

52nd Annual National
Mountain Plains Management Conference

Davis Campus (DV)
Weber State University
Layton/Ogden, Utah

Theme: Management in a Challenging Economy

Conference Schedule

Wednesday, October 6, 2010

	1st Floor East Wing	DV 137	
5:00 p.m.- 8:00 p.m.	Reception and Registration	Ask Weber State faculty for a demo of classroom presentation systems, common to each room in which MPMC presentations will be given	

*Unable to confirm attendance at publication of schedule

Thursday, October 7, 2010

	1st Floor East Wing			
8:00 a.m. - 8:30 a.m.	Registration			
8:30 a.m. - 9:45 a.m.	Late registration continues in DV 137. Refreshments can be found all day in DV 134.	DV 101 Track: Pedagogy Moderator: Henning Olsen <ul style="list-style-type: none"> • <i>Recognizing Value-Added Scholarship in Business Disciplines, A Boyer-Based Proposal</i> - by Dr. William Russell, Dr. Ronald Galloway, and Dr. Jeffrey Lineman Northwest Nazarene University • <i>Active and Individualized Instruction: Threaded Discussions & Teaching Business Ethics On-line</i>, by Ken Schallenkamp, JD of Black Hills State University and Andy Stanfield of Florida Institute of Technology • <i>Learning Outcomes in a Mock-Jury Trial</i>, by Dr. Larry Carstenson, Dr. Susan Jensen, and Dr. Srivatsa Seshadri University of Nebraska at Kearney 	DV 110 Track: Management Moderator: Stephen Hill <ul style="list-style-type: none"> • <i>Refining the Role of the Small Business Development Center: A Strategy to Refocus Efforts</i>, by Dr. David Summers, Paul Harper, and Cynthia Summers University of Houston - Victoria • <i>Business Modeling for Success</i>, by Chris Ainge, Dr. Dan Holland, and Dr. Kenneth Snyder Utah State University • <i>Excelling in the BSG: Applying Spreadsheet Technology as a Decision Support Tool</i>, by Dr. Frank Markham Mesa State College 	DV 111 Track: Accounting Moderator: Eric Smith <ul style="list-style-type: none"> • <i>Investigation and Evaluation of Employer Experiences with Accounting Graduates Who Participated in an Income Tax Assistance Program</i>, by Dr. Geoffrey Gurka and Craig Fossett Mesa State College • <i>Student or Employee? The Status of Medical Residents in Relation to FICA Taxes</i>, by Dr. Eric Smith Weber State University • <i>Humanmetrics and Intermediate Accounting Students</i>, by Dr. Geoffrey Gurka, Suzanne Lay, and Craig Fossett Mesa State College
9:45 a.m. - 10:00 a.m.	Registration and Refreshments	BREAK		

