Assessment Scores

Michael D. Kelly and Glenn L. Koonce, Regent University

An Examination of the Impact of Freshman Transition Interventions on Ninth Grade Achievement

Emily Spake Brown and Deanna Keith, Liberty University

Embodying Transformative (Equity based) Teaching Practices: Case Study in an Ontario High School

Dolana Mogadime, Brock University

Determining the Number of the Sample Mode: A Pedagogical Note

WaiCheong Lam, Mississippi State University

Fri. 1:30pm – 3:00pm

TOPICS IN BUSINESS & ECONOMICS III

Amethyst Room

Session Chair: Lynda S. Livingston, University of Puget Sound

A Monte Carlo Weighting Scheme that Reduces Risk of Characteristic-sorted REIT Portfolios

Zekeriya Eser, Eastern Kentucky University

Ozcan Sezer, University of Toledo

Mark Case, Florida Gulf Coast University

A Comparison of Cash Flow Variables in Terms of the Strength of their Ability to Explain Stock Returns

Donald Kent, Ralph Trecartin

James Cordeiro, The College at Brockport

Note on an Approach to Preventing Rank Reversals in Analytic Hierarchy Process

Yong Shin, Francis Marion University

Seungho Lee, Ulsan College



3:00pm – 3:30pm

BREAK

Fri. 3:30pm – 5:00pm

TOPICS IN EDUCATION V

Diamond Room

Session Chair: AmHighEd Staff

Big Class Size Challenges: Teaching Reading in Primary Classes in Kampala, Uganda's Central Municipality

Samuel Kewaza, St. Mbaaga Kiwatule P/S Uganda

Myrtle Welch, Buffalo State – State University of New York

Active Learning in the Business Law Class

Elizabeth Kent, Buffalo State College

A Close Look at Three Decades of School Reform Policies and Structural Practices Impacting the Education of Haitian Children in New York City Public Schools

Jean Plaisir, Borough of Manhattan Community College – The City University of New York

Methodology for Class Instruction in Business Education

Theodore E. Davis, State University of New York College at Buffalo

Fri. 3:30pm – 5:00pm

SPECIAL TOPICS III

Amethyst Room

Session Chair: AmHighEd Staff

The Top Ten Rules of Not-at-Fault Accident and Ticket-Free Driving

WaiCheong Lam, Mississippi State University

The Role of Perception of Organizational Climate on Decision to Adopt Information Technology

Cheon-Pyo Lee, Fairmont State University

How to Measure Work Engagement

A Case Study: SAIPA Cultural and Sport Company

Seyed Mehrdad Hashemi, SAIPA



Fri. 3:30pm – 5:00pm

INTERNET DIVISION

Ruby Room

Session Chair: Alireza Lari, Wake Forest University

Modality of Online Course Delivery and Student Perceptions

Steve Bounds, Arkansas State University

Toward a Re-evaluation of the Role of Leadership in Management

Darin Gerdes, Charleston Southern University

Do the Clothes Make the Teacher? Teacher Appearance and the Teaching Profession

Elvira Katic, Ramapo College of New Jersey

Practitioner Scholar Discovery: 21st Century Learning, Instruction, and Educating the WholeBrain

Daniel Eadens, University of Southern Mississippi

Danielle Eadens, Saint Petersburg College

Susan Ray and Katherine Shirer, Academie Da Vinci Charter School for the Arts



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JOURNALS OF THE AMERICAN INSTITUTE OF HIGHER EDUCATION

American Journal of Business Research

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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, and ProQuest and EBSCO Databases.

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American Journal of Educational Studies

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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, and and ProQuest and EBSCO Databases.

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