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<p>10:00 a.m. - 10:45 a.m.</p>		<p style="text-align: center;">DV 101</p> <p>Track: Economics/Finance Moderator: Mary Wrenn</p> <ul style="list-style-type: none"> • <i>Stock Returns, Spot Oil Price Movements, and Real Options</i>, by Dr. Steve Johnson and Dr. Robert Stretcher Sam Houston State University • <i>Consensus on Economic Propositions Among Democratic and Republican Delegates Over Time - Polarization or Conversion of Opinions</i>, by Dr. Doris Geide-Stevenson and Dr. Nazneen Ahmad Weber State University 	<p style="text-align: center;">DV 110</p> <p>Track: Marketing Moderator: E.K. Valentin</p> <ul style="list-style-type: none"> • <i>To Analyze the Factors Influencing the Acceptability of Brand Extension into Related and Un-Related Product Categories</i>, by Sarwat Afzal Iqra University, Karachi, Pakistan* • <i>Analysis of Marketing Margins, Dry Garden Products in Iran Case of Fars Province</i>, by Seyed Mohamad Reza Akbari, Maryam Mazlomi, Seyed Nemat Mosavi* 	<p style="text-align: center;">DV 111</p> <p>Track: Accounting Moderator: Eric Smith</p> <ul style="list-style-type: none"> • <i>CPA Exam Preparation in Difficult Economic Times</i>, by Suzanne Lay, CPA Mesa State College • "Where Angels Fear to Tread": Christensen, Barnes, and Reese (2006) "Improving the Moral Judgment of Accounting Students: An experiment" a Critique and Illustration of the Failure of Current Ethics Research in Accounting Education, by Dr. Roy Johnson Southern Utah University
<p>10:45 a.m. - 11:00 a.m.</p>	<p>Registration and Refreshments</p>	<p>BREAK</p>		
<p>11:00 a.m. - 12:15 p.m.</p>		<p style="text-align: center;">DV 101</p> <p>Track: Computer Info Systems Moderator: Zhuolin Yu</p> <ul style="list-style-type: none"> • <i>The Impact of a VPN on a Company's Data Communication Network</i>, by J. Myles Powell, Zsolt Ugray Utah State University • <i>Problems in the Data Center Physical Infrastructure</i>, by Paul Erickson IT-In Focus 	<p style="text-align: center;">DV 110</p> <p>Track: Management Moderator: Stephen Hill</p> <ul style="list-style-type: none"> • <i>Motivating and Managing MBA Students versus Computer Professionals and Others</i>, by Dr. Don Carpenter, Dr. Jonny Snyder, Gayla Jo Slauson Mesa State College • <i>Criticizing Colleagues: Whistle-blowing, Loyalty, and Truth in Academics</i>, by Dr. Roy Johnson Southern Utah University 	<p style="text-align: center;">DV 111</p> <p>Track: Accounting Moderator: Eric Smith</p> <ul style="list-style-type: none"> • <i>Educating Future Professionals in Fraud Examination and Forensic Accounting</i>, by Nicholas Bahr and C. Albrecht, Konrad S. Lee Utah State University • <i>A 'New Look' at the Deductibility of Medical Expenses: The O'Donnabhain Case and Gender Identity Disorder</i>, by Dr. Ryan Pace and Dr. Eric Smith Weber State University
<p>12:15</p>	<p>Luncheon, The buffet line will be set up in the hallway outside of DV 110 & 111. Dining and presentation area will be in DV 110.</p>			

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p.m. - 1:30 p.m.	Awards, & Board Meeting	The Board Meeting will be held in room 229A (found on the 2nd floor, just next to the main elevator.		
1:30 p.m. - 2:45 p.m.		<p align="center">DV 101</p> <p>Track: Economics/Finance Moderator: Mary Wrenn</p> <ul style="list-style-type: none"> <i>Estimating the Effect of NAFTA on Trade and Investment</i>, by Dr. Frank Tenkorang, Dr. Beverly Frickel, Dr. Vani Kotcherlakota, and Dr. Bruce Elder University of Nebraska at Kearney <i>Vote with your Feet - Effect of Tax Burden on Net Domestic Migration</i>, by Xiaojing (Joanne) of Holy Family University, and Qiang Pan of University of Pennsylvania 	<p align="center">DV 110</p> <p>Track: Pedagogy Moderator: Matt Mourtisen</p> <ul style="list-style-type: none"> <i>Effective Training and Development: An Application of Adult Learning Theory inhuman Resource Management</i>, by Dr. Jonathan Westover Utah Valley University <i>Developing Team Working Skills Using Group Projects</i>, by Dr. Richard Vail Mesa State College <i>Issues that Business Ethics Academia Will Face in the Coming Decade</i>, by Zach Luman, Chad Albrecht, Conan Albrecht, and Dr. Daniel Holland 	<p align="center">DV 111</p> <p>Track: Current Events Moderator: Mark Stevenson</p> <ul style="list-style-type: none"> <i>A More Comprehensive System Approach to Student Relationship Management in a Business Department to Improve Retention</i>, by Gayla Jo Slauson Mesa State College <i>Virtuousness in Organizations</i>, by Kim Cameron and Bradley Winn Utah State University <i>Strategies and Performance of New Mexican Emerging Multinational Enterprises</i>, by Jose G. Vargas-Hernandez Central University of Administrative Economic Sciences, Mexico*
2:45 p.m. - 3:00 p.m.	Registration and Refreshments	BREAK		
3:00 p.m. - 3:45 p.m.		<p align="center">DV 101</p> <p>Track: Computer Info Systems Moderator: Zhuolin Yu</p> <ul style="list-style-type: none"> <i>An Experiential Exercise in Information Assurance Education Guided by the Revised Bloom's Taxonomy</i>, by Dr. James Frost Idaho State University 	<p align="center">DV 110</p> <p>Track: Management Moderator: Stephen Hill</p> <ul style="list-style-type: none"> <i>Comparative International Differences in Intrinsic and Extrinsic Job Quality Characteristics and Worker Satisfaction, 1989-2005</i>, by Dr. 	<p align="center">DV 111</p> <p>Track: Economics/Finance Moderator: Mary Wrenn</p> <ul style="list-style-type: none"> <i>Interest Rate Elasticity of Capitalization Rates</i>, by Dr. Dan Hess Seattle Pacific University <i>Enhancing Nepal's Tax Revenue Collection Through An Innovative Policy</i>

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		<ul style="list-style-type: none"> • <i>Network Virtualization and Security: Current Status and Future Challenges</i>, by Andrew Drake, Dr. Ed Harris, Dr. Seokwoo Song, and Dr. Eric Swedin Weber State University 	Jonathan Westover Utah Valley University <ul style="list-style-type: none"> • <i>Forces in the Cloud</i>, by Dr. Ron Konecny at University of Nebraska at Kearney, and Joseph Konecny at Siemens, Houston, TX 	<i>Measure</i> , by John Koirala and Professor Wang Guang Ming of Zhejiang Gongshang University, and Ernesto Fuentes Bulayog of Visayas State University, Philippines*
3:45 p.m. - 4:00 p.m.	Registration and Refreshments	BREAK		
4:00 p.m. - 4:45 p.m.		<p style="text-align: center;">DV 101</p> Track: Pedagogy Moderator: Matt Mourtisen <ul style="list-style-type: none"> • <i>Perceptual Differences Between American Students and International Students Regarding the Criteria Each Group Believes is Important for Initial Post-Graduate Employment</i>, by Dr. Kay Hodge and Dr. Janet Lear University of Nebraska at Kearney • <i>Student Preferences for Class Times, Lengths, and On-line Classes</i>, by Dr. Jerry Moorman Mesa State College 	<p style="text-align: center;">DV 110</p> Track: Students (Undergrad & Grad) Moderator: Jennifer Grandi <ul style="list-style-type: none"> • <i>Estimating the Effects of Many-to-Many Peer Tutoring on Academic Performance: A Preliminary Report</i>, by Vinh Tran and Yong Kim Utah State University • <i>Managing by Values: The Innovative Management Philosophy for the Future</i>, by Nicholas Bahr, C. Albrecht, and C. Belsito Utah State University 	<p style="text-align: center;">DV 111</p> Track: Economics/Finance Moderator: Mary Wrenn <ul style="list-style-type: none"> • <i>Using an Inheritance Tax to Fund Education in Utah</i>, by Dr. Donald Saxon Westminster University
5:15 p.m.	Gather in DV 134 for those needing transportation to the Ogden Campus for the banquet at the Hurst Center, Dumke-Legacy Room.			
5:30 p.m. - 6:00 p.m.	Social Time at the Hurst Center - Ogden			

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6:00 p.m.	Banquet and Keynote Address	Keynote Address: Curt Roberts, Vice Provost for Innovation & Economic Development " <i>Countering Adversity Through Innovation</i> "
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Friday, October 8, 2010

	1st Floor East Wing			
8:00 a.m. - 8:30 a.m.	Registration			
8:30 a.m. - 9:20 a.m.	Late registration continues in DV 137. Refreshments can be found all day in DV 134.	DV 101 Track: Pedagogy Moderator: Henning Olsen <ul style="list-style-type: none"> • <i>Industrial Distribution Simulation Laboratory: An Innovative Instructional Strategy to Teach Technical Sales, Branch Operations and Management Skills through Experiential Learning</i>, by Dr. Richard A. Meznarich and Dr. James Toppen University of Nebraska at Kearney • <i>Faculty Turnover Intent in the Higher Education Sector of Twin Cities of Islamabad Rawalpindi</i>, by Moazzam Jan Bakhtiar Mohammad Ali Jinnah University* 	DV 110 Track: Accounting Moderator: Eric Smith <p><i>How Have Recent U.S. Supreme Court Rulings Changed the Incentive to Manage Earnings when Faced with Punitive Damage Awards?</i> by Dr. Steven Hall, Dr. Larry Carstenson of University of Nebraska at Kearney, and Dr. William Stammerjohan of Louisiana Tech University</p> <p><i>Declining Test Scores Among Introductory Accounting Students</i>, by Dr. Matthew Mouritsen Weber State University</p>	DV 111 - Panel <i>The Usefulness of Advisory Councils in Academic Departments</i> , by Dr. Ed Harris of Weber State University, Dave Norwood of Trusted Network Solutions, and Tim Martin of Hill Air Force Base
9:20	Registration	BREAK		

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a.m. - 9:30 a.m.	and Refreshments			
9:30 a.m. - 10:20 a.m.		<p style="text-align: center;">DV 101</p> <p>Track: Pedagogy Moderator: Matt Mouritsen</p> <ul style="list-style-type: none"> <i>Holistic Accounting Pedagogy</i>, by Dr. J. Henning Olsen College of Eastern Utah <i>The Challenge: Experiential Education in Theory and Practice</i>, by Dr. Peter Robinson Utah Valley University <i>The Impact of Job Stress on Job Satisfaction in the Only Public Distance Learning University in Pakistan: Allama Iqbal Open University</i>, by Humaira Jahanzeb Allama Iqbal Open University* 	<p style="text-align: center;">DV 110</p> <p>Track: Management Moderator: Stephen Hill</p> <ul style="list-style-type: none"> <i>Social Networking Media: Applications for a Human Resource Management Course</i>, by Dr. Casimir Barczyk Purdue University <i>Leadership in Human Resource Management: A Current Event Case Study to Engage HRM College Students in Applying Leadership Theory in an HR Context</i>, by Dr. Patrick Schutz Mesa State College 	<p style="text-align: center;">DV 111 - Panel</p>
10:20 a.m. - 10:30 a.m.	Registration and Refreshments	BREAK		
10:30 a.m. - 11:20 a.m.		<p style="text-align: center;">DV 101</p> <p>Track: Economics/Finance Moderator: Mary Wrenn</p> <ul style="list-style-type: none"> <i>Conducting Economic Impact Studies of Native American Tribal Operations and Enterprises: A Case Study in Idaho</i>, by Dr. Steven Peterson University of Idaho <i>International Mutual Funds: Performance and Persistence</i>, by Dr. Yuhong 	<p style="text-align: center;">DV 110</p> <p>Track: Management Moderator: TBA</p> <ul style="list-style-type: none"> <i>Case Study - CSR as a Tool for Branding</i>, by Saikat Gochhait of Rajiv Academy for Technology and Management, and Mr. Abhiram Gochhait, Sr. Social Service Officer* <i>Identification of Required Information Sources Growth of SMES</i> 	<p style="text-align: center;">DV 111 - Panel</p> <p><i>Should Collegiality be a Requirement for Tenure?</i>, by Dr. Larry Carstenson and Dr. Sri Seshadri of University of Nebraska at Kearney, , Dr. Donald Carpenter of Mesa College, and Dr. Casimir Barczyk of Purdue University Calumet</p>

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		<p>Fan Weber State University</p> <ul style="list-style-type: none"> • <i>Forecasting Exchange Rates</i>, by Rizwan Khan and Eatzaz Ahmad Air University, E-9 Islamabad, Pakistan* 	<p><i>in Automobile Industry</i>, by Maryam Mojtahedi, R. Zaefarian, and K. Talebi University of Tehran*</p>	
11:20 a.m. - 11:30 a.m.	Registration and Refreshments	BREAK		
11:30 a.m. - 12:20 p.m.		<p style="text-align: center;">DV 101</p> <p>Track: Economics/Finance Moderator: Mary Wrenn</p> <ul style="list-style-type: none"> • <i>Problems and Prospects of Agro-Based Industries in Kurnool District</i>, by C. Lakshmi Kantha Reddy* • <i>Forecasting Volatility of Istanbul Stock Exchange</i>, by Ahmet Asarkaya Istanbul Bilgi University* 	<p style="text-align: center;">DV 110</p> <p>Track: Accounting Moderator: TBA</p>	<p style="text-align: center;">DV 111 - Panel</p> <p style="text-align: center;"><i>A Comparison of Faculty Attitudes on Student Breaches of Academic Integrity at Institutions of Higher Education</i>, by Dr. James Frost of Idaho State University, Dr. Alan Hamlin of Southern Utah University, Dr. Casimir Barczyk of Purdue University Calumet, and Dr. Yehuda Peled of Western Galilee College via Skype</p>
12:20 p.m. - 1:20 p.m.	Lunch & Business Meeting	Box lunches will be provided in the hallway between DV 110 & 111. Dining area will be in DV110 & 111.		
1:20 p.m. -	Activity	<p>Tour of Hill Air Force Base Aerospace Museum - Roy, Utah</p> <p>Maps to the Museum will be available online, during lunch, and in DV 137. Those who are part of the carpool, meet in the lobby of the Davis Campus at 1:20 p.m.</p>		

